

Prefeitura da Estância Turística de

Paraibuna

Chão Caipira



Pesquisa de Demanda Turística

Quantitativa

OKTOBEER ROÇA – OUTUBRO 2023

Cidade de origem

CAMPINAS

1,7%

SÃO SEBASTIÃO

3,3%

JAMBEIRO

8,3%

MOGI DAS CRUZES

1,7%

RJ

6,7%

CARAGUATATUBA

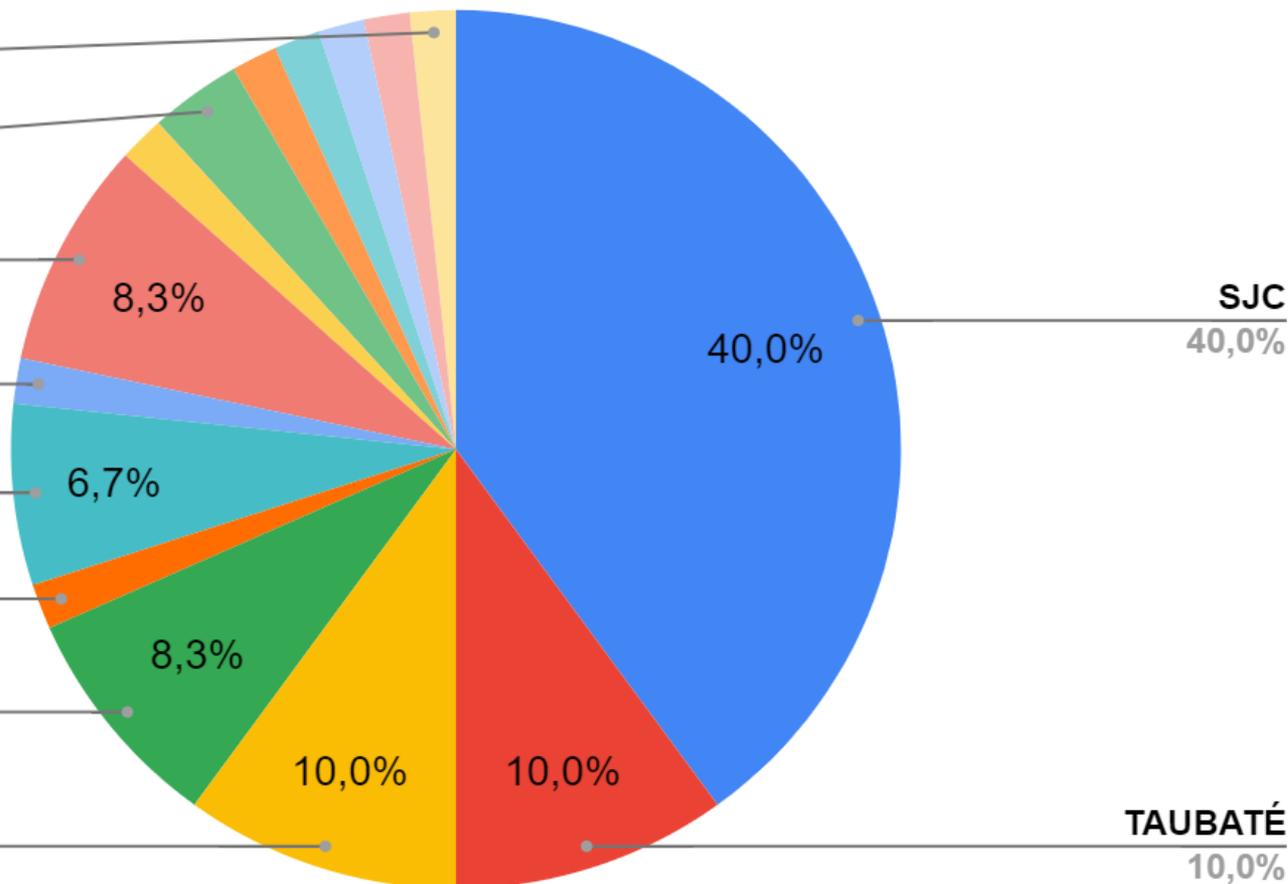
1,7%

SP

8,3%

JACAREÍ

10,0%



Idade:

mais de 65 anos

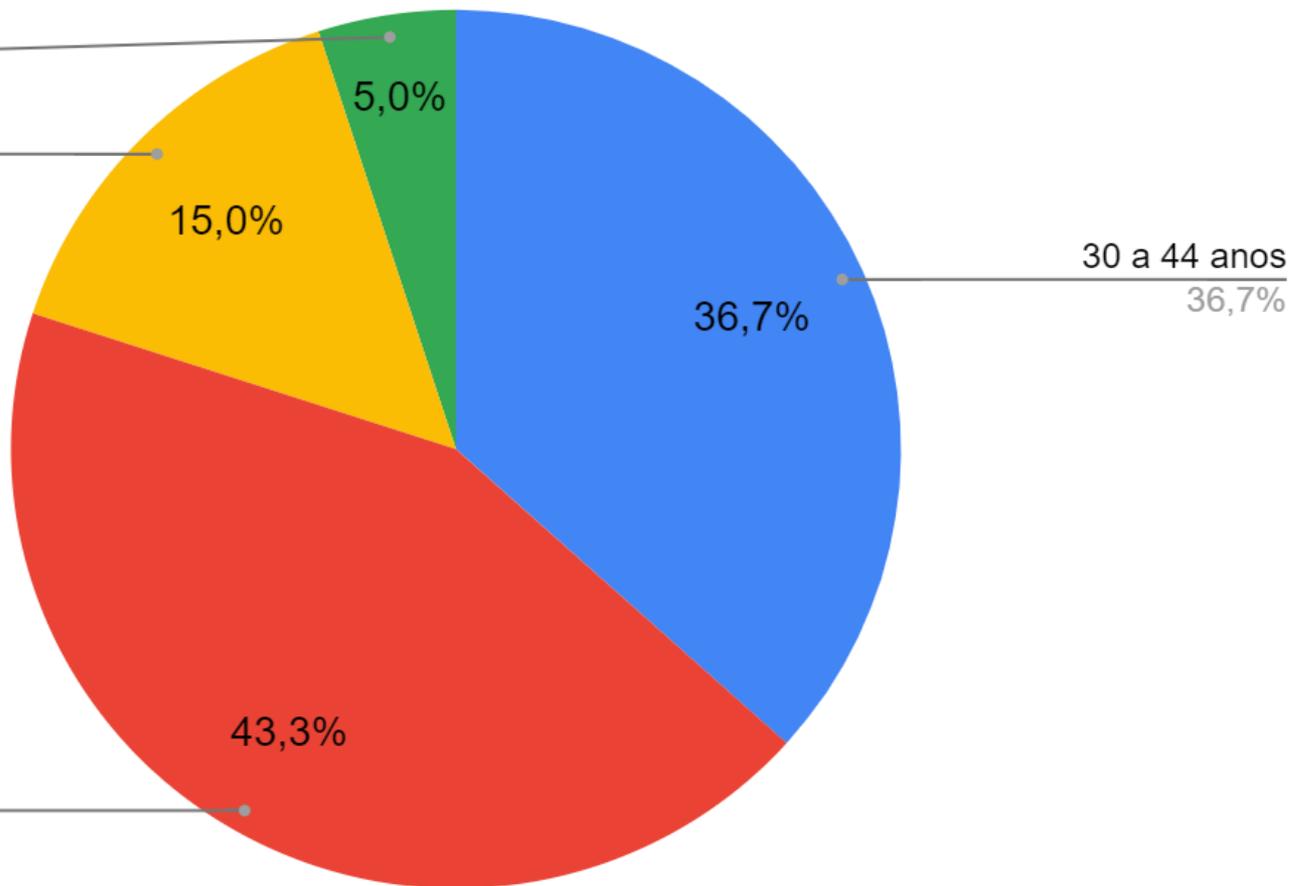
5,0%

18 a 29 anos

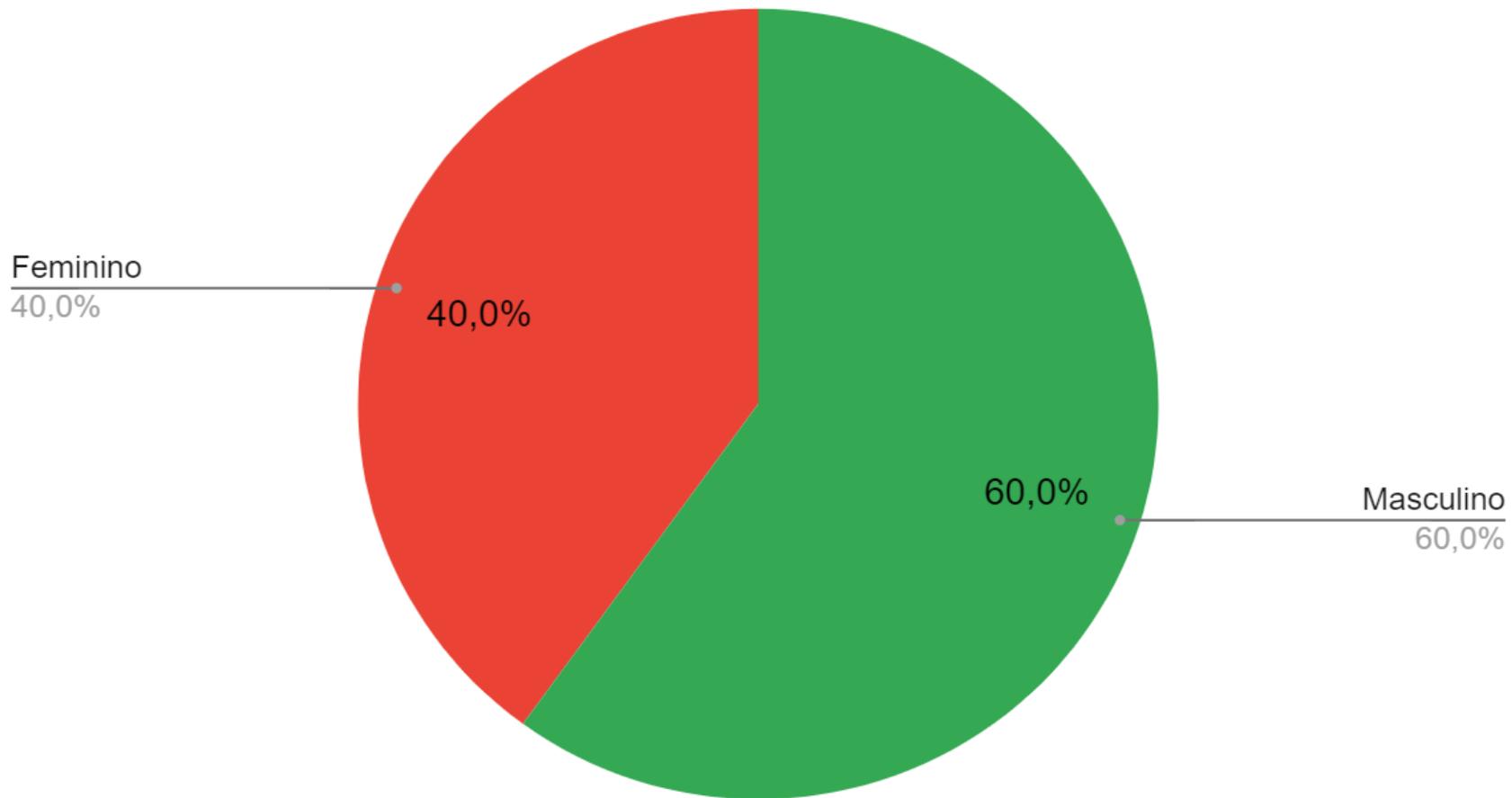
15,0%

45 a 65 anos

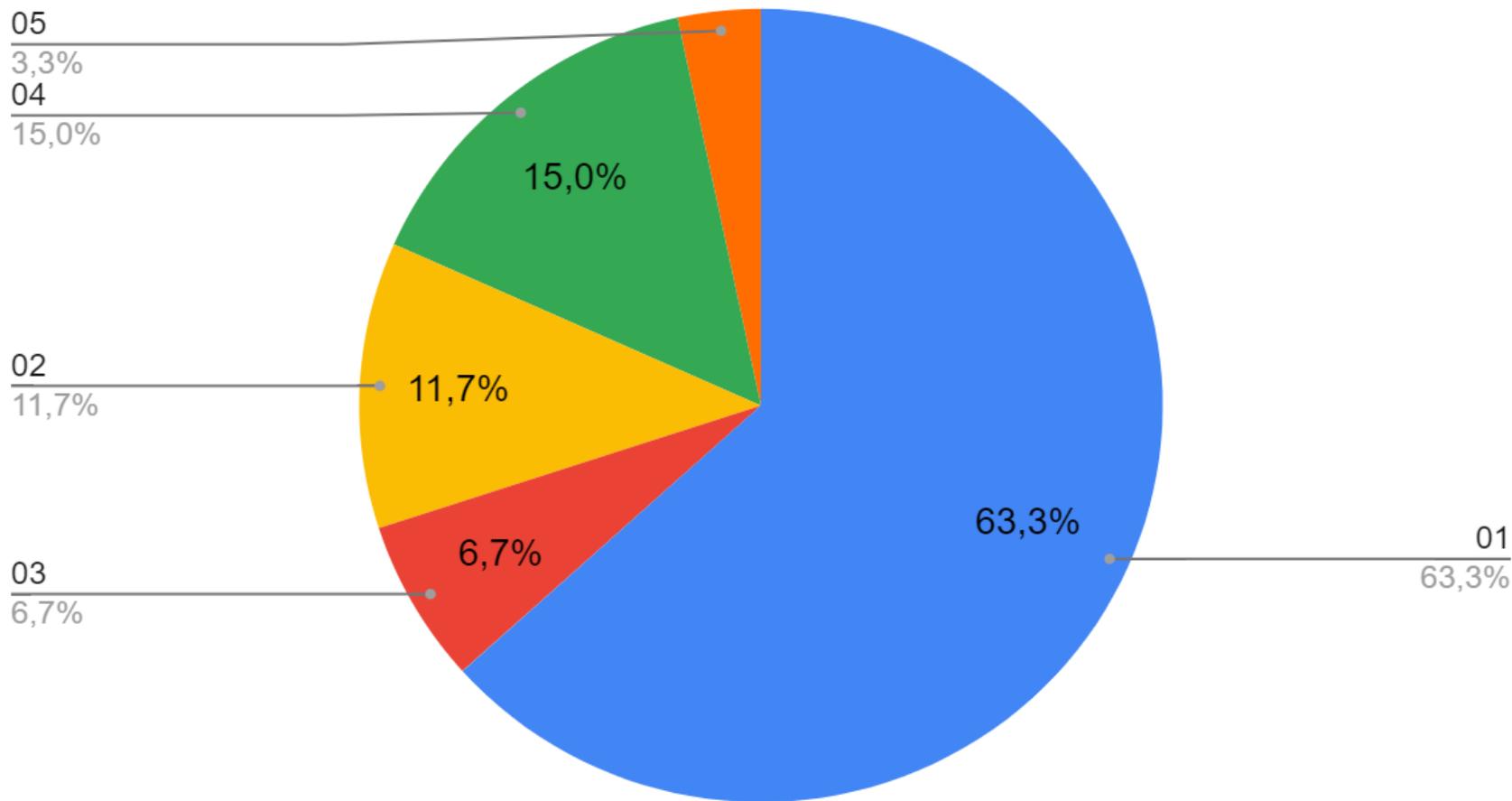
43,3%



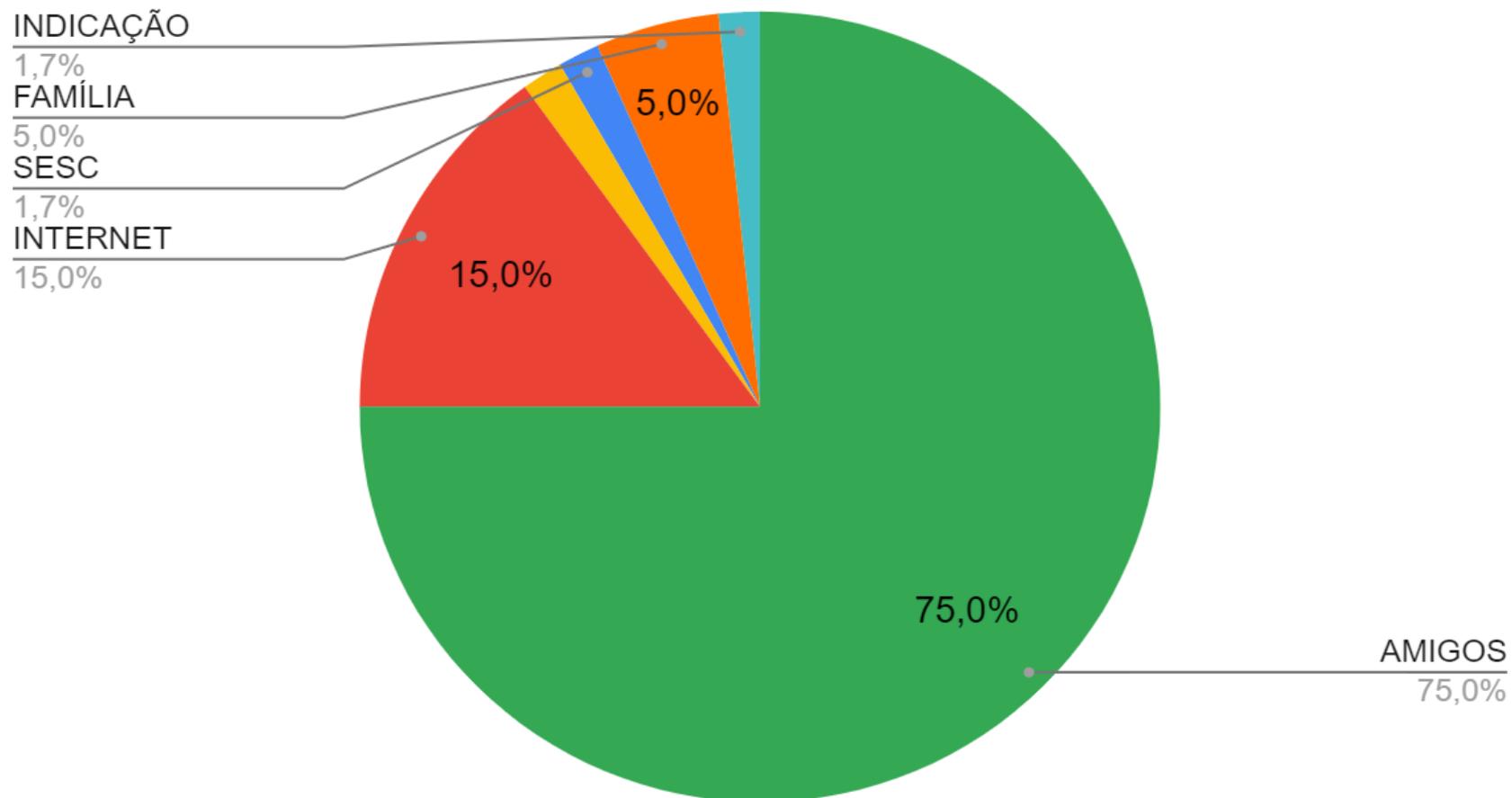
Gênero



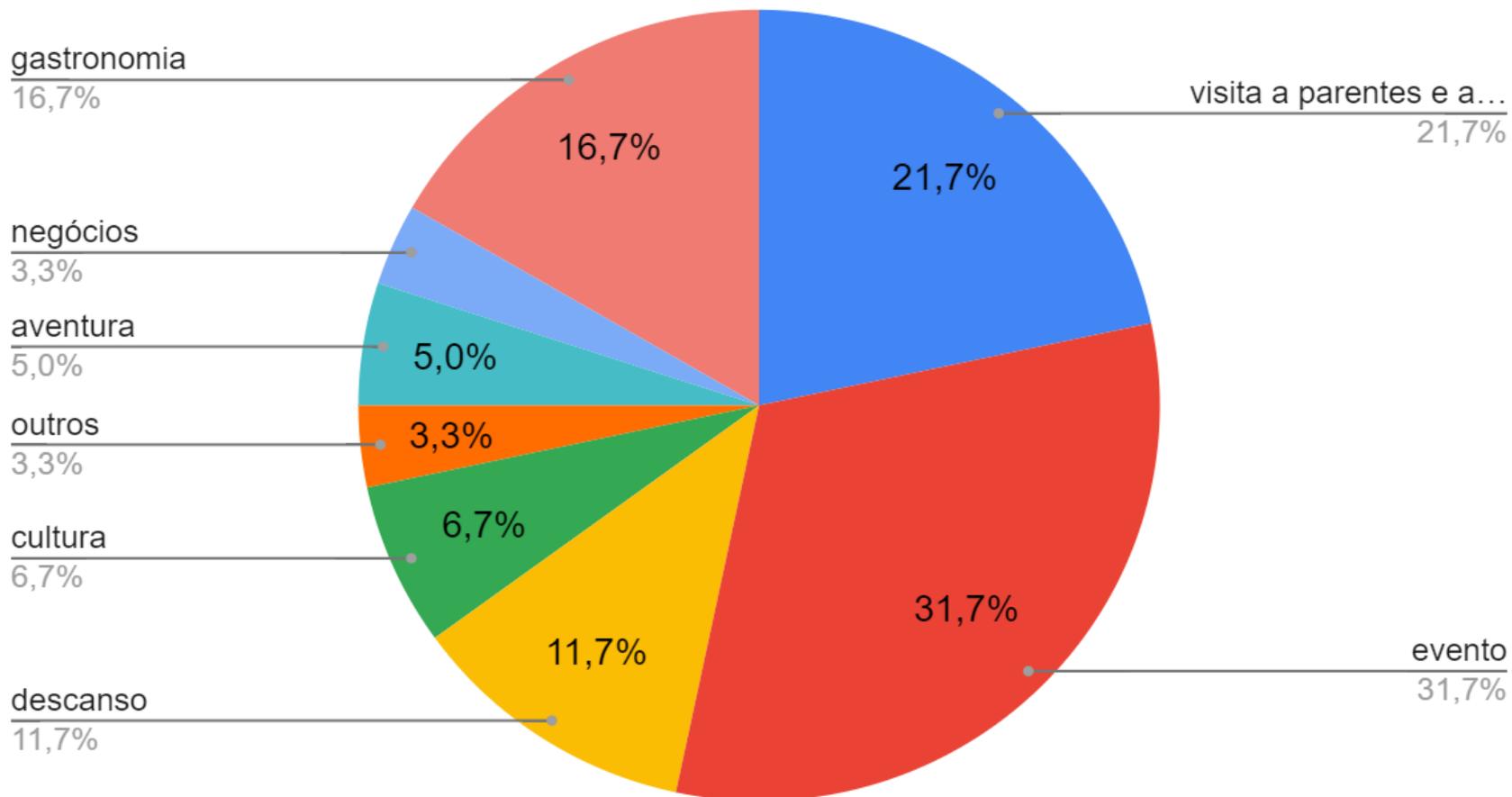
Tempo de permanência no destino



Como soube do destino?

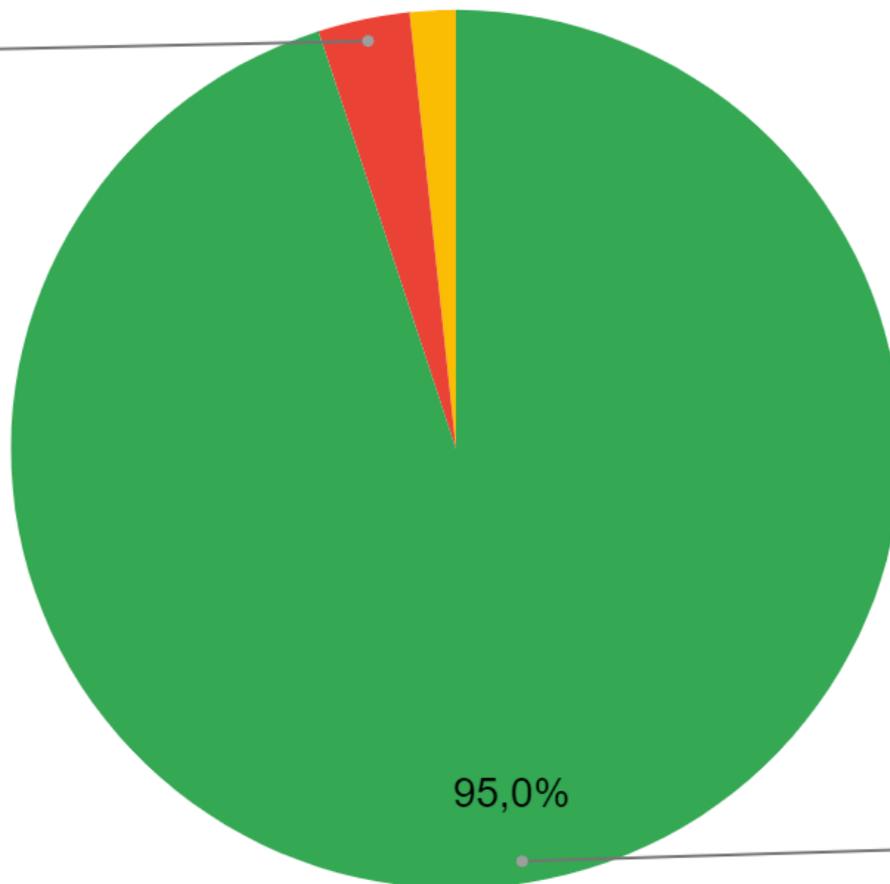


Qual o motivo da viagem?



Meio de transporte utilizado:

Ônibus
3,3%



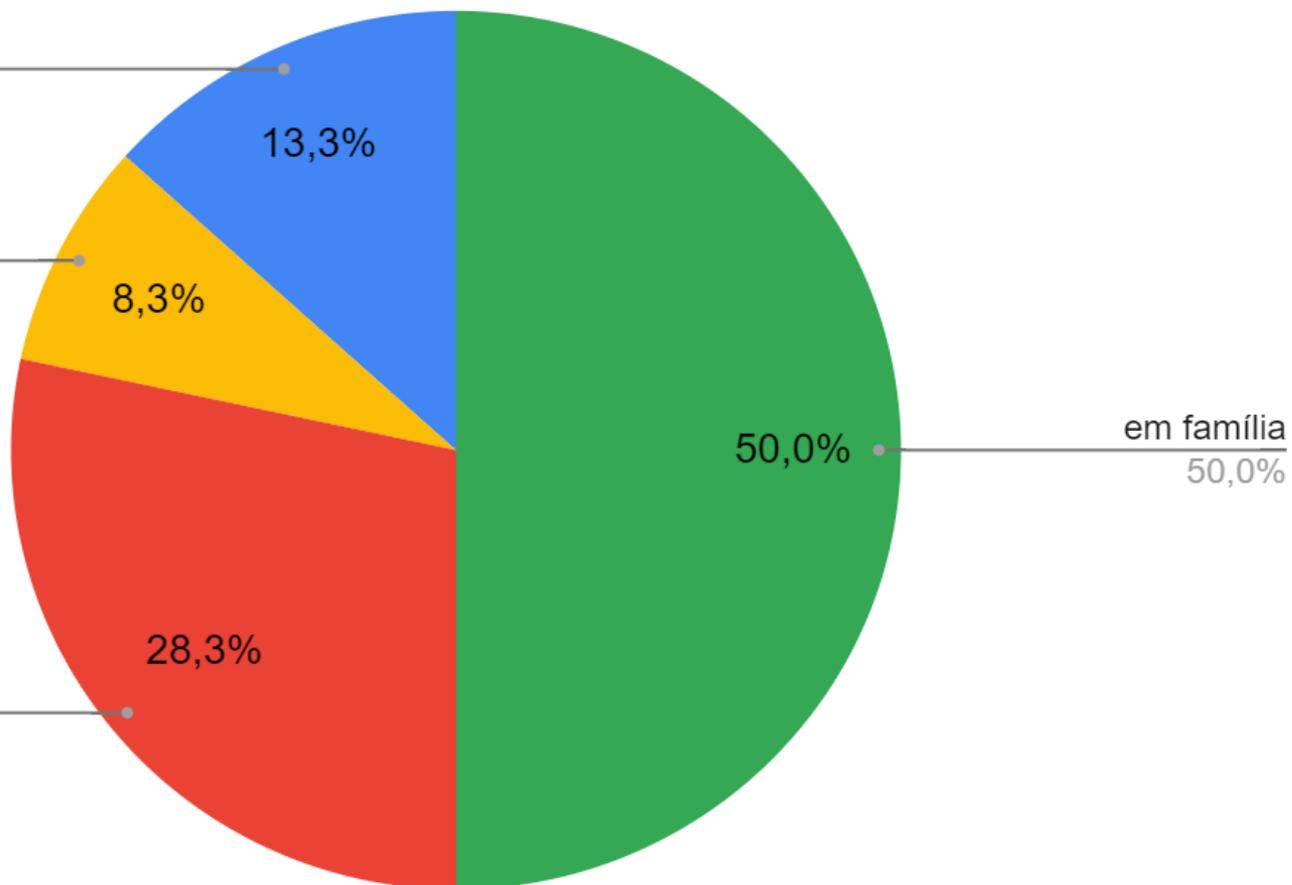
Carro
95,0%

Viajou:

casal
13,3%

sozinho
8,3%

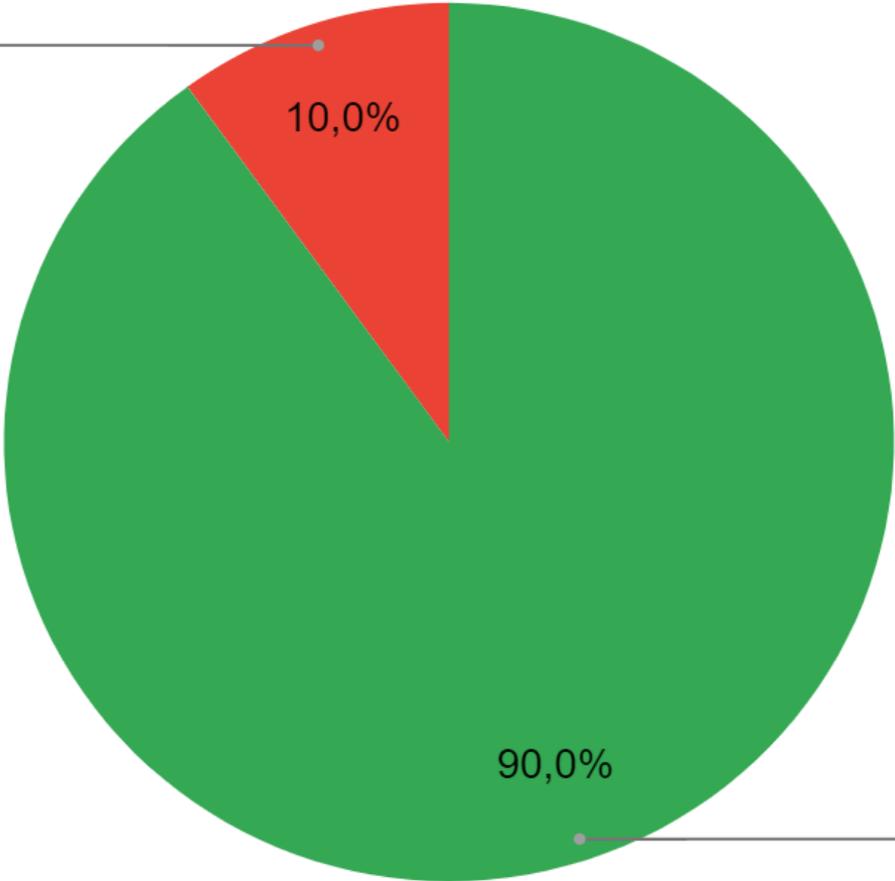
com amigos
28,3%



em família
50,0%

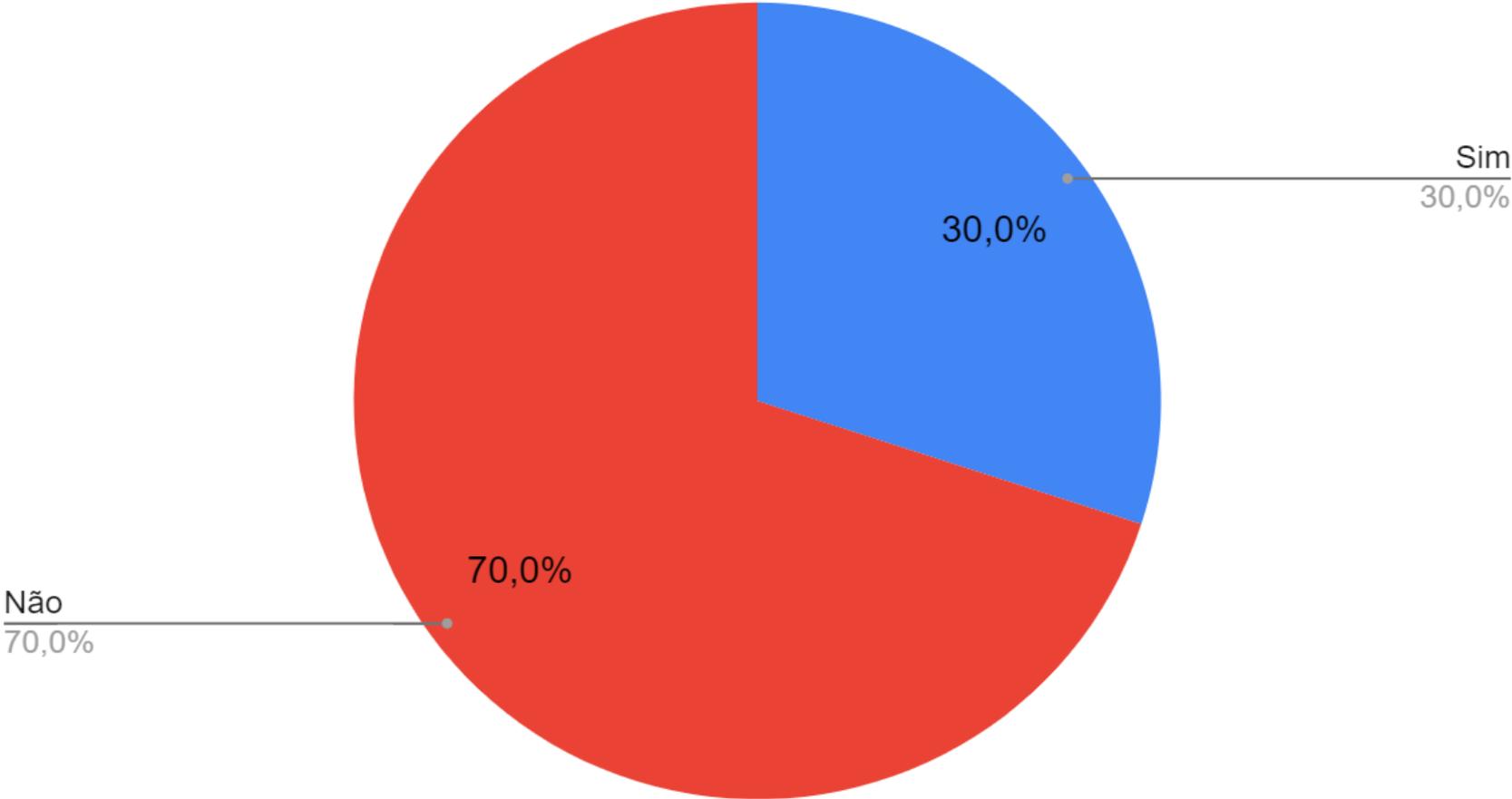
Viajou acompanhado de adultos?

Não
10,0%

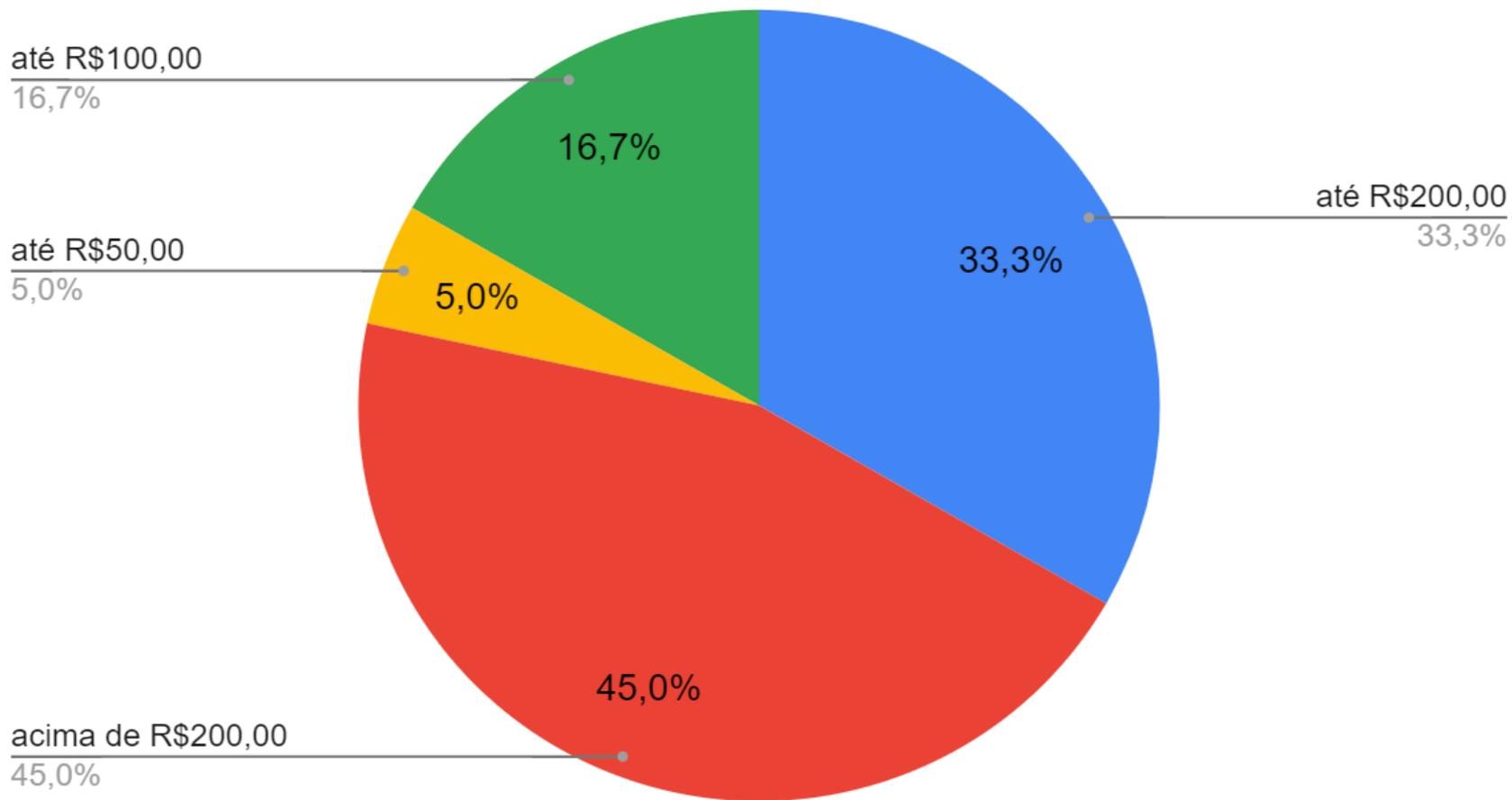


Sim
90,0%

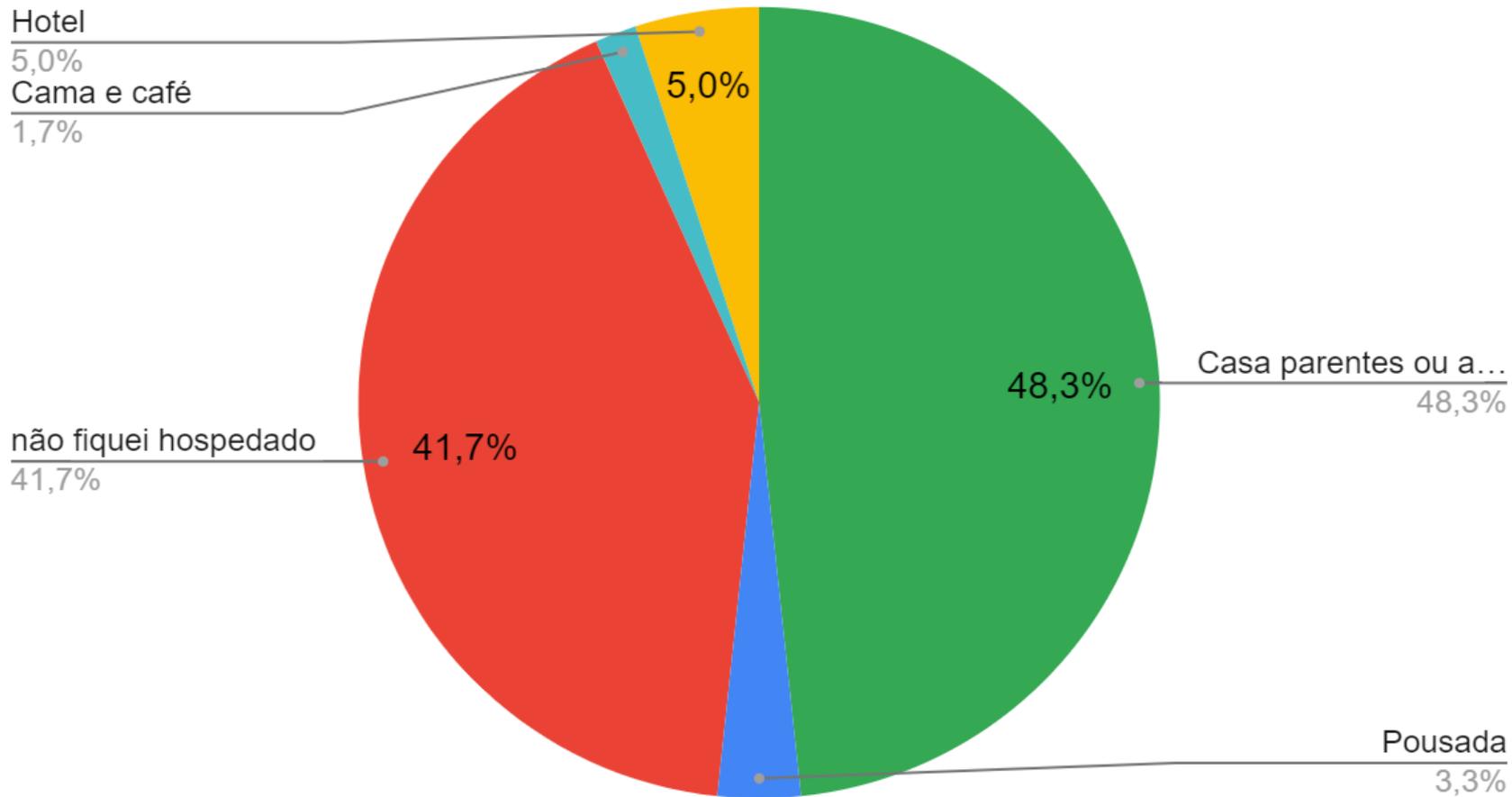
Viajou acompanhado de crianças?



Gasto médio diário no destino



Onde ficou hospedado?



Qual atrativo visitou ?

