

TENDÊNCIAS DO TURISMO

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Belém, 17 de outubro de 2019

TURISMO NO MUNDO 2018

1,4 bilhões de chegadas

1 em cada 10 empregos

10,4% PIB

TURISMO NO BRASIL 2018

PIB turismo cresceu 3,1 %

2,3 milhões de empregos diretos

estrangeiros R\$ 22,5 bilhões em divisas

O QUE É O TURISMO?

emprego e renda

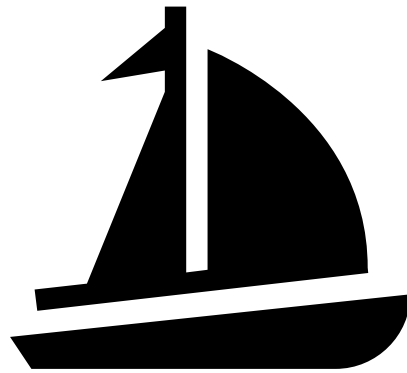
exportação

investimentos

sustentabilidade

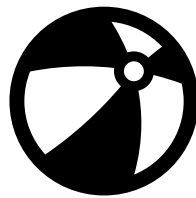
TENDÊNCIAS

REALIDADE VIRTUAL

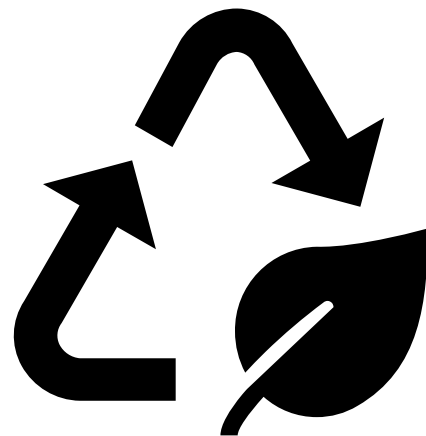


BLEISURE

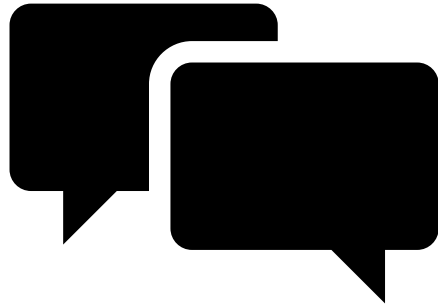
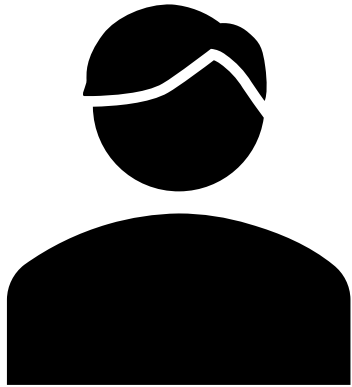
(business + Leisure)



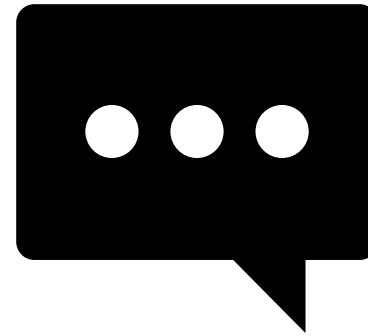
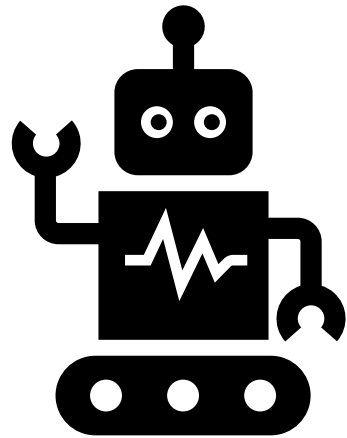
VIAGEM ECO



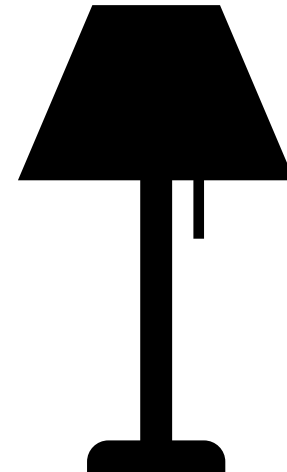
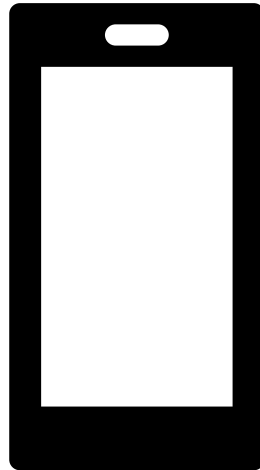
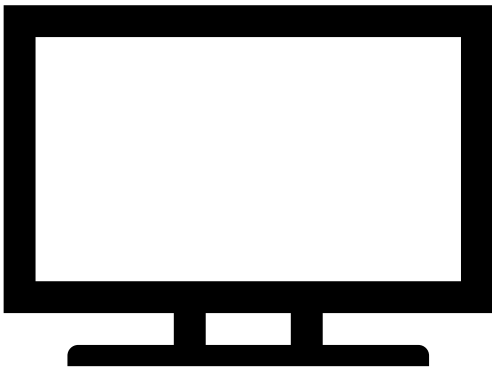
PERSONALIZAÇÃO



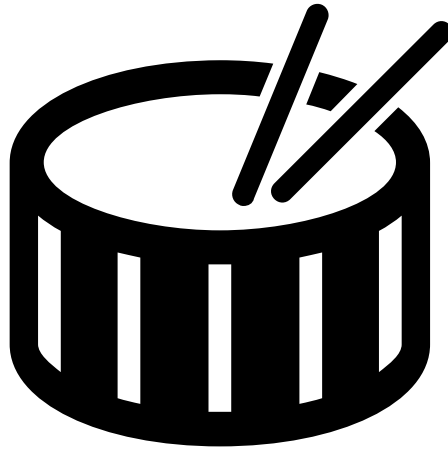
ROBÔS, AUTOMAÇÃO



INTERNET DAS COISAS



EXPERIÊNCIA



JEANINE PIRES

