



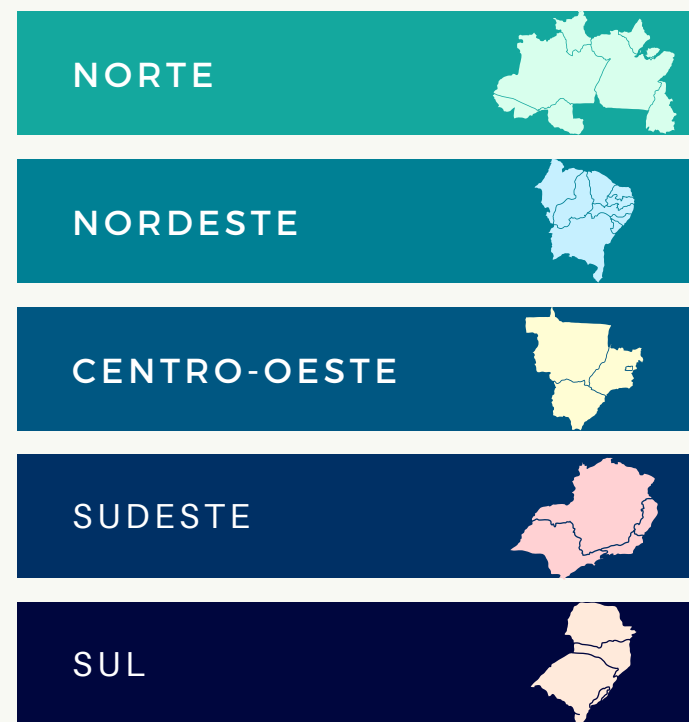
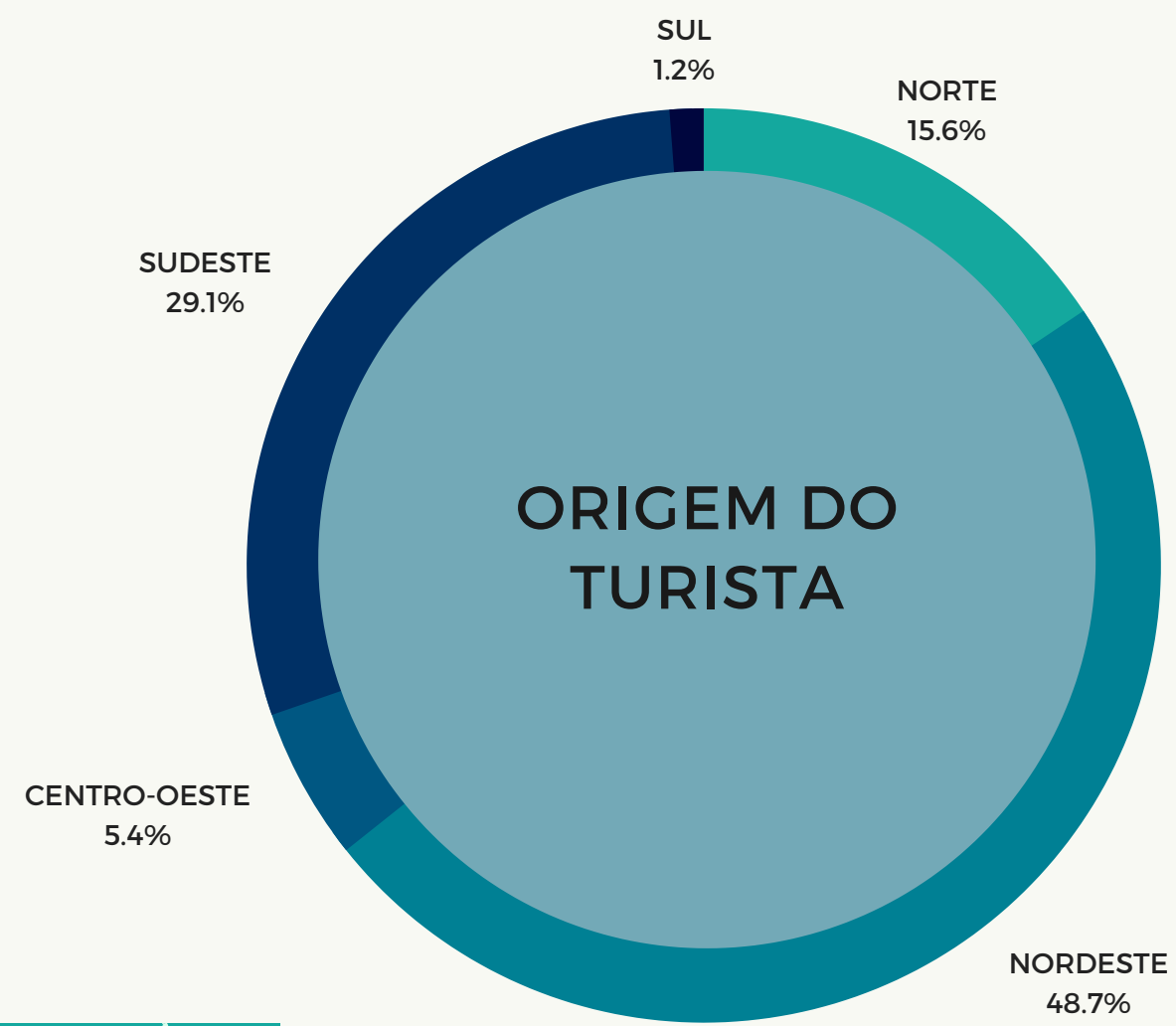
Perfil do Turista

Fevereiro de 2022



Fortaleza
PREFEITURA

Turismo





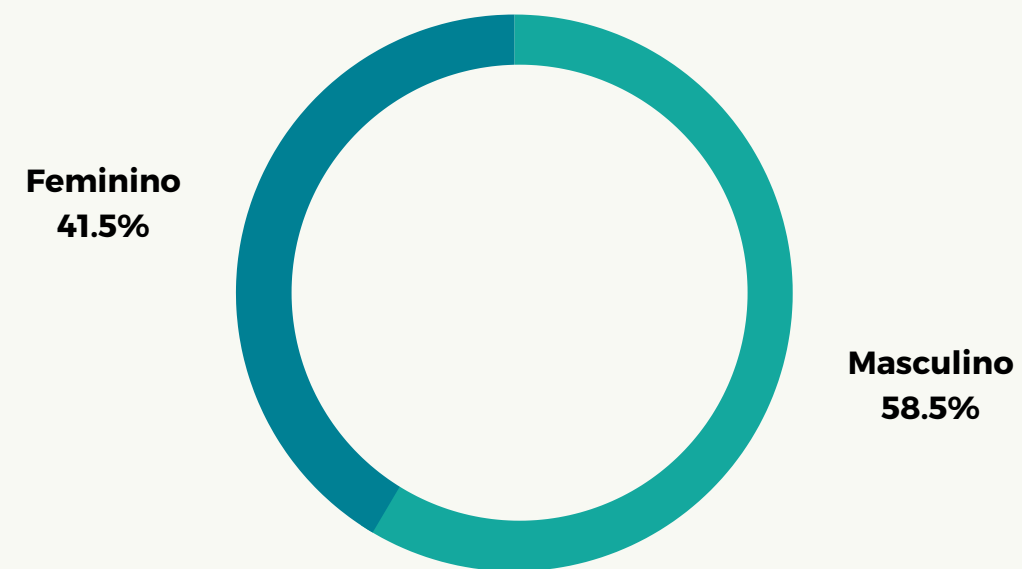
Perfil Social do Turista



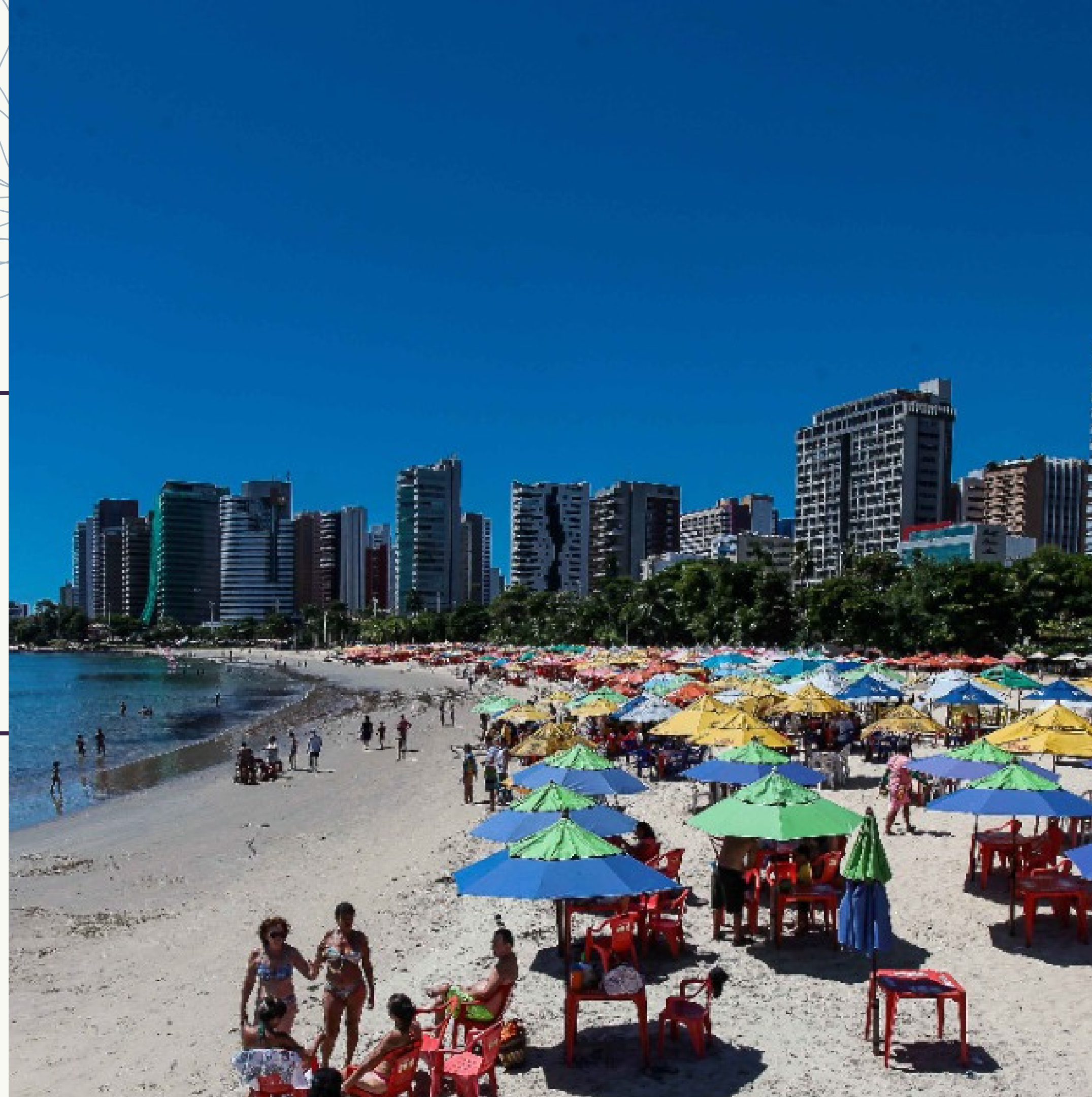
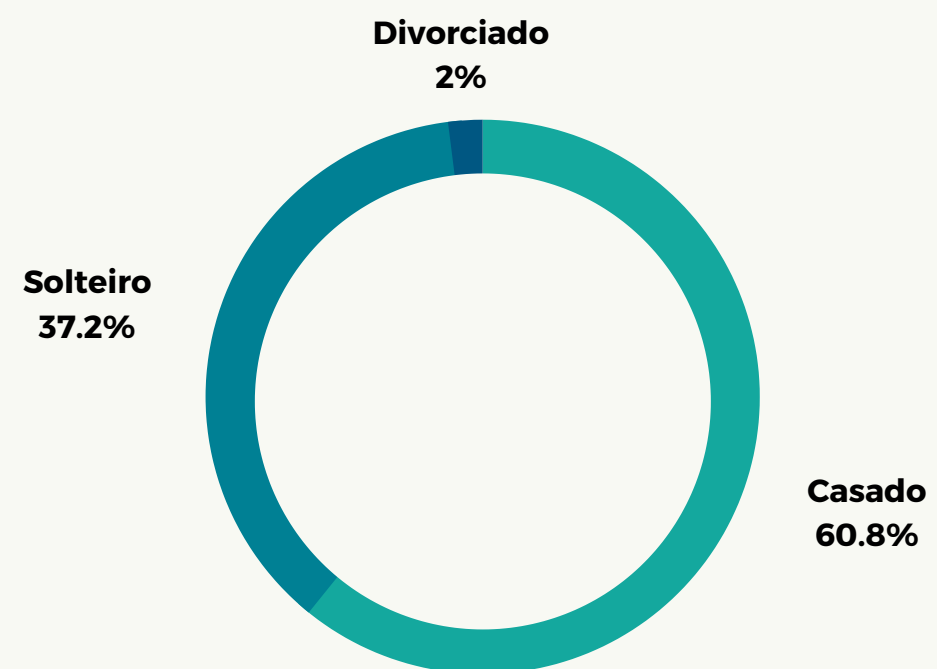
Faixa Etária



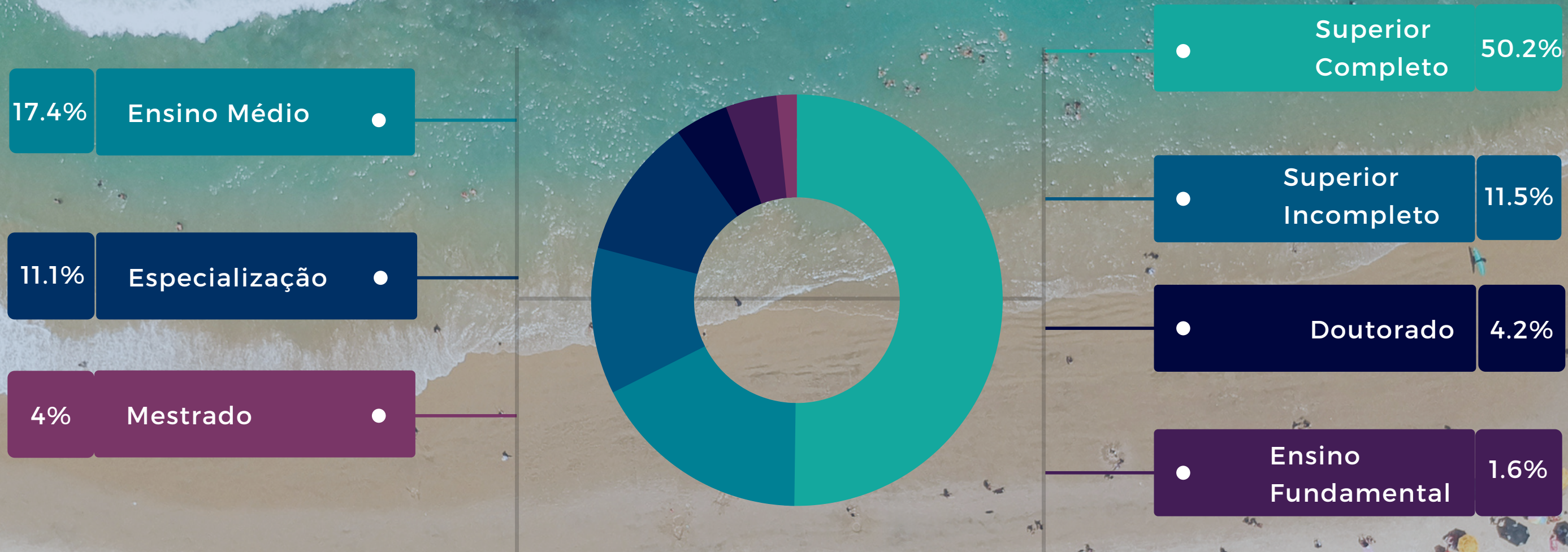
Sexo

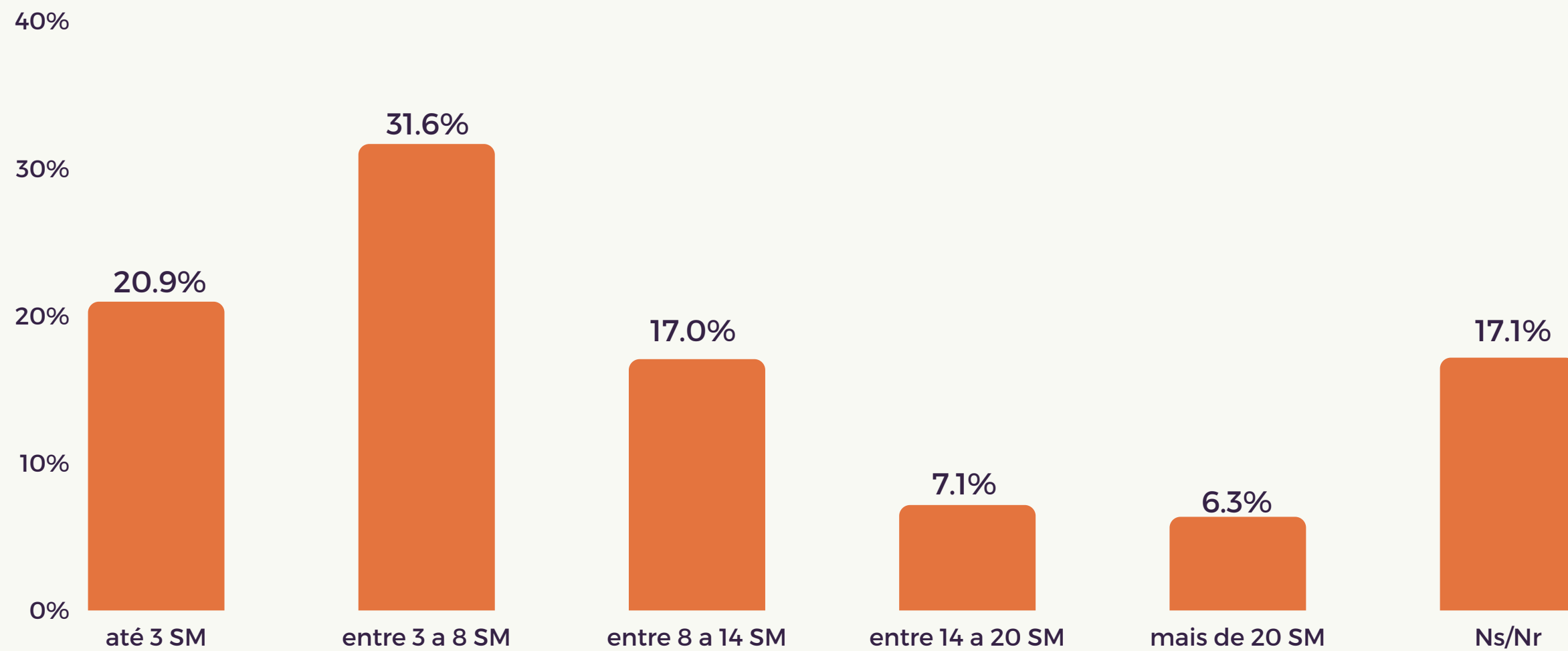


Estado Civil



Grau de instrução (%)



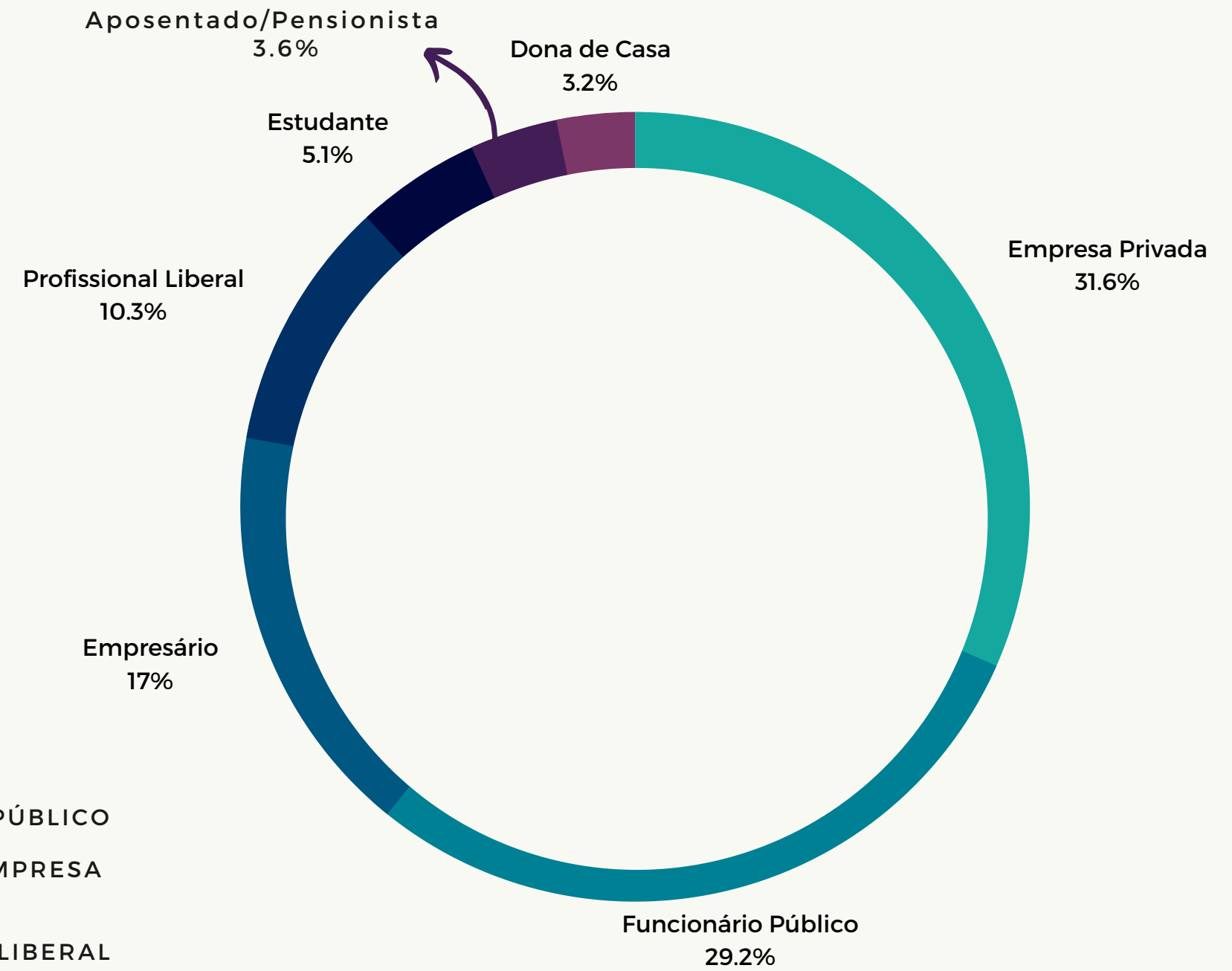


Renda Individual (%)

Segundo os dados coletados, (37,6%) dos entrevistados tem renda mensal de até 3 salários mínimos. Dentre as profissões, as que obtiveram maior participação no total de entrevistados foram: funcionário público (27,0%) e empregado de empresa privada (24,3%).



Profissão (%)

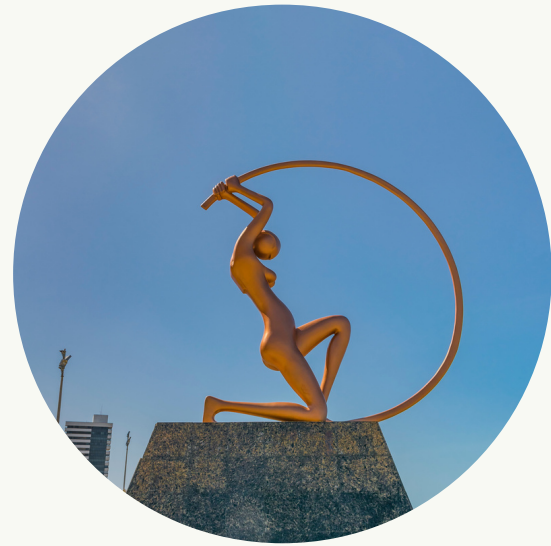


- FUNCIONÁRIO PÚBLICO
- EMPREGADO EMPRESA PRIVADA
- PROFISSIONAL LIBERAL
- EMPRESÁRIO
- APOSENTADO/PENSIONISTA
- DONA DE CASA
- ESTUDANTE

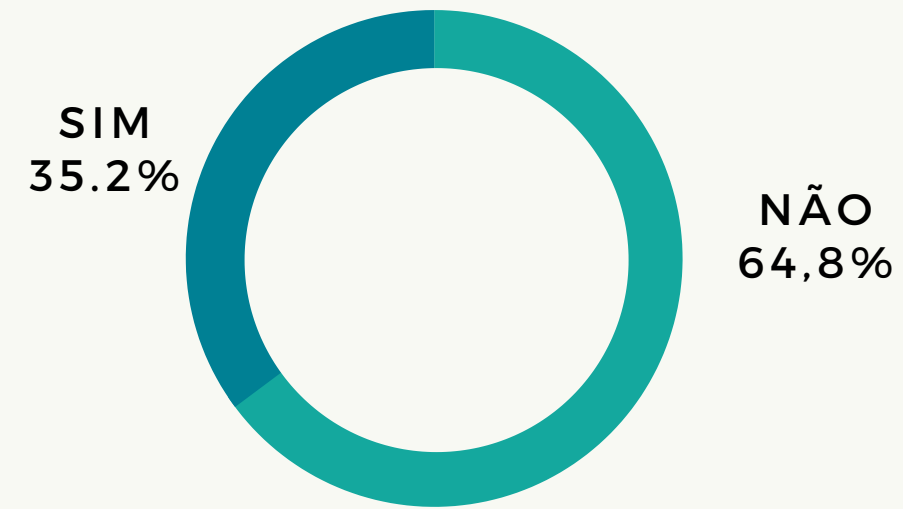


Análise dos Dados Coletados

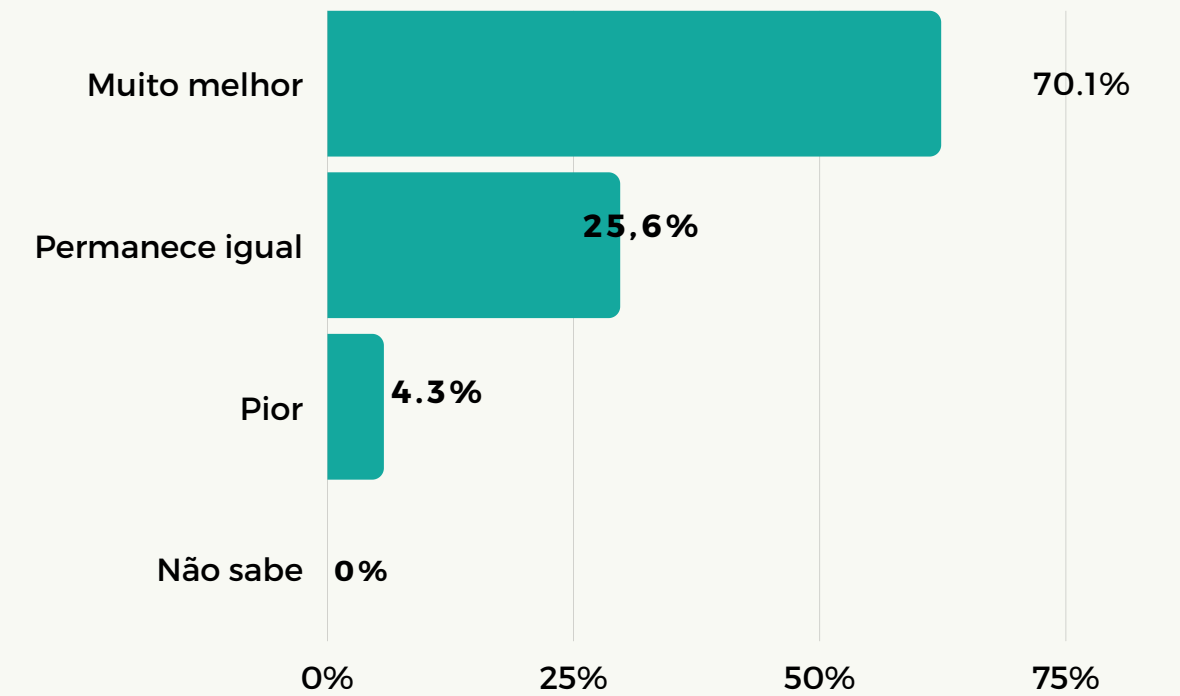




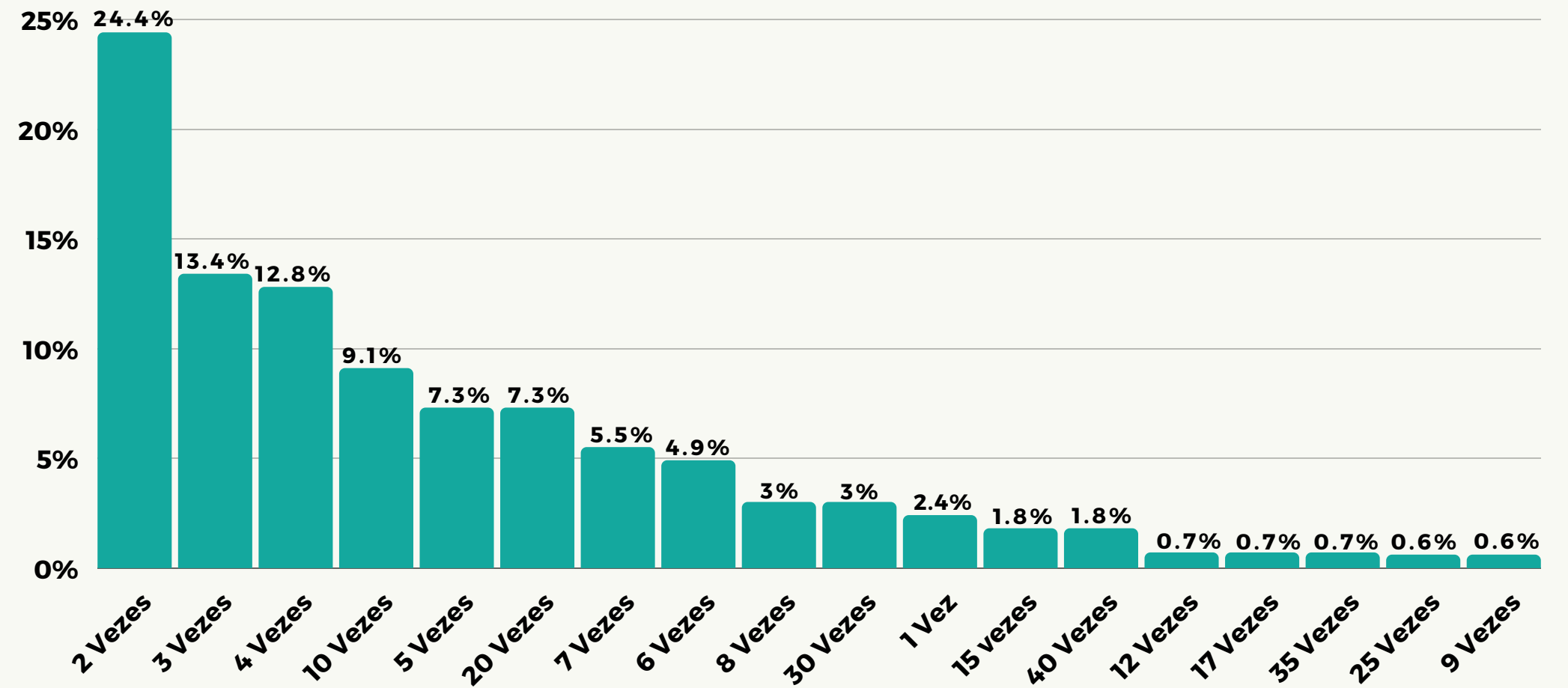
Primeira vez que vem a Fortaleza? (%)



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

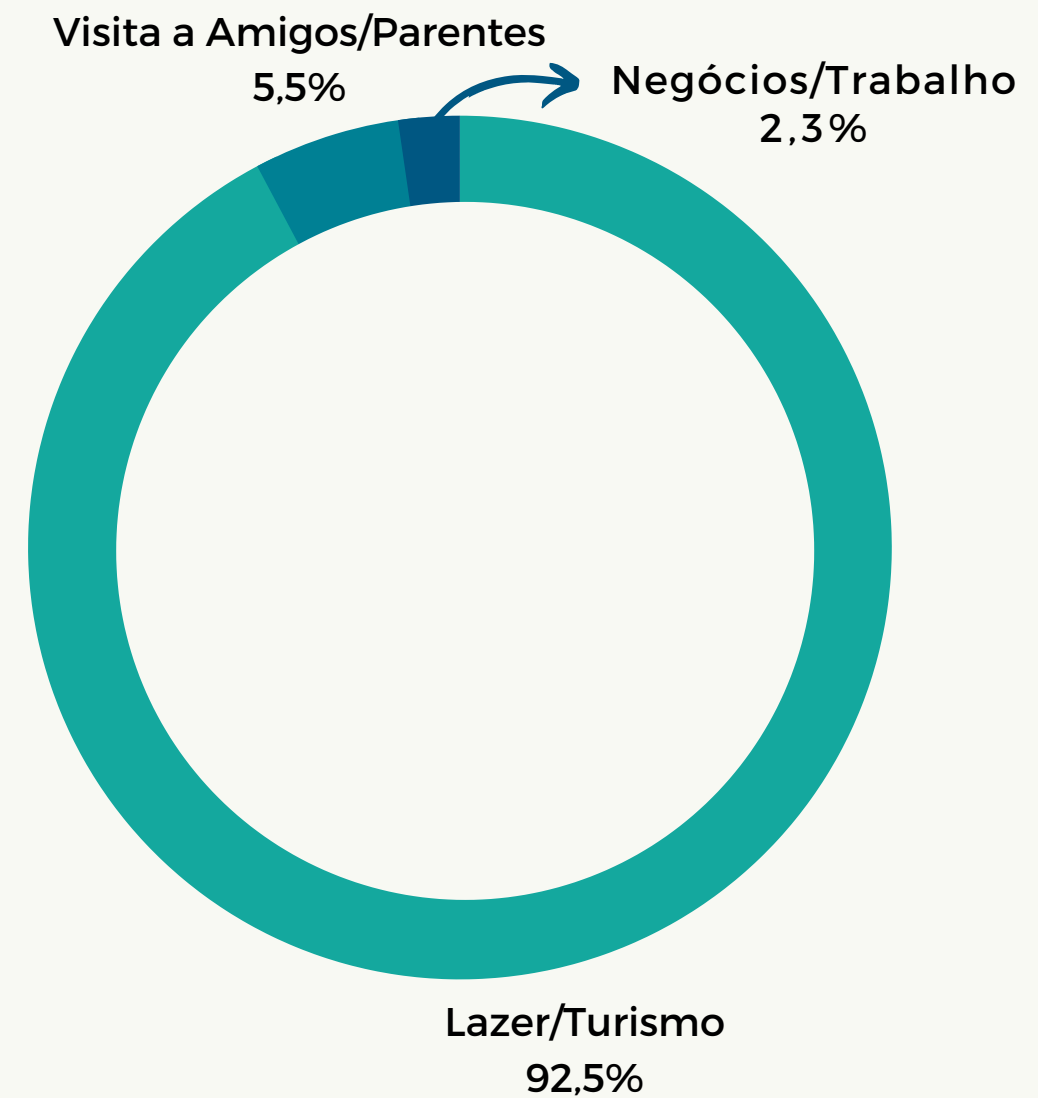


Quantas Vezes já Vieram para Fortaleza? (%)



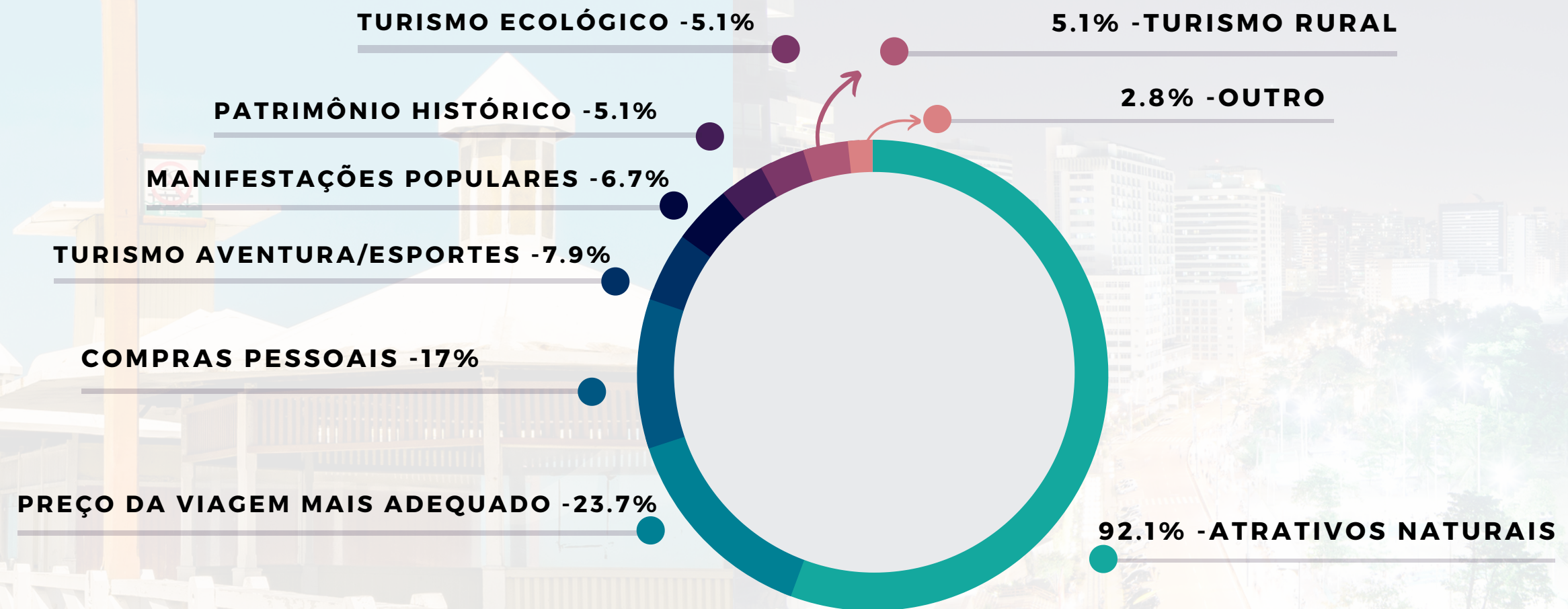


Motivação da viagem

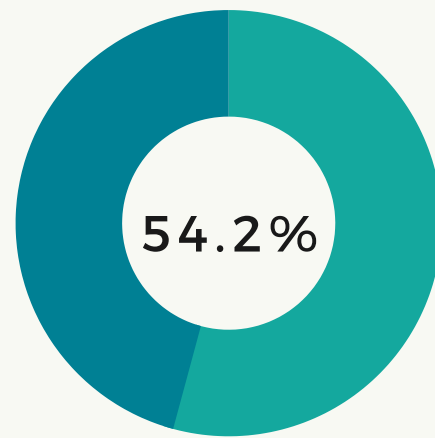


Nota: Pergunta admite mais de uma resposta

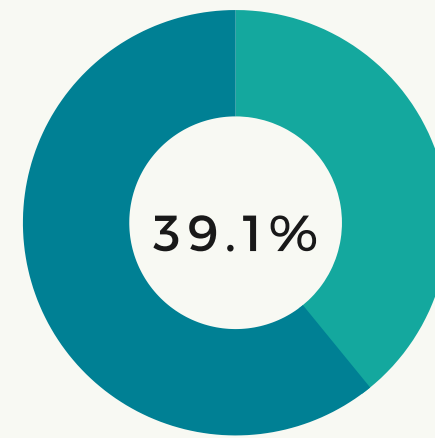
Quais os principais fatores decisórios para sua viagem à Fortaleza? (%)



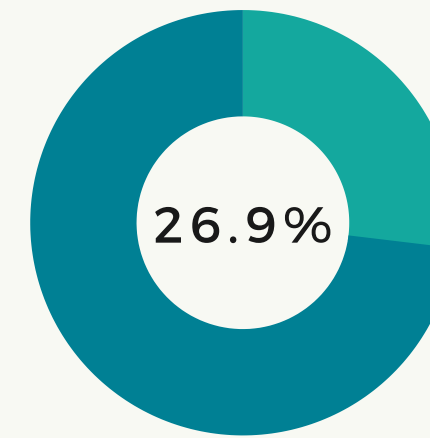
A que se deve a Influência da escolha da viagem a lazer ?



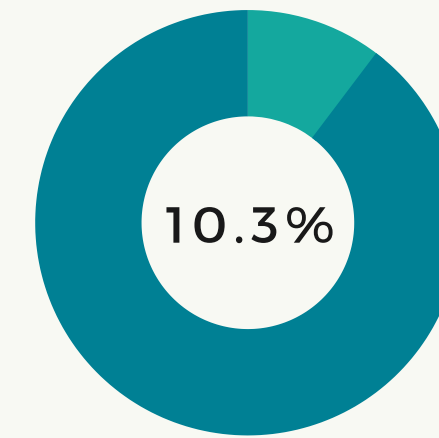
COMENTÁRIO DE PARENTE/AMIGO



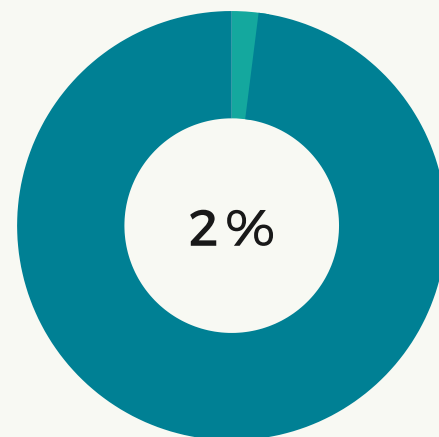
JÁ CONHECIA O LOCAL



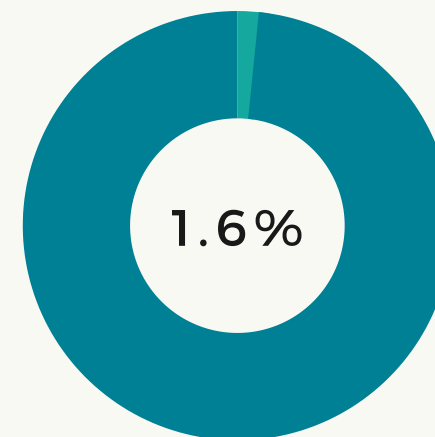
INTERNET



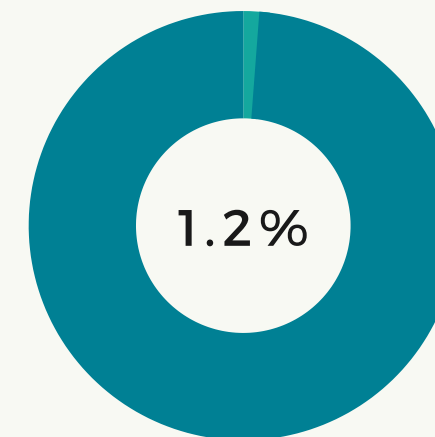
AGÊNCIA DE VIAGEM



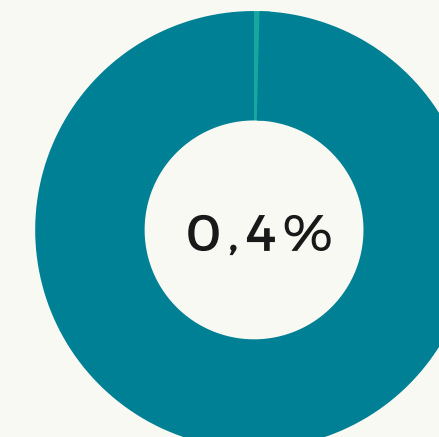
TELEVISÃO OU RÁDIO



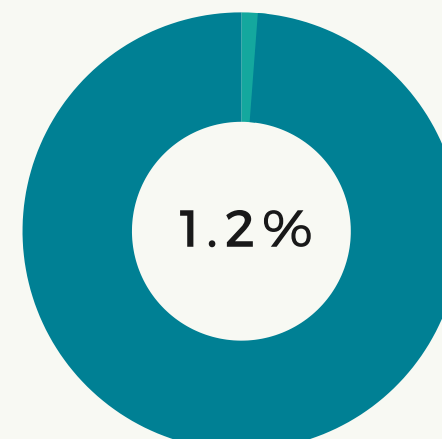
PROPAGANDA



STAND EM EVENTO

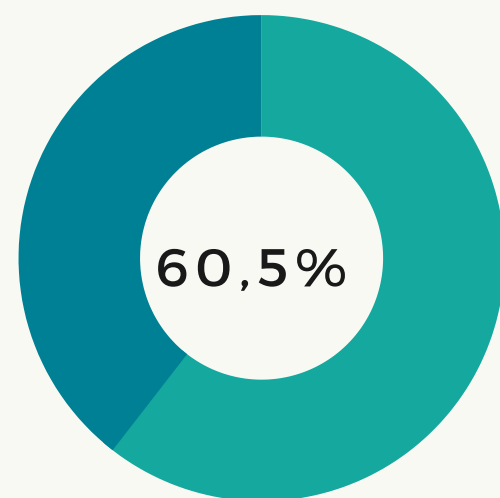


JORNALIS OU REVISTAS

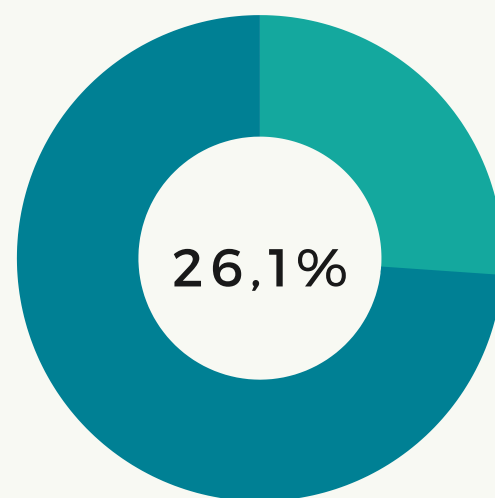


OUTROS

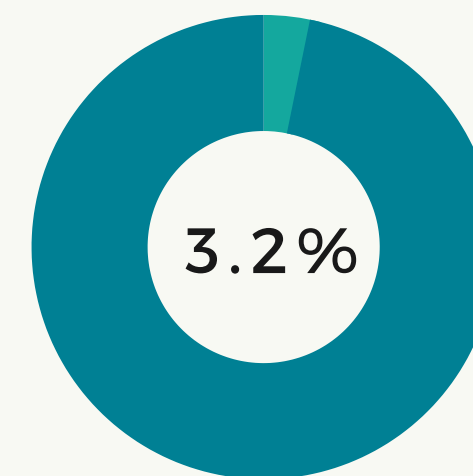
Qual o principal veículo de propaganda que influenciou sua viagem? (%)



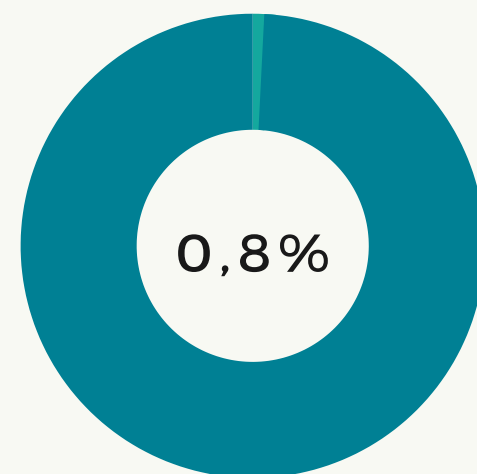
SITE/INTERNET



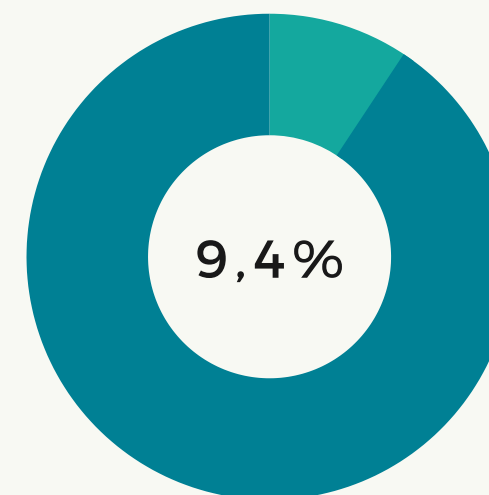
REDE SOCIAL



TELEVISÃO



REVISTA

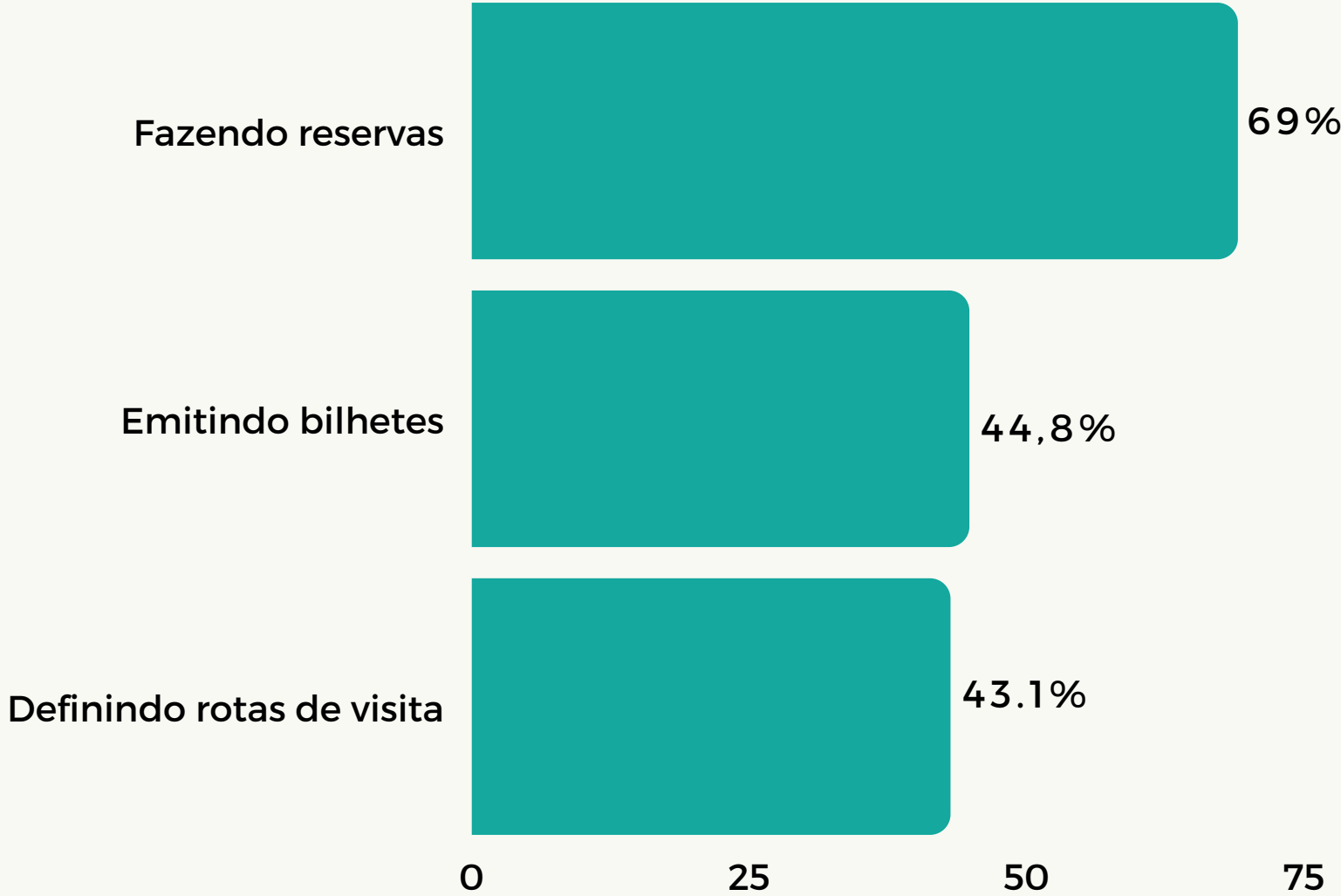


OUTRO

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



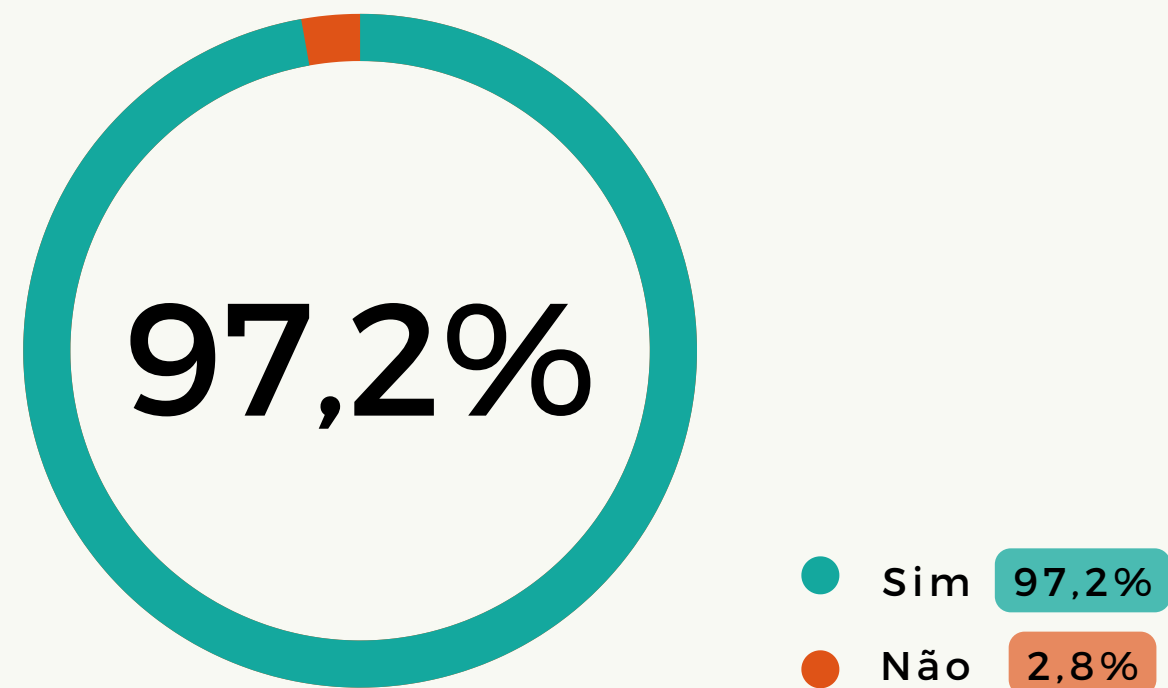
De que forma? (%)



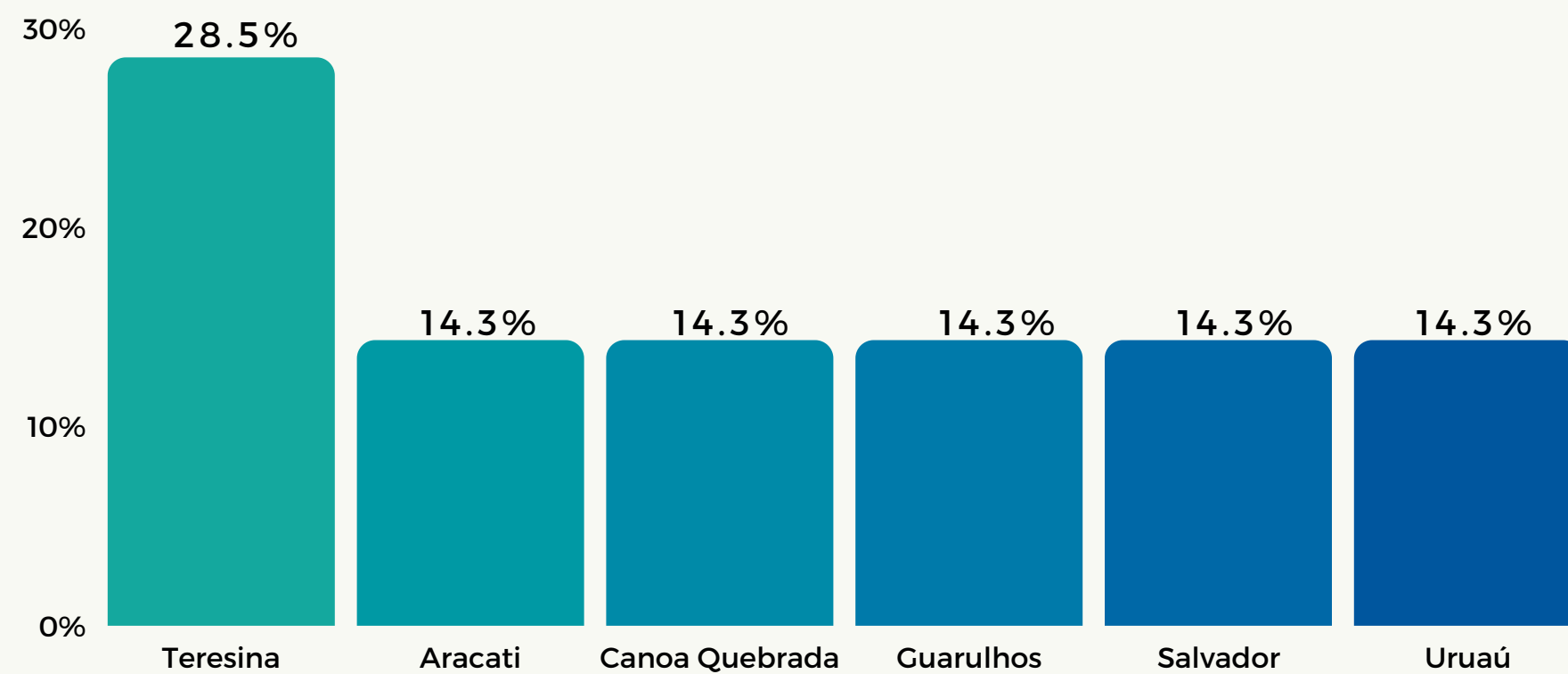
Nota: Pergunta admite mais de uma resposta



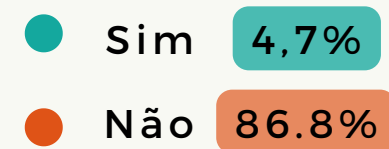
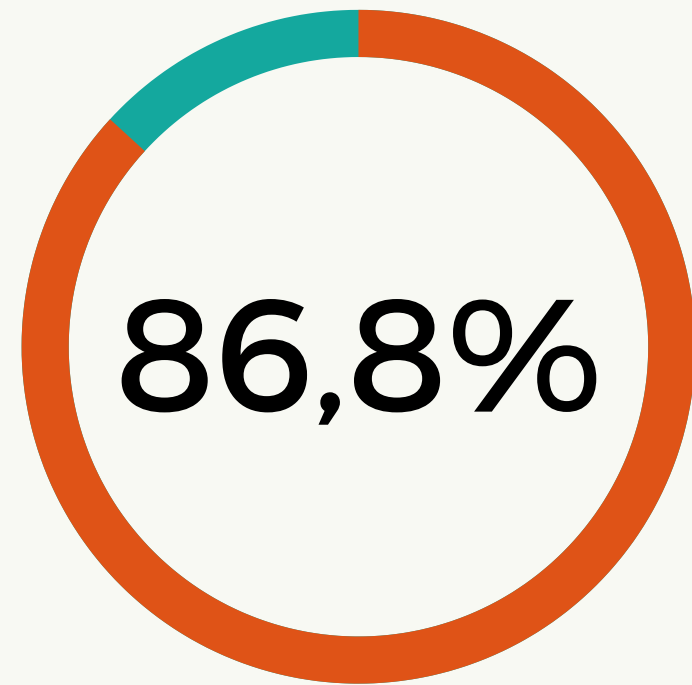
Você saiu direto de sua cidade de origem para Fortaleza? (%)



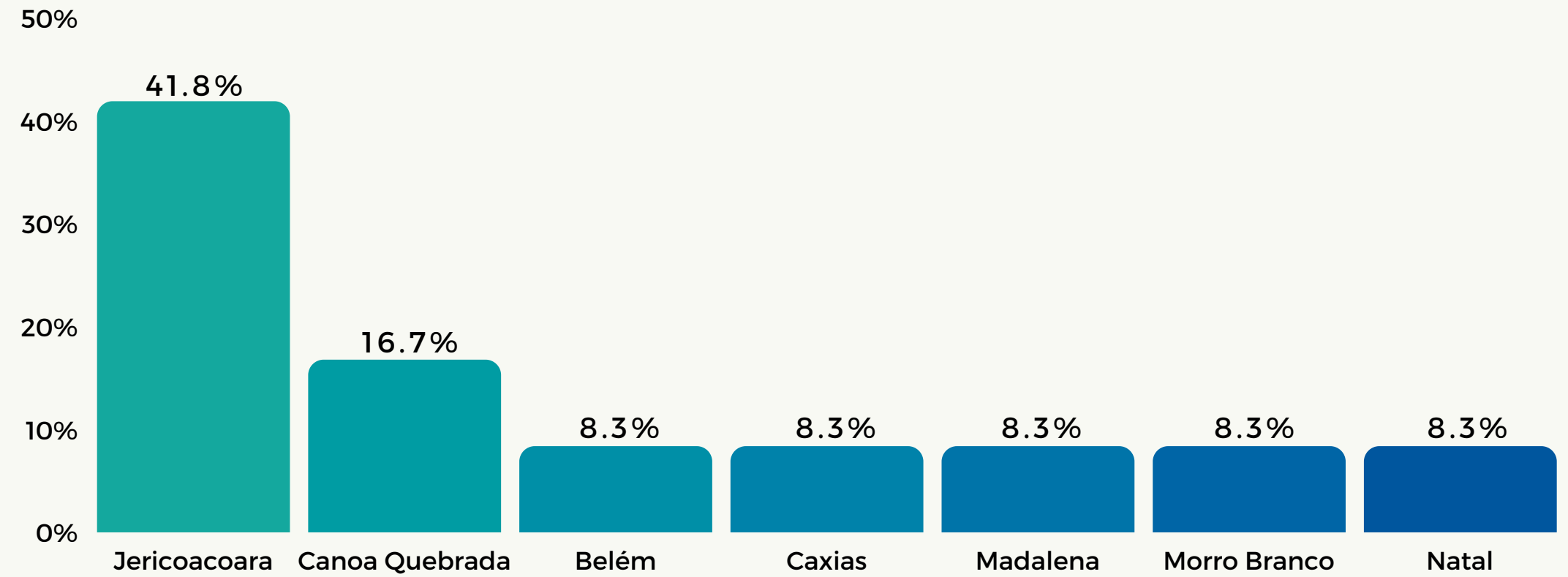
Se não, de qual cidade veio? (%)



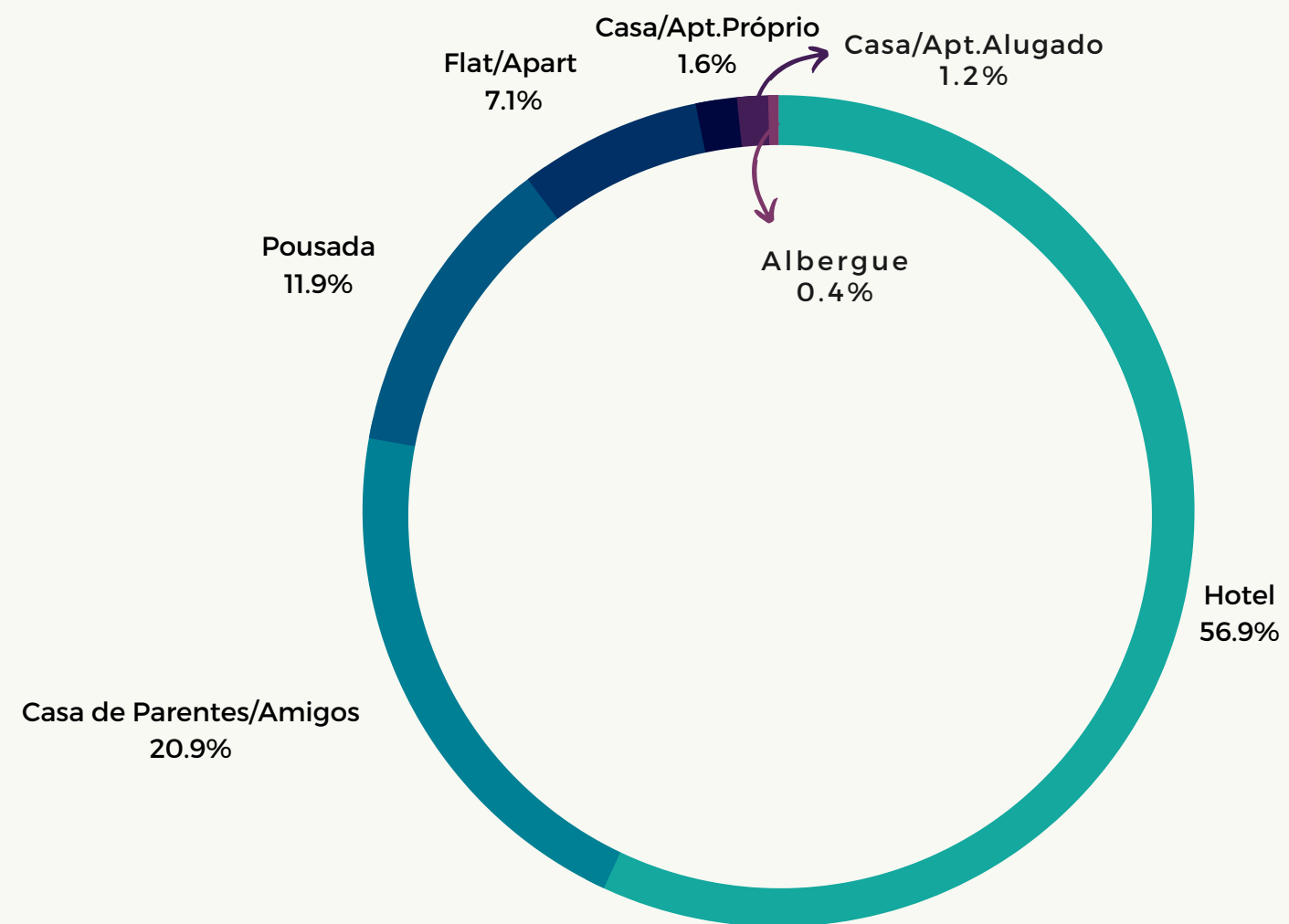
Ao deixar Fortaleza, pretende pernoitar em outros lugares antes de chegar a sua cidade de origem? (%)



Se sim, qual cidade vai? (%)



Meio de Hospedagem Mais Utilizado

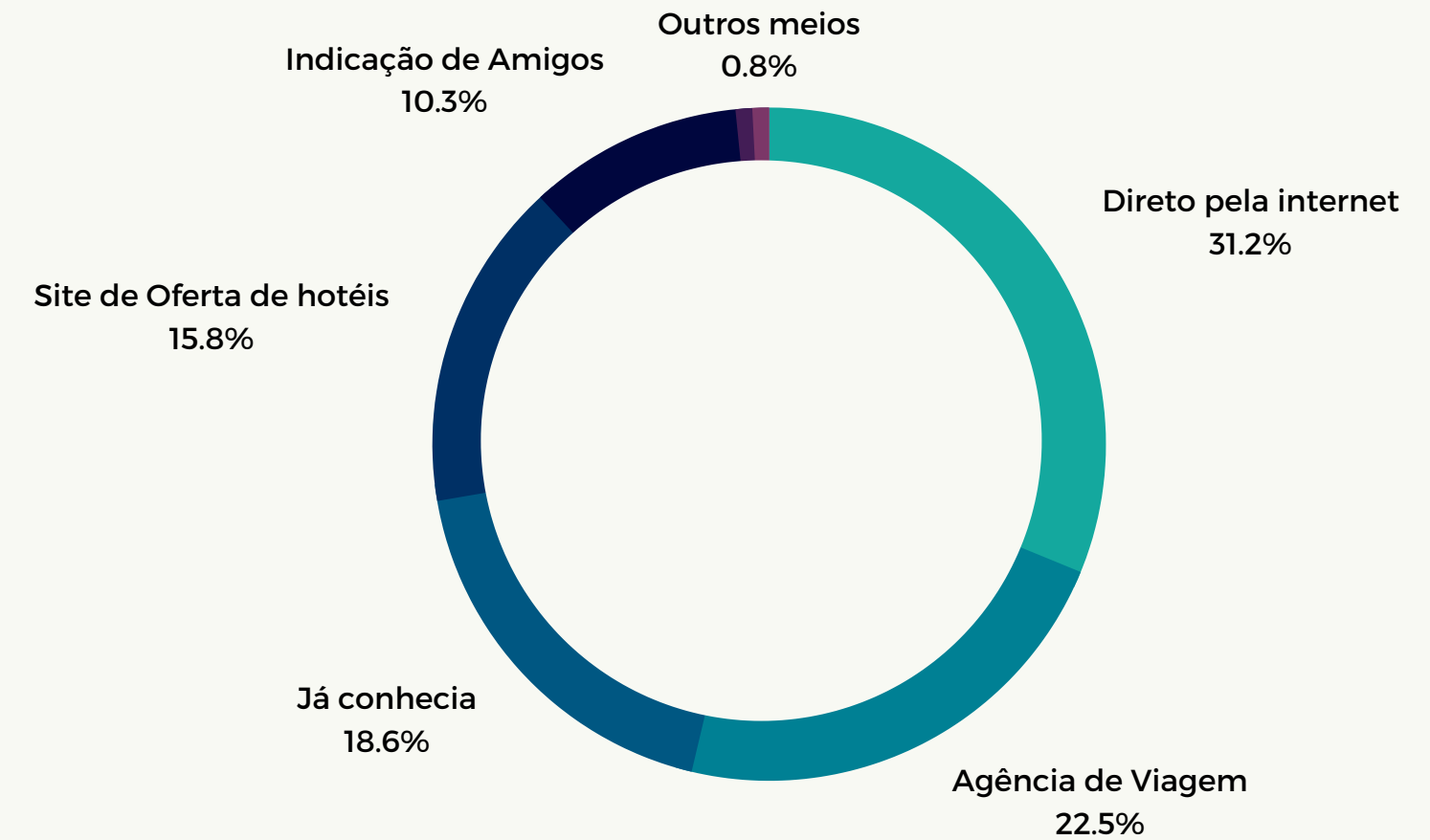


- HOTEL
- CASA DE PARENTES/AMIGOS
- POUSADA
- FLAT/APART - HOTEL
- CASA/APT.PRÓPRIO
- CASA/APT.ALUGADO
- CASA/APT.PRÓPRIO

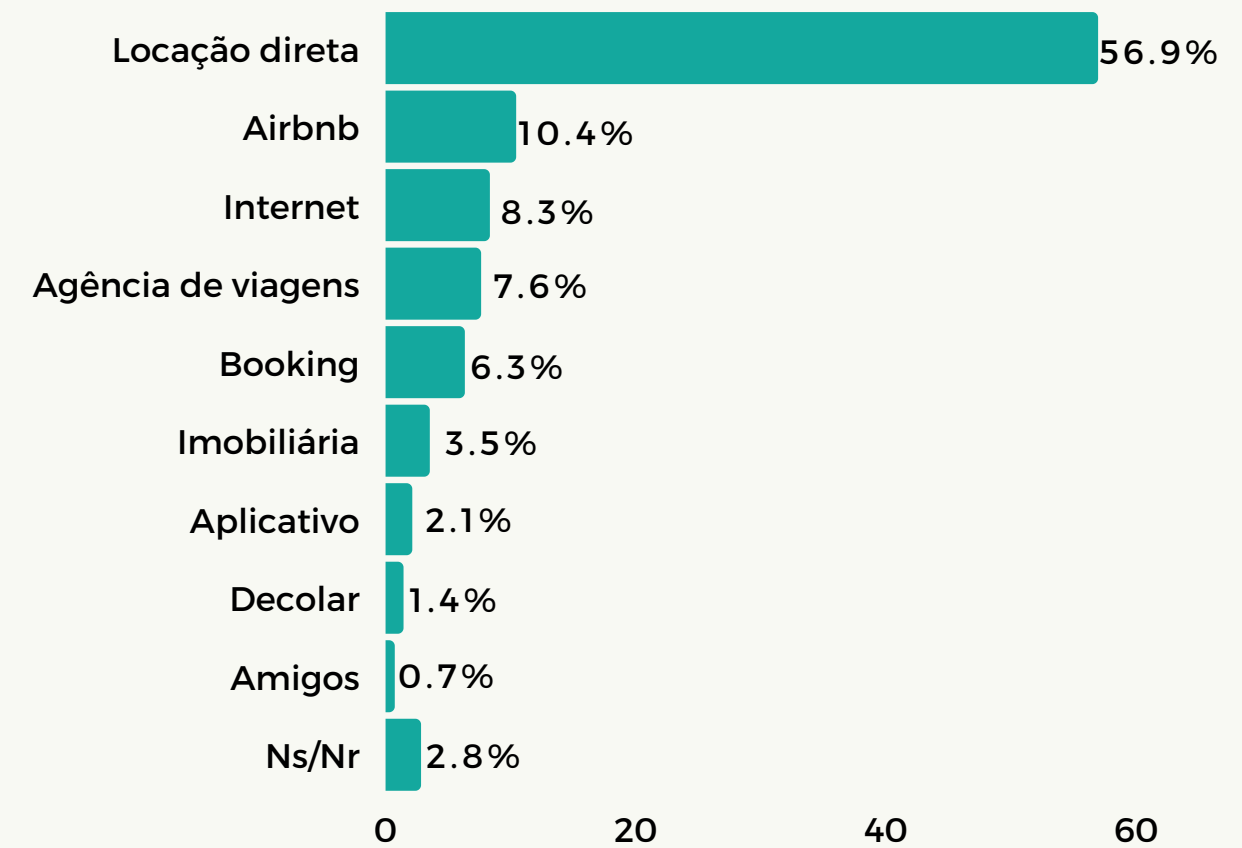




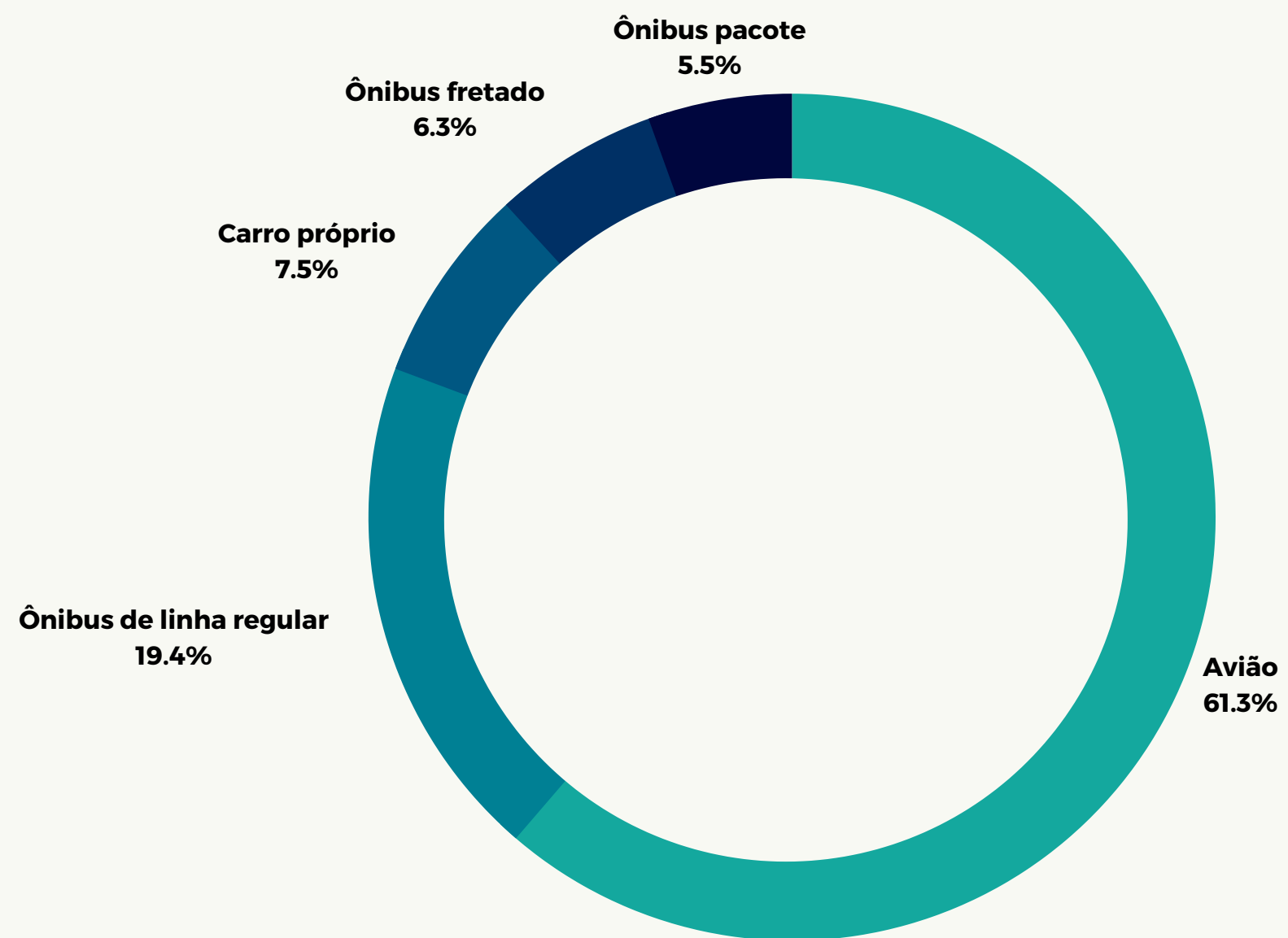
Como tomou conhecimento do Meio de Hospedagem que utilizou? (%)



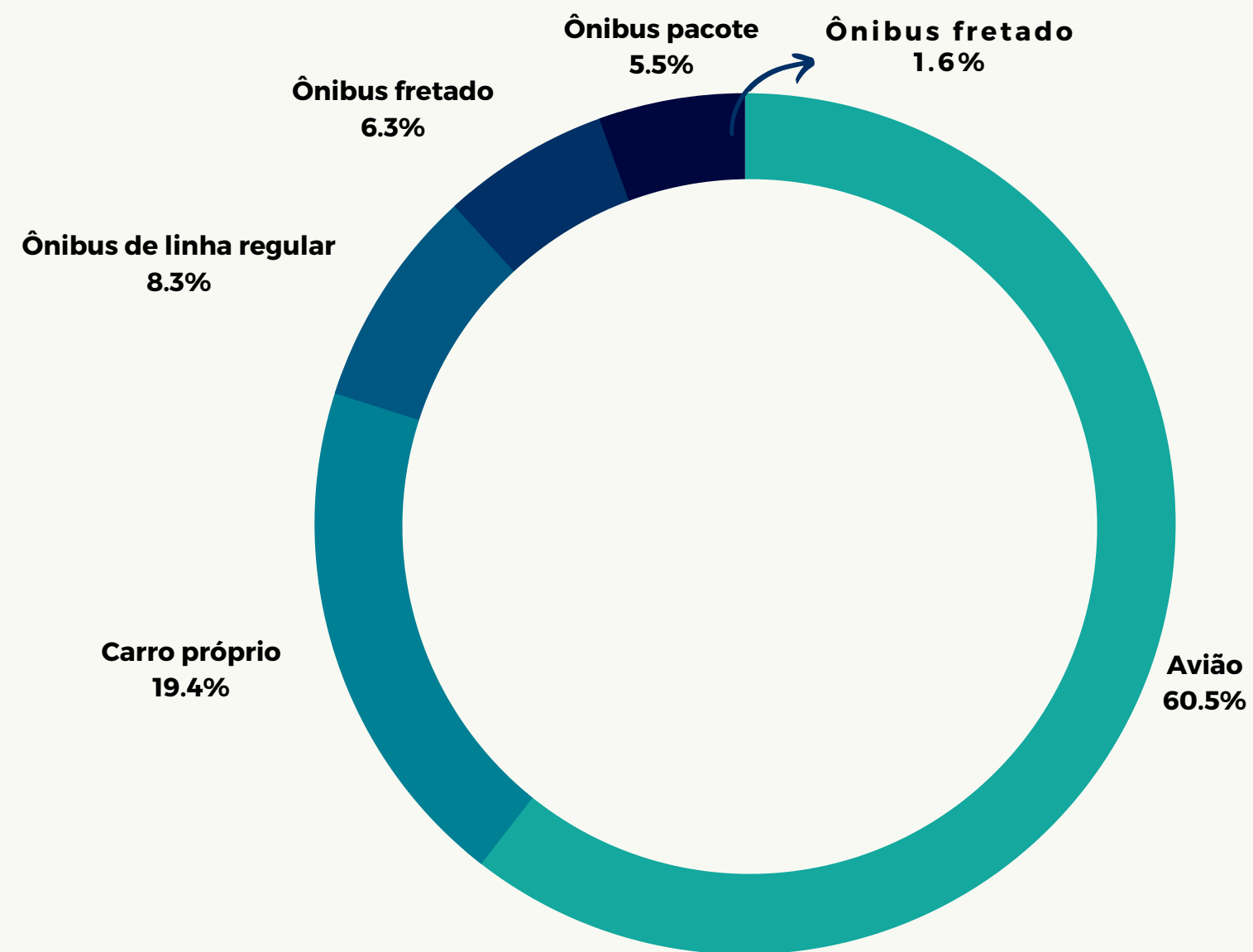
Como fez a locação? (%)



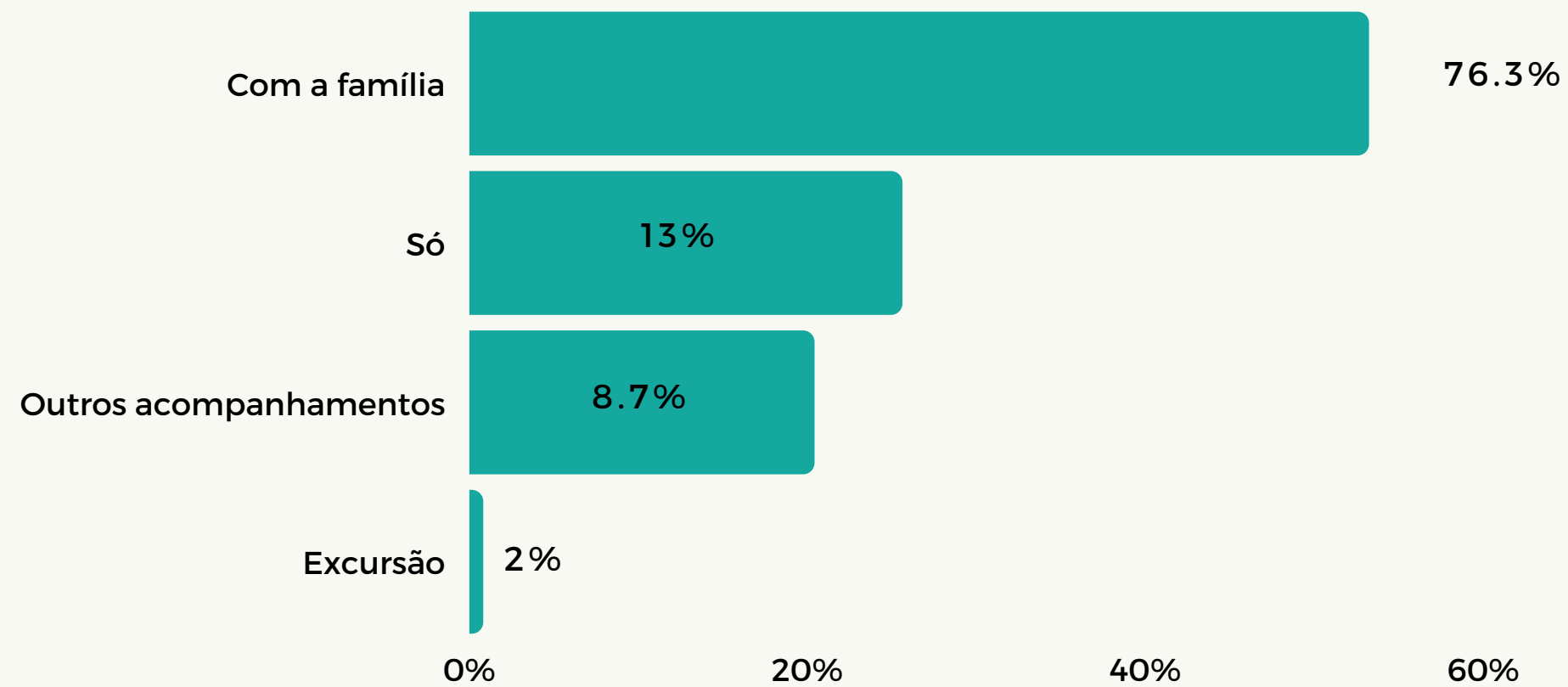
Qual meio de transporte para Chegar em Fortaleza (%)



Qual meio de transporte para sair de Fortaleza (%)



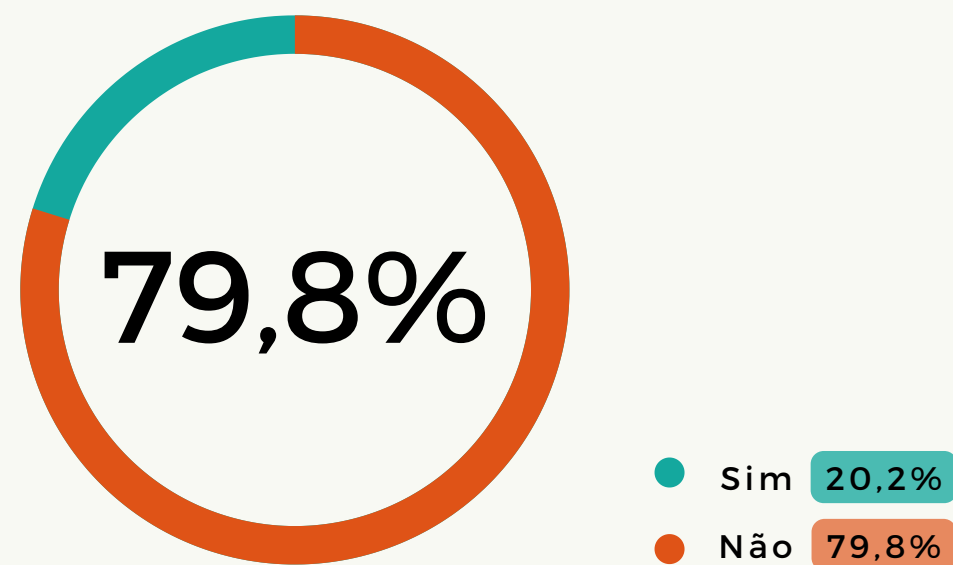
O (a) Sr. (a) está viajando: (%)



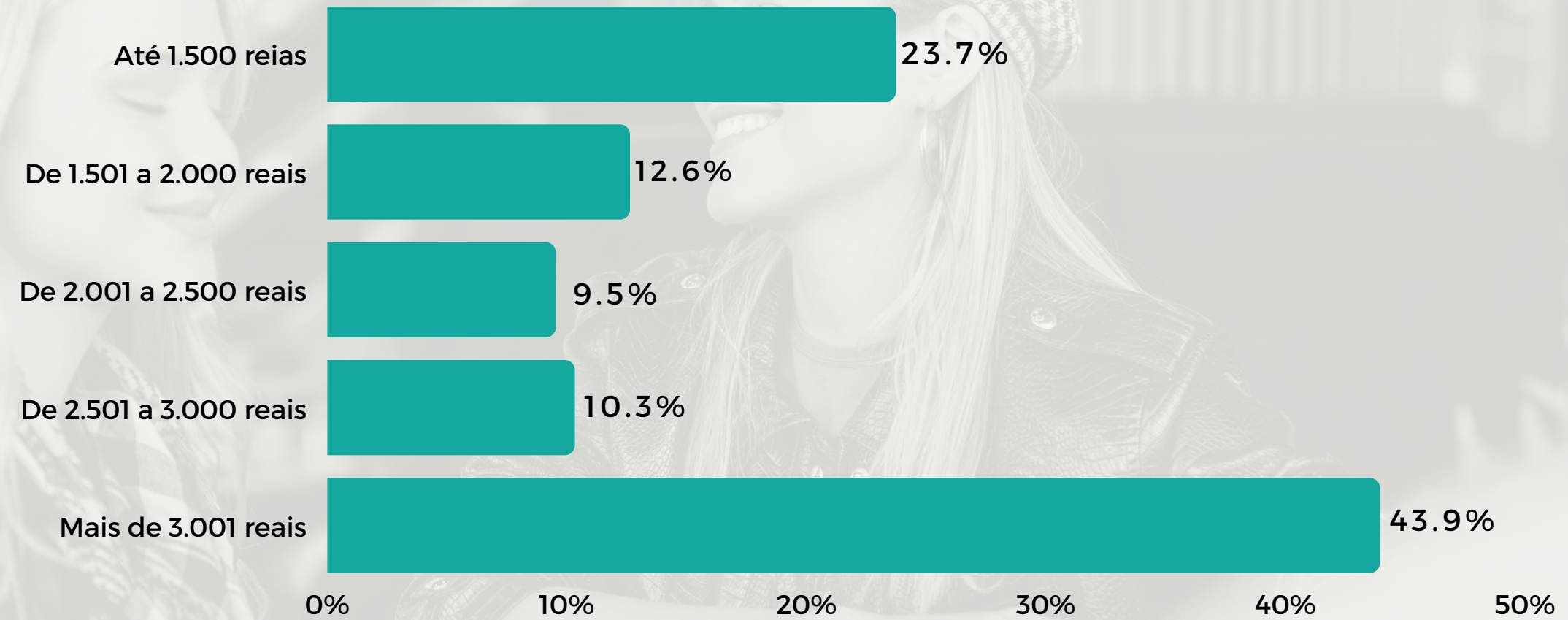
Parcela expressiva dos turistas nacionais e internacionais que viajam acompanhados, correspondendo a uma proporção de 91.3% do total.

Já a proporção de turistas nacionais que viajam só é de 9.8% sendo 11.2% do sexo masculino e a proporção das mulheres que viajam só se encontra numa proporção de 8.6%. Uma parcela dos turistas que viajam só é provavelmente, explicada pelos motivos de trabalho e negócios, uma vez que para os viajantes do sexo masculino que são empregados em empresas essa proporção se eleva para 12.5%.

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



Gasto médio durante sua estada em Fortaleza? (%)



Valor médio gasto individualmente com pacote turístico

Gasto médio individual com pacote turístico



98%



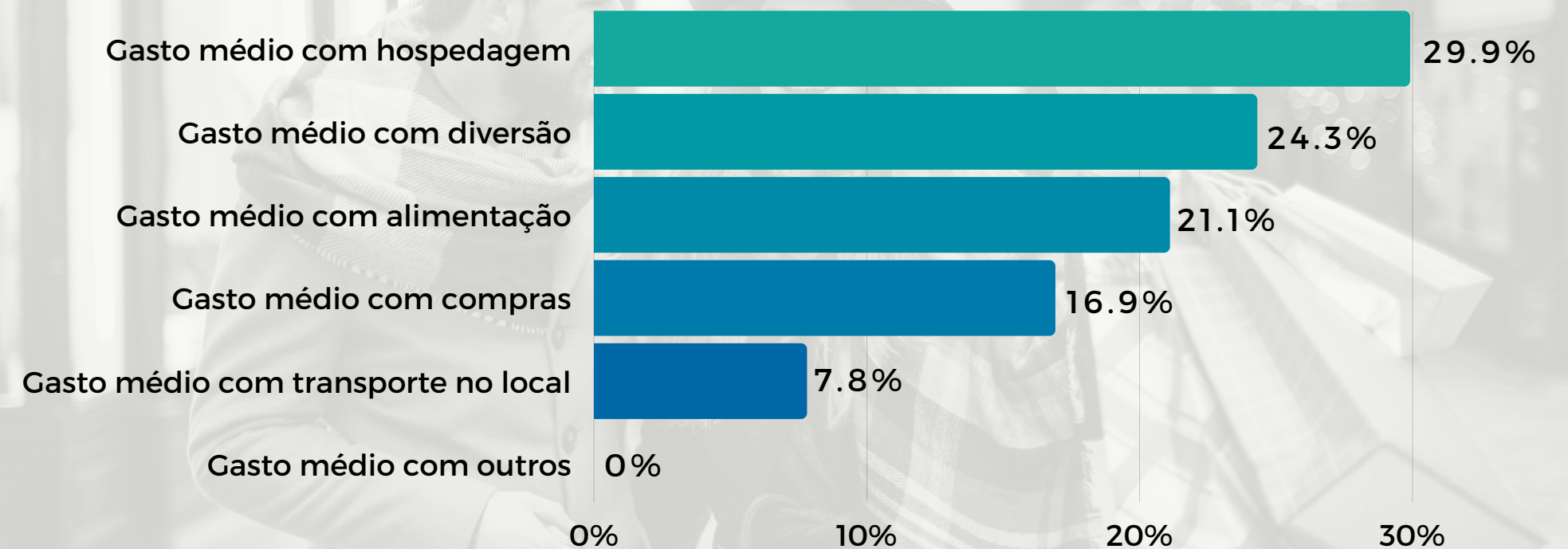
Real

2%

Euro

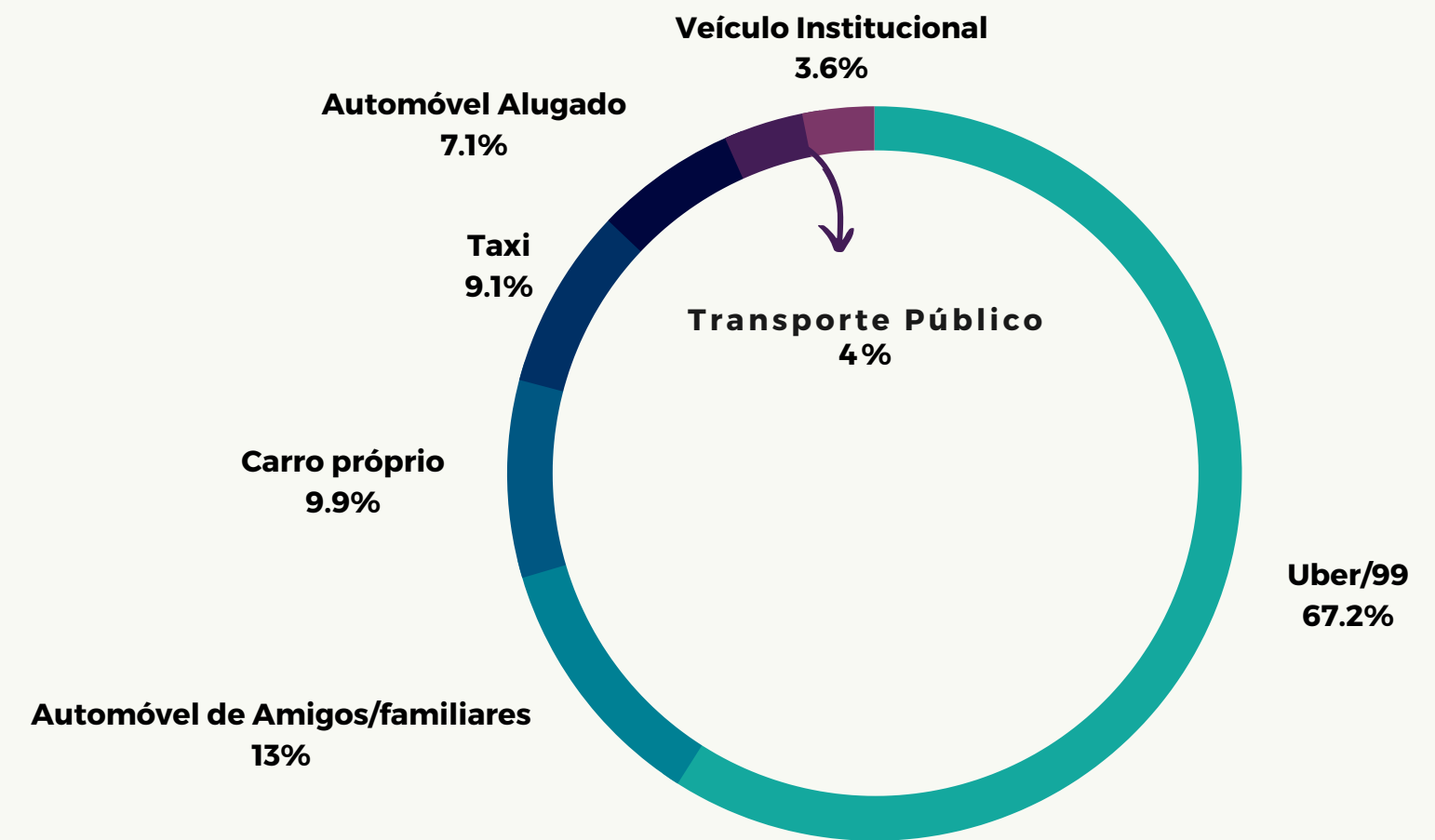
Gastos em Fortaleza

Gasto total médio na estadia em Fortaleza **4,593,52**





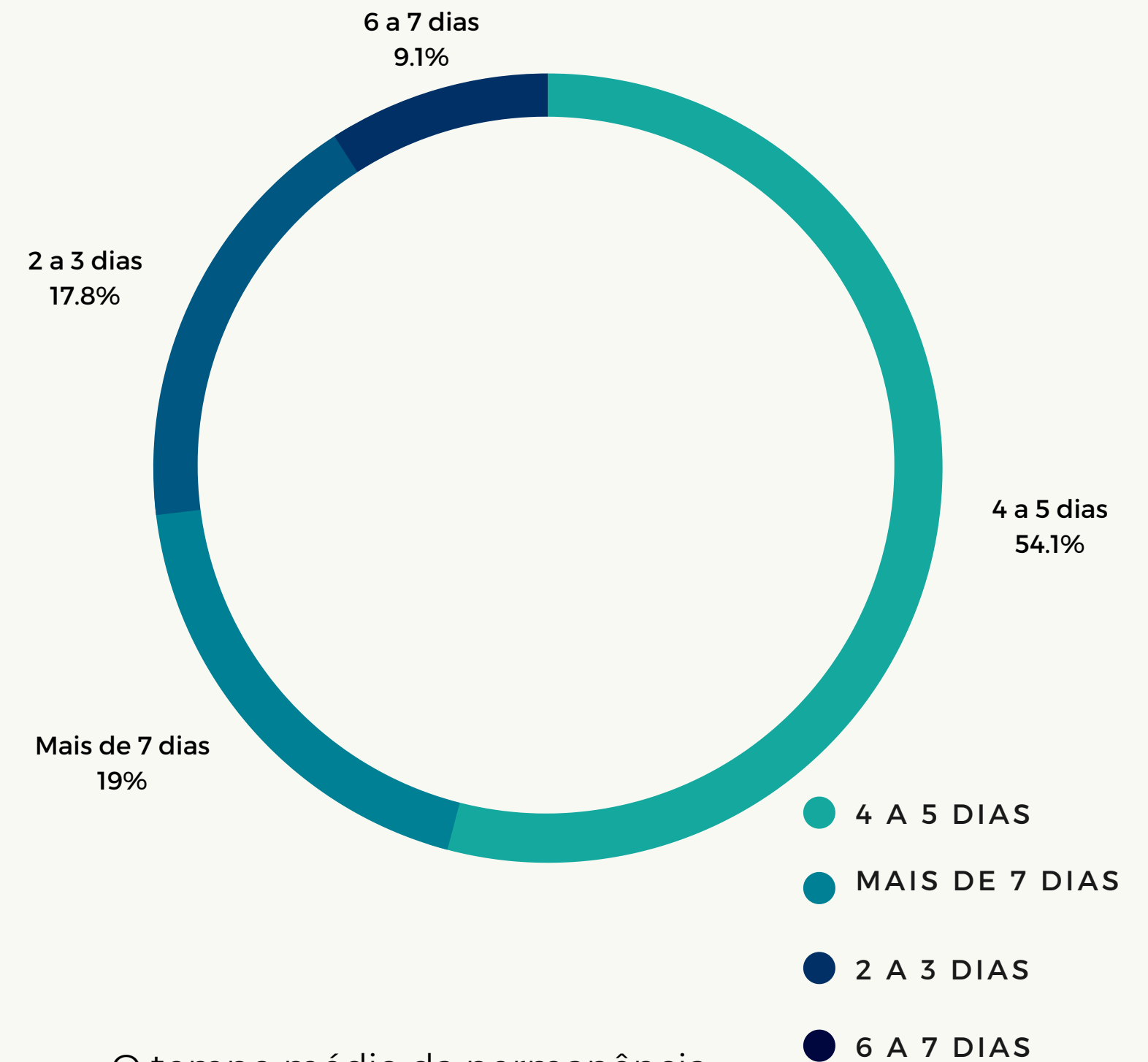
Meio de transporte utilizado



- UBER/99
- AUTOMÓVEL DE AMIGOS/FAMILIARES
- CARRO PRÓPRIO
- TAXI
- AUTOMÓVEL ALUGADO
- VEÍCULO DE USO INSTITUCIONAL



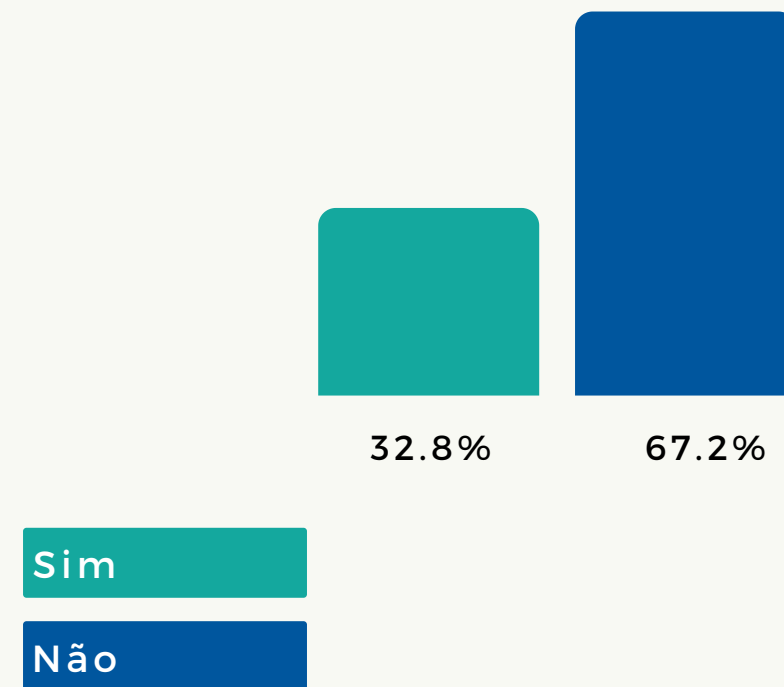
Tempo de sua estadia em Fortaleza (%)



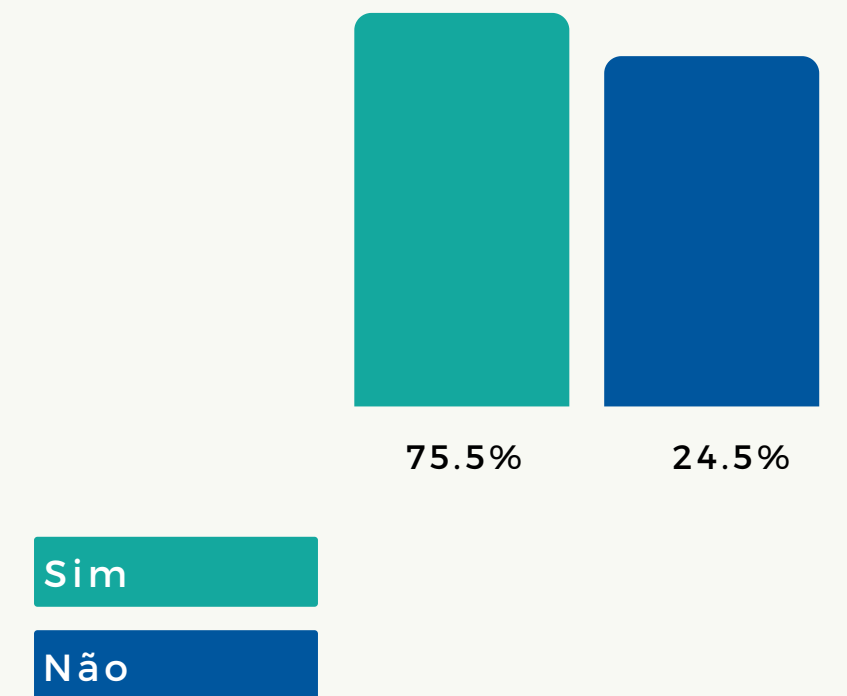
O tempo médio da permanência foi de 6,8 dias



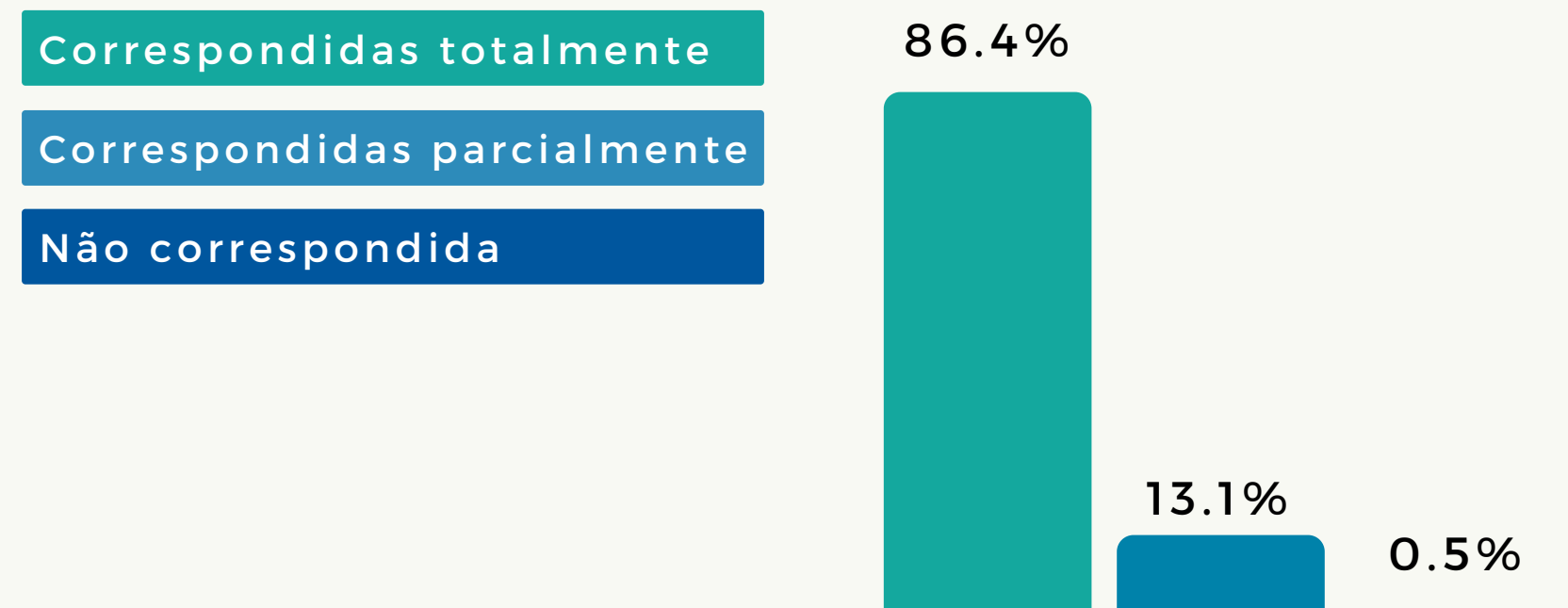
Visitou outros locais turísticos no Estado? (%)



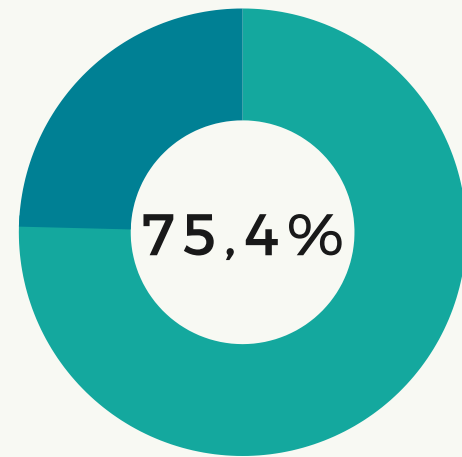
Visitou outros locais turísticos em Fortaleza? (%)



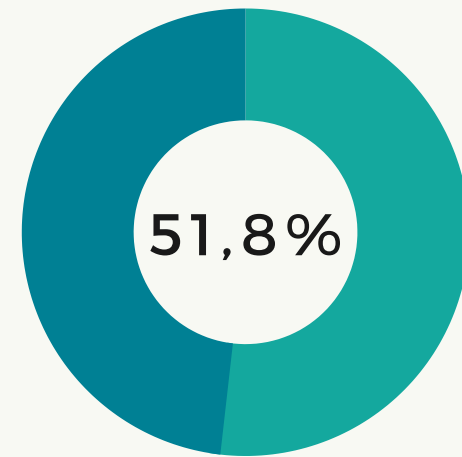
Suas expectativas foram? (%)



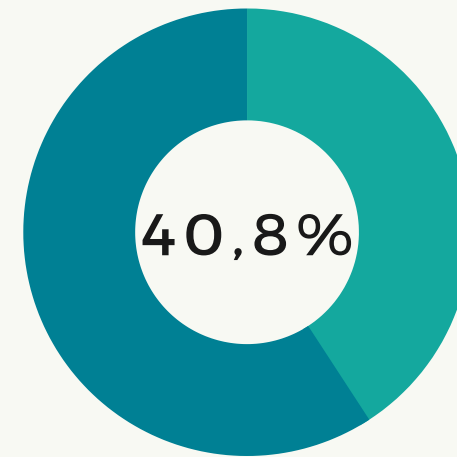
Atrativos de lazer/entretenimento de fortaleza que mais gostaram de conhecer



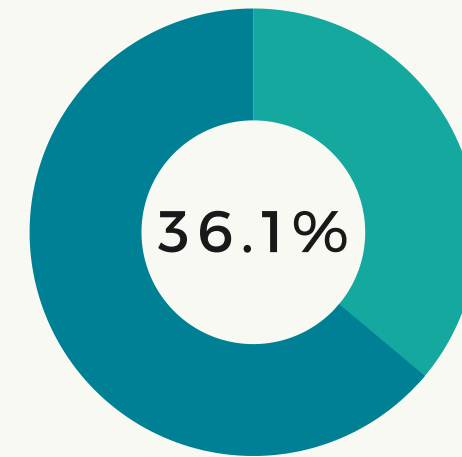
PRAIA DO FUTURO



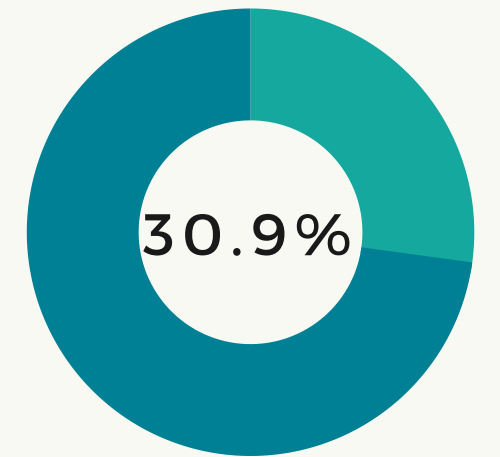
AV. BEIRA MAR



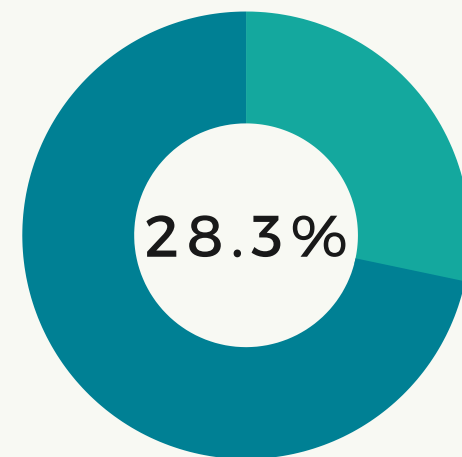
MERCADO CENTRAL



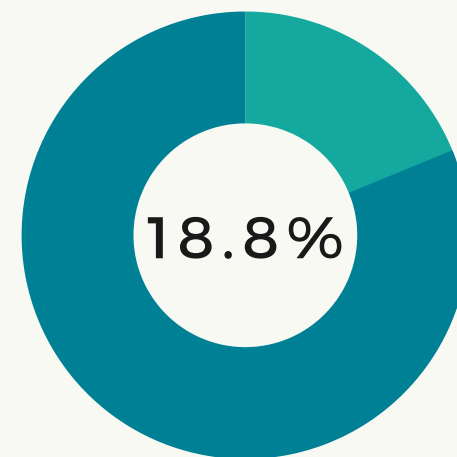
CHICO DO CARANGUEJO



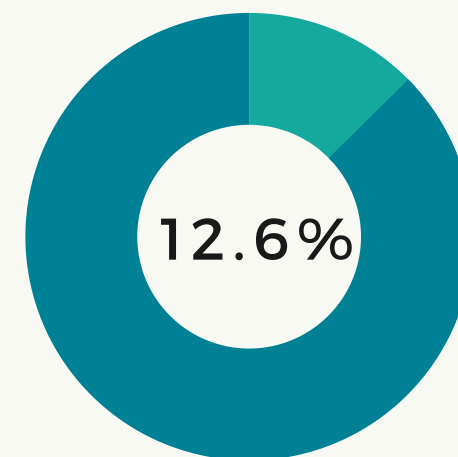
FEIRINHA DA BEIRA MAR



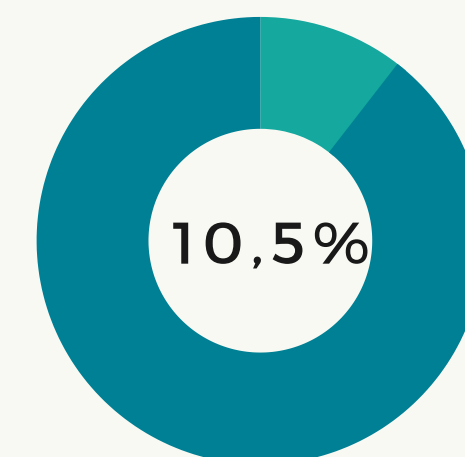
MERCADO DOS PEIXES



CENTRO DRAGÃO DO MAR
DE ARTE E CULTURA



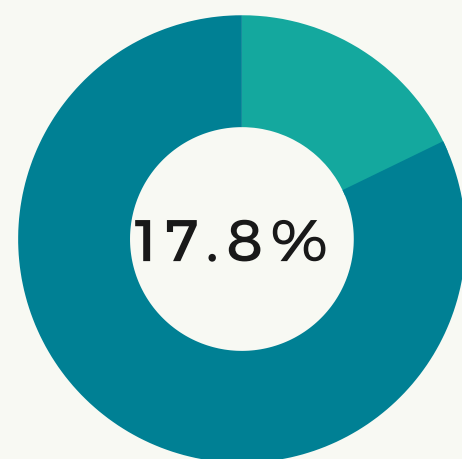
PÓLO GASTRONÔMICO
DA VARJOTA



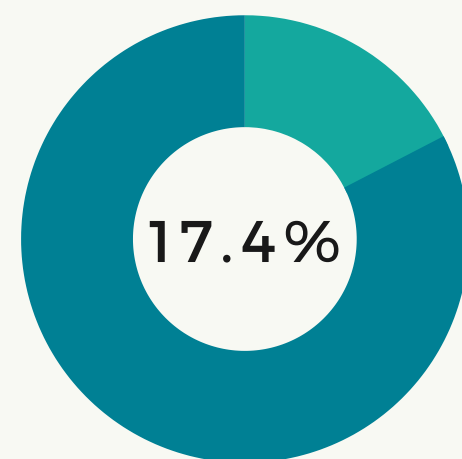
PONTE METÁLICA

Nota: Pergunta admite mais de uma resposta

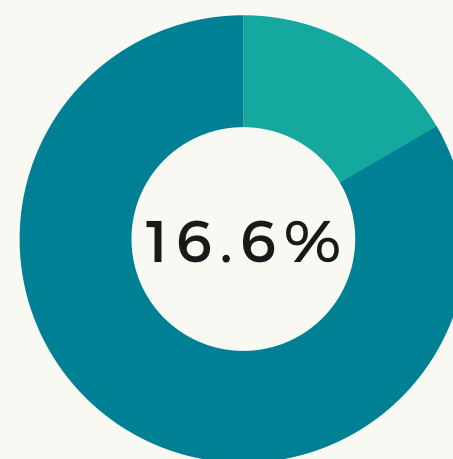
Atrativos de lazer/entretenimento de Fortaleza que gostariam de ter conhecido



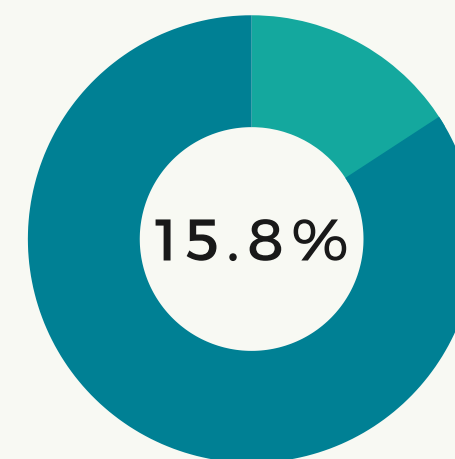
MUSEU DO CEARÁ



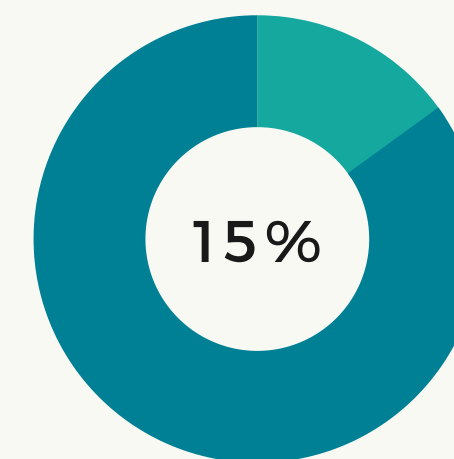
TEATRO JOSÉ DE
ALENCAR



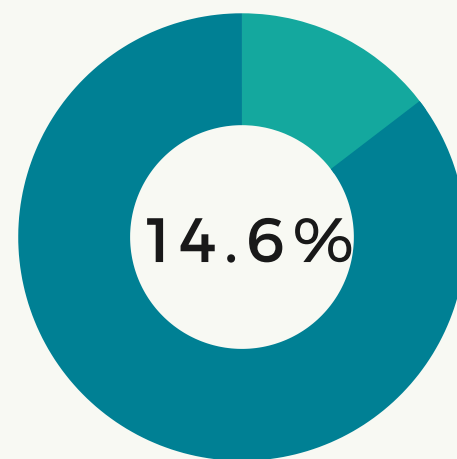
PIRATA BAR



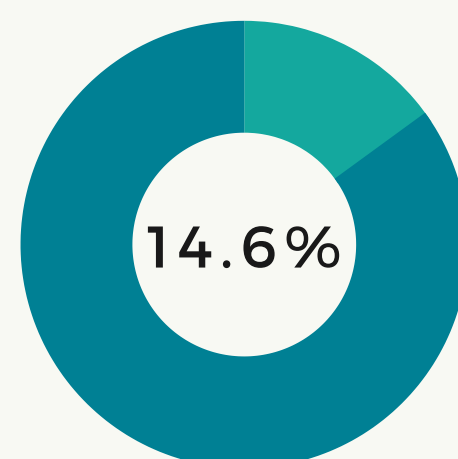
MUSEU DE HUMOR
CEARENSE



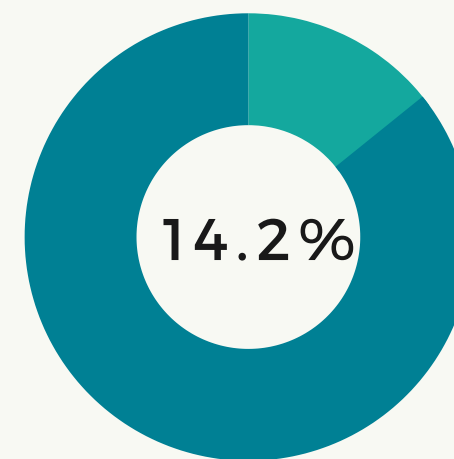
MERCADO CENTRAL



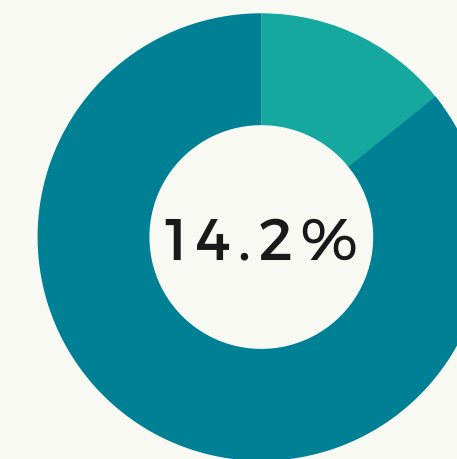
PÓLO GASTRONÔMICO DA
VARJOTA



CENTRO DRAGÃO DO
MAR DE ARTE E
CULTURA



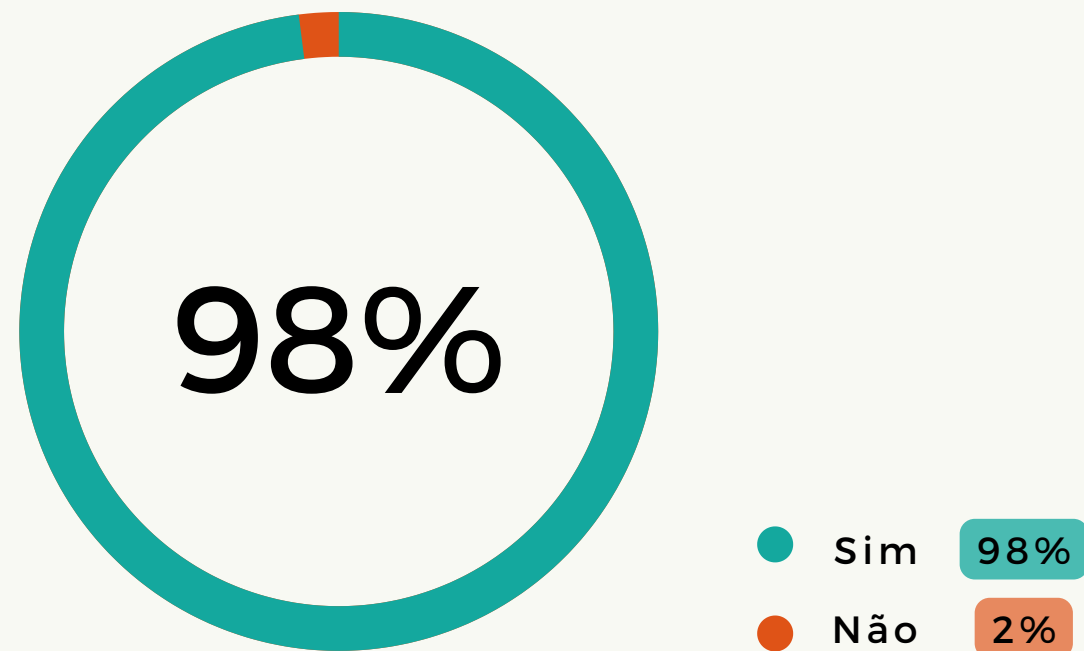
ARENA CASTELÃO



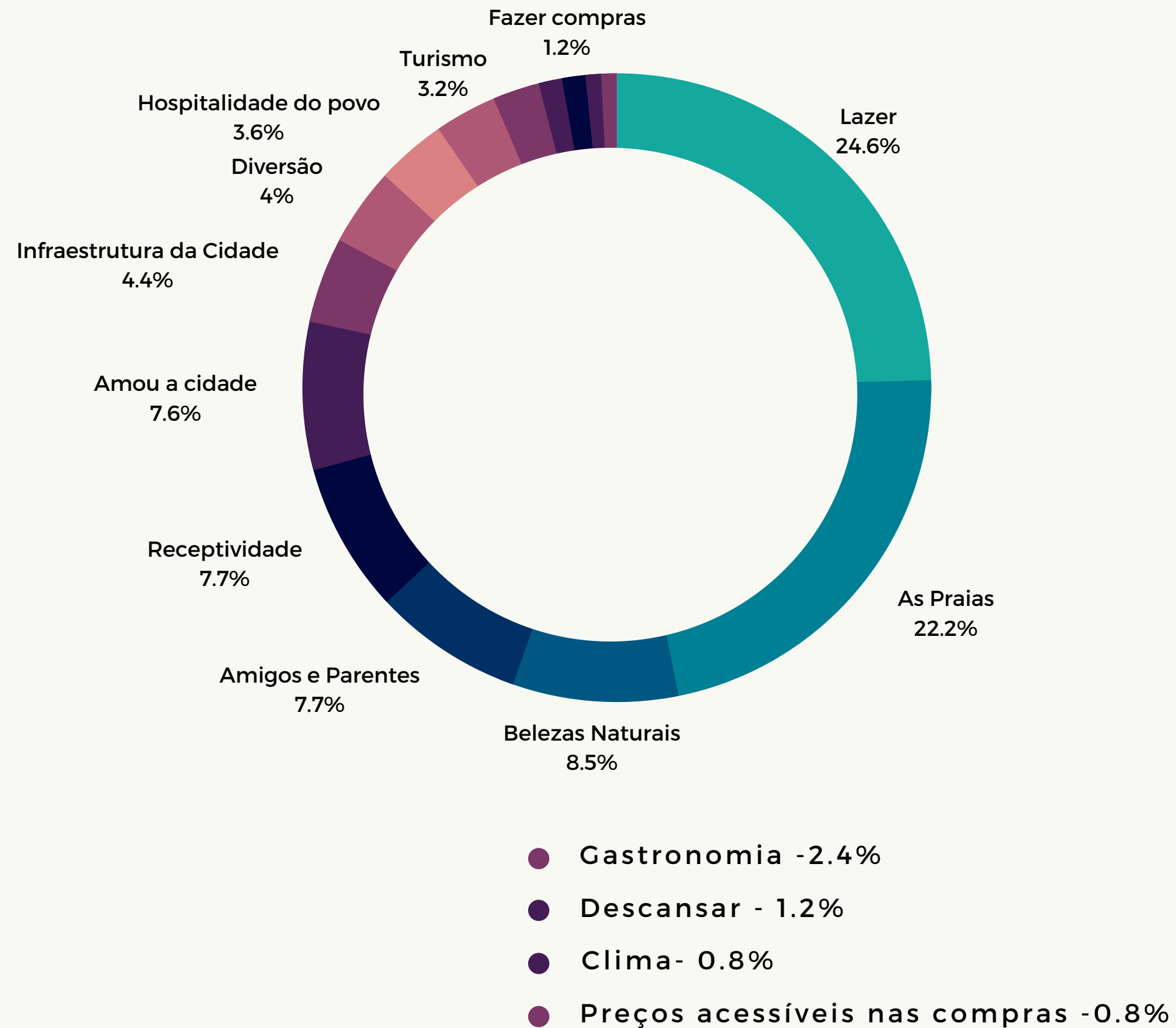
MERCADO DOS PEIXES

Nota: Pergunta admite mais de uma resposta

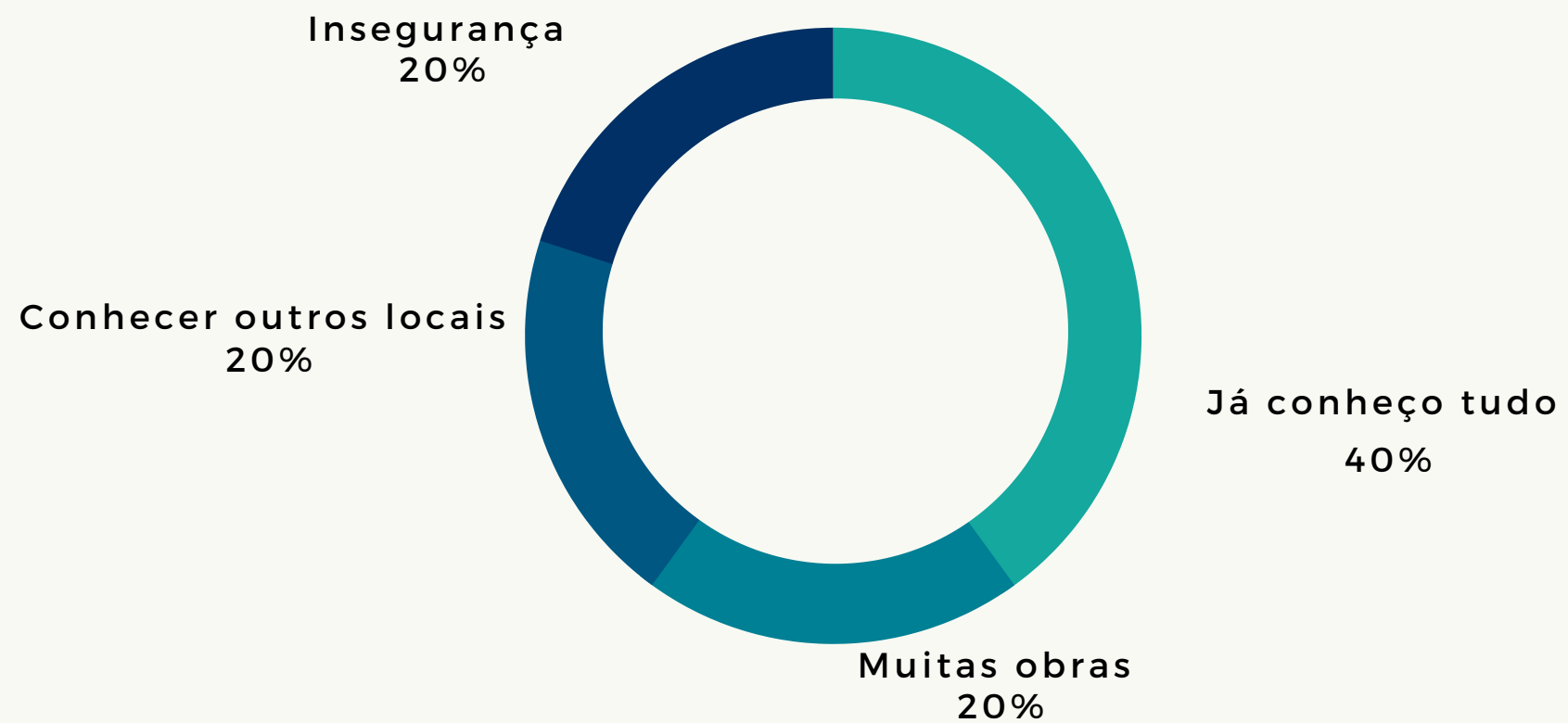
Retornaria a Fortaleza? (%)



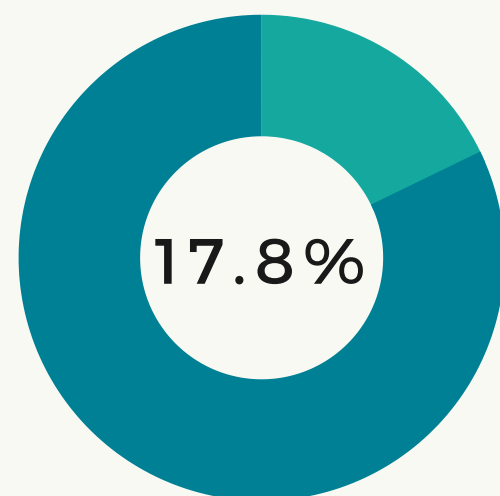
Se Sim, por quê? (%)



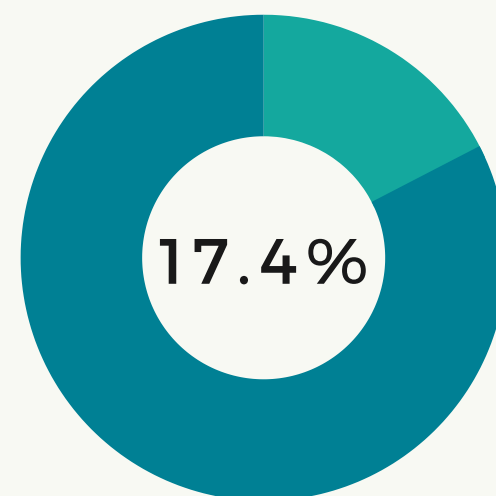
Se Não, por quê? (%)



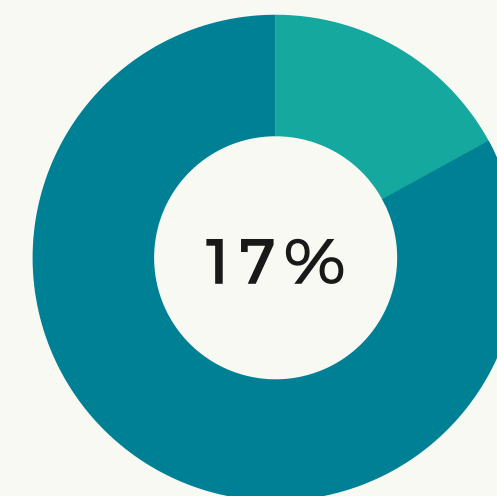
Cite 3 destinos turísticos que você gostaria de conhecer em Fortaleza



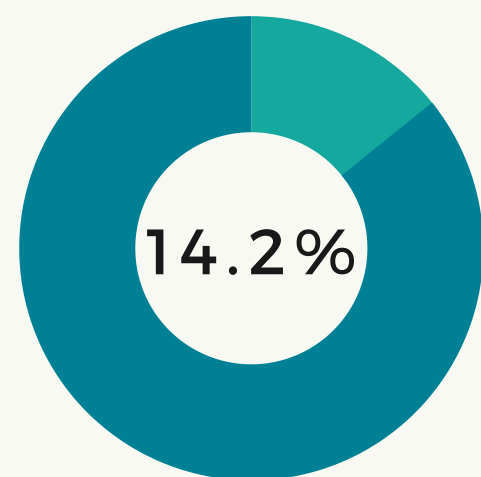
ARENA CASTELÃO



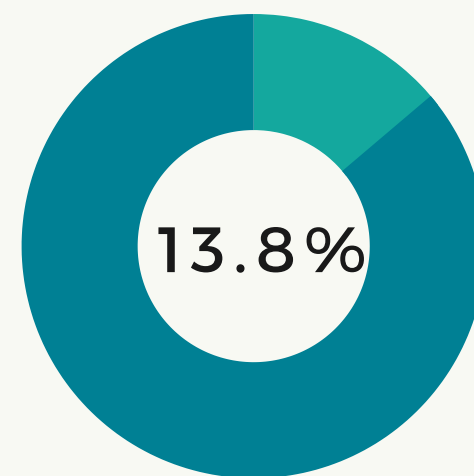
MUSEU DO CEARA



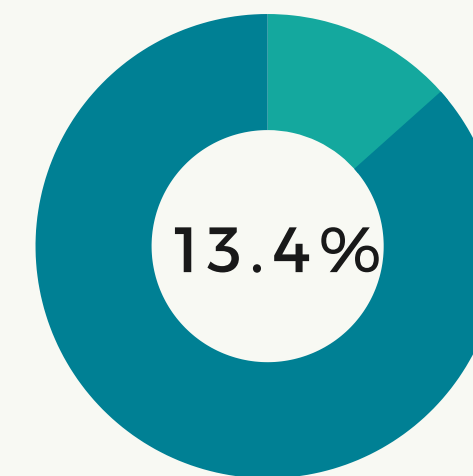
MUSEU DE HUMOR CEARENSE



POLO GASTRONÔMICO DA VARJOTA



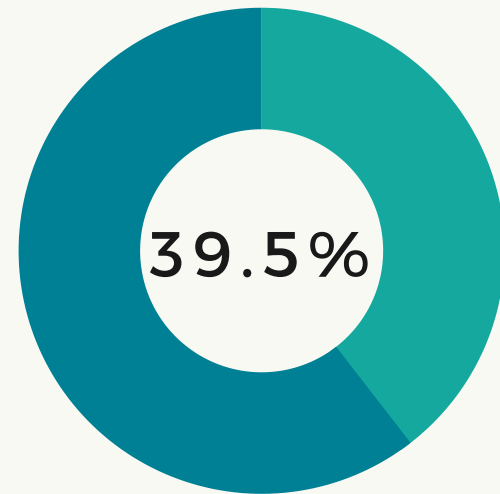
MERCADO CENTRAL



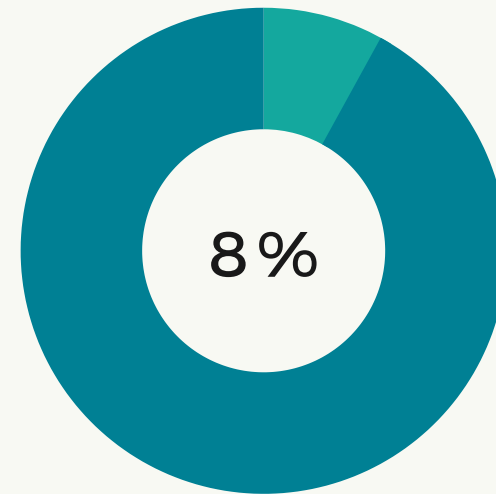
TEATRO JOSÉ DE ALENCAR

Nota: Pergunta admite mais de uma resposta

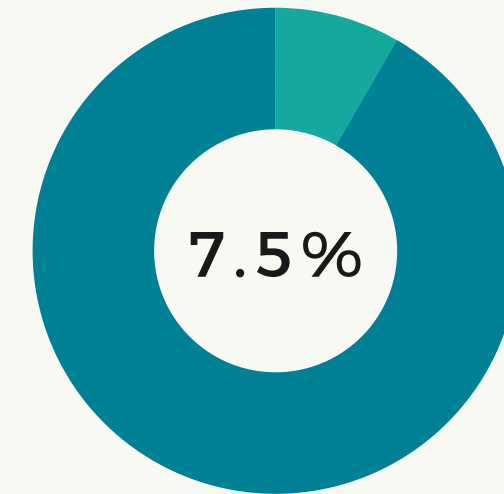
Cite dois aspectos que mais lhe agradaram em Fortaleza



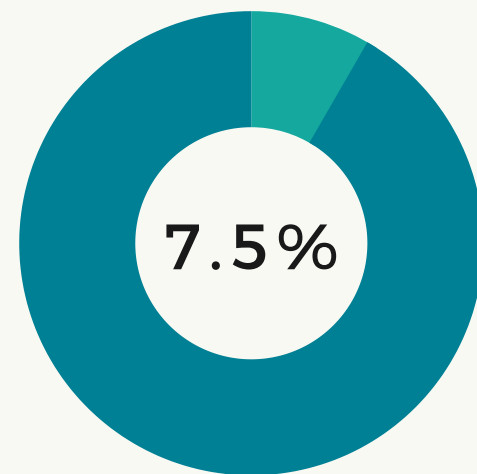
AS PRAIAS



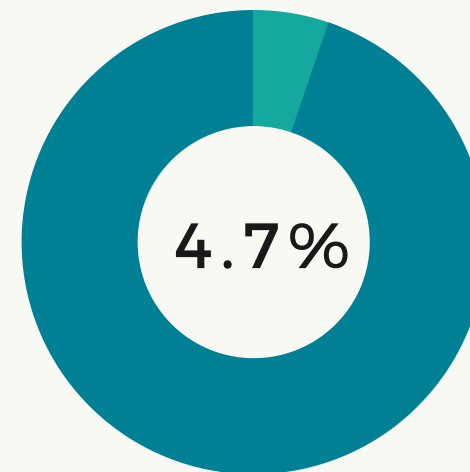
RECFEPTIVIDADE DAS PESSOAS



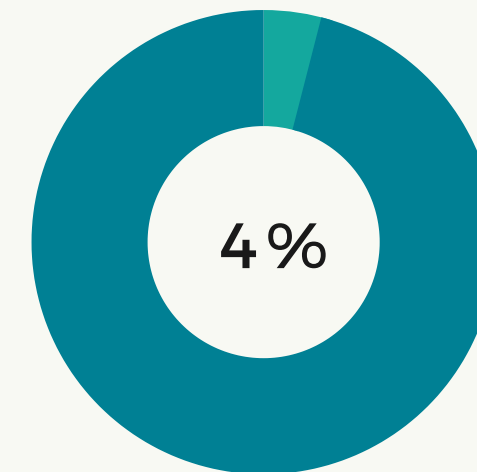
HOSPITALIDADE



O CLIMA



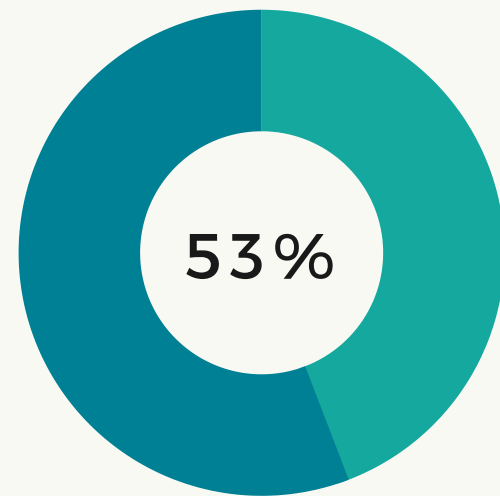
GASTRONOMIA



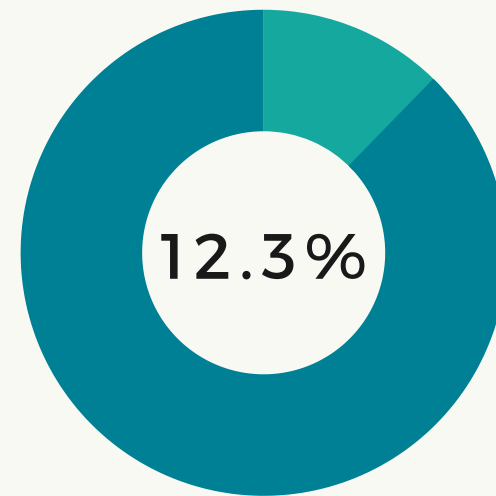
VARIEDADE DE LOCAIS PARA TURISMO

Nota: Pergunta admite mais de uma resposta

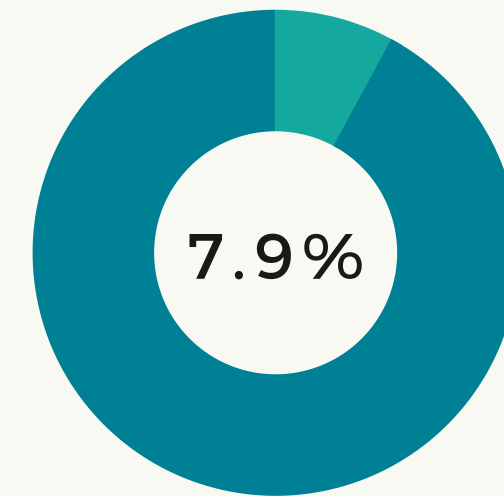
Cite dois aspectos que mais lhe desagradaram em Fortaleza



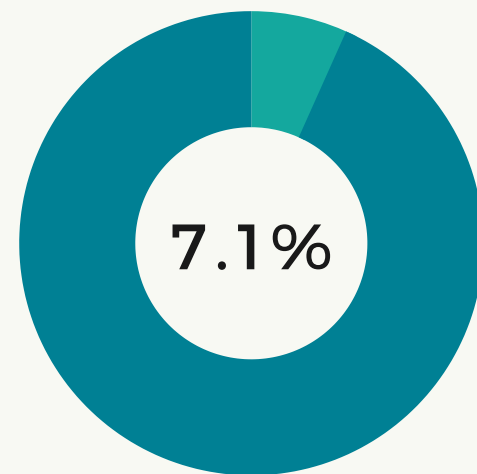
NADA



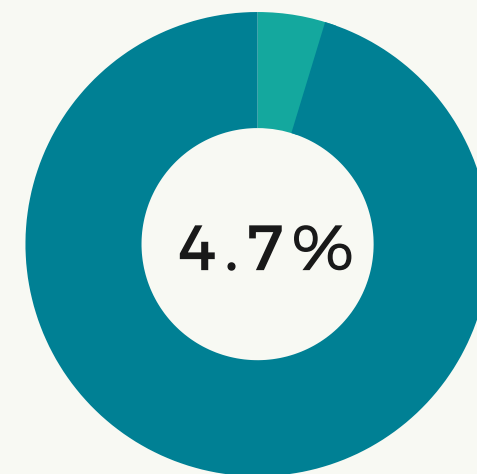
SENSAÇÃO DE
INSEGURANÇA



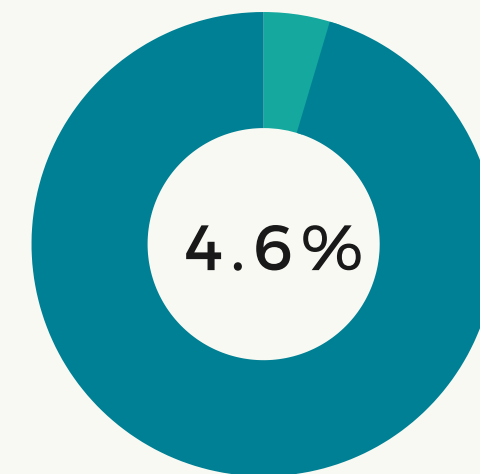
SUJEIRA



TRÂNSITO



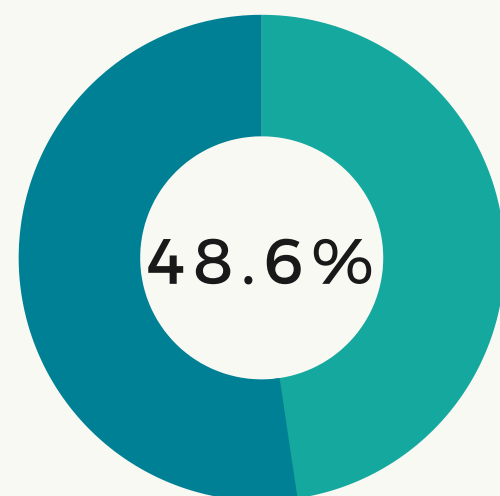
MORADORES DE RUA



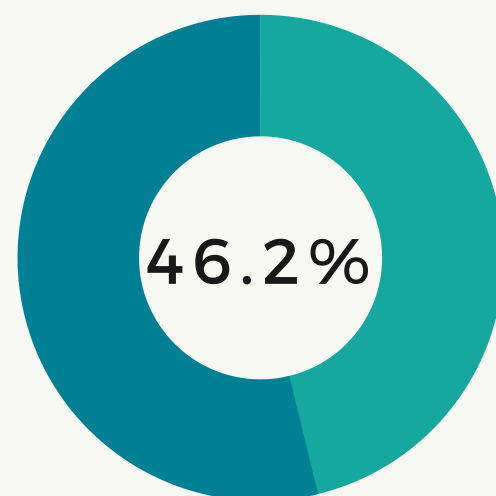
VENDEDORES AMBULANTES

Nota: Pergunta admite mais de uma resposta

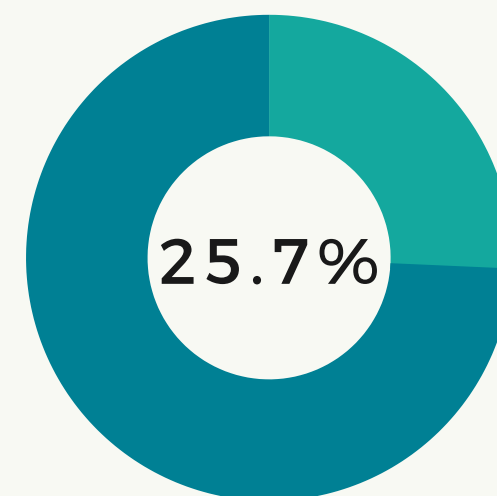
Tipo de conteúdo turístico que influenciou na tomada do planejamento para a viagem (%)



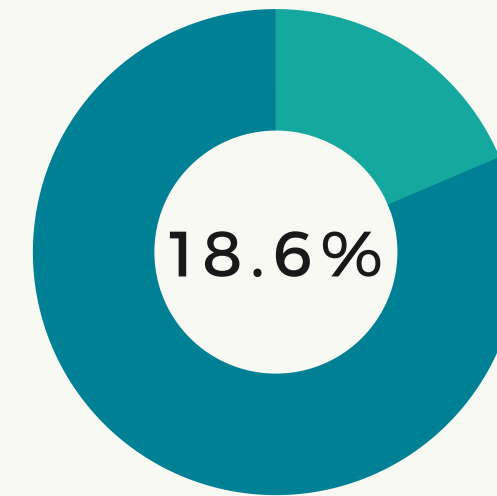
FOTOS E VÍDEOS NAS REDES SOCIAIS



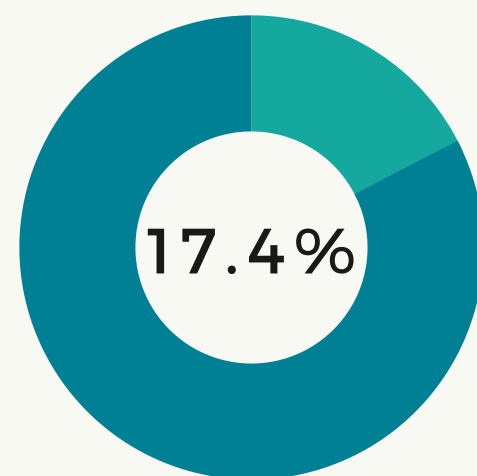
OPINIÃO DE FAMÍLIA E AMIGOS



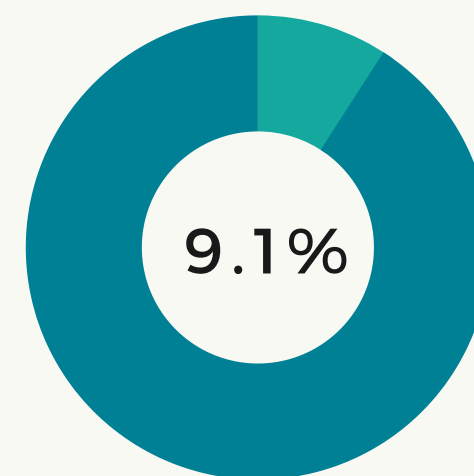
PUBLICIDADE SOBRE O DESTINO



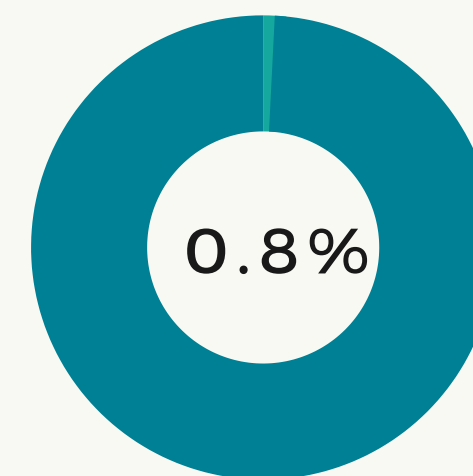
MATÉRIAS JORNALÍSTICAS SOBRE O DESTINO EM JORNAIS E REVISTAS



INFLUENCIADORES POSTANDO NO INSTAGRAM SOBRE O DESTINO



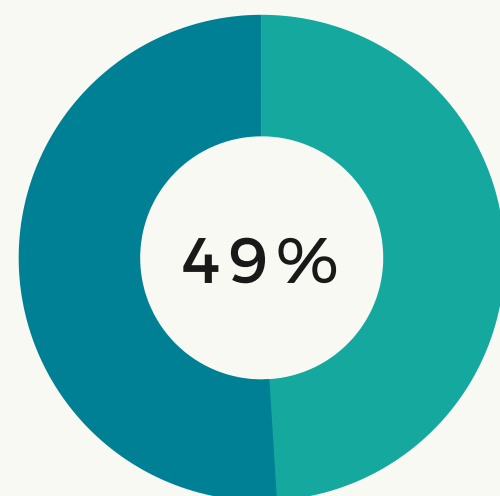
MATÉRIAS JORNALÍSTICAS SOBRE O DESTINO EM BLOGS E SITES



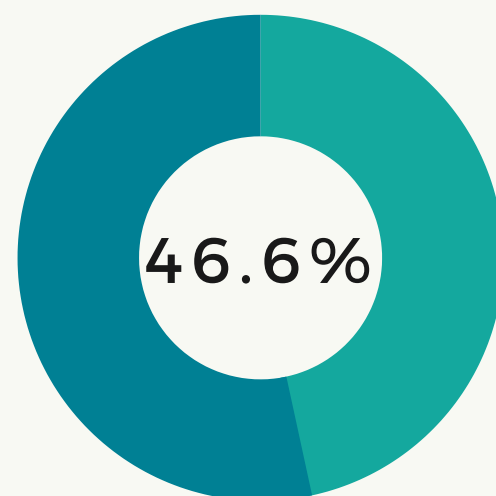
OUTROS

Nota: Pergunta admite mais de uma resposta

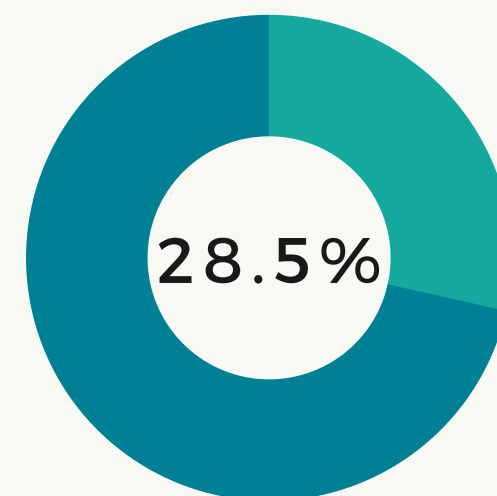
Tipo de Conteúdo Turístico que influenciou na Tomada da Decisão para a viagem (%)



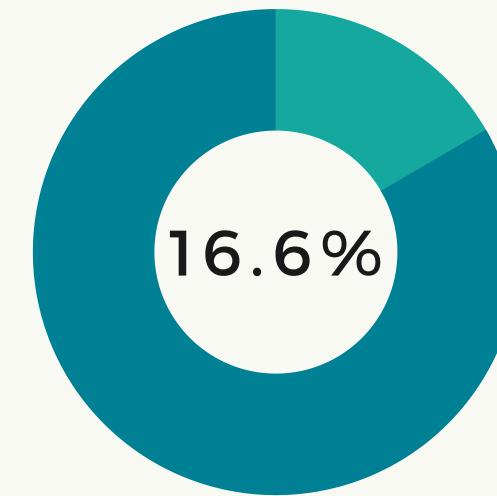
FOTOS E VÍDEOS NAS REDES SOCIAIS



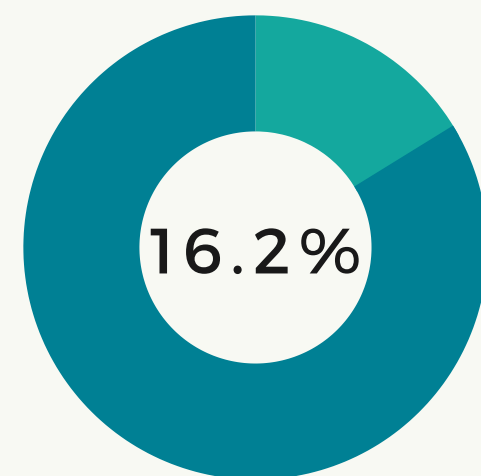
OPINIÃO DE FAMÍLIA E AMIGOS



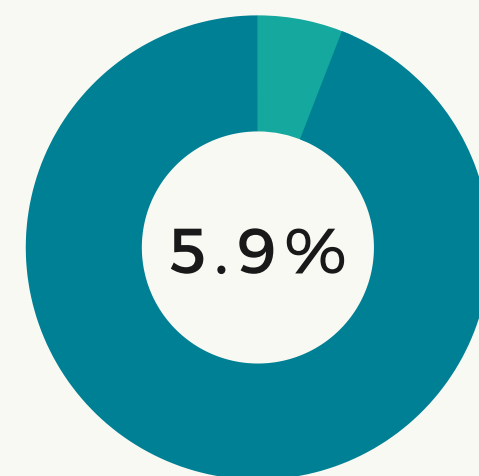
PUBLICIDADE SOBRE O DESTINO



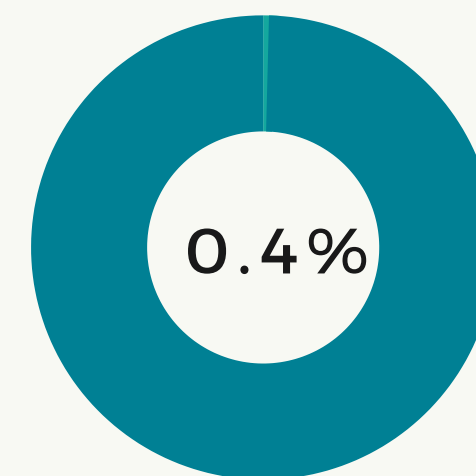
MATÉRIAS JORNALÍSTICAS SOBRE O DESTINO EM JORNAIS E REVISTAS



INFLUENCIADORES POSTANDO NO INSTAGRAM SOBRE O DESTINO



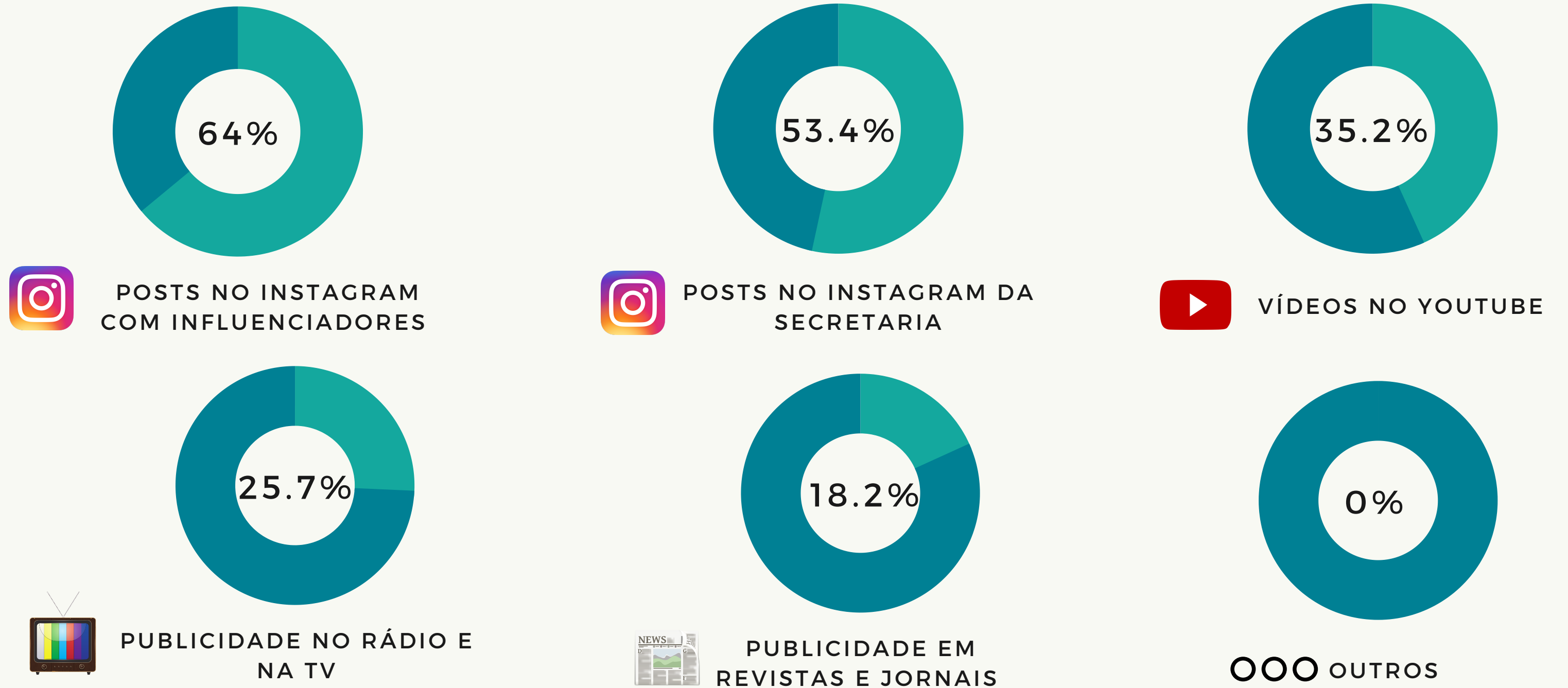
MATÉRIAS JORNALÍSTICAS SOBRE O DESTINO EM BLOGS E SITES



OUTROS

Nota: Pergunta admite mais de uma resposta

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



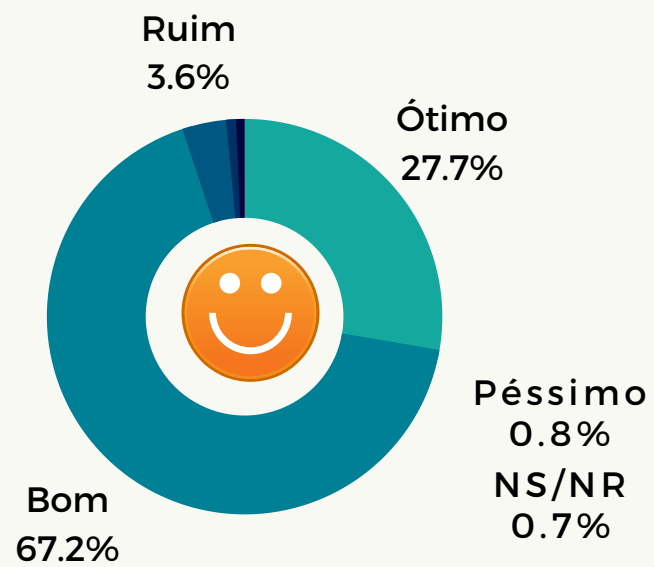
Nota: Pergunta admite mais de uma resposta

Avaliações

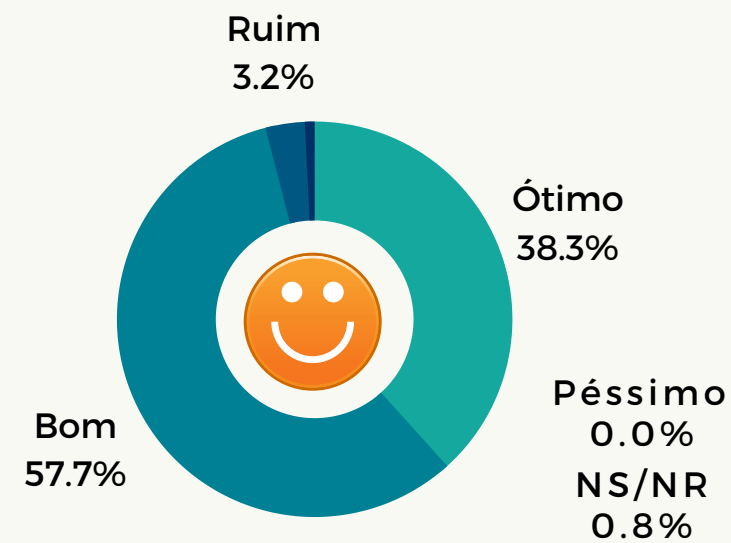


Avaliação da infraestrutura de Fortaleza

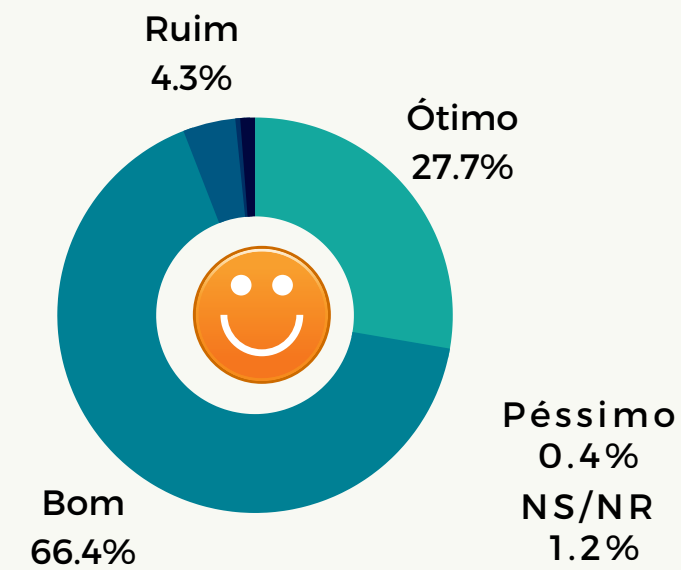
VIÉS DE ACESSO A FORTALEZA (ESTRADAS, AEROPORTO)



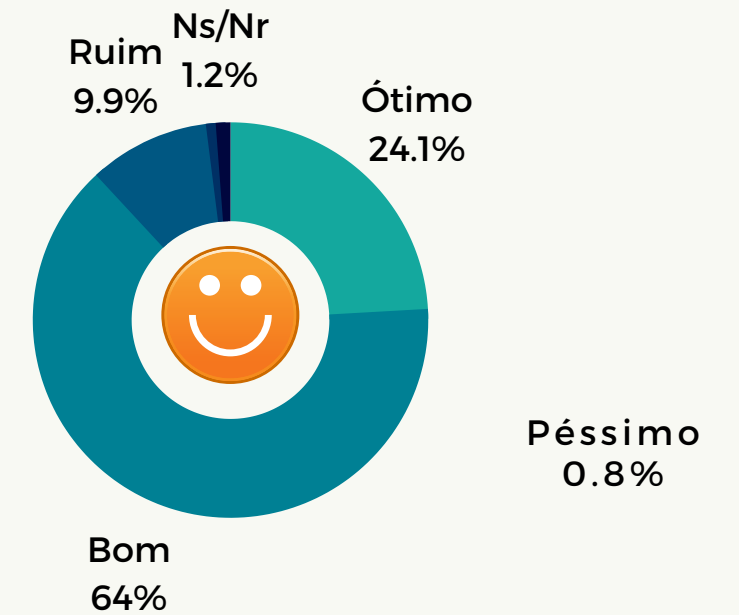
SINALIZAÇÃO TURÍSTICA DE ACESSO A FORTALEZA



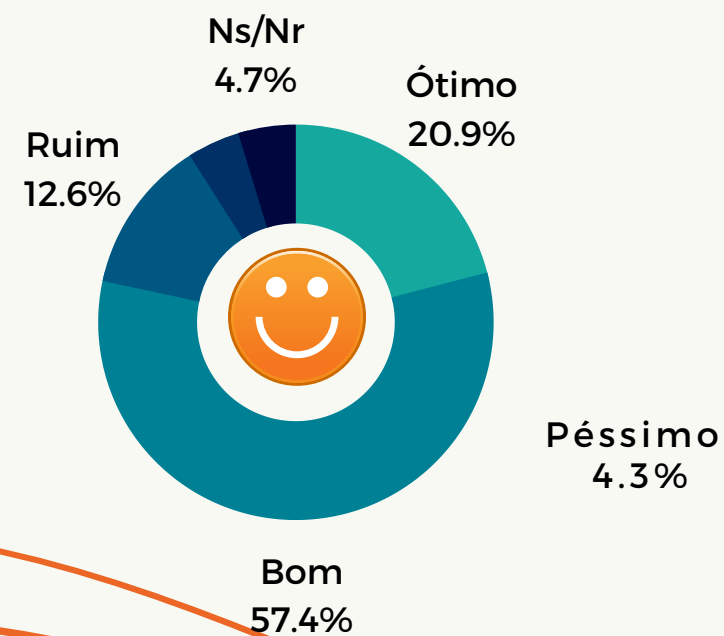
SINALIZAÇÃO EM FORTALEZA



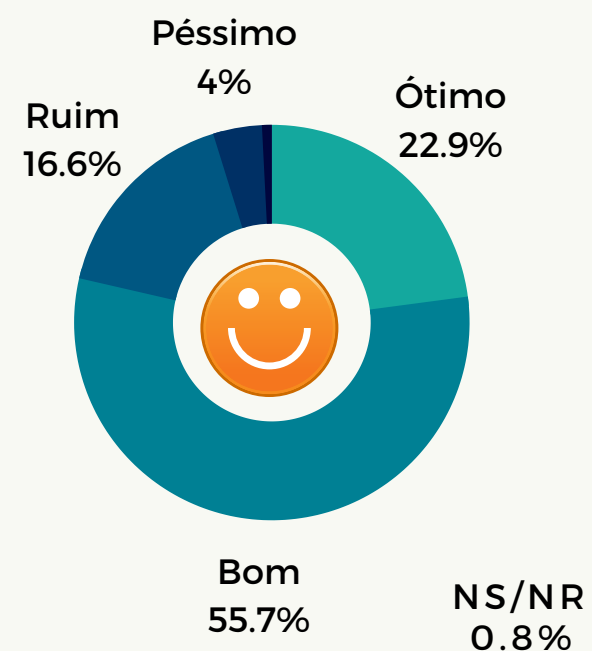
ILUMINAÇÃO PÚBLICA



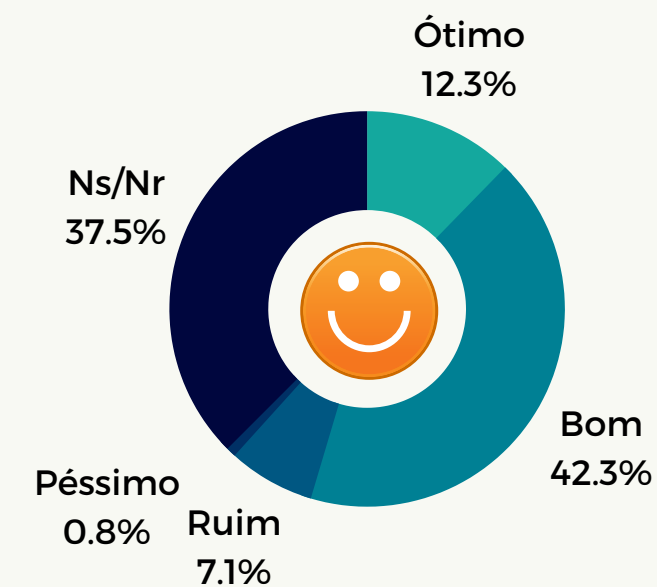
SEGURANÇA PÚBLICA



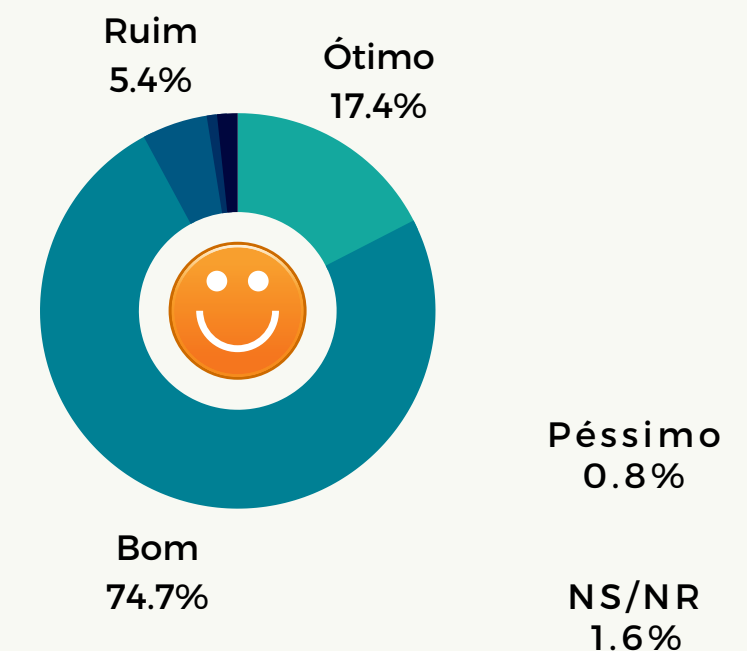
LIMPEZA URBANA



TRANSPORTE PÚBLICO EM FORTALEZA

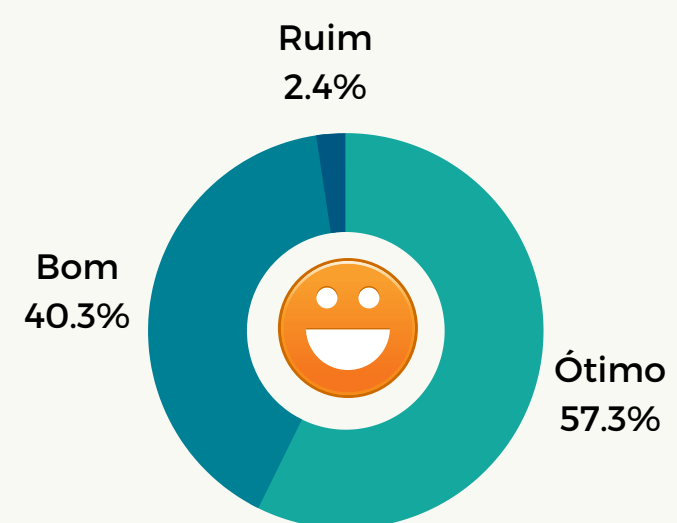


FLUIDEZ DO TRANSITO

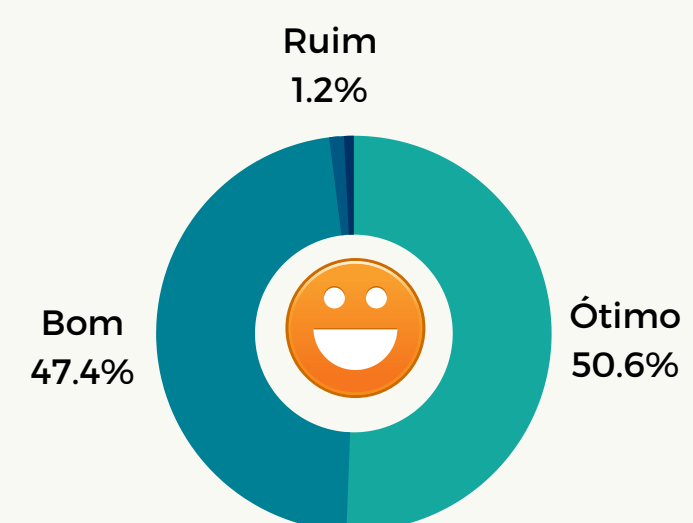


Nível de satisfação

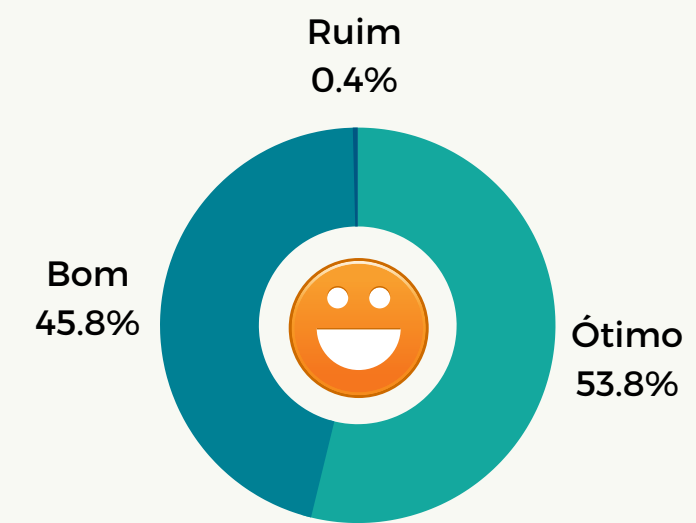
GASTRONOMIA EM FORTALEZA



MEIOS DE HOSPEDAGEM



ENTRETENIMENTO E LAZER





Expediente:

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

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Coordenador de Projetos: Janaildo Soares
Coordenador TI: Lauro Bezerra

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