

PESQUISA DE DEMANDA TURÍSTICA

2019

MATO GROSSO DO SUL



Observatório do Turismo de Mato Grosso do Sul

www.observatorioturismo.ms.gov.br

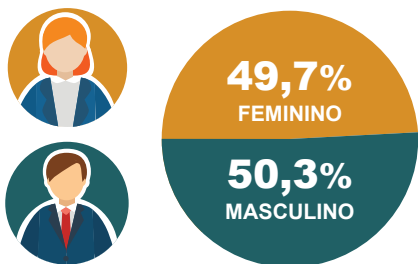
FUNDAÇÃO DE TURISMO DE MATO GROSSO DO SUL
Avenida Afonso Pena, 7000 • Parque das Nações Indígenas • Portal Guarani • (67) 3318-7600 • CEP 79031-010



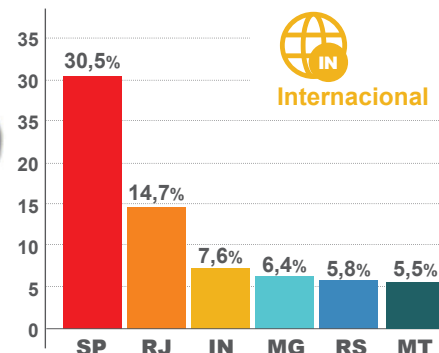
PESQUISA DE DEMANDA TURÍSTICA

MATO GROSSO DO SUL - 2019

Sexo



Origem

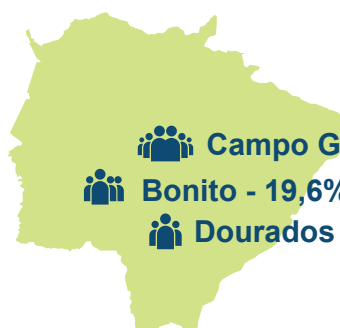


Estado Civil

50,1%
Casado(a)



Principais Destinos



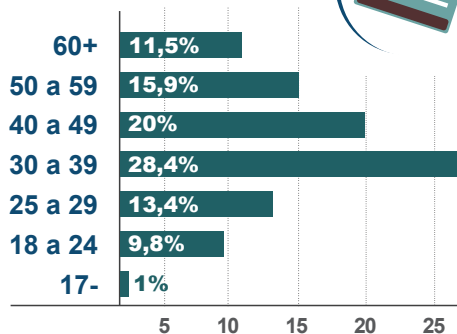
5,7% - Ponta Porã
4,8% - Bodoquena
4,1% - Jardim
3,1% - Corumbá
3,1% - Aquidauana
1,3% - Três Lagoas
0,4% - Costa Rica

Ocupação

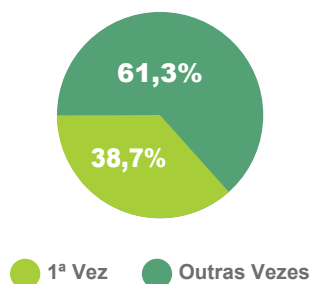
37%
Empregado CLT



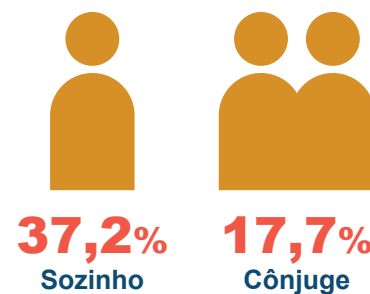
Grupo de Idade



Frequência de Visitas



Acompanhantes

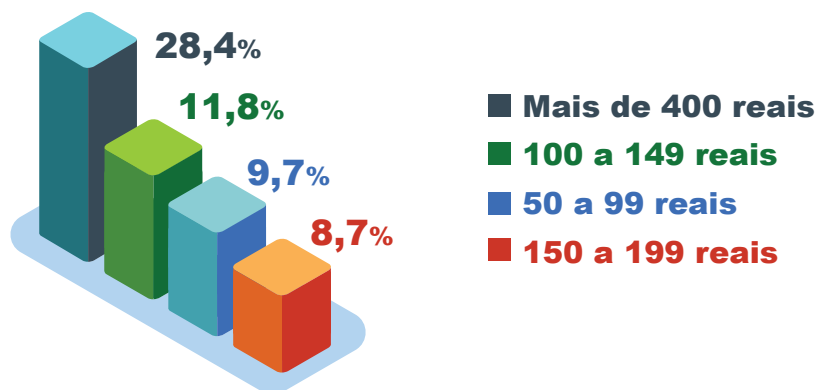


Permanência média

30,2%
5 a 6 dias



Gasto Médio Diário



Renda Familiar

20,3%
Acima de 13 mil



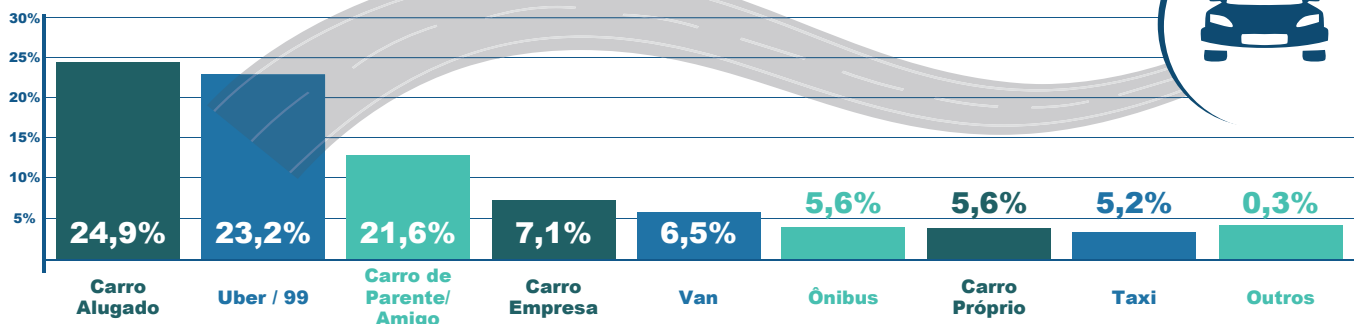
Escolaridade

32,3%
Superior Completo

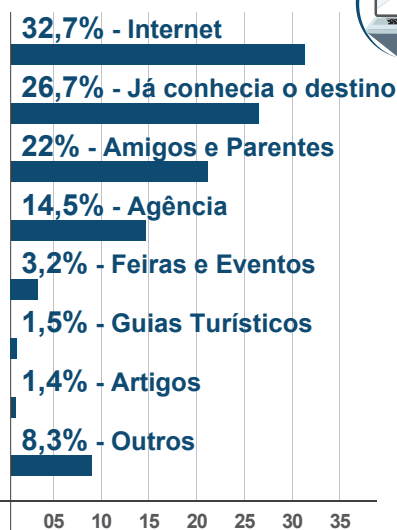


*Pesquisa realizada de janeiro a dezembro de 2019
no embarque do Aeroporto Internacional de Campo Grande.

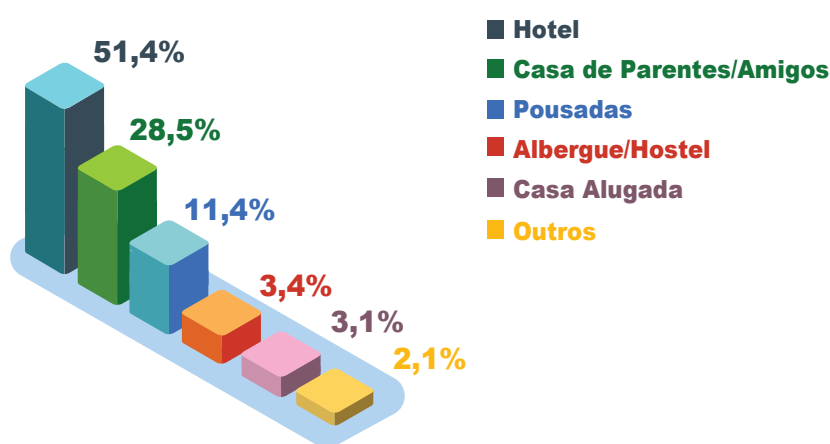
Transportes Mais Usados Durante a Viagem



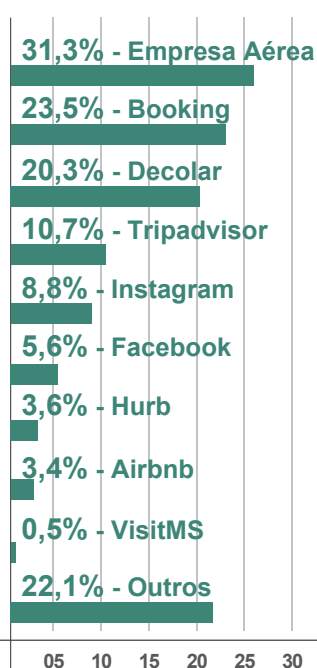
Fonte de Informação



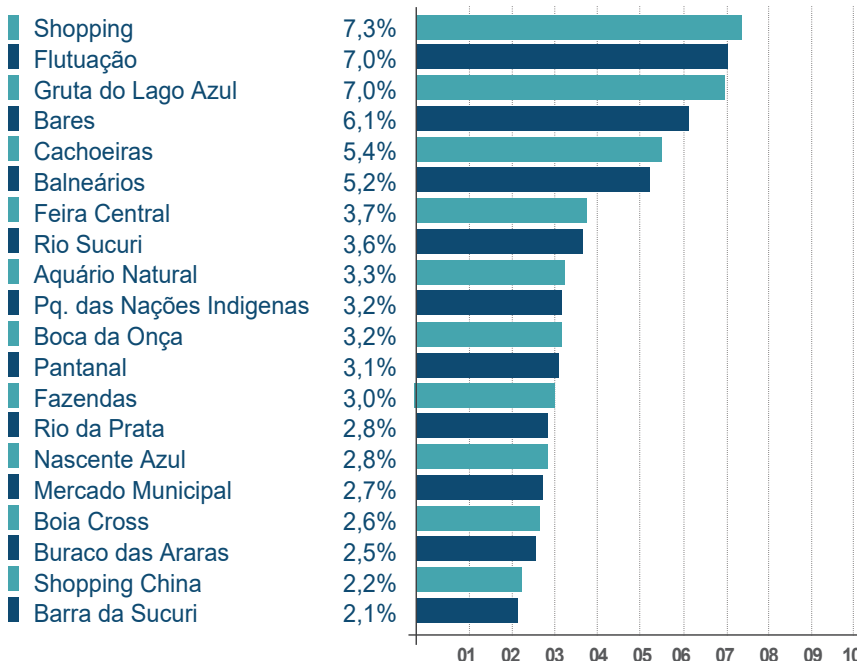
Hospedagem



Sites de Influência

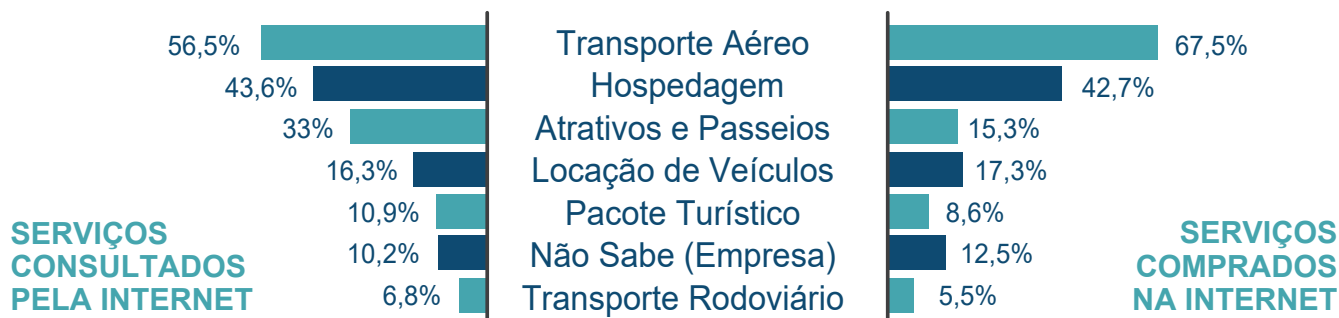


20 ATRATIVOS MAIS VISITADOS

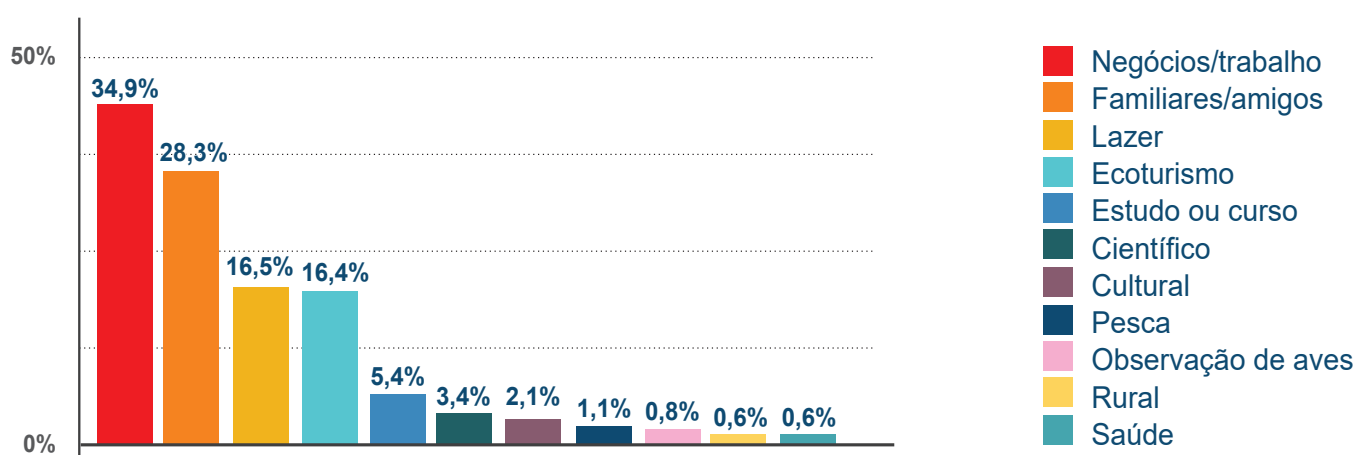


*Pesquisa realizada de janeiro a dezembro de 2019 no embarque do Aeroporto Internacional de Campo Grande.

Serviços



Motivo da Viagem

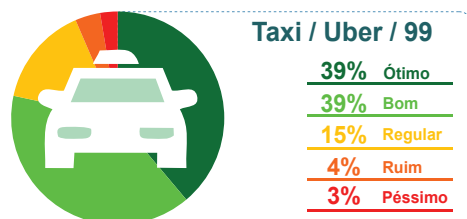
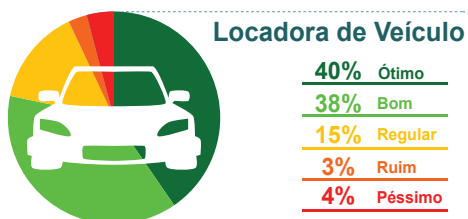
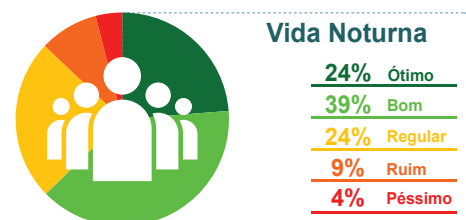
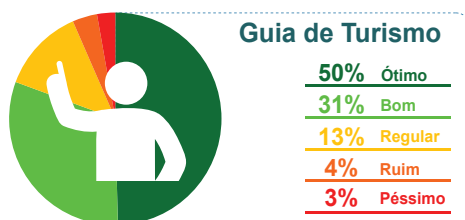
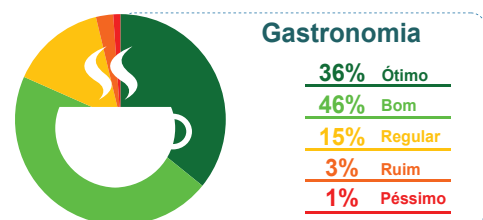
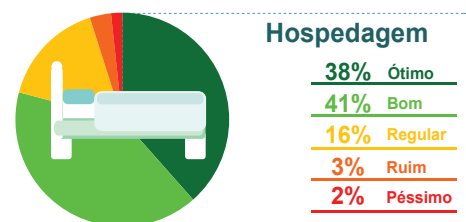
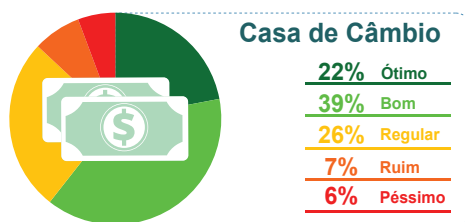
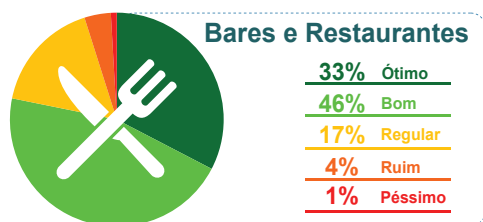
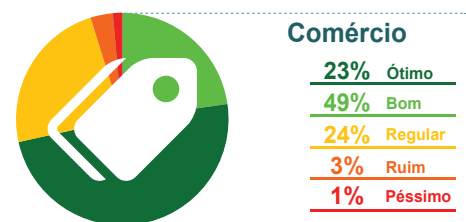
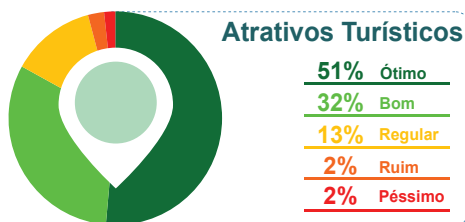
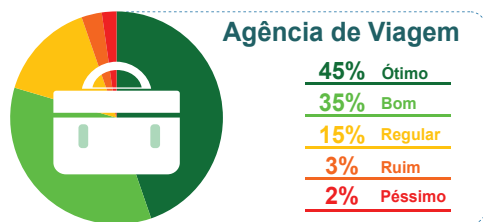


MATO GROSSO DO SUL EM PALAVRAS

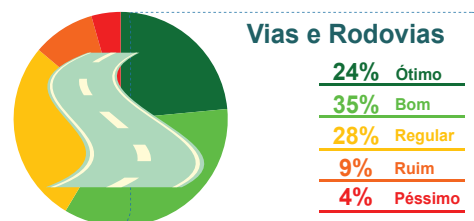
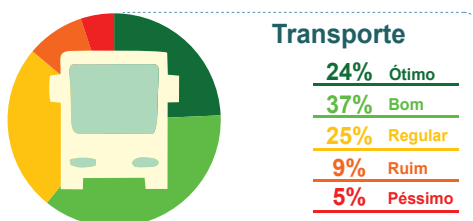
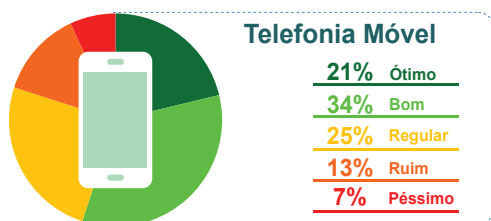
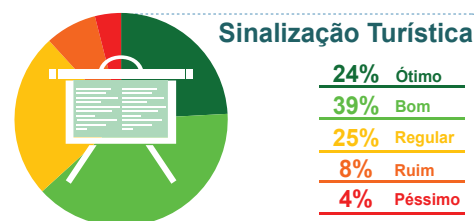
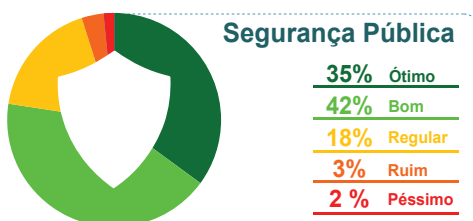
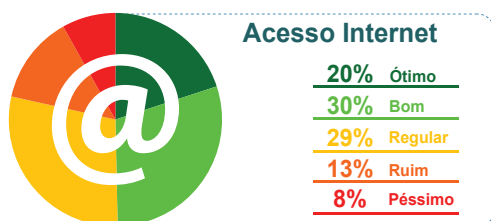


*Pesquisa realizada de janeiro a dezembro de 2019 no embarque do Aeroporto Internacional de Campo Grande.

Avaliação dos Serviços



Infraestrutura Turística



*Pesquisa realizada de janeiro a dezembro de 2019 no embarque do Aeroporto Internacional de Campo Grande.