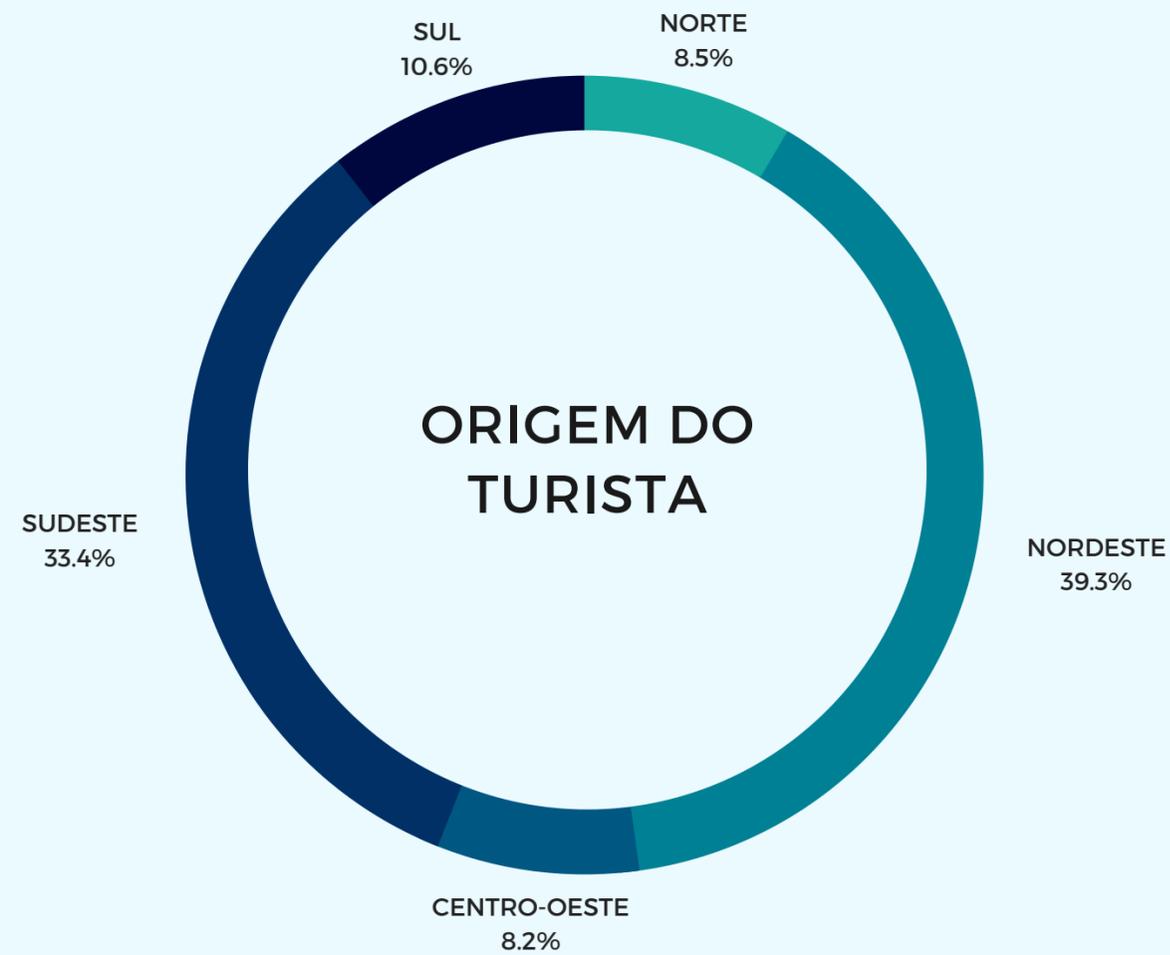


# Perfil do Turista de Fortaleza

Abril de 2022





A wide-angle photograph of a beach. The foreground is filled with golden sand. In the middle ground, several palm trees stand on the right side, casting shadows on the sand. In the background, a city skyline is visible across a body of water under a clear, bright blue sky. A semi-transparent teal banner is overlaid across the middle of the image, containing the text.

# Perfil Social do Turista



**Mais de 60 anos**  
6%

### Faixa Etária

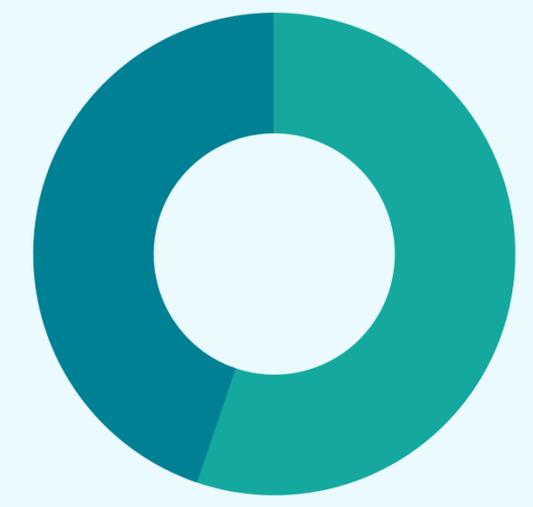
**Entre 18 e 35 anos**  
47.6%



**Entre 36 e 60 anos**  
46.4%

### Gênero

**Feminino**  
44.8%

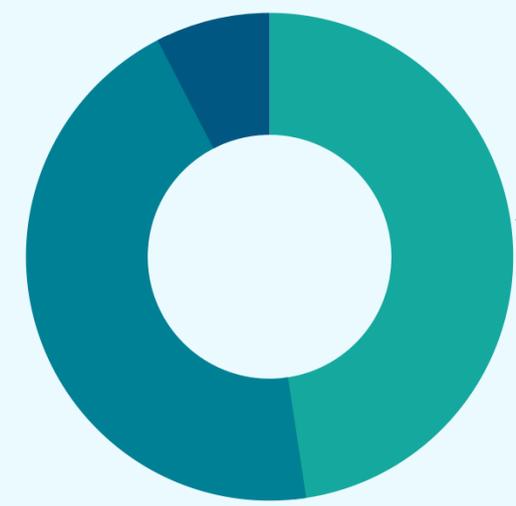


**Masculino**  
55.2%

**Divorciado**  
7.6%

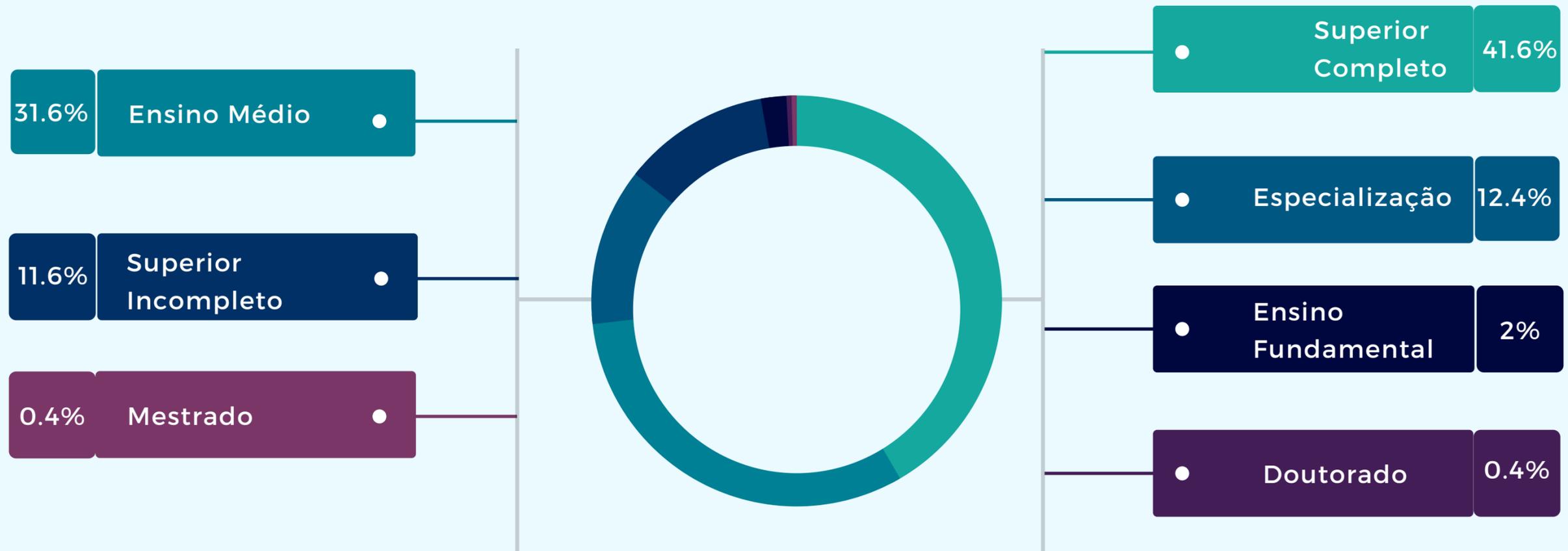
### Estado Civil

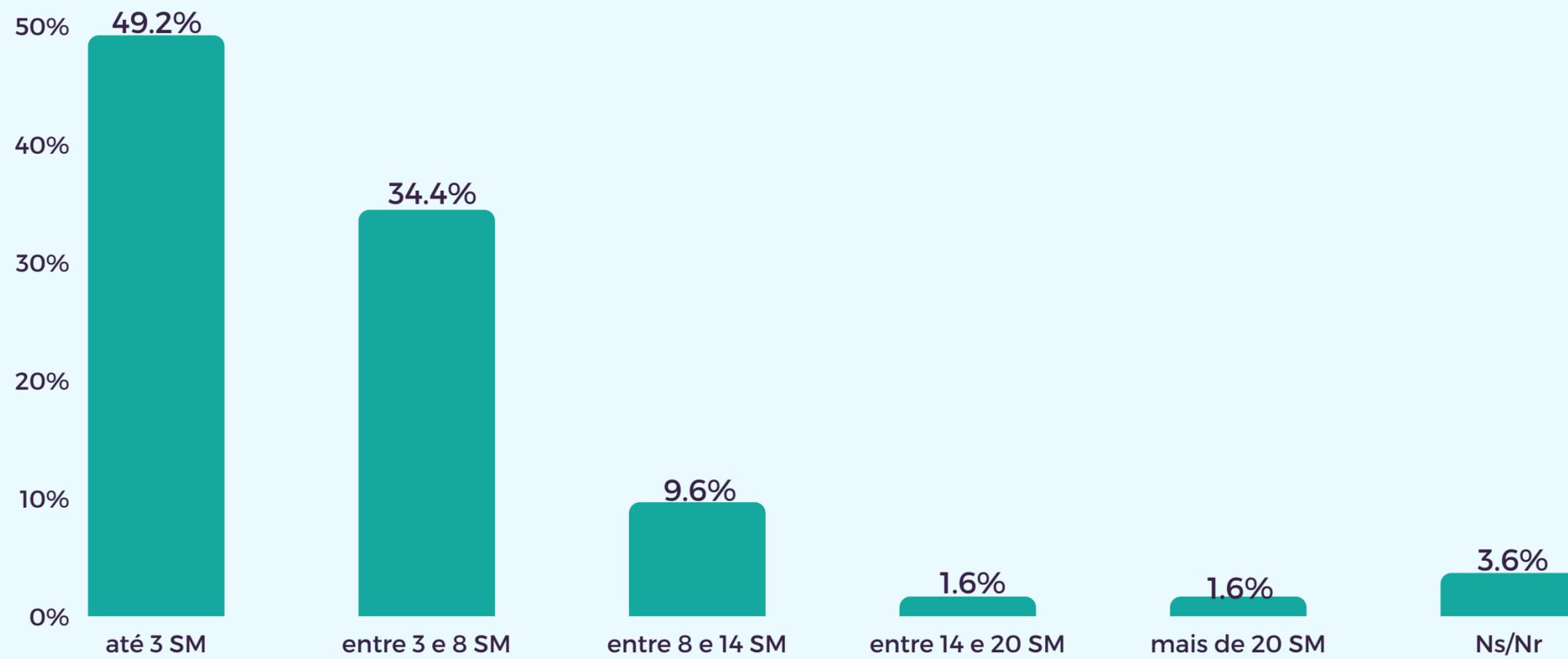
**Casado**  
44.8%



**Solteiro**  
47.6%

## Grau de instrução (%)



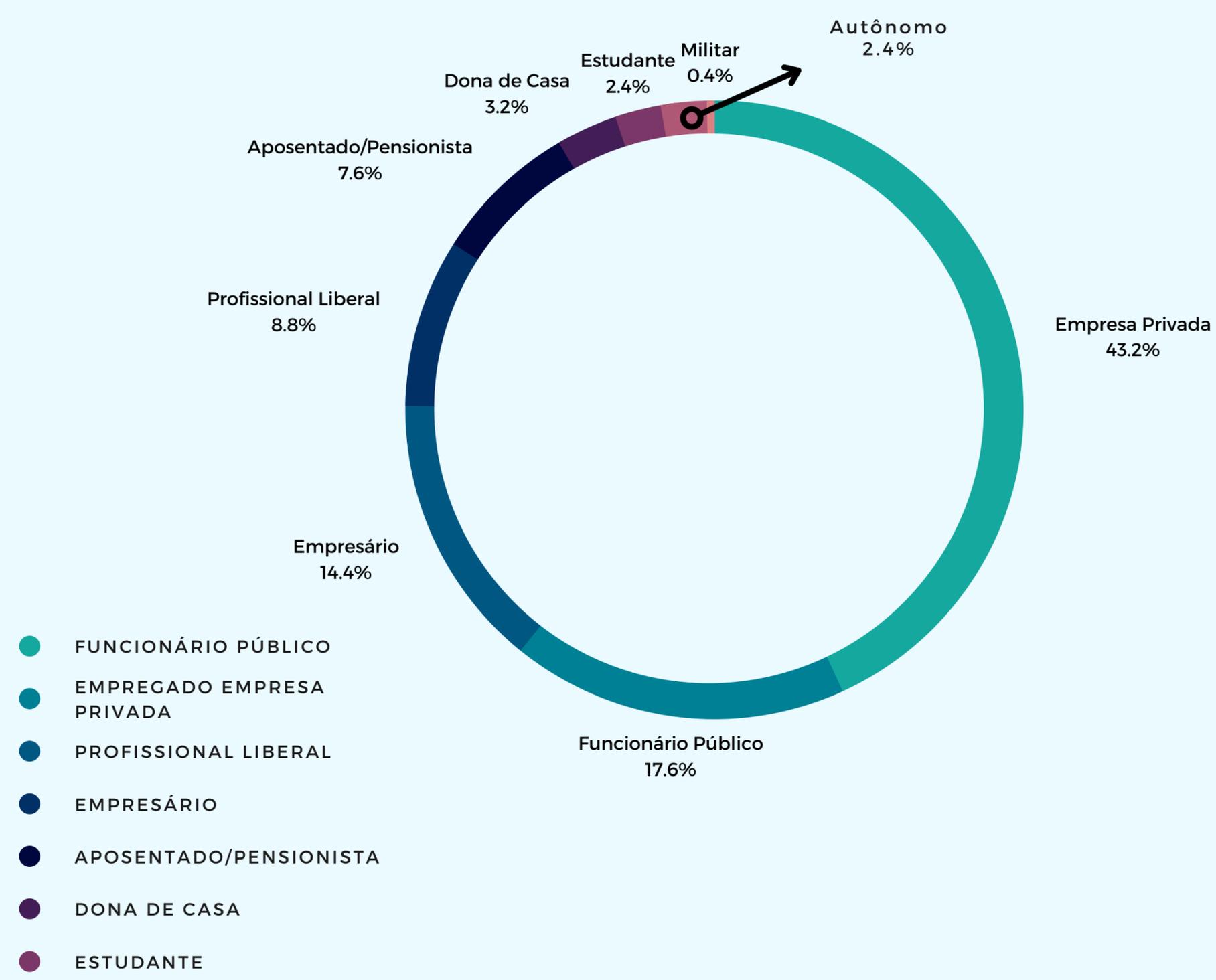


## Renda Individual (%)

Segundo os dados coletados, o nível de renda predominante entre os turistas pesquisados foi de até 03 salários mínimos, com 49,2%, em segundo lugar, ficou a renda entre 03 e 08 salários mínimos, com 34,4%; por fim, 3,6% dos entrevistados não quiseram responder quanto ganhavam.



# Profissão (%)



# Análise dos dados coletados

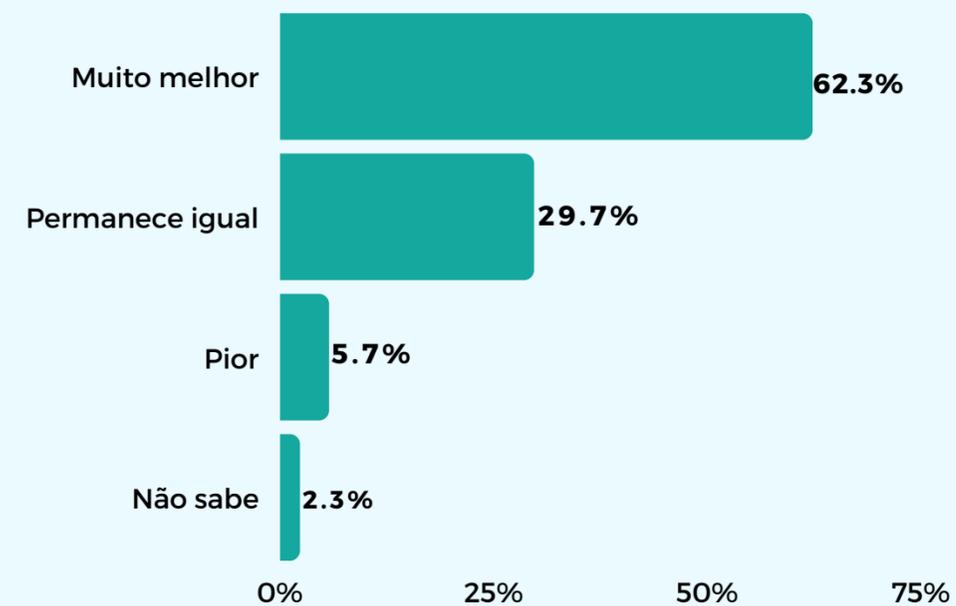




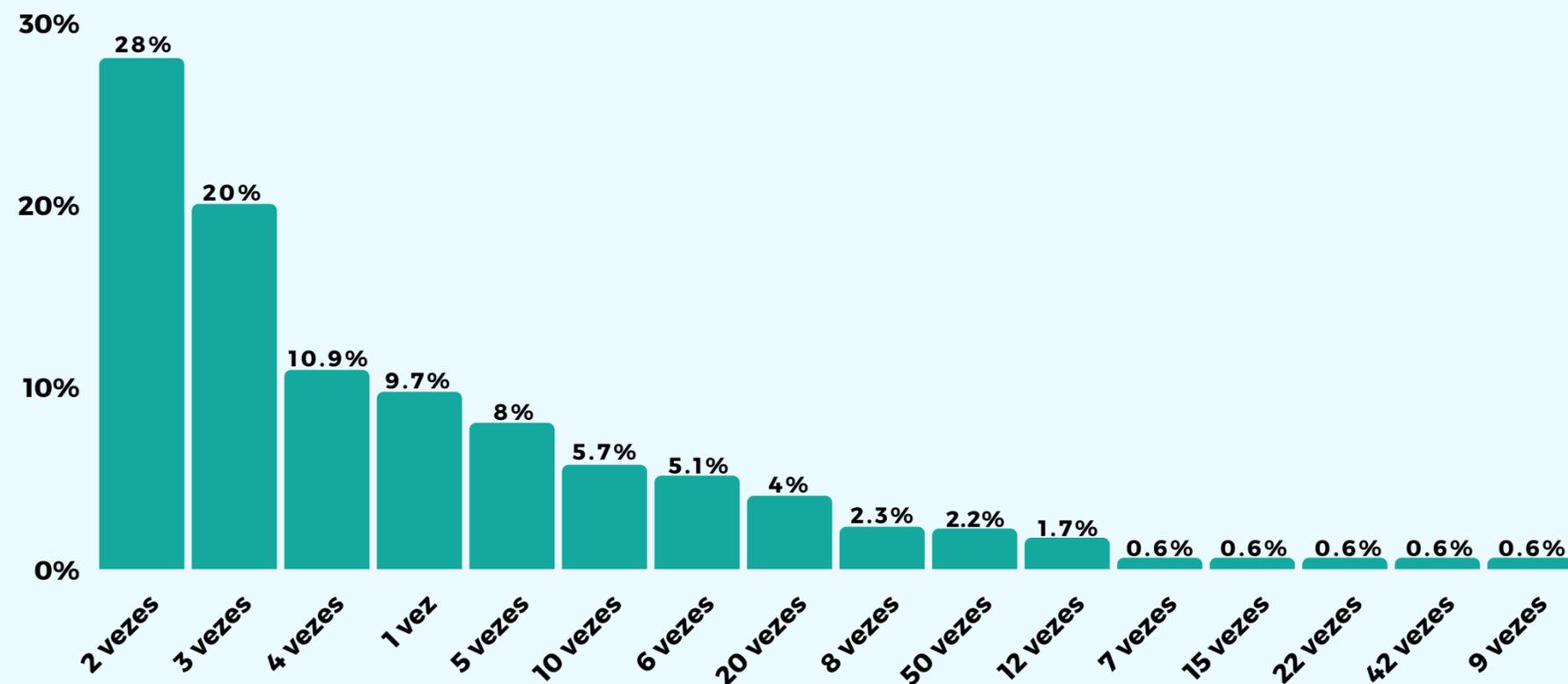
### Primeira vez que vem a Fortaleza? (%)



### Achou Fortaleza melhor em relação à sua visita anterior? (%)



### Quantas vezes já vieram para Fortaleza? (%)





## Motivação da viagem

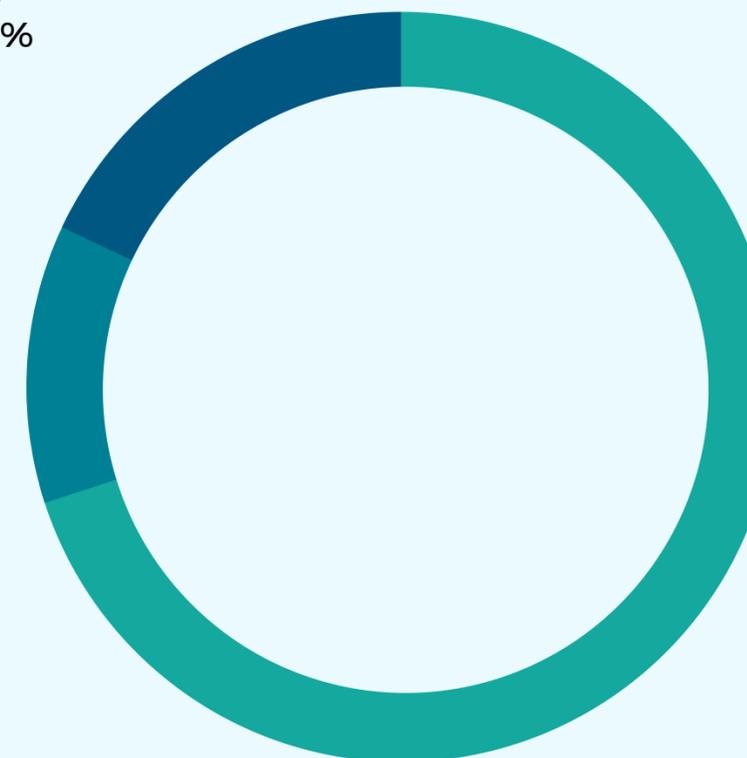
**LAZER/TURISMO** 70%

**VISITA A AMIGOS/PARENTES** 12%

**NEGÓCIOS/TRABALHOS** 18%

Negócios/Trabalho  
18%

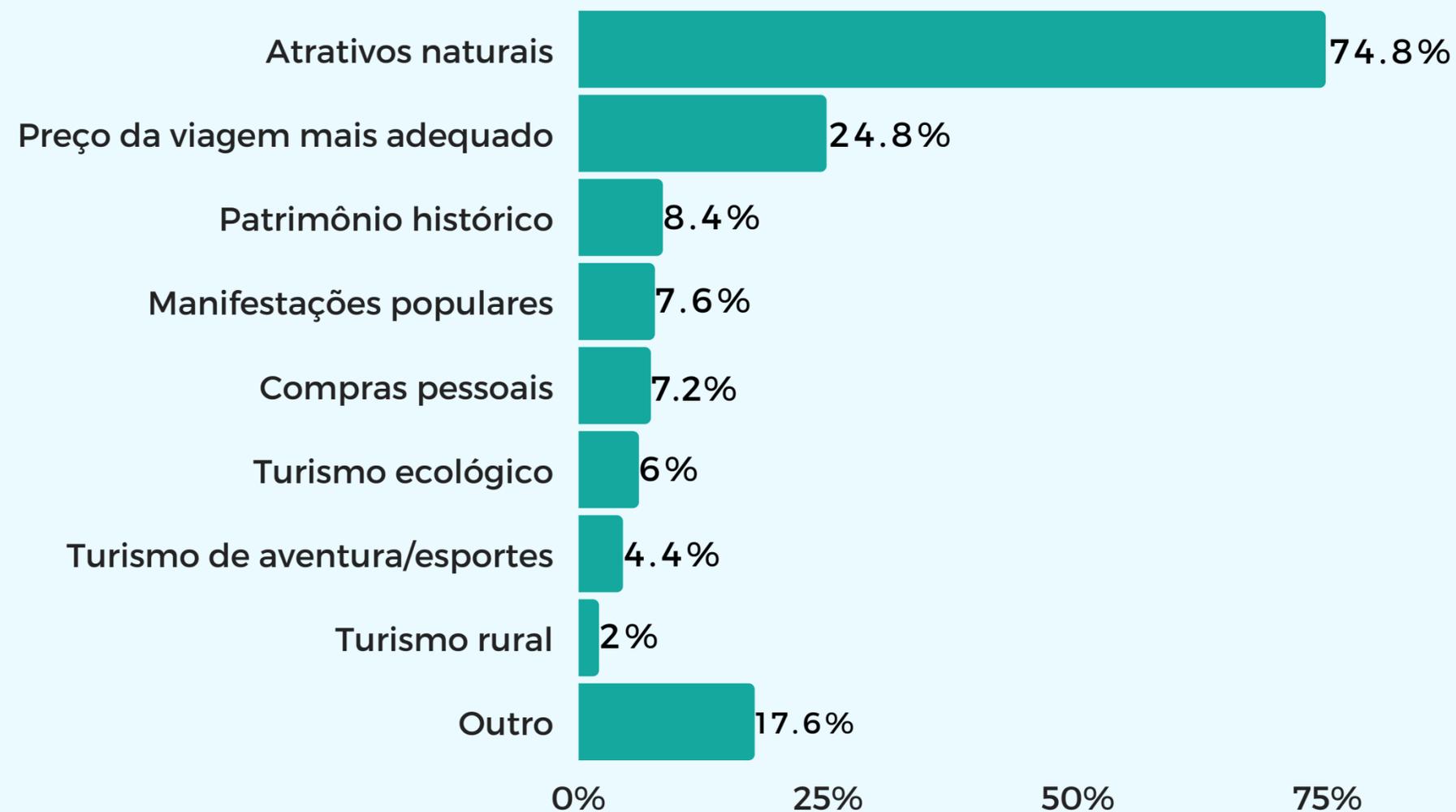
Visita a amigos/parentes  
12%



Lazer/Turismo  
70%

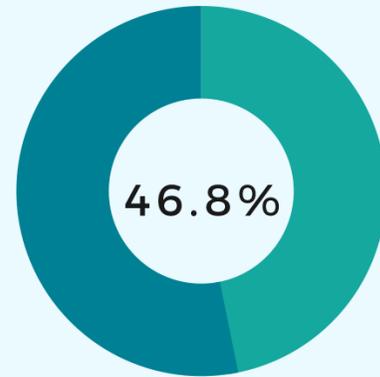


### Quais os principais fatores decisórios para sua viagem a Fortaleza? (%)

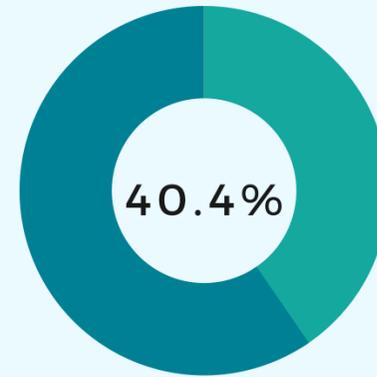


OBS: ADMITE MAIS DE UMA RESPOSTA (NÃO FECHA 100%)

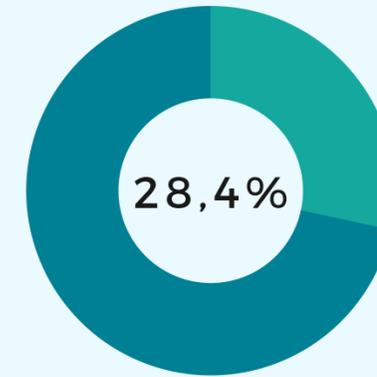
## Influência na escolha da viagem



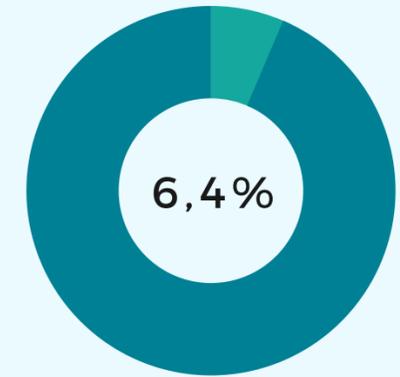
JÁ CONHECIA O LOCAL



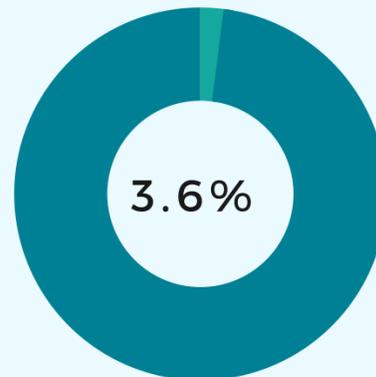
COMENTÁRIO DE  
PARENTE/AMIGO



INTERNET



AGÊNCIA DE VIAGEM



PROPAGANDA



TELEVISÃO OU RÁDIO



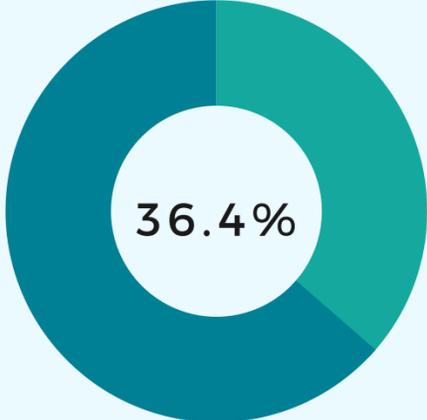
JORNAIS OU REVISTAS



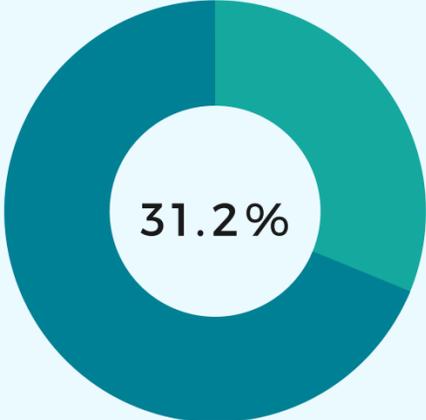
OUTROS

OBS: ADMITE MAIS DE UMA RESPOSTA (NÃO FECHA 100%)

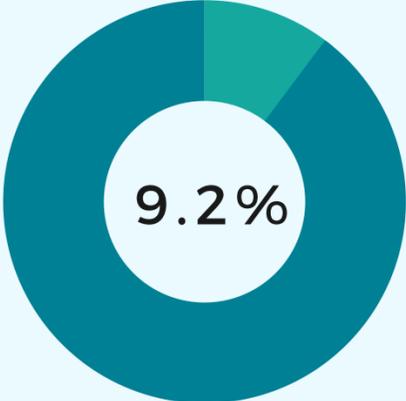
Qual o principal veículo de propaganda que influenciou sua viagem? (%)



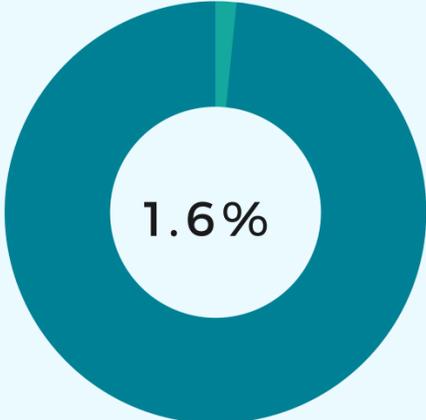
SITE/INTERNET



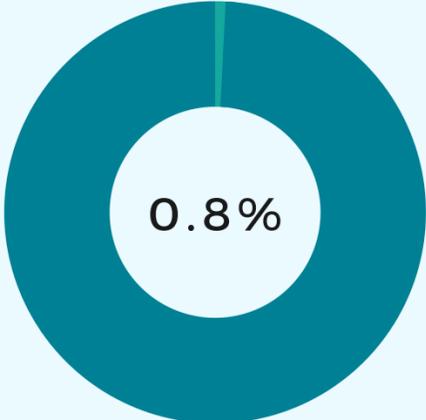
REDE SOCIAL



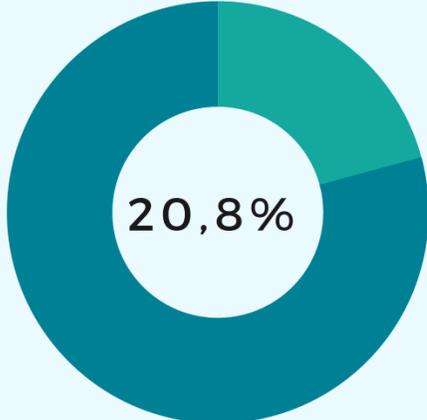
TELEVISÃO



FOLHETO/FOLDER E CARTAZ

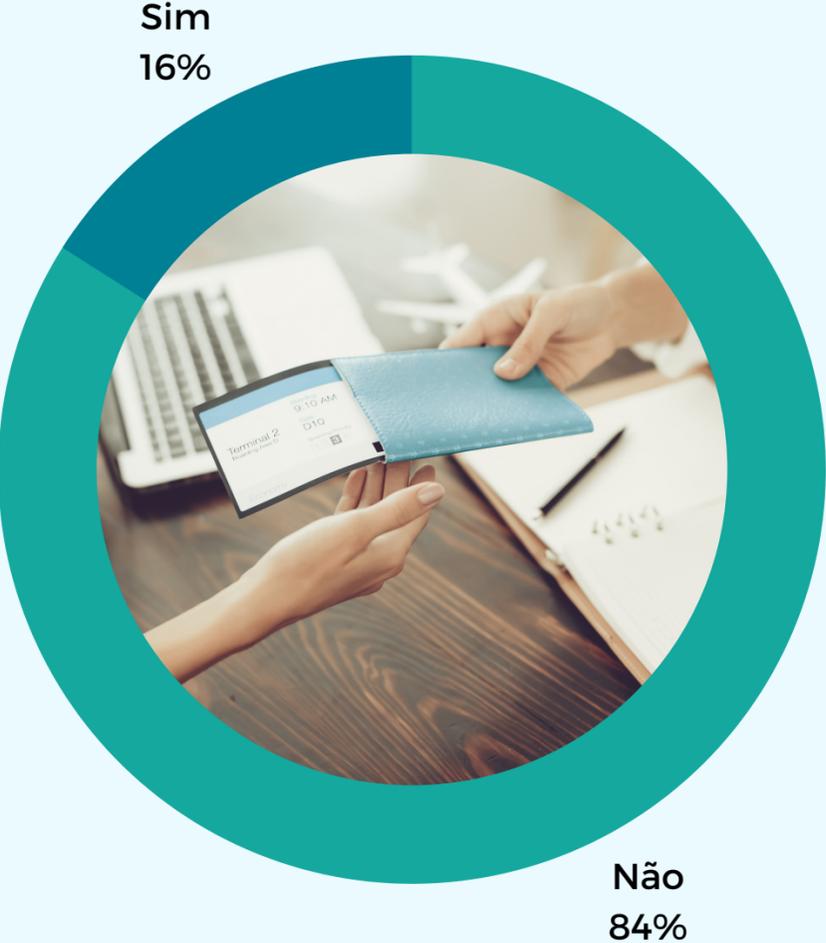


JORNAL

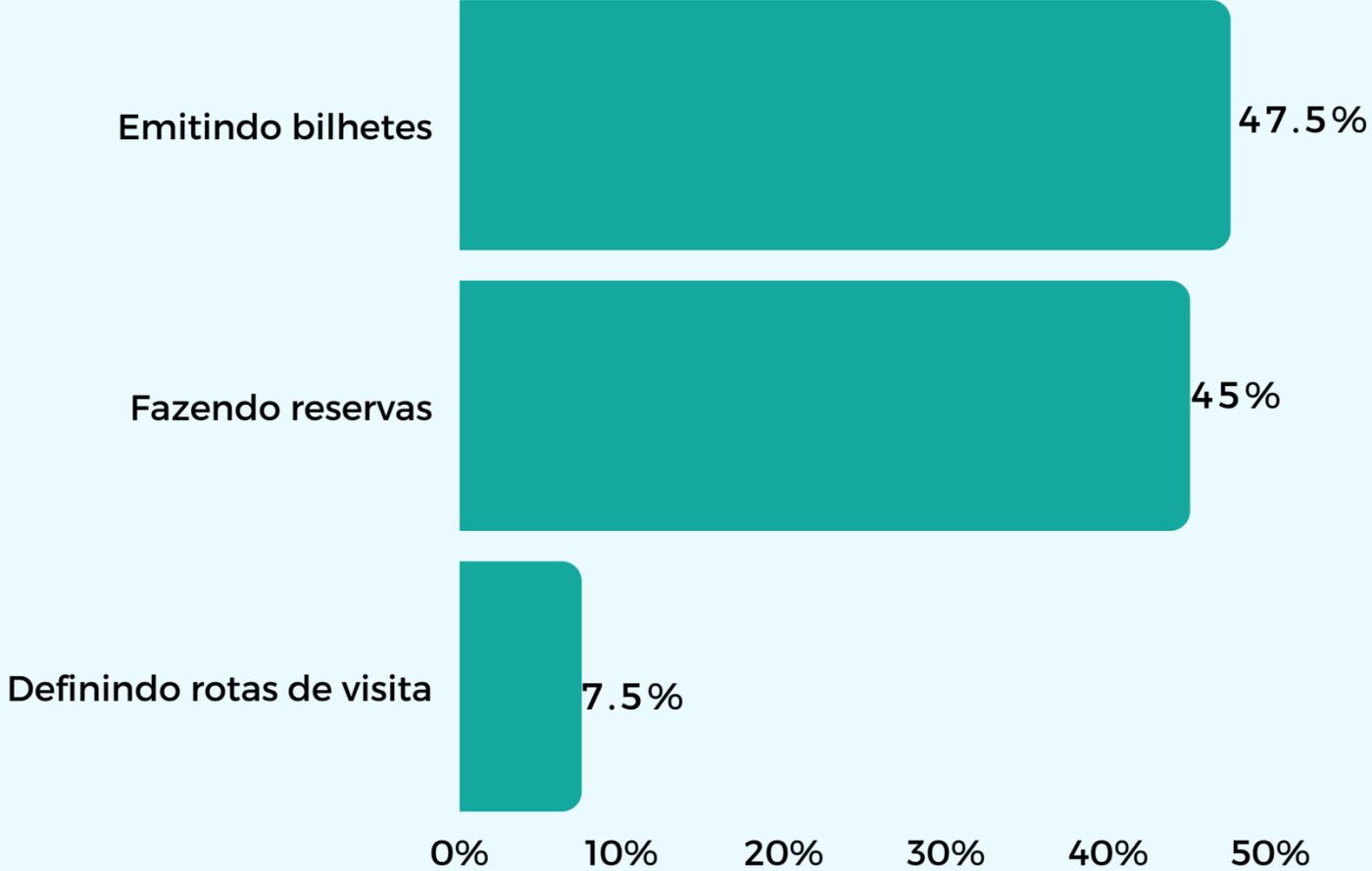


OUTRO

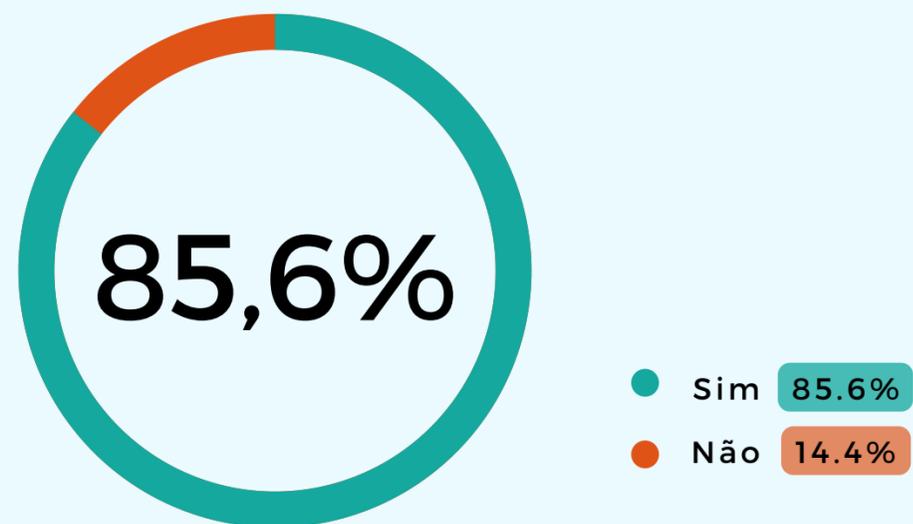
### Sua viagem foi organizada por agência de viagem? (%)



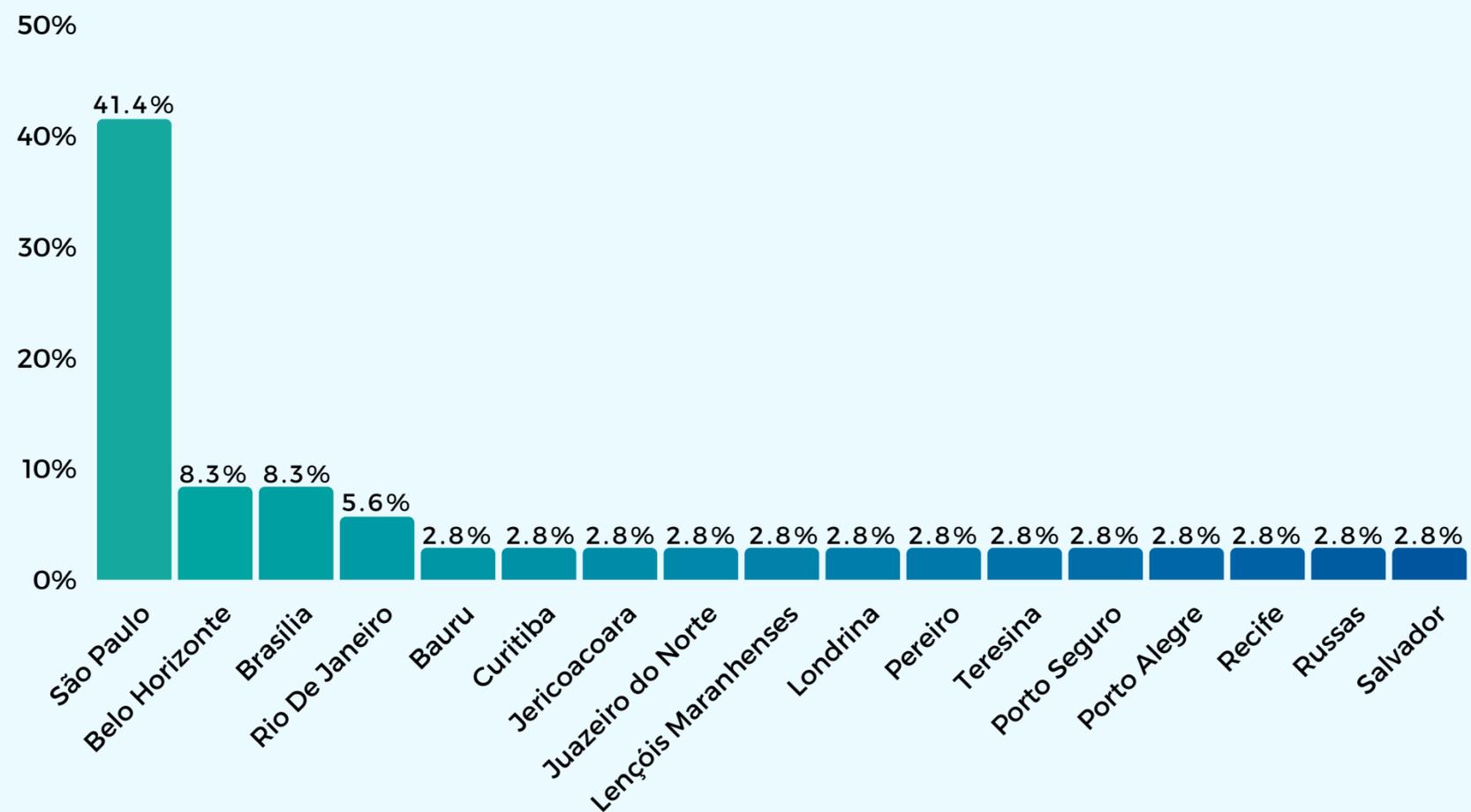
### Se sim, de que forma? (%)



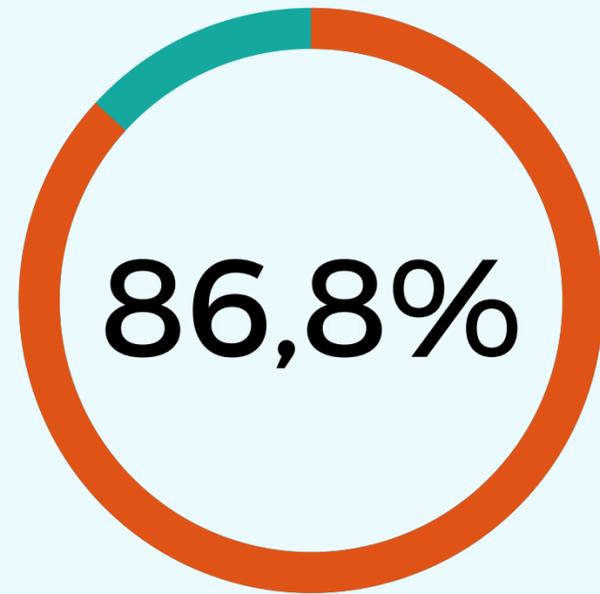
## Você saiu direto de sua cidade de origem para Fortaleza? (%)



## Se não, de qual cidade veio? (%)

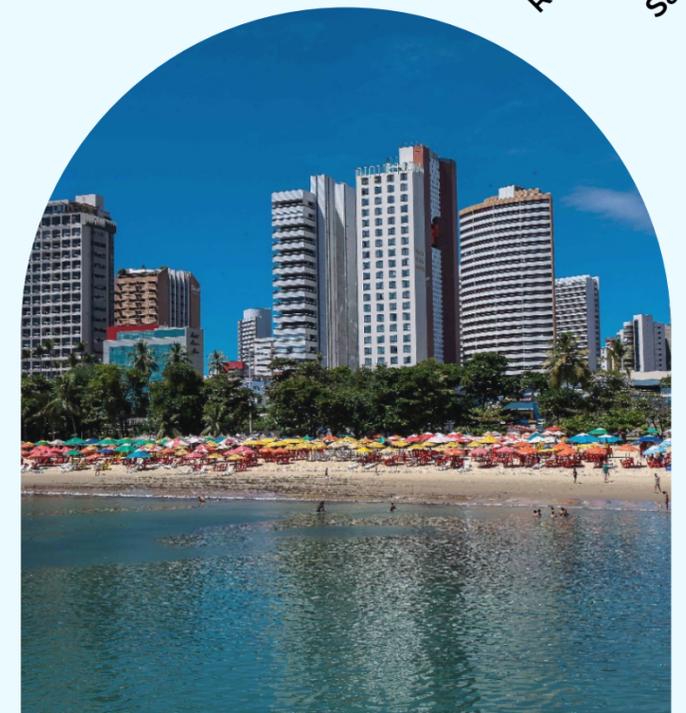
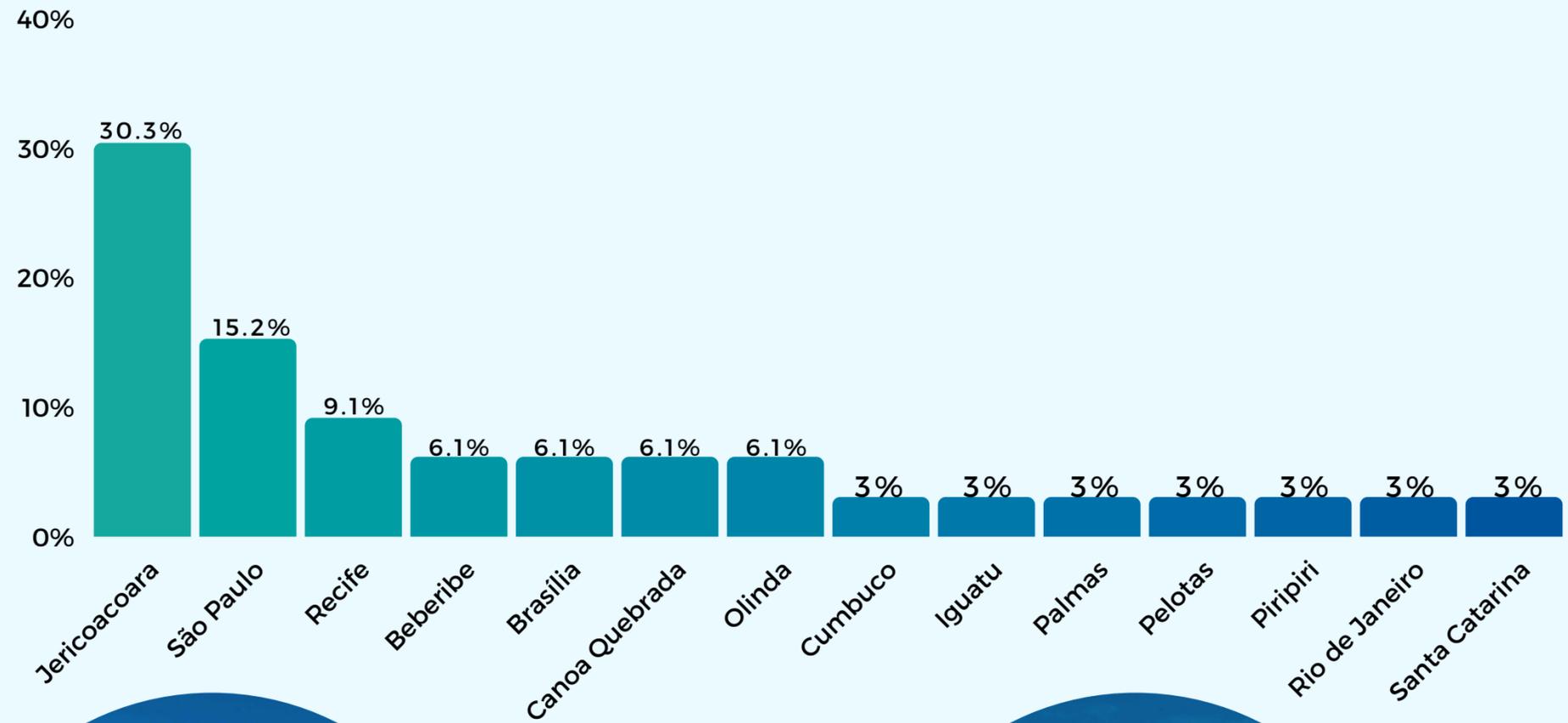


# Ao deixar Fortaleza, pretende pernoitar em outros lugares antes de chegar à sua cidade de origem? (%)

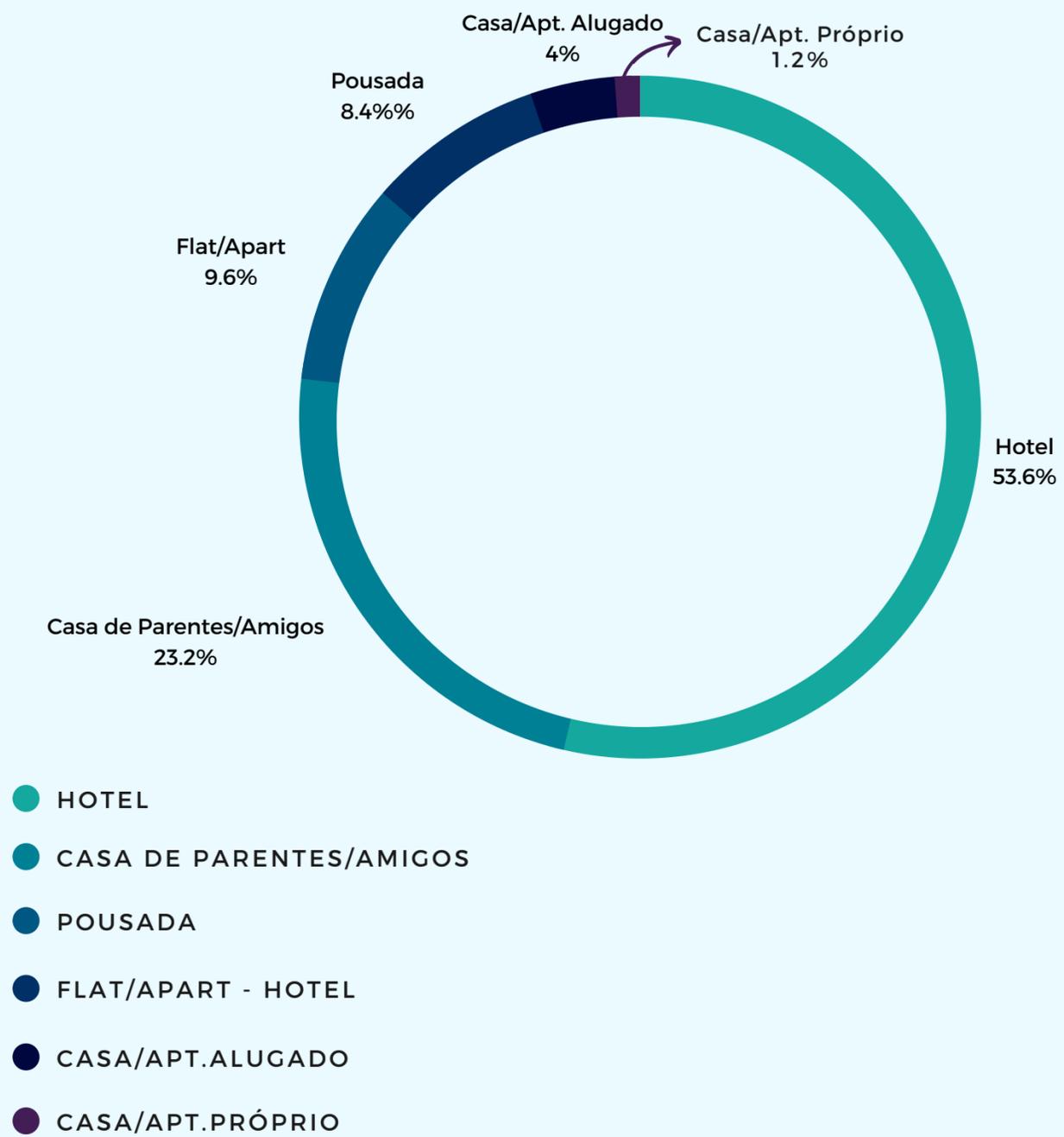


- Sim 13.2%
- Não 86.8%

## Se sim, para qual cidade irá? (%)

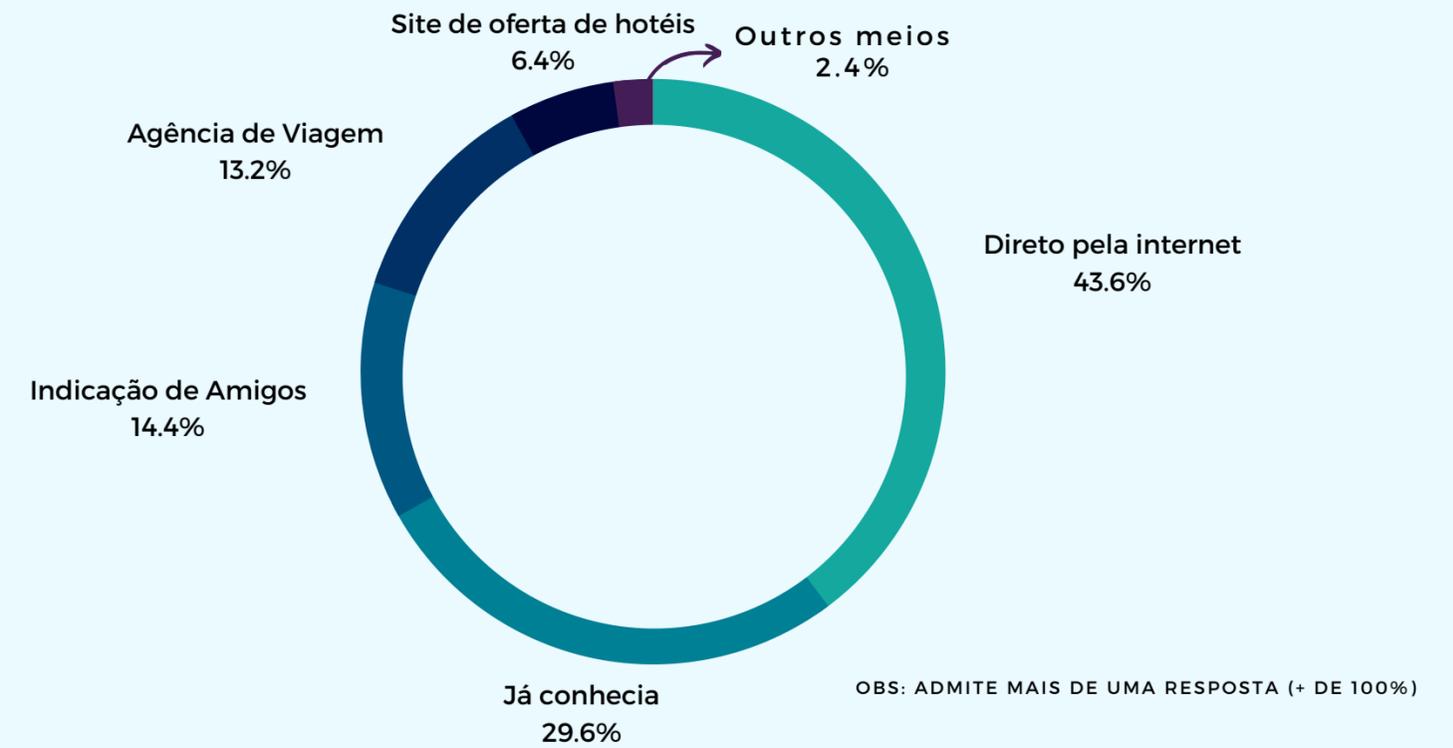


## Meios de hospedagem mais utilizados

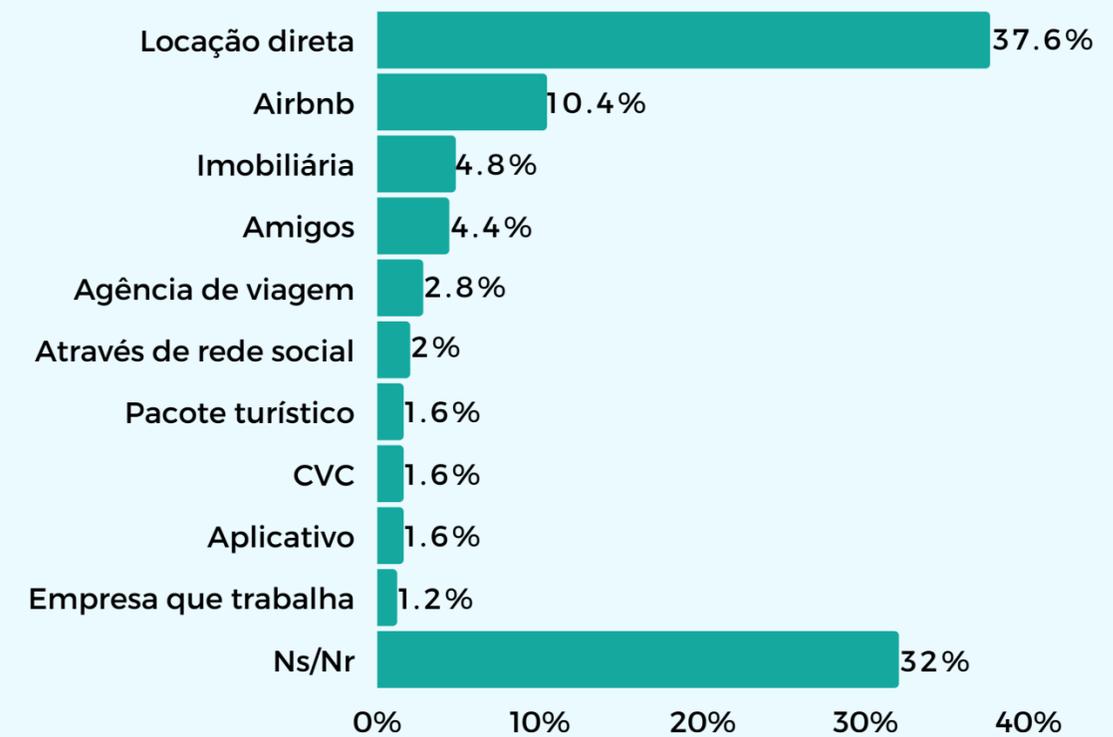




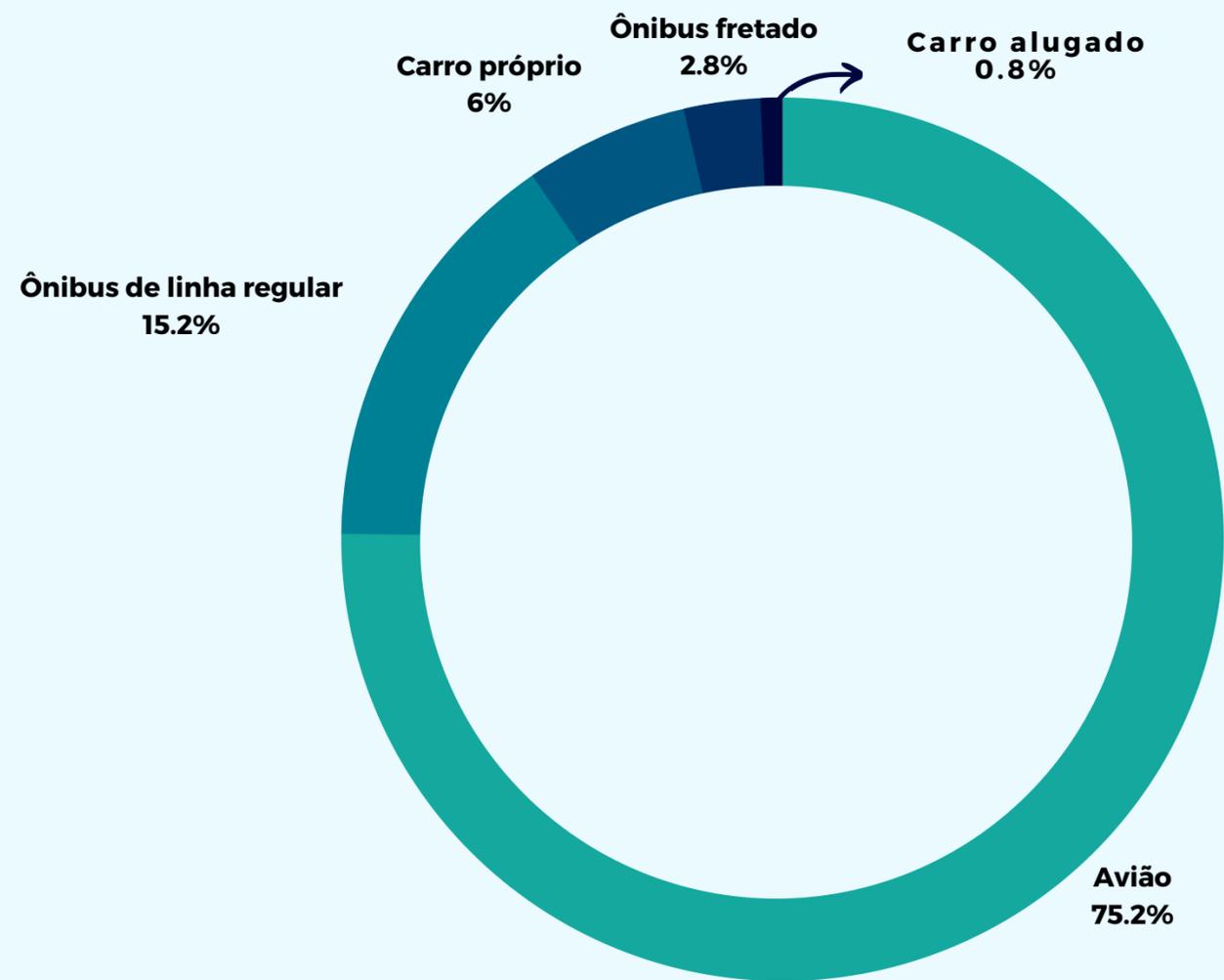
## Como tomou conhecimento do meio de hospedagem que utilizou? (%)



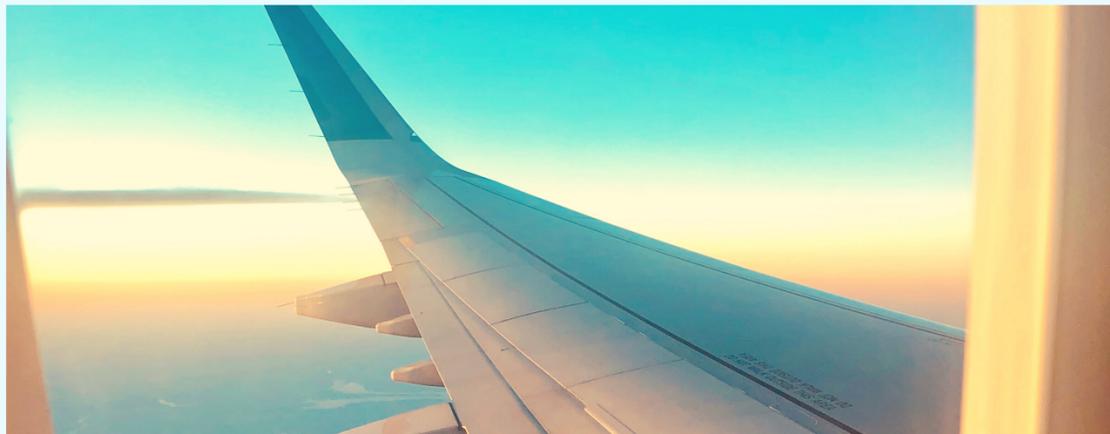
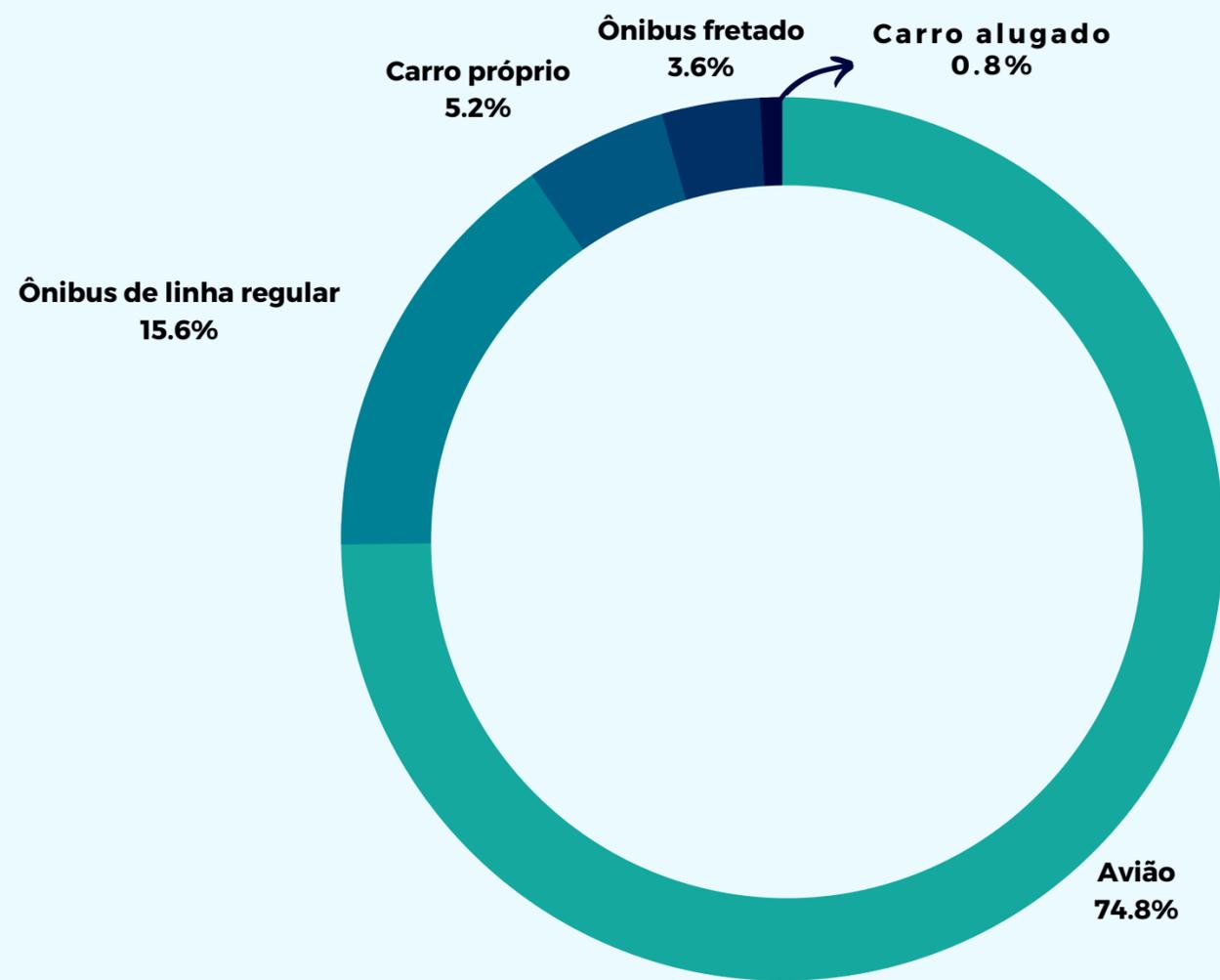
## Como fez a locação? (%)



## Qual o meio de transporte utilizado para chegar em Fortaleza? (%)



## Qual o meio de transporte utilizado para sair de Fortaleza? (%)

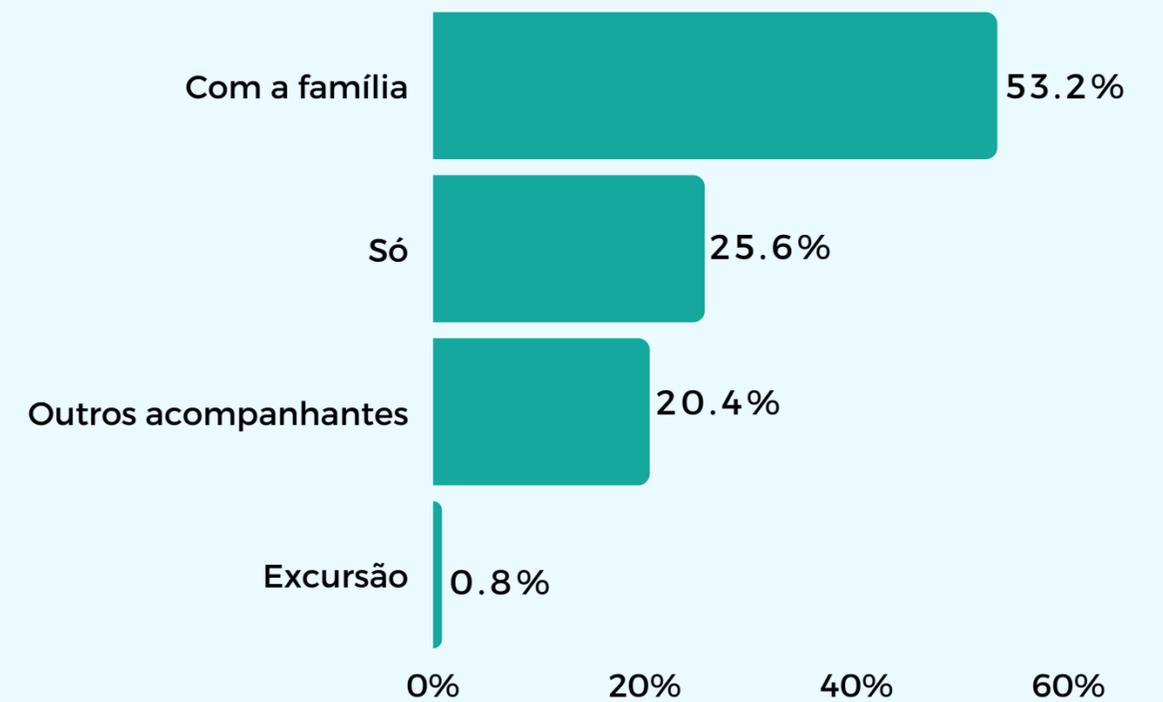


O (a) Sr. (a) veio a Fortaleza através de pacote turístico?

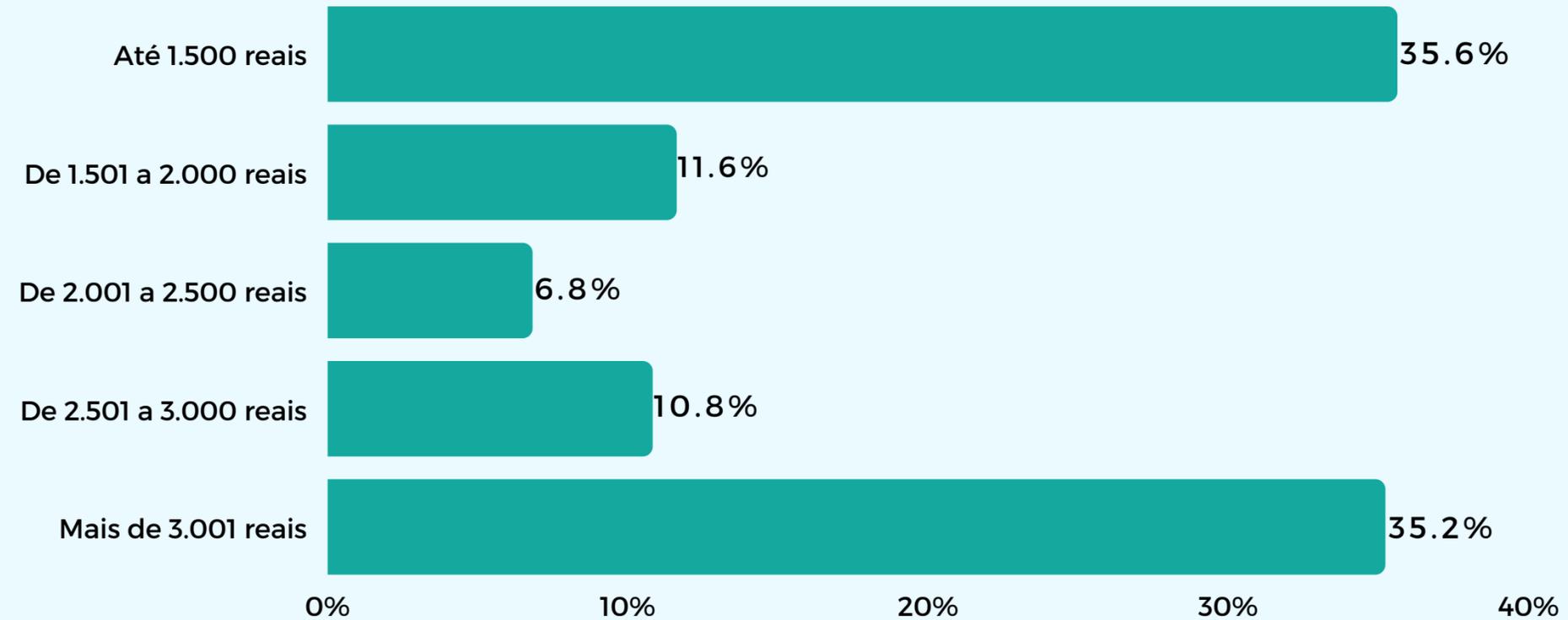


- Sim 12.4%
- Não 87.6%

Como o (a) Sr. (a) está viajando? (%)



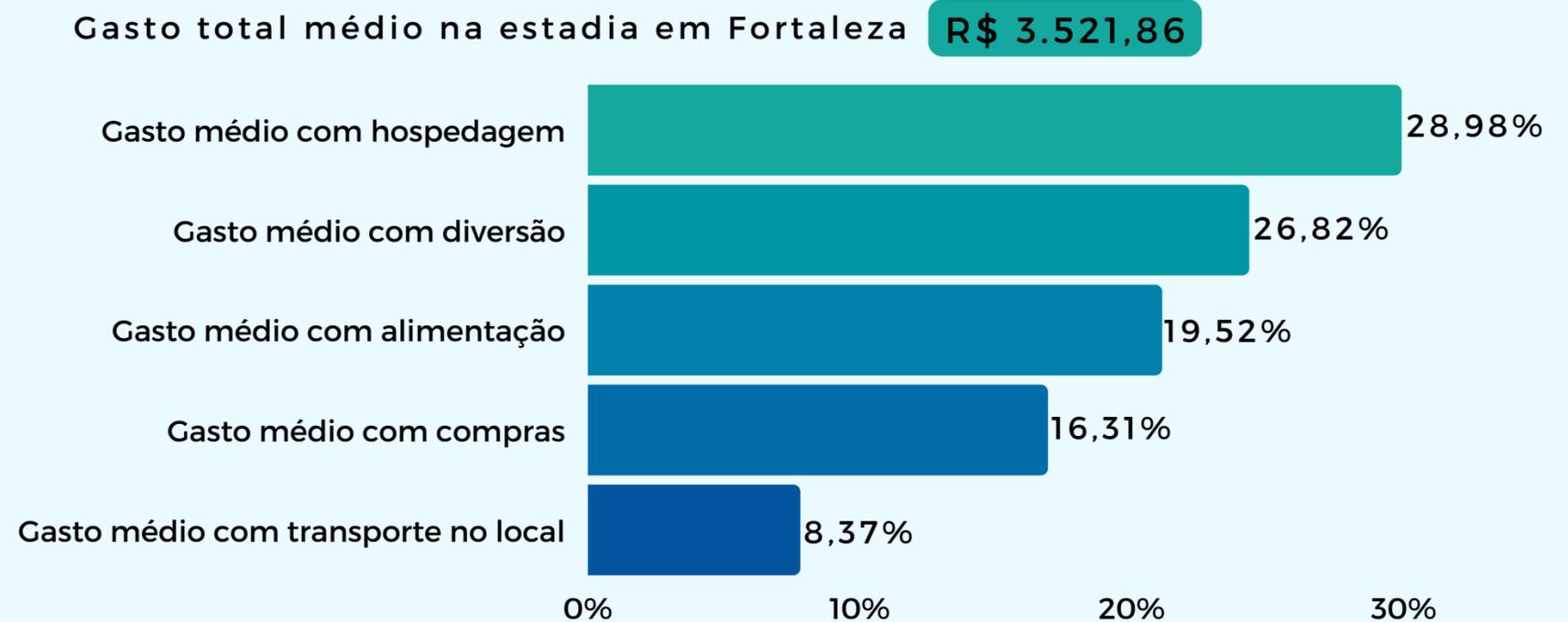
## Gasto médio durante sua estada em Fortaleza? (%)



## Valor médio gasto individualmente com pacote turístico

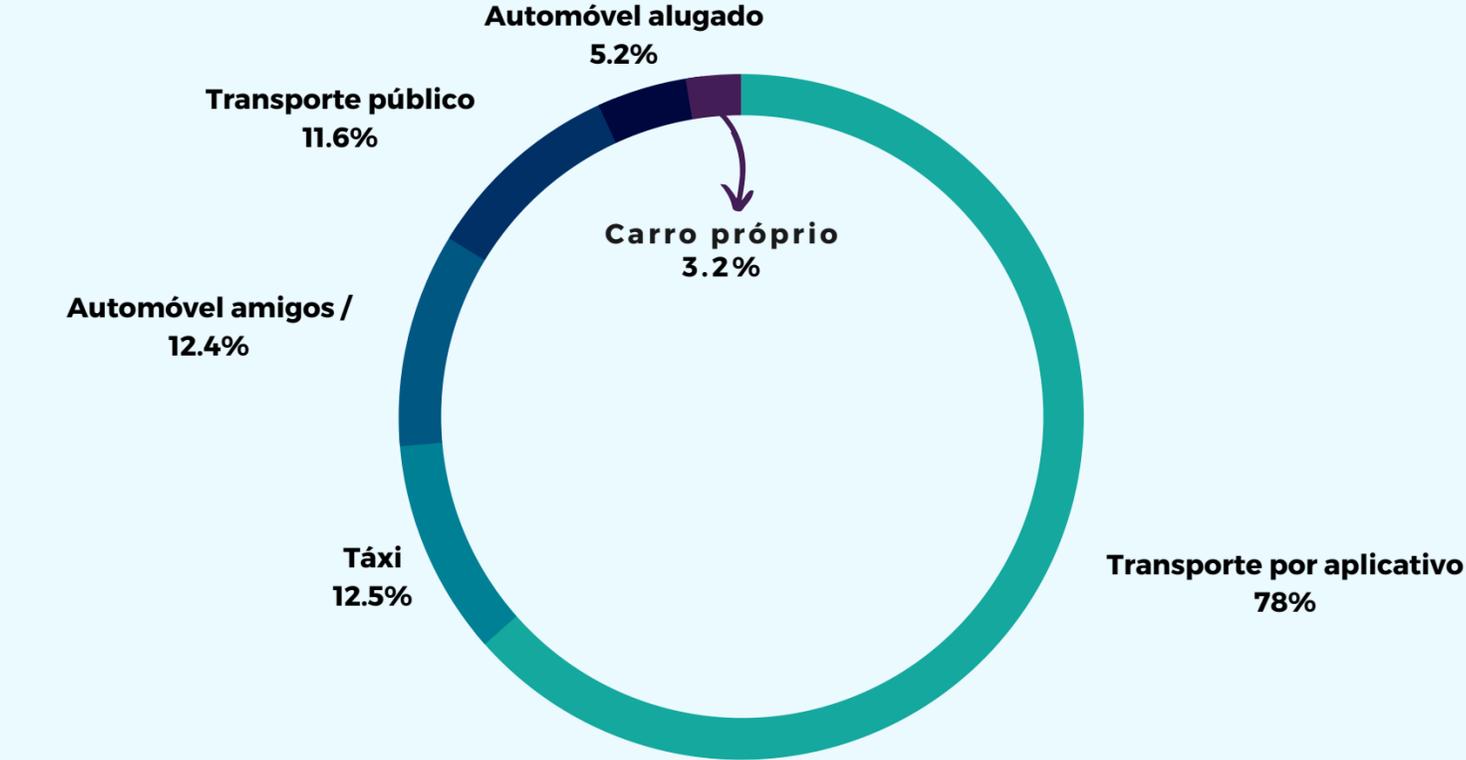


## Gastos em Fortaleza





# Meio de transporte utilizado

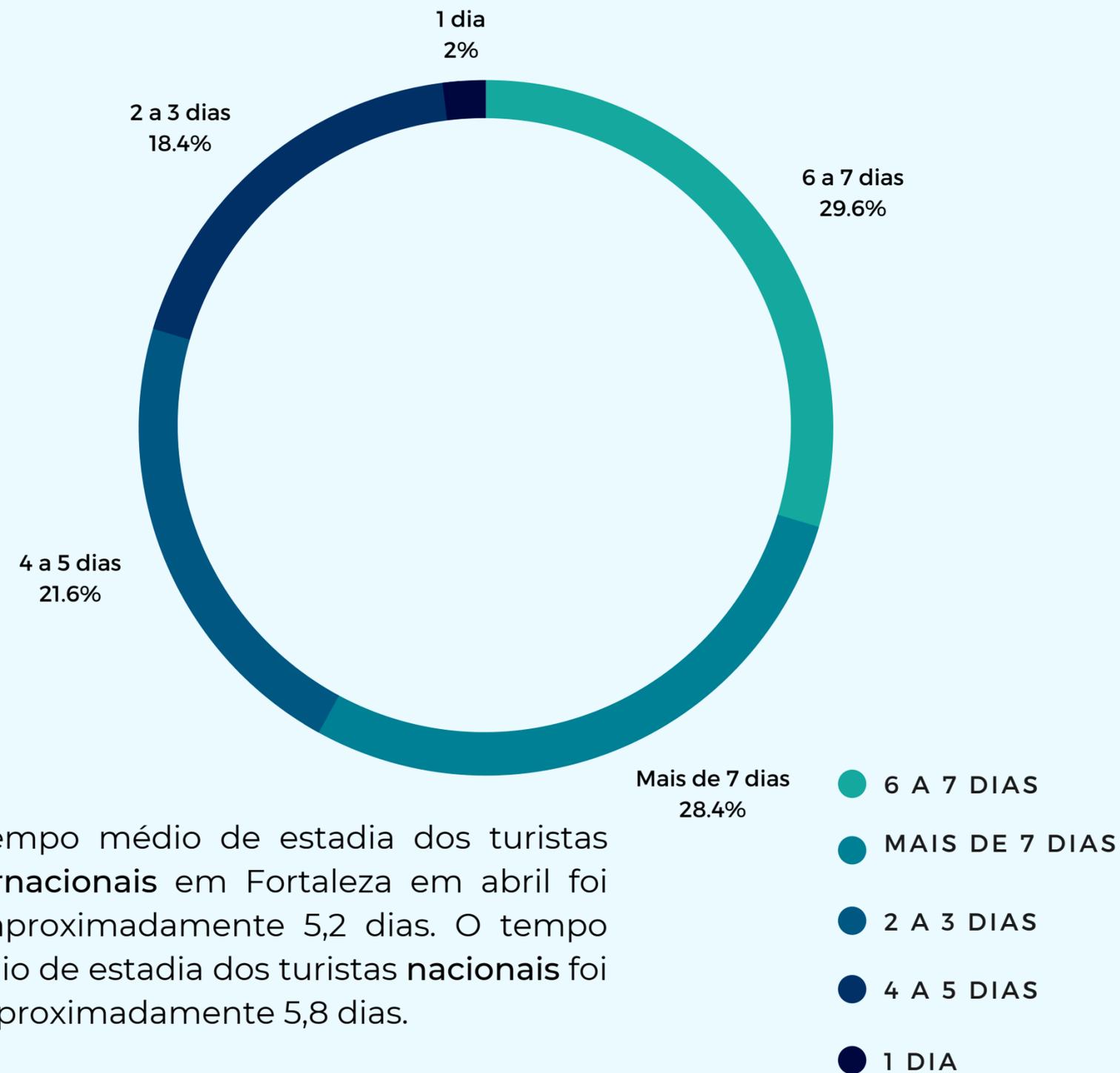


- TRANSPORTE POR APP
- AUTOMÓVEL DE AMIGOS/FAMILIARES
- CARRO PRÓPRIO
- TÁXI
- AUTOMÓVEL ALUGADO
- VEÍCULO DE USO INSTITUCIONAL

OBS: ADMITE MAIS DE UMA RESPOSTA (+ DE 100%)

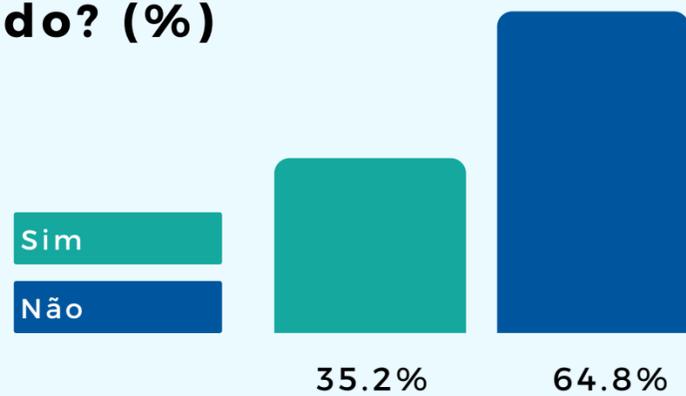


## Tempo de sua estadia em Fortaleza (%)

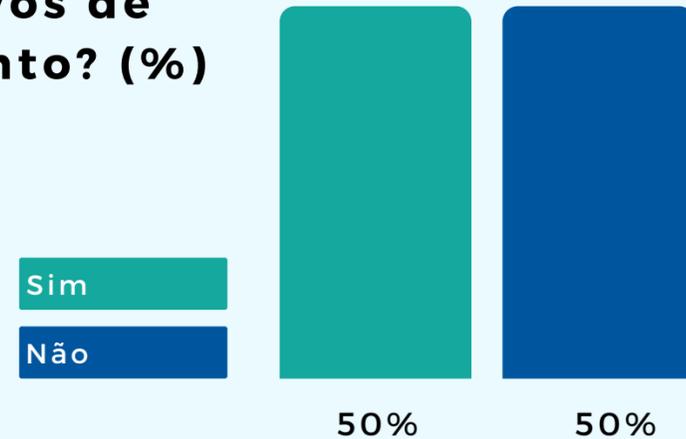


O tempo médio de estadia dos turistas internacionais em Fortaleza em abril foi de aproximadamente 5,2 dias. O tempo médio de estadia dos turistas nacionais foi de aproximadamente 5,8 dias.

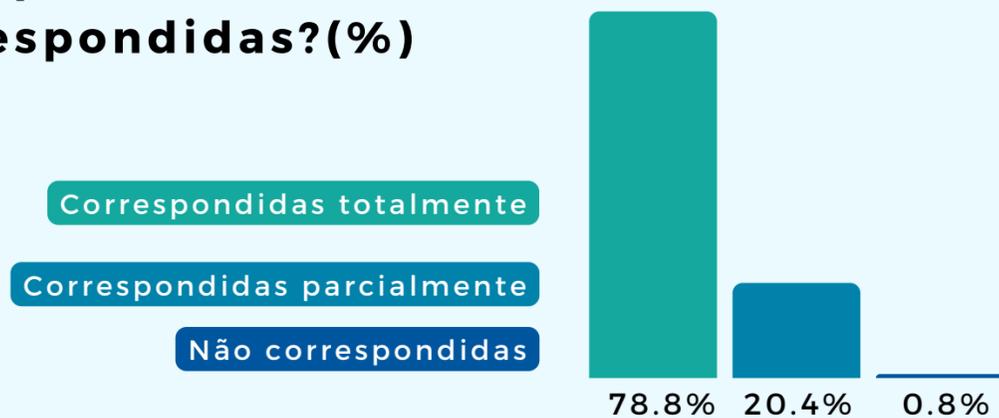
### Visitou outros locais turísticos no Estado? (%)



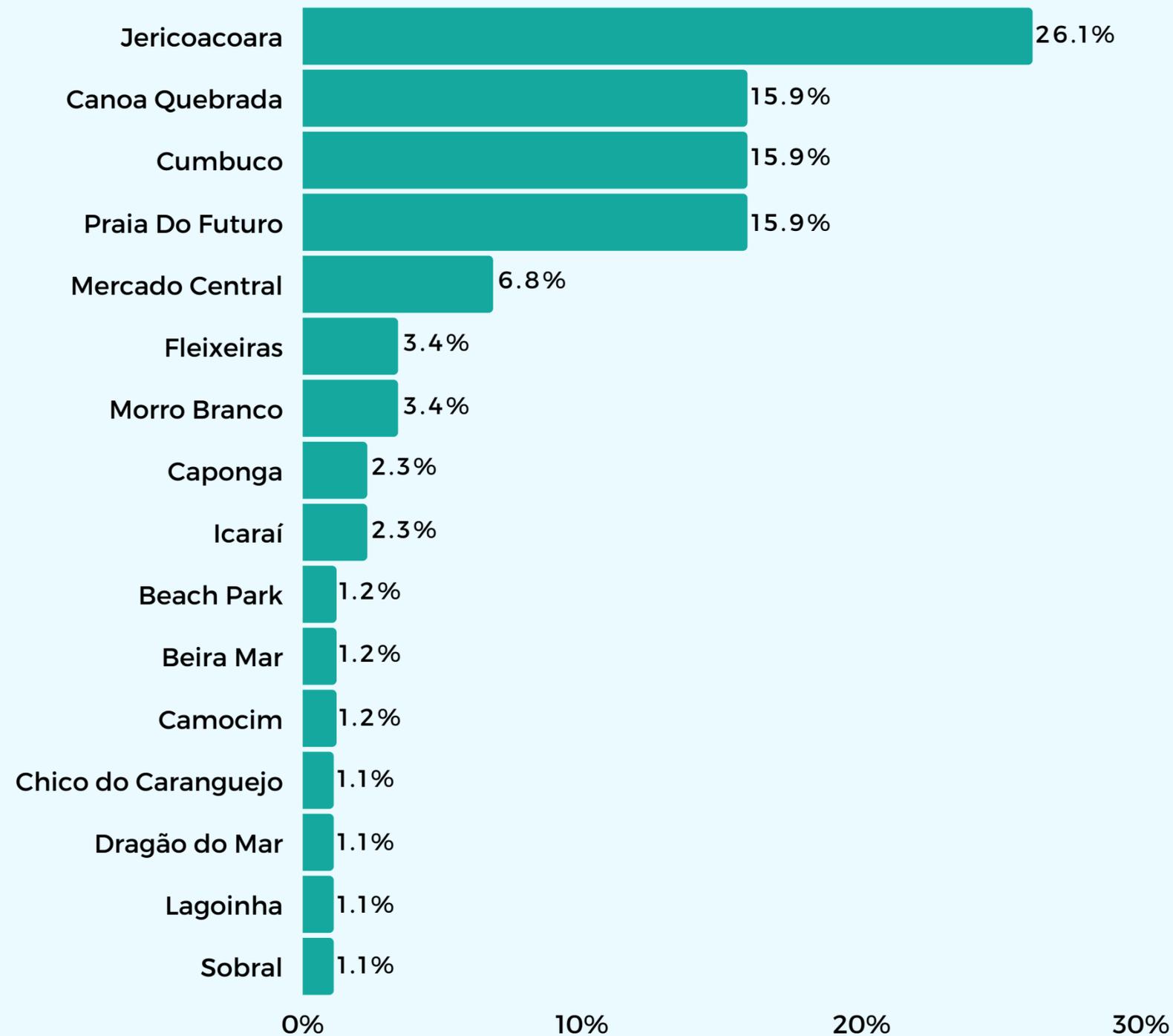
### Conheceu atrativos de lazer/entretenimento? (%)



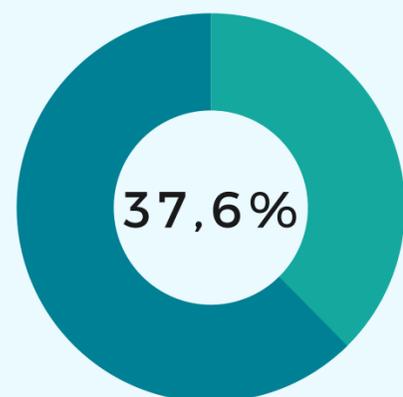
### Suas expectativas foram correspondidas?(%)



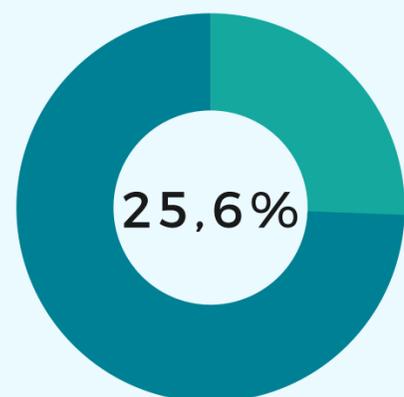
### Outros locais visitados no Estado (%)



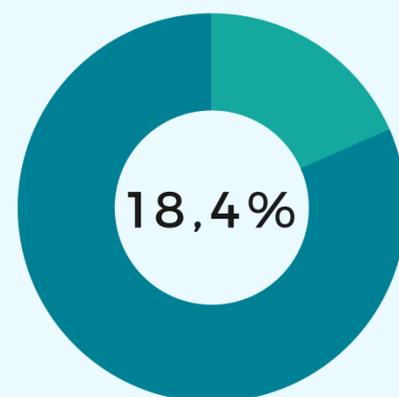
## Atrativos de lazer/entretenimento de Fortaleza que mais gostaram de conhecer?



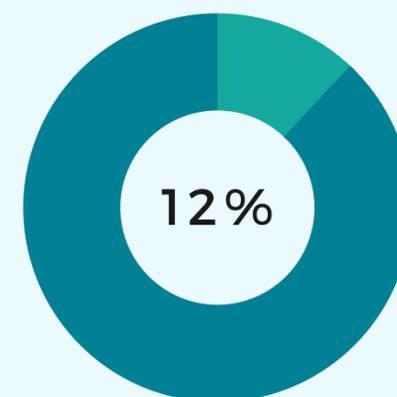
PRAIA DO FUTURO



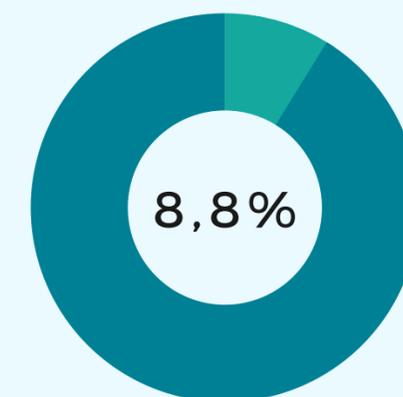
BEIRA MAR



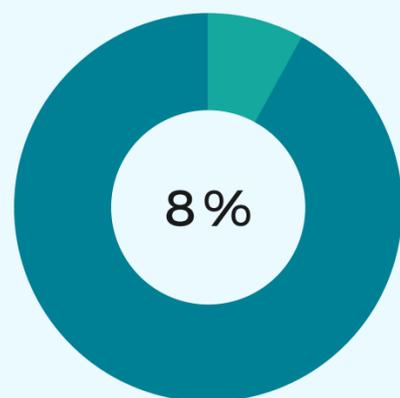
MERCADO DOS PEIXES



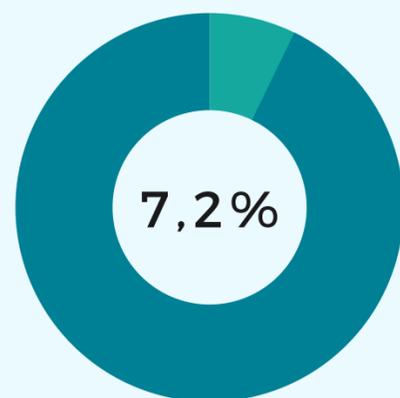
CHICO DO CARANGUEJO



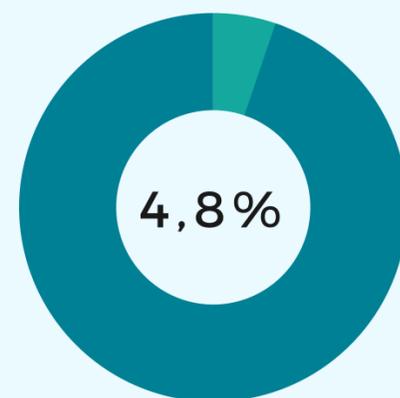
MUSEU DE HUMOR  
CEARENSE



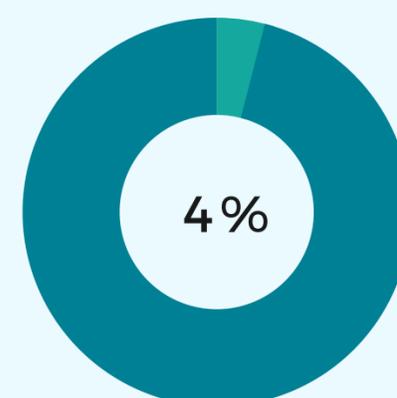
MERCADO CENTRAL



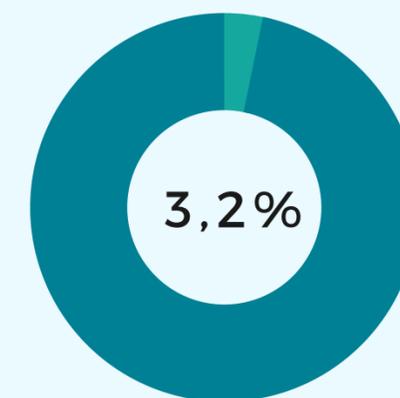
FEIRINHA DA BEIRA-MAR



THEATRO JOSÉ DE  
ALENCAR



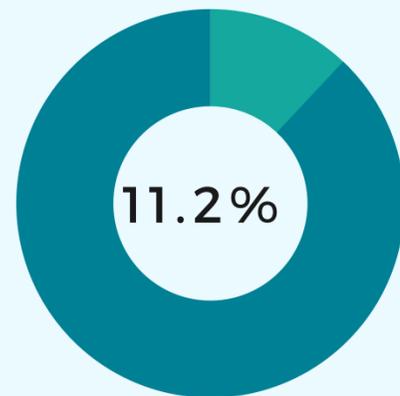
PÓLO GASTRONÔMICO  
DA VARJOTA



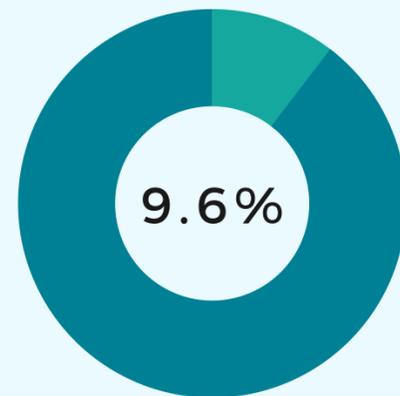
CENTRO DRAGÃO DO  
MAR DE ARTE E  
CULTURA

OBS: ADMITE MAIS DE UMA RESPOSTA (+ DE 100%)

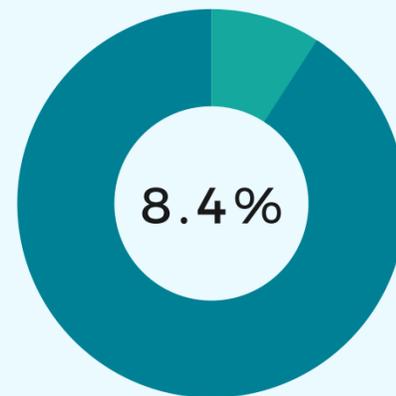
## Atrativos de lazer/entretenimento de Fortaleza que gostariam de ter conhecido?



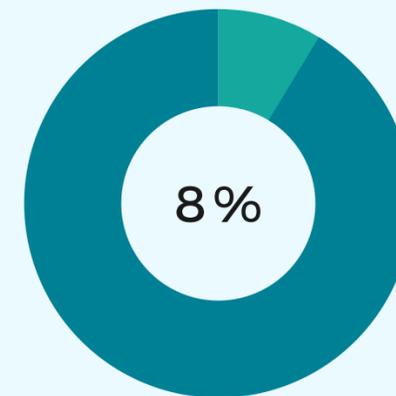
PÓLO GASTRONÔMICO DA VARJOTA



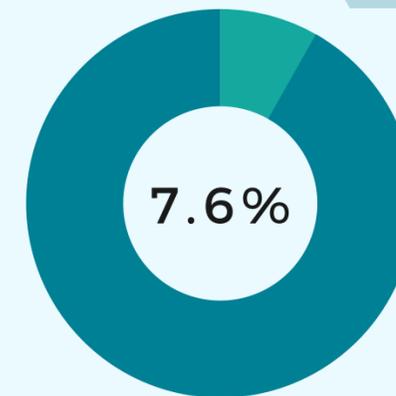
MUSEU DO HUMOR CEARENSE



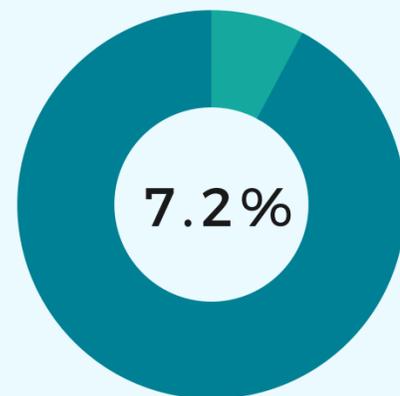
PRAIA DO FUTURO



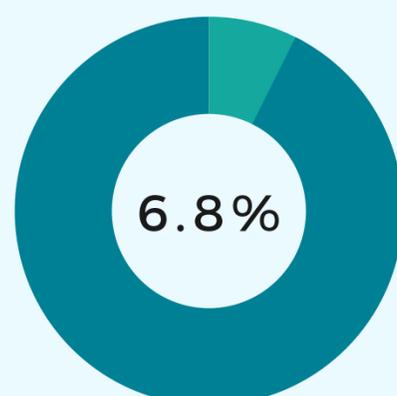
MUSEU DA CULTURA CEARENSE



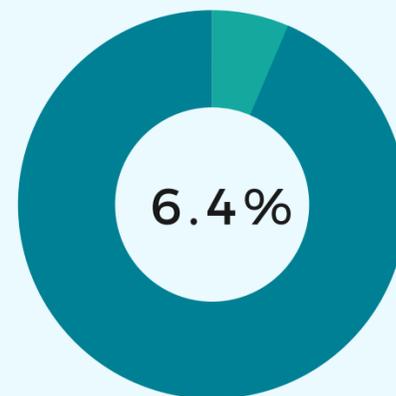
PIRATA BAR



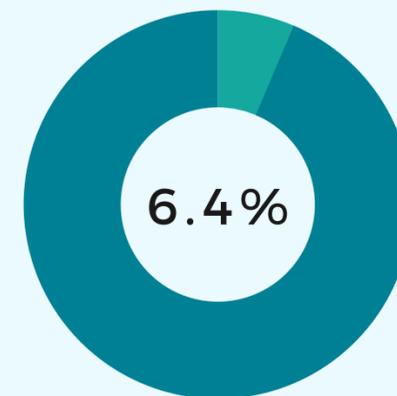
ARENA CASTELÃO



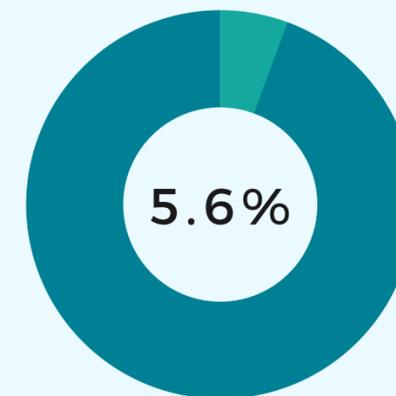
CHICO DO CARANGUEJO



THEATRO JOSÉ DE ALENCAR



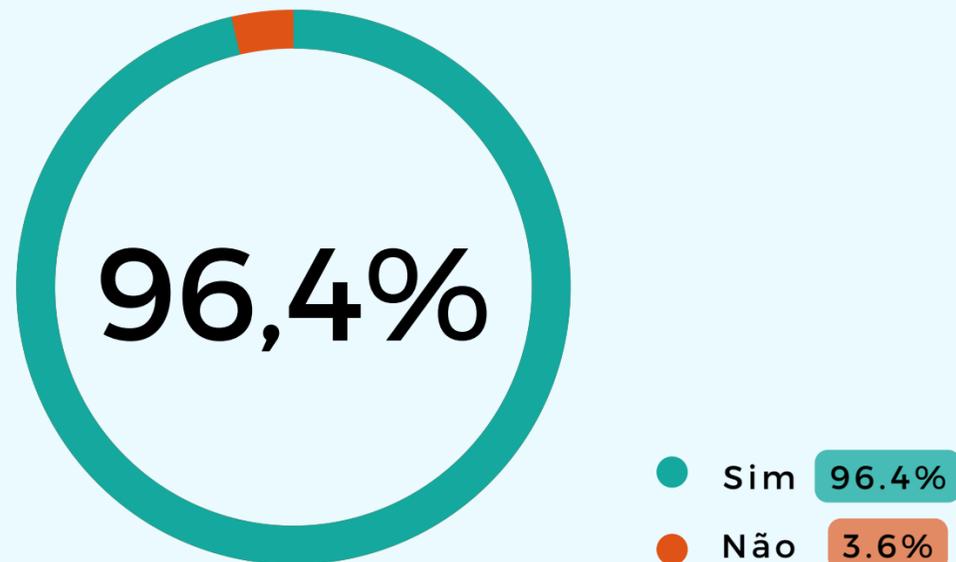
MERCADO DOS PEIXES



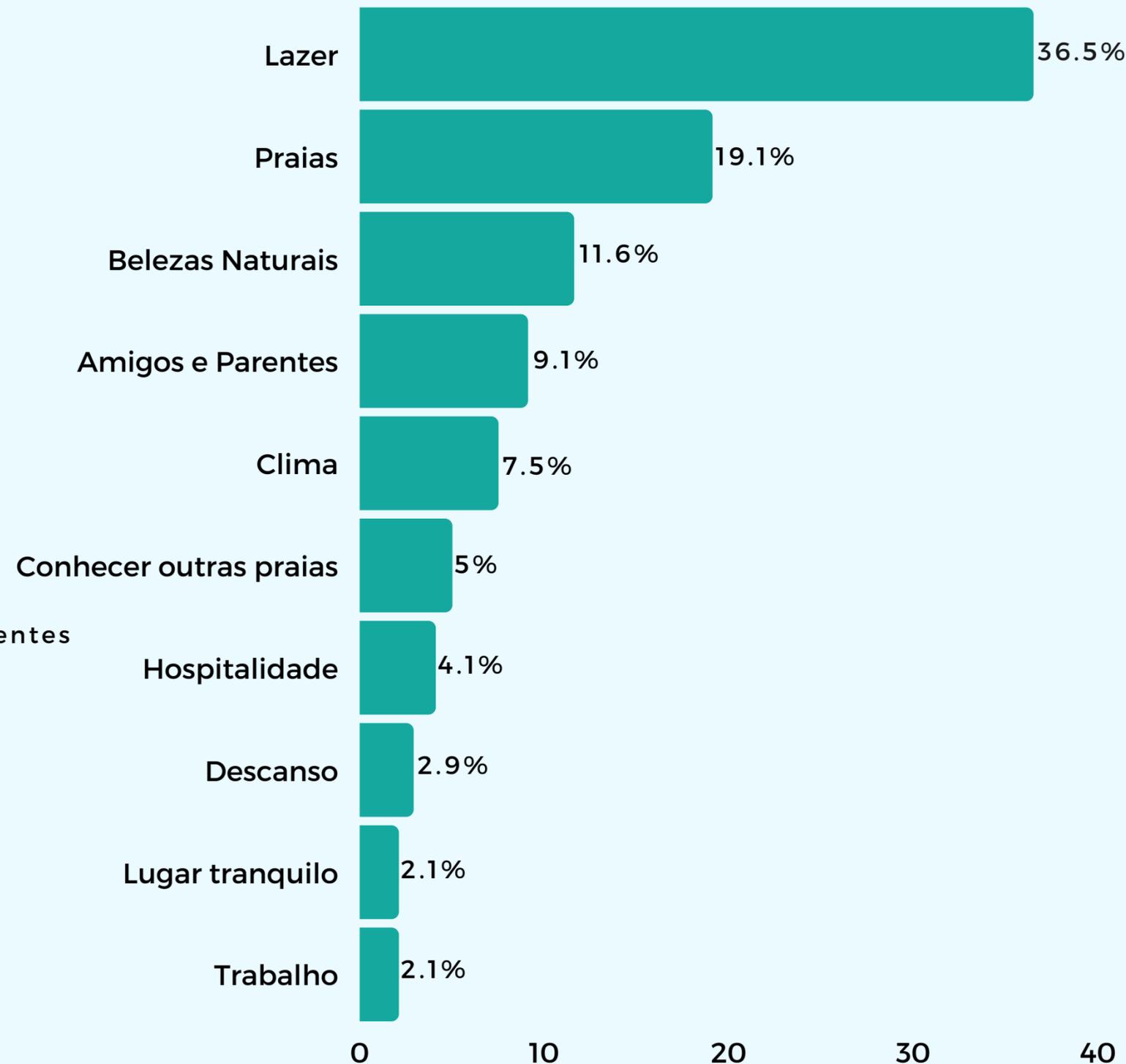
CAMINHADA NA AVENIDA BEIRA MAR

OBS: ADMITE MAIS DE UMA RESPOSTA (+ DE 100%)

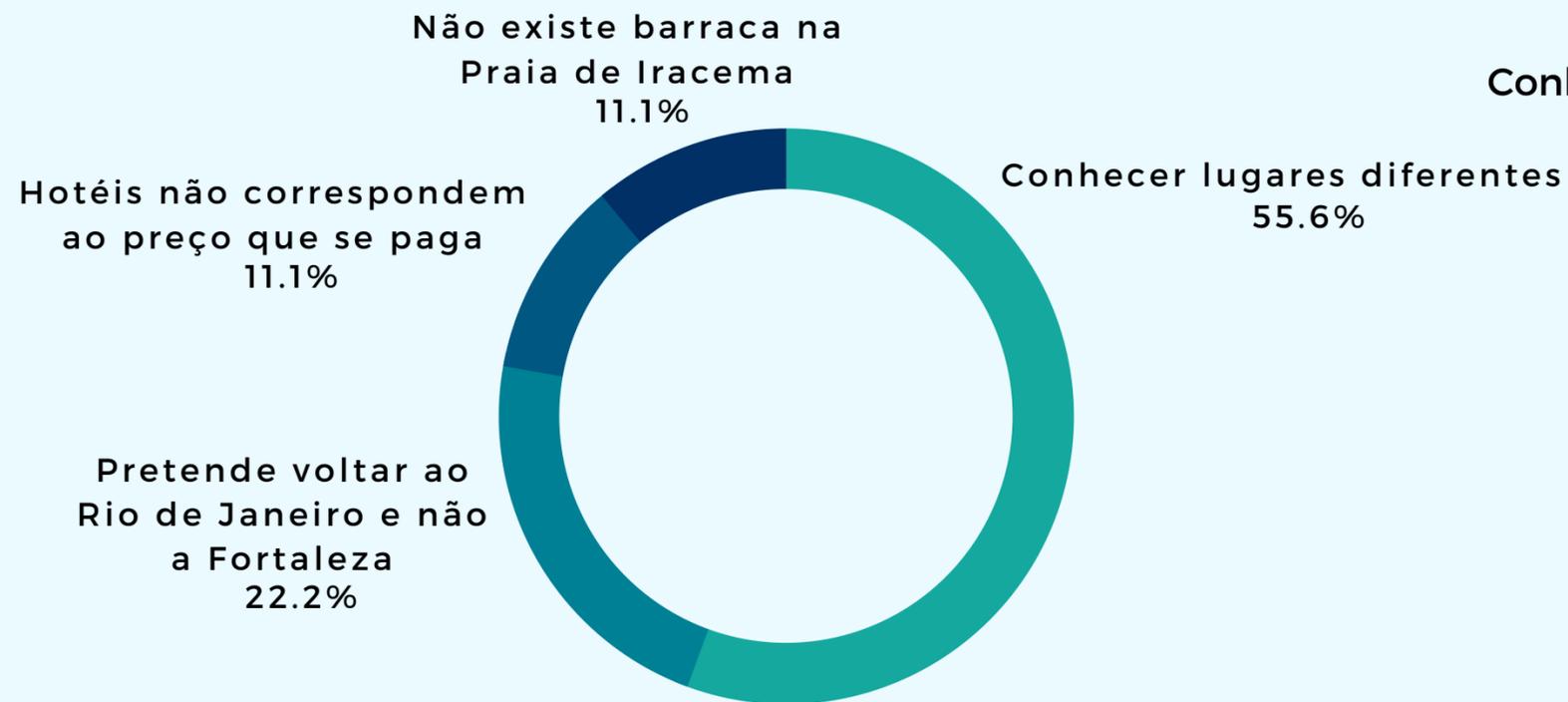
### Retornaria a Fortaleza? (%)



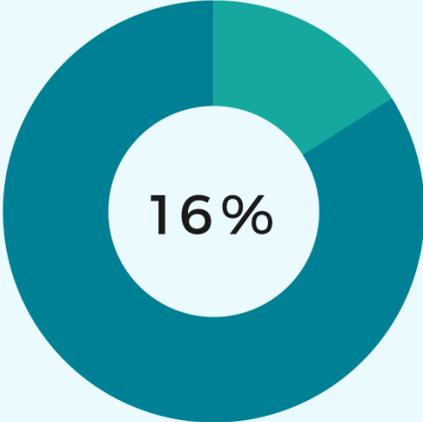
### Se sim, por quê? (%)



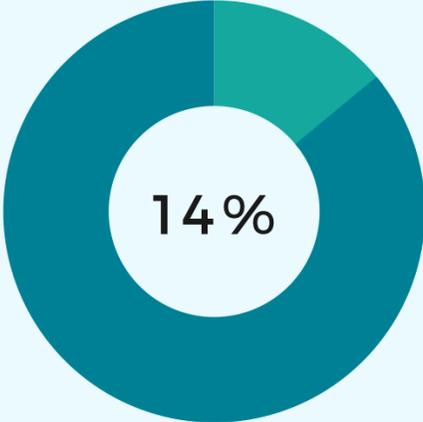
### Se não, por quê? (%)



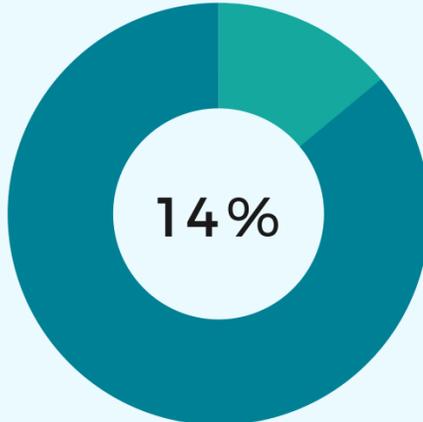
**Cite três atrativos turísticos que você gostaria de conhecer em Fortaleza**



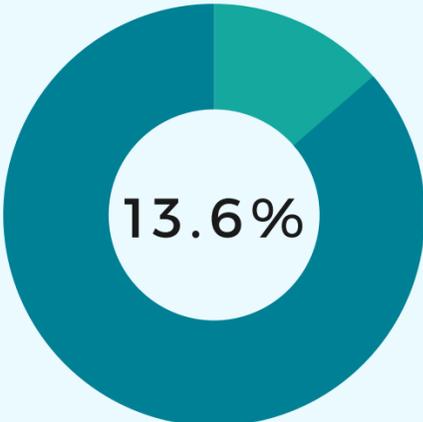
MUSEU DO HUMOR CEARENSE



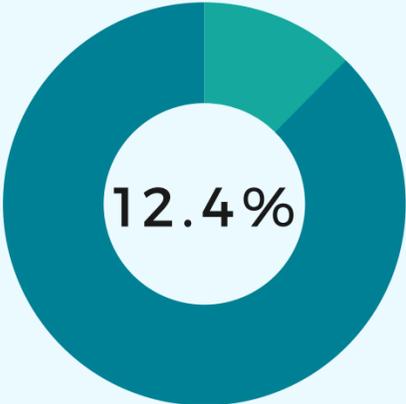
PRAIA DO FUTURO



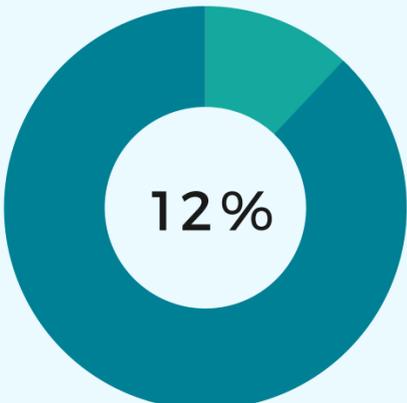
PÓLO GASTRONÔMICO DA VARJOTA



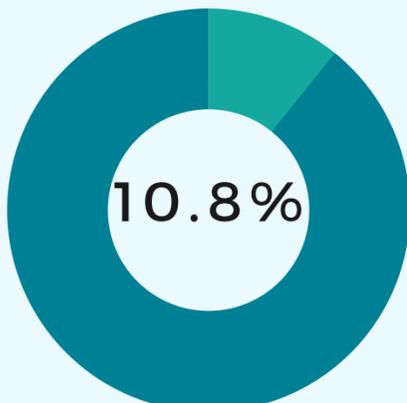
ARENA CASTELÃO



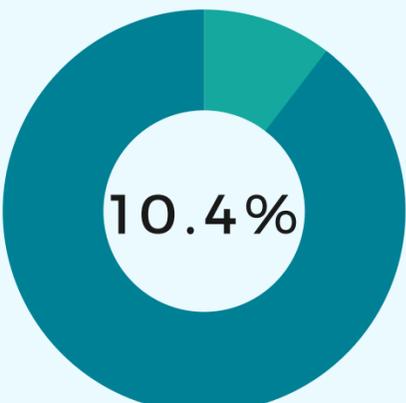
CHICO DO CARANGUEJO



MUSEU DA CULTURA CEARENSE



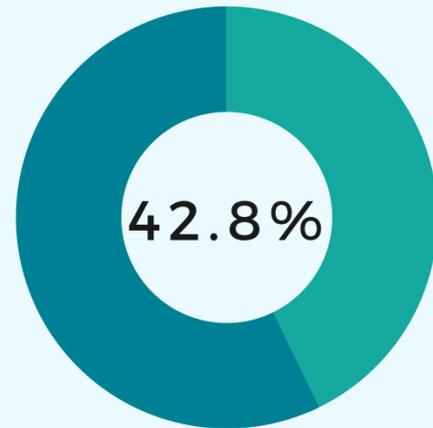
CENTRO DRAGÃO DO MAR DE ARTE E CULTURA



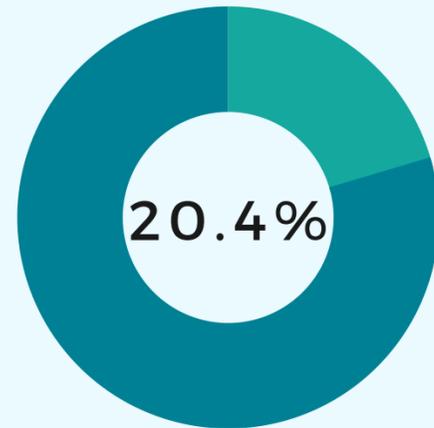
CENTRO HISTÓRICO DE FORTALEZA

OBS: ADMITE MAIS DE UMA RESPOSTA (+ DE 100%)

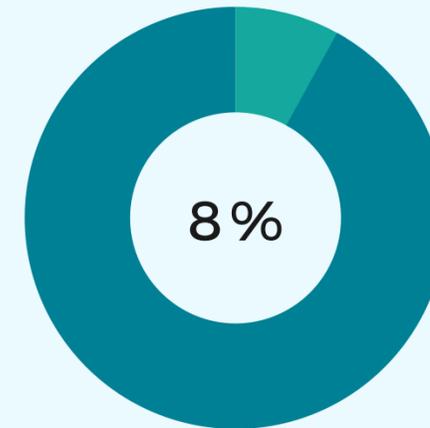
## Cite dois aspectos que mais lhe agradaram em Fortaleza



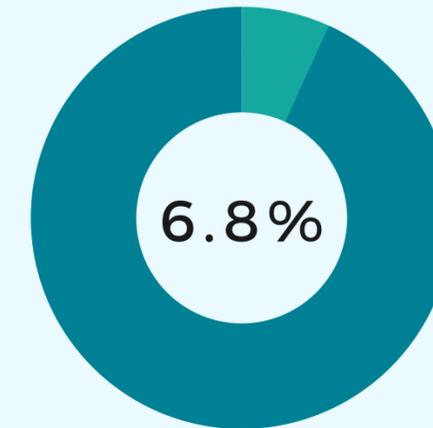
PRAIAS



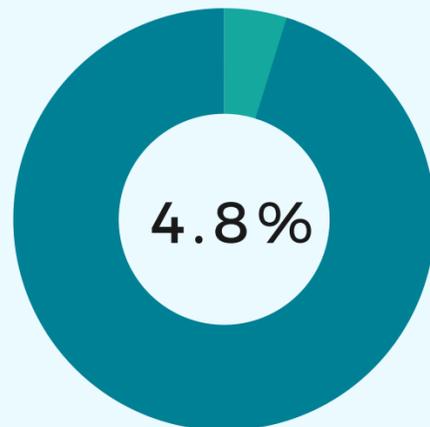
CORDIALIDADE DAS  
PESSOAS



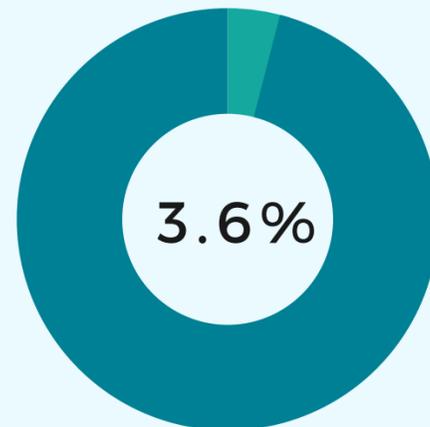
PASSEIO NA ORLA



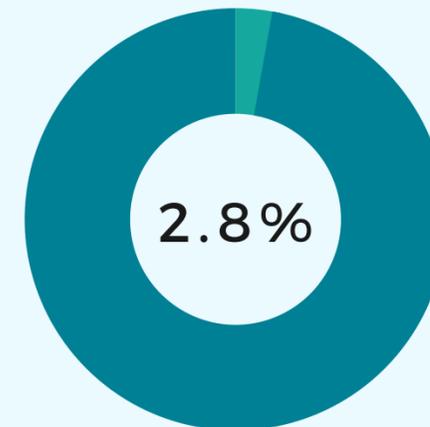
CLIMA



BELEZAS NATURAIS



LAZER

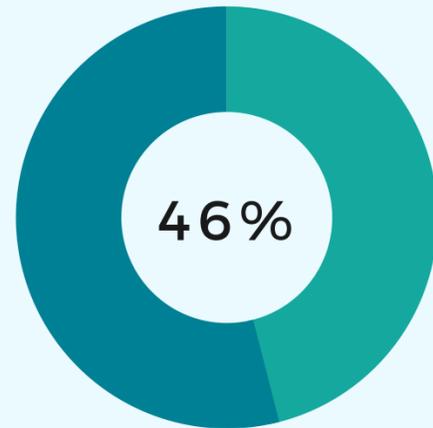


INFRAESTRUTURA E  
SEGURANÇA DA ORLA

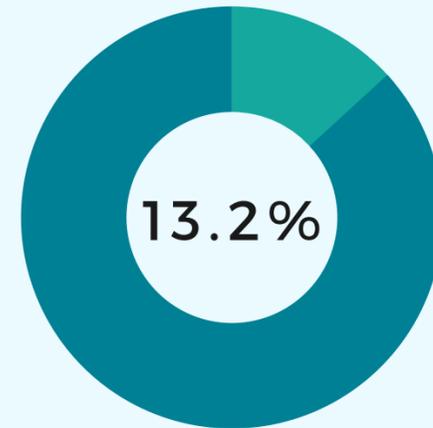


COMIDA LOCAL

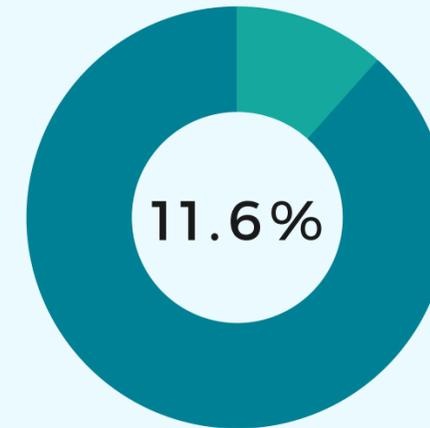
## Cite dois aspectos que mais lhe desagradaram em Fortaleza



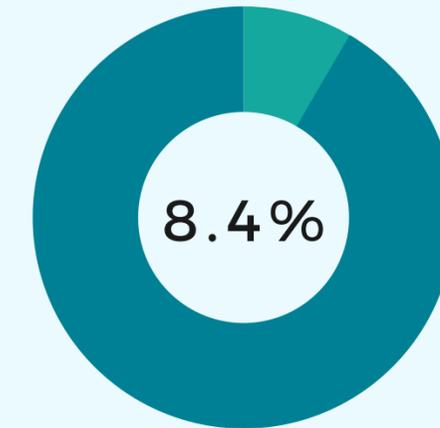
NADA



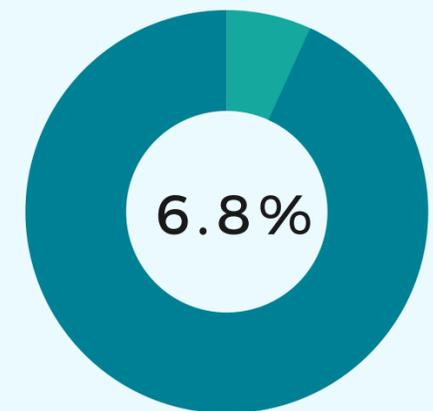
FALTA DE SEGURANÇA



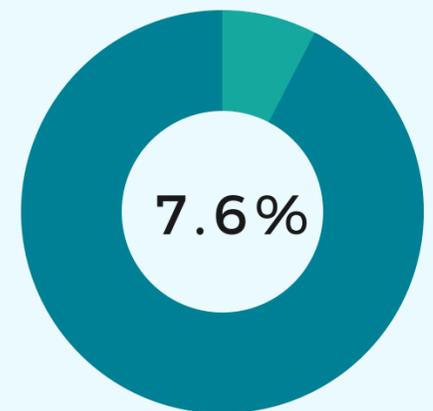
PREÇOS CAROS



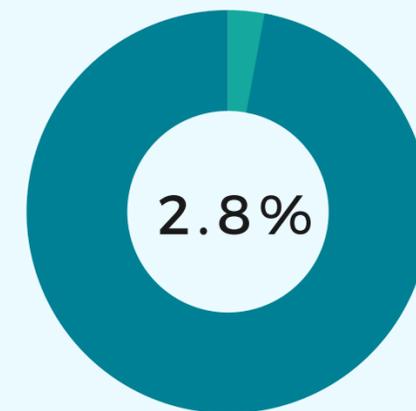
AMBULANTES



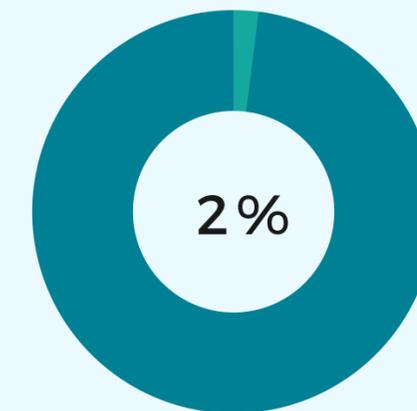
MORADORES DE RUA



SUJEIRA NAS RUAS

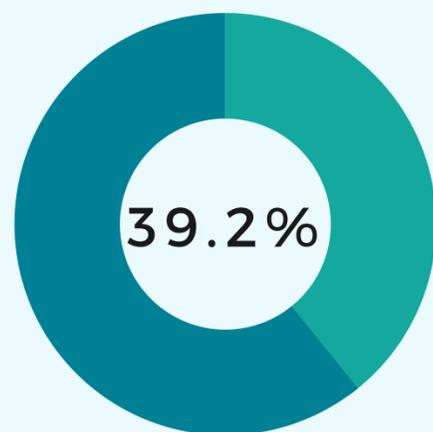


RUAS ESBURACADAS

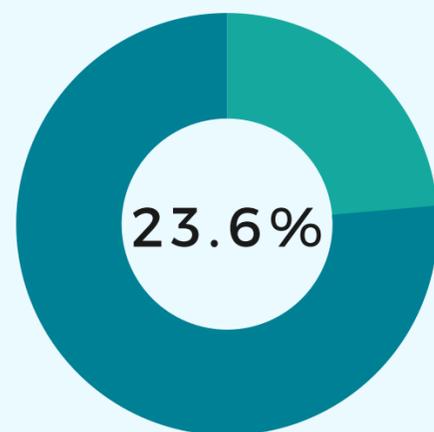


MUITO CALOR

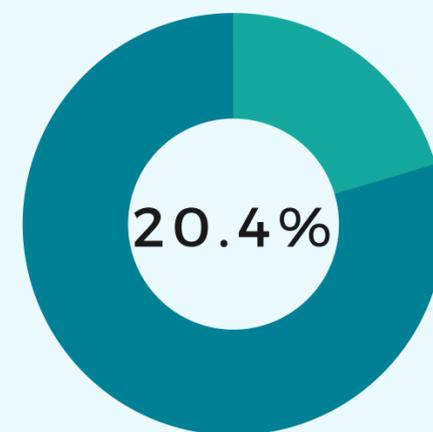
## Tipo de conteúdo turístico que influenciou na tomada do planejamento para a viagem (%)



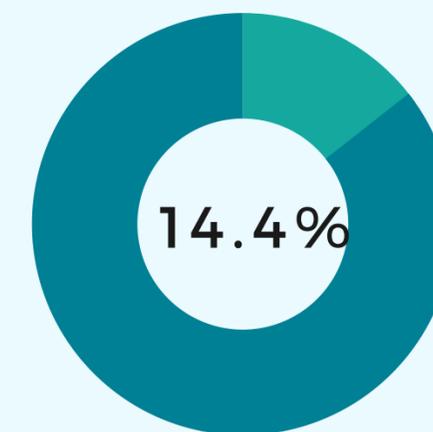
OPINIÃO DE FAMÍLIA E AMIGOS



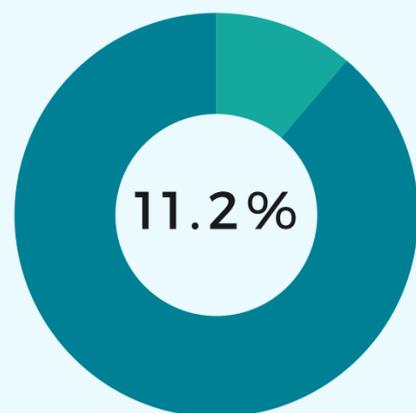
PUBLICIDADE SOBRE O DESTINO



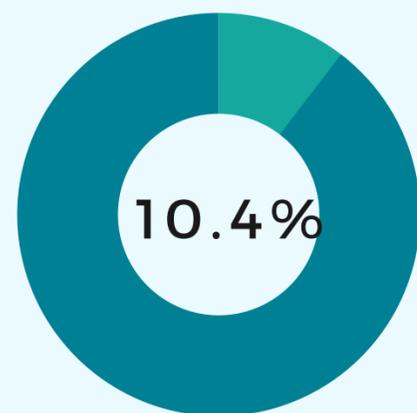
FOTOS E VÍDEOS NAS REDES SOCIAIS



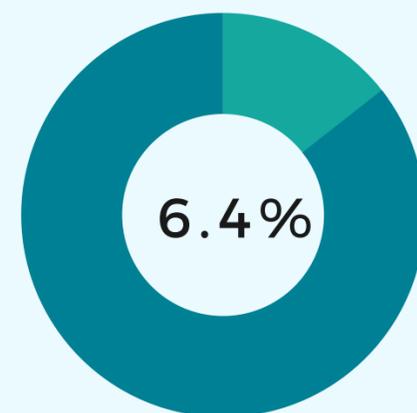
TRABALHO



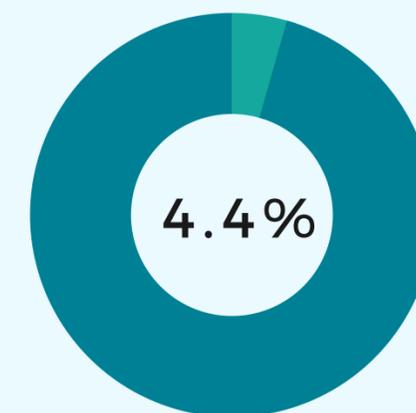
MATÉRIAS JORNALÍSTICAS SOBRE O DESTINO EM BLOGS E SITES



INFLUENCIADORES POSTANDO NO INSTAGRAM



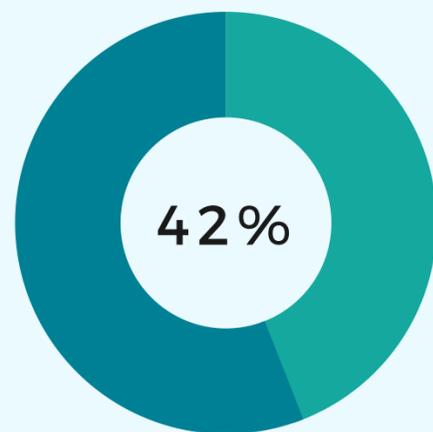
PRAIAS



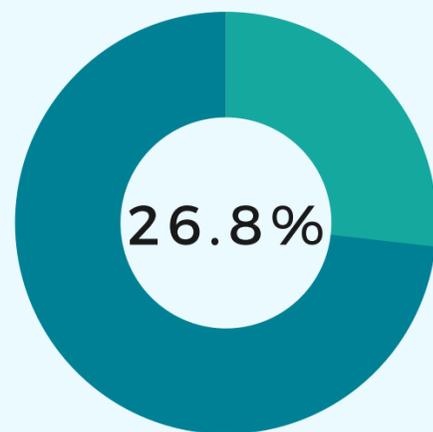
LAZER

OBS: ADMITE MAIS DE UMA RESPOSTA (+ DE 100%)

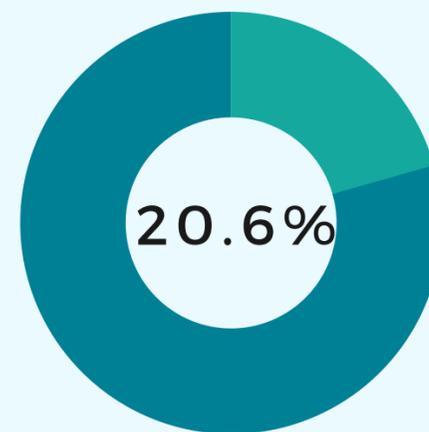
## Tipo de conteúdo turístico que influenciou na tomada da decisão para a viagem (%)



 OPINIÃO DE FAMÍLIA E AMIGOS



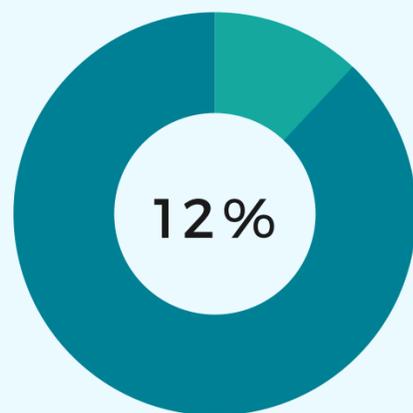
 PUBLICIDADE SOBRE O DESTINO



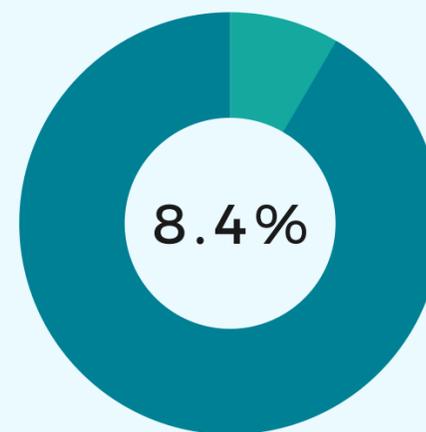
 FOTOS E VÍDEOS NAS REDES SOCIAIS



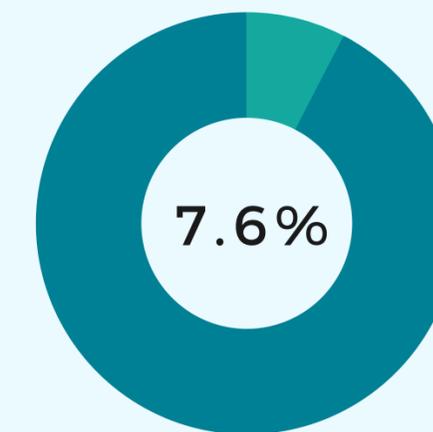
 TRABALHO



 INFLUENCIADORES POSTANDO NO INSTAGRAM SOBRE O DESTINO



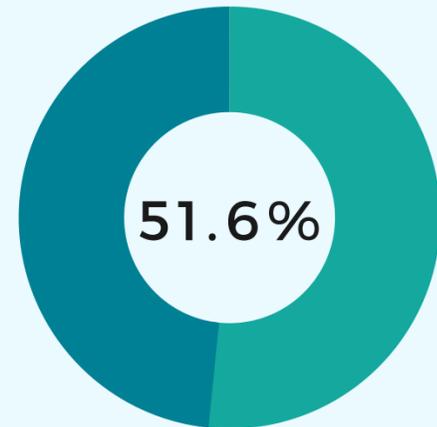
 MATÉRIAS JORNALÍSTICAS SOBRE O DESTINO EM JORNAIS E REVISTAS



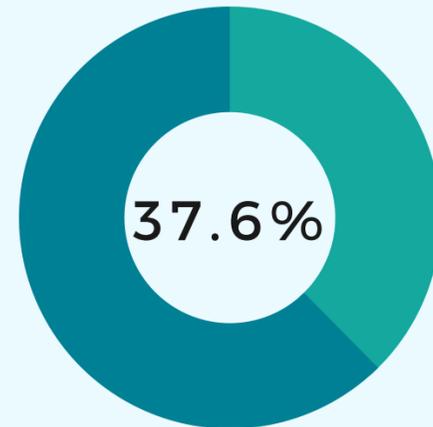
 PRAIAS

OBS: ADMITE MAIS DE UMA RESPOSTA (+ DE 100%)

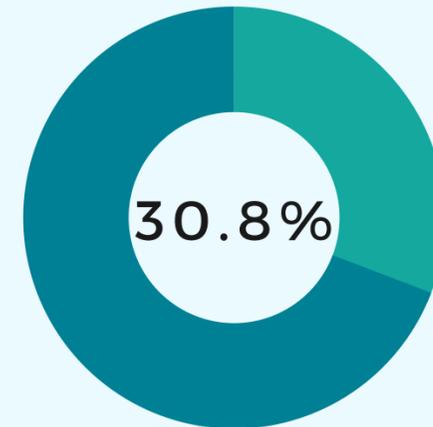
## Agora que você já conhece Fortaleza, de que forma você acha que deveríamos comunicar o destino para atrair mais visitantes? (%)



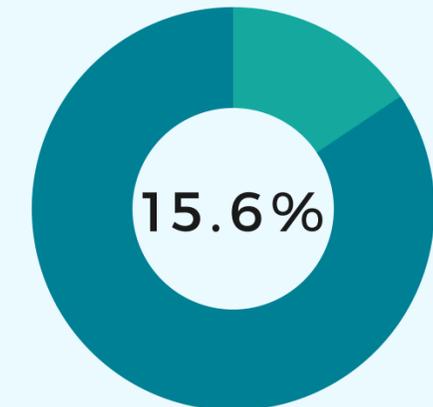
POSTS NO INSTAGRAM DA SECRETARIA



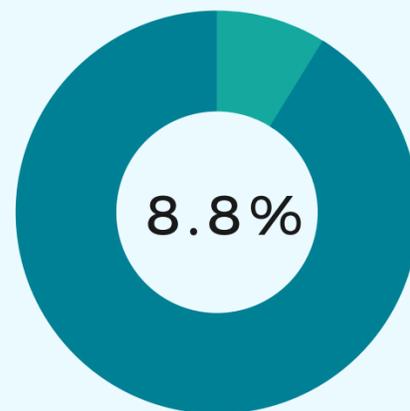
VÍDEOS NO YOUTUBE



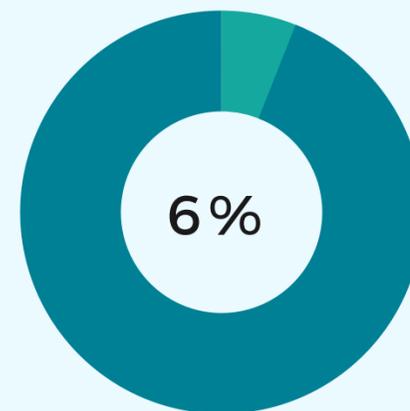
POSTS NO INSTAGRAM COM INFLUENCIADORES



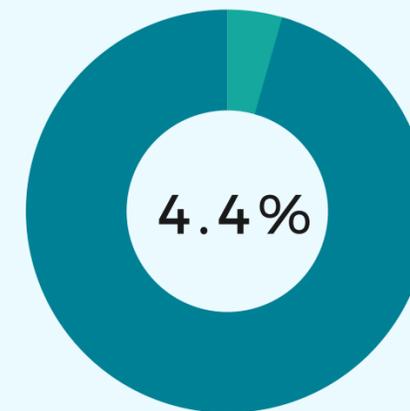
PUBLICIDADE NO RÁDIO E NA TV



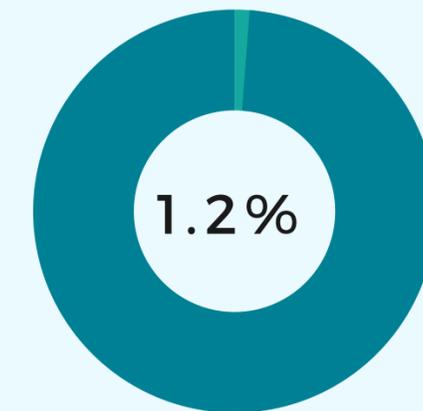
PUBLICIDADE EM REVISTAS E JORNAIS



REDES SOCIAIS



MAIS SEGURANÇA



DIVULGAR MAIS PELA INTERNET

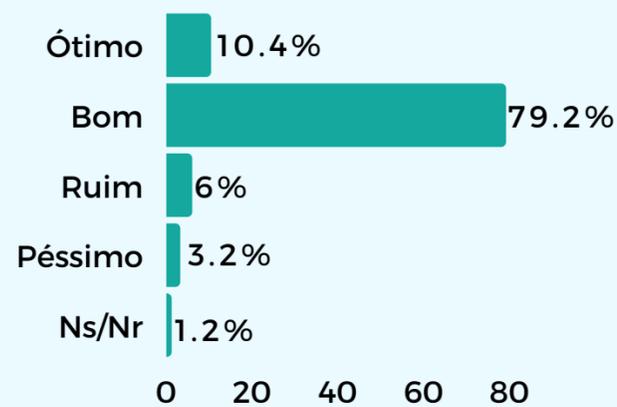
OBS: ADMITE MAIS DE UMA RESPOSTA (+ DE 100%)

# Avaliações

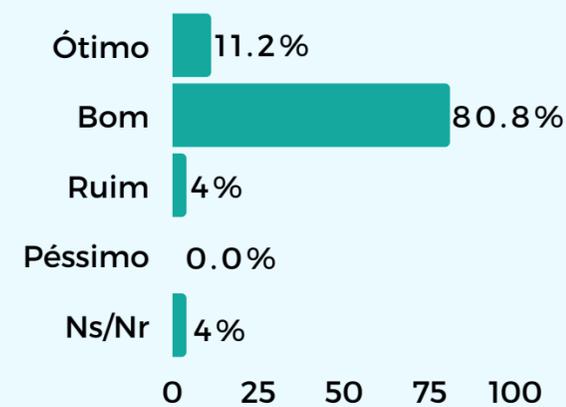


# Avaliação da infraestrutura de Fortaleza

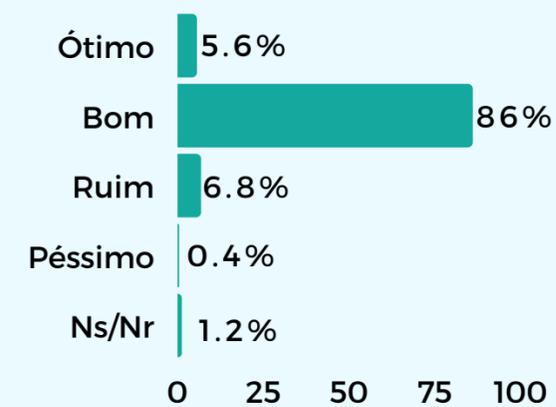
## VIÉS DE ACESSO A FORTALEZA (ESTRADAS, AEROPORTO)



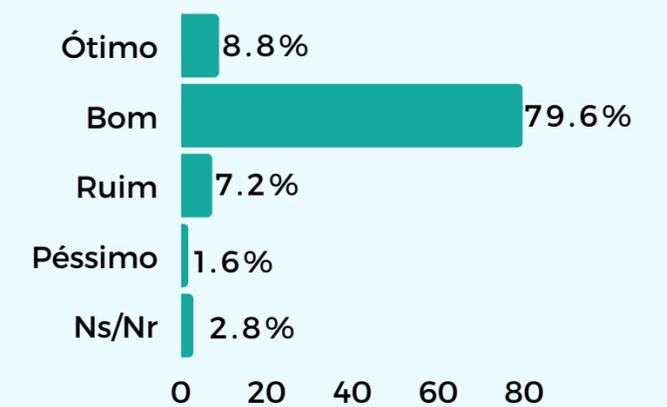
## SINALIZAÇÃO TURÍSTICA DE ACESSO A FORTALEZA



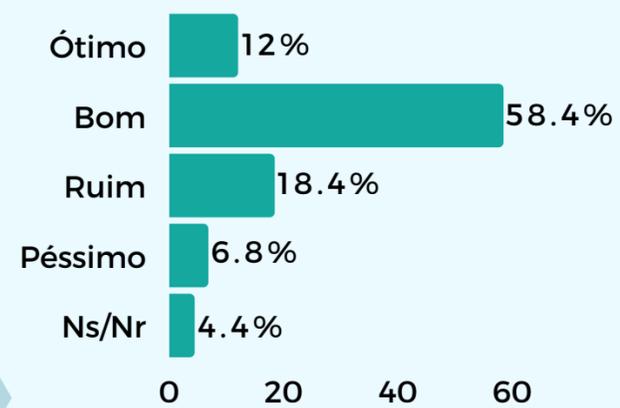
## SINALIZAÇÃO EM FORTALEZA



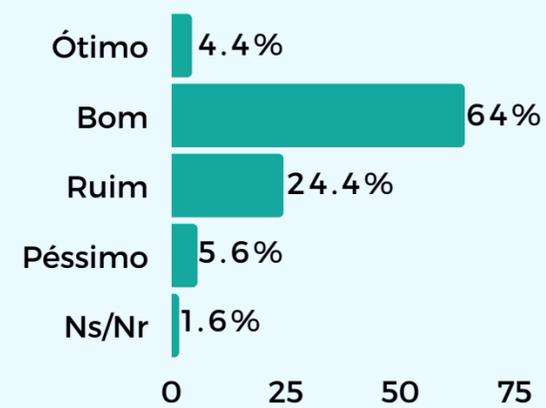
## ILUMINAÇÃO PÚBLICA



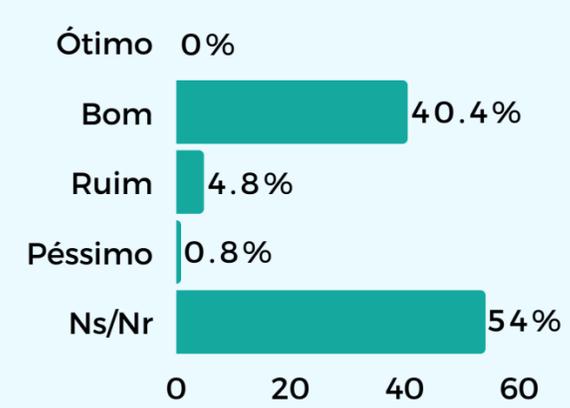
## SEGURANÇA PÚBLICA



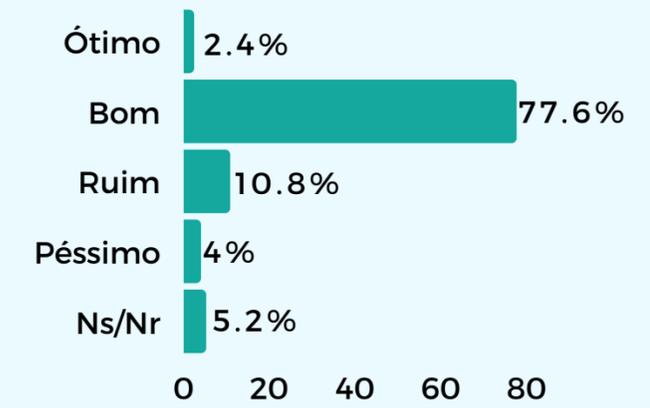
## LIMPEZA URBANA



## TRANSPORTE PÚBLICO EM FORTALEZA

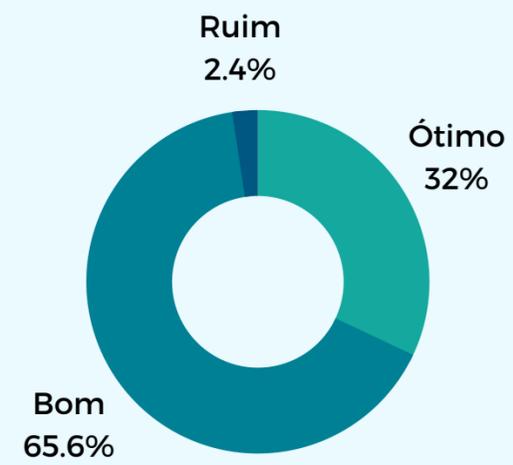


## FLUIDEZ DO TRANSITO

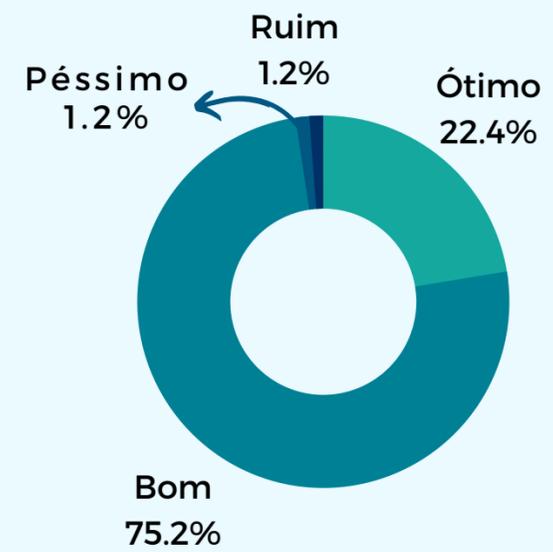


## Nível de satisfação

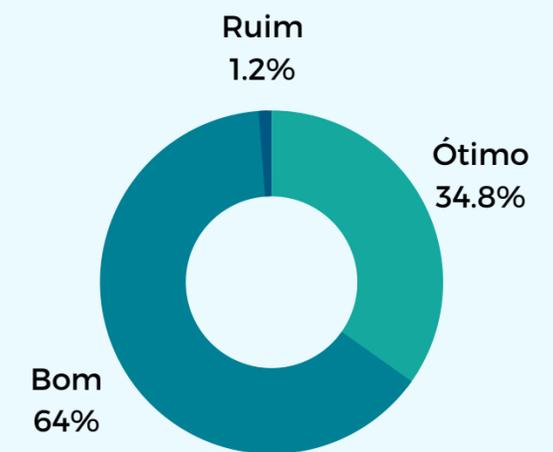
### GASTRONOMIA EM FORTALEZA



### MEIOS DE HOSPEDAGEM



### ENTRETENIMENTO E LAZER





### Expediente:

**Secretário Municipal do Turismo** - Alexandre Pereira  
**Secretária Executiva** - Leiliane Vasconcelos  
**Chefe de Gabinete** - Valéria B. Cavalcante

**Coordenadora do Observatório:** Suemy Vasconcelos  
**Coordenador de Projetos:** Janaildo Soares  
**Coordenador TI:** Lauro Bezerra

**Turismóloga:** Neysia Aquino  
**Estagiário Economia:** Gustavo Banhos  
**Estagiário Estatística:** João de Almeida



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PREFEITURA  
Turismo

