



Municipality projects

- Cabo Branco Tourist Pole

Demographic data (IBGE)

Estimated population [2020]

817.511 people

Demographic density [2010]

3.421,28 hab/km²

Average monthly salary of formal workers [2018]

2,8 minimum wage

Working population [2018]

36,1 %

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

96,9 %

GDP per capita [2018]

R\$ 25.035,80

Territorial unit area [2020]

210,044 km²

Adequate sanitation [2010]

70,8 %

Afforestation of public roads [2010]

78,4 %

Urbanization of public roads [2010]

25,1 %

Biome [2019]

Atlantic Forest

IBEU - Urban Wellbeing Index

IBEU - 0.799

Mobility- **0.912**

Environmental- **0.853**

Housing - **0.867**

Services - **0.807**

Infrastructure - **0.557**

Tourism Governance Institutions

- Secretary of Tourism of the Municipality of João Pessoa
- Municipal Council of Tourism João Pessoa

Tax collection (2020)

IPTU
R\$ 71.254.436,07

ISS
R\$ 100.794.109,54

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

Tourist guides

381

Tourist camps

0

Tourism agencies

276

Accommodation means

98

Thematic parks

3

Tourist carriers

45

Concert halls

1

Convention centers

0

Nautical Tourism and Sport

Fishing

0

Entertainment, Leisure and

Water Parks

2

Car rental

17

Event organizers

40

Infrastructure services for events

10

Tourist segments

14

Food and drinks

85