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THIRD TOURIST TRADE MEETING IN THE HORTENSÍAS REGION HELD ON THE 8TH

Mátia Parque, in São Chico, was the meeting place for Contur Hortênsias

On the last August 8th, the general meeting of Contur Hortênsias took place, whose purpose is to connect the strength of tourism. This was the third edition of the year, following the strategy of one meeting per city, this time in São Francisco de Paula, at Mátia Parque de Flores. More than 70 participants were very well received with a breakfast organized by the municipal secretary of tourism in partnership with Mátia Restobar, Fazenda da Cria, Café Campeiro Sabor do Sítio. At the end, guests were invited to taste malt bread produced by Feevale's gastronomy course, as well as craft beers offered by Cervejarias Malaca and Insurreição, in celebration of the international beer day.

Representatives of Mobicaxias and Inova RS, invited by the management of Contur Hortênsias, participated in the meeting with the purpose of exchanging experiences and structuring joint actions in the future, strengthening regional tourism and thus meeting the objectives of the respective institutions.

The CONTUR Hortênsias agenda is also followed up with the systemic view of Tourism in the Regional Innovation Ecosystem of INOVA RS Serra Gaúcha, Program of the Secretariat of Innovation, Science and Technology of RS.



Mobicaxias Volunteers





The meeting began with a welcome from the host mayor, Marcos Aguzzoli, who reinforced the fine work being carried out by Contur. Entrepreneurs Fernando and Ithyara Piazza, owners of Mátria, thanked them for their presence and told the recent story of the enterprise that has already had international recognition. Terezinha Haas, president of Rota Romântica, presented the technical trip to Germany, which will take place from August 15th to 29th, with the participation of 22 people. The invitation to the Gramado Tourism Studies Forum, promoted by Sindtur Hortênsias, which takes place from August 16th to 18th, at ExpoGramado, was reinforced. And announced, by the tourism secretaries Luiz Barbacovi, from Gramado, and Gilmar Ferreira, from Canela, the partnership established between Brocker Turismo with Azul Viagens, Lieutenant Colonel Cezar Augusto Chaves, from the 1st Police Battalion in Tourist Areas (1st BPAT), presented the structure of the Military Brigade for the Hortênsias Region, in addition to figures showing a drop in crime. He reinforced that in addition to the safety of the population, this region requires increased attention from the entity with the continuous events held to promote tourism. Participating in this agenda were Marcelo Montini, Captain of the 1st Companhia de Gramado, executive board of Contur Hortênsias, as announced by President Daniel Hillebrand. "Public safety is fundamental for the tourist destination, so we need to be close and with aligned purposes, which is why the 1st BPAT will be part of CONTUR.

The meeting ended with the presentation of the result of the tourist flow survey carried out by Sebrae RS with Vivo telephone operator. The strong movement of regional tourism was evident, with the state of RS as the main source of tourists for the Hydrangeas, with emphasis on Caxias do Sul and Porto Alegre. The survey was presented by Amanda Paim, state tourism coordinator at Sebrae RS, who also reinforced the importance of combining survey information with the tourist behavior map, launched in 2022. Sindtur Hortênsias executive manager, Lisa Gottschalk, took advantage of the time to announce the launch of the second phase of Flutua, a platform that will gather, transform and process tourist information from the hotel industry,

For Hillebrand, “we are in another moment for tourism in our region, with more dialogue between entities, entrepreneurs and public authorities, new ventures being installed, partnerships that will expand the interstate tourist flow being established and now with more information for management. We have a huge responsibility for being a great tourist inducer and I think we are managing to remain active with our eyes ahead”, highlights the president of Contur Hortênsias.



Contur Hortênsias is made up of entities and city halls from the 5 municipalities of the Hortênsias Region, namely Canela, Gramado, Nova Petrópolis, Picada Café and São Francisco de Paula. Its purpose is to “connect the power of tourism” and is at the service of all initiatives that may impact the economic and social development of our region. This is the IGR (regional governance body) of the Hydrangeas Region.

Get to know the entities linked to Contur Hortênsias: Municipalities of Canela, Gramado, Nova Petrópolis, Picada Café and São Francisco de Paula, Abrasel Hortênsias, ACIC Canela, ACINP, ACIS Picada Café, ACISSFP São Francisco de Paula, ABAV (regional Hydrangeas), APASG , Sindtur Serra Gaúcha,

Sindilojas Hortênsias, CDL Gramado, Comtur Canela, Comtur Gramado, Comtur NP and Comtur São Chico, Convention Bureau Hortênsias, Visão, Rota Romântica, Sicredi Pioneira RS, Sebrae, Senac Gramado, CDL Nova Petrópolis, 1º BPAT, Somos RS, G30 Serra Gaúcha, Corede Hortênsias, Inova RS, UCS and Feevale.

Mobicaxias and its members of the Thematic Chamber of Tourism would like to thank Contur Hortênsias for the partnership and complicity in the search for a better future for our region.

