



Municipality projects

- Residence Club at the Hard Rock Hotel Fortaleza
- Carvalho Motta Palace

Demographic data (IBGE)

Estimated population [2020]

2.452.185 people

Demographic density [2010]

7.786,44 hab/km²

Average monthly salary of formal workers [2018]

2,8 minimum wage

Working population [2018]

32,1 %

School enrollment rate from 6 to 14 years of age [2010]

96,1 %

GDP per capita [2018]

R\$ 25.356,73

Territorial unit area [2020]

312,353 km²

Adequate sanitation [2010]

74 %

Afforestation of public roads [2010]

74,8 %

Urbanization of public roads [2010]

13,2 %

Biome [2019]

Caatinga

IBEU - Urban Wellbeing Index

IBEU - 0.782

Housing - **0.823**

Mobility- **0.845**

Services - **0.815**

Environmental- **0.822** Infrastructure - **0.605**

Tourism Governance Institutions

- SETFOR - Fortaleza Tourism Department
- Ceará Department of Tourism
- Ceará State Tourism Board

Tax collection (2020)

IPTU

R\$ 554.059.604,82

ISS

R\$ 853.220.951,11

ICMS

R\$ 1.051.107.340,18

IPVA

R\$ 302.725.274,27

Tourism service providers registered in CADASTUR (1º / 2021)

Tourist guides

562

Tourist camps

0

Tourism agencies

424

Accommodation means

118

Thematic parks

1

Tourist carriers

117

Concert halls

7

Convention centers

2

Nautical Tourism and Sport

Fishing

0

Entertainment, Leisure and

Water Parks

0

Car rental

34

Event organizers

122

Infrastructure services for events

43

Tourist segments

60

Food and drinks

67