# 20 - DIAGNOSIS OF BENEFITS OF THE FIEP INTERNATIONAL PHYSICAL EDUCATION CONGRESS IN THE CITY OF FOZ DO IGUASSU - PR - 2014

JOSMAR GOUVEIA COUTO;
FÁBIO ANDRÉ CASTILHA;
BLASIUS SILVANO DEBALD
Judofoz; Colégio Militar de Manaus; Uniamérica

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## INTRODUCTION

Sociability is a human requirement and requires people with knowledge and common interests to gather. The events appear as a tool to promote such approaches, in order to strengthen ties and increase their network. In Physical Education, the FIEP International Physical Education Congress is a pioneer, held and solidified in Foz do Iguassu, Paraná State, Brazil, with 29 editions, always held in January. Given the magnitude of this event, the aim of this study was analyzing which economic benefits the FIEP (International Physical Education Federation) International Physical Education Congress brought to the population of Foz do Iguassu. Another path being explored is the need of presenting the benefits that the FIEP International Physical Education Congress has brought to the local community. The study also aims to identify the investment made by the congressmen in the city's economy; check the average ticket spent by each of the congressmen; map the participation of visitors in social activities outside the congress, and analyze the contribution of the event towards the city of Foz do Iguassu. The data collected measured the importance of the FIEP International Physical Education Congress to the local economy, supporting university students, teachers, businessmen, investors, and politicians, for implementing the necessary improvements in order to keep this event in Foz do Iguassu, as it's held in this city since 1986.

The even, also known as FIEP Congress, is annually held in January, and over 63.000 participants have already attended to it. The congress is organized by Professor Almir Adolfo Gruhn, who is also the originator of the event. The attendees are made out of students, teachers and professionals from different areas in Physical Education, from Brazil and Latin America. These congressmen take part in the courses, use the whole infrastructure of the city, such as hotels, bars, restaurants, shops, nightclubs, go sightseeing, and often visit the neighboring country cities, such as Puerto Iguazu in Argentina, and Ciudad del Este in Paraguay. The main question raised in this study aimed to check which benefits the holding of the FIEP International Physical Education Congress brought to the city of Foz do Iguassu and if the local community has identified any benefits for the local economy.

Regarding the methodological choice of the research, it is defined as a bibliographic and documentary research, analyzing data and using appropriate investigative techniques for the research (PRODANOV; FREITAS, 2013, p. 52). The research is then completed with the application of an event satisfaction index survey, sent out by the organization staff to all congressmen, shortly after the end of the event. The congressmen email addresses had been provided upon registration in the event, and the satisfaction survey, of which filling in was optional, had then been sent to all of them by email.

The population was formed by the universe of 2897 congressmen who have attended the FIEP Congress 2014 in the city of Foz do Iguassu, Brazil. The study was held with a sample of 239 individuals (57% of males, and 43% of females), with average ages between 20 and 29 years-old, coming up to 45.2% o the total population of the congress, which represents a sample with 94% of confidence, and 6% of error (BARBETTA, 2005, p. 59). The data tabulation was organized with the registered softwares Microsoft Excel ® and SPSS ®. The study identified the congressmen's investment in the city's economy, by checking the congressmen average ticket spent while taking part on the event, and has also mapped the participation of visitors in extra social activities outside the congress; it has also analyzed the contribution of the event to the city of Foz do Iguassu, using the various means of transportation, accommodation, and local places.

## 1. BRIEF HISTORY OF THE CONGRESS

By the data collected from the congress website, in the publishings that celebrated the 60th FIEP anniversary in Brazil, reports from the event organizers and staff, it's understood that there is a richness of details and basis that have worked for the analysis, discussion and questioning of this study. The FIEP International Physical Education Congress in Foz do Iguassu is the largest and most important FIEP event held annually, and brings along Brazilian and foreign congressmen from 50 different countries.

The first FIEP International Physical Education Congress held in Foz do Iguassu, back in 1986, was attended by 996 congressmen come from nine different countries, among whom were the President of FIEP at that time - Professor John Andrews from England; Professor Jacintho Francisco Targa - Vice President of FIEP for Latin America, and Professor Herbert Dutra de Almeida - General Delegate for FIEP in Brazil.

Following, in a few years the event turned up to be success, becoming the largest FIEP Congress in the world, spreading out, popularizing, and growing the reputation of the institution, as well as of Physical Education around the world. Among the several topics that have been discussed about, the 1995 Congress started the movement for regulating the Physical Education Professional in Brazil, which lead towards the regulation of the profession, and the creation of the Brazilian Federal Council – CONFEF, and the Brazilian State Councils – CREFs, for Physical Education. In 1999, FIEP launched the official celebrations for its 50th anniversary in Brazil, during the 14th International Physical Education Congress with the participation of 1539 congressmen, all coming from 11 different countries.

In 2002, the side events were created, and in the following years, other discussions took part on the Physical Education Forum in Mercosul, such as the Sports Law Seminar, Seminar on Ethics and the Scholar Physical Education Forum; these events take place in the format of lectures and debates, with internationally renowned professionals, all this in parallel to the congress, in a joint promotion with CONFEF and FIEP Brazil.

According to the law n. 2846, authored by the councilman Maninho, the FIEP International Physical Education congress is an official event of Foz do Iguassu city calendar. The event advertises the city ever since its first edition, enhancing the city's image and bringing in economic investment to the local community. For many physical education professionals, every year, the month of January has a set destination; professional development linked with the touristy potential of the region.

## 2. REINVENTION OF PHYSICAL EDUCATION

The contemporary society recognizes that interdisciplinarity has its importance in the educational process. According to Soler (2003, p. 40), the role of physical education extrapolates the mere support to other knowledge areas, but there are commonalities that require attention, once they make difference in the knowledge construction. Physical education, working

along other areas, favors the knowledge construction! Ever since the start of civilization, the events and physical education walk along, spreading peace and hospitality. The first records from the early ages refer to the Olympics Games, events which had the power to stop wars during their happening. There are records of the games since 776 BC (MATIAS, 2002, p.1).

Different cultures experience, take part, and organize events in their everyday lives; events of either religious, sports, corporate, cultural or social nature. From a family dinner, a birthday celebration, until the Olympic Games, all these can be considered events. For Poit (2006, p.19), event is an individual's ability to create, often coming out of a simple idea, which gains substrates until reaching larger proportions; it has great popular acceptance and reaches all strata of society. For Meirelles (2003, p. 23), an event is characterized by a gathering of people who share the same interests, seeking to exchange experiences and knowledge. In addition, Carlos Alberto Rabaça and Gustavo Barbosa, cited by Meirelles (2003), state that it is an event which attracts the society's attention to a particular brand or entity. Matias (2002, p. 2) states that the first event which was classified as a congress was held in 377 BC, in the Greek territory, state of Corinth, where the delegates of the Greek cities got together in the purpose of choosing their general to lead the wars against Persia.

Meirelles (2003, p. 35) reports that a scientific medicine congress was held in 1681, and with regards to technical conferences, they took place after the defeat of Napoleon (Congress of Vienna in 1815).

The technical events in Brazil started in 1886. Poit (2006, p. 25) and Martinez (2001, p.104) state that the word “congress” refers to a solemn assembly or meeting of people that are interested in a same topic or area in common. The typology of a congress is described by Cesca (1997, p. 20) as

> it's carried out in several days, with the inclusion of other meetings within this. It constitutes a large event, which also includes social activities for the participants. It is promoted by associational entities with the purpose of studying subjects, which conclusions are adopted in whole, or in parts.

The events offer a nice atmosphere for entertaining and socializing. Giacaglia (2003, p.7) mentions that events can bring economic benefits to businesses and consumers.

With the natural evolution & development of times, the creation of a typology and classification of events was needed, in order to meet the cultural and individual diversity of the participants in these meetings. Following these lines, the FIEP International Physical Education Congress can be classified as: a) Institutional, aiming to publicize and promote physical education, providing ways for professionals to grow professionally; b) International Coverage; c) Frequency; d) Large Magnitude; e) Open Participation, allowing free access to participants, with free activities alongside activities that require payment; f) With Specialized Profile Participants; g) Area of Scientific Interest and Congress Typology (MEIRELLES, 2003, p. 35).

According to the Economic Impact of International Events Held in Brazil survey, organized by EMBRATUR (Brazilian Tourism Department), the organized events held between the months of September 2007 and June 2008 had an average ticket of U$ 314.70 spent daily, per participant.

The ABEOC BRAZIL (Brazilian Company Events Association) released the ICCA (International Congress & Convention Association) report in May 2013. Considering the data for the year 2012, it has pointed out Brazil as reaching the 5th highest growth in hosting international events.

. Comparing such growth with 2011 data, the country has risen from hosting 304 to 360 international events, a growth of 20%. Such result kept Brazil in the 7th position in the international ICCA ranking. For an event to be validated by ICCA ranking, it must meet the following standards: a) Have at least 50 participants; b) To be held in at least two other countries; c) Have periodicity; d) Have a typological classification as congress, meeting, forum or seminar.

The Brazilian cities with the greatest events growth were: Bento Gonçalves - RS (150%), Belo Horizonte - MG (117%), Foz do Iguassu - PR (100%), and Buzios - RJ (80%). Among the capital cities, they were: Fortaleza - CE (60%), São Paulo - SP (27%), and Rio de Janeiro - RJ (20%). The two largest cities in Brazil - São Paulo and Rio de Janeiro - concentrated 50% of all international events held in Brazil in 2012. According to the ICCA report , the 10 Brazilian cities that most have organized international events in 2012 were: Rio de Janeiro (83); São Paulo (77), Brasilia (22); Foz do Iguassu and Salvador (16), Belo Horizonte (13), Florianópolis and Porto Alegre (12); Buzios (9) and Fortaleza (8).

According to the Ministry of Tourism, based on ICCA data, Brazil has risen from the 19th position, with 62 events in 2003, to the 7th position in 2008, when 254 international events were organized, while the number of host cities grew from 22 to 45. Recently, in the 2013 ICCA report, Brazil has dropped to 9th place, with 315 international events organized, being overtaken by Japan (342) and China (340). In the Brazilian cities ranking, Foz do Iguassu took the 3rd place, with 15 events organized, behind from two large cities: Rio de Janeiro in the 1st place, with 79 events, and São Paulo in the 2nd, with 70 international events. The report submitted by the Ministry of Tourism and EMBRATUR, based on ICCA data, identified 254 international events held in the Brazilian territory throughout 2008, which generated a direct impact of U$ 122.6 million coming in the Brazilian economy, providing an average ticket of U$ 285.10 spent daily per participant, with an average length of stay of 6.8 days.

**3. METHODOLOGY**

The methodology used for this study was the bibliographic and documentary research, analyzing data and using appropriate investigative techniques (PRODANOV; FREITAS, 2013, p. 52), and the research was completed by the application of an event satisfaction survey, which was sent by email to all congressmen shortly after the end of the congress. The email addresses of all congressmen were informed to the organization at the time of application, so that the survey could be sent, filled out & submitted online optionally.

The population was formed by the universe of 2897 congressmen who have attended the 29th FIEP International Physical Education Congress in 2014, in the city of Foz do Iguassu, Paraná state, Brazil. The study was held with a sample of 239 individuals (57% of males, and 43% of females), with average ages between 20 and 29 years-old, coming up to 45.2% out the total population of the congress, which represents a sample with 94% of confidence, and 6% of error (BARBETTA, 2005, p. 59). The data tabulation was organized with the registered softwares Microsoft Excel ® and SPSS ®. The study identified the congressmen's investment in the city's economy, by checking the congressmen average ticket spent daily while taking part on the event, and has also mapped the participation of visitors in extra social activities outside the congress; it has also analyzed the contribution of the event towards the city of Foz do Iguassu, using the different means of transportation, accommodation, local places, as well as building up the statistics of different ages and gender of the congressmen.

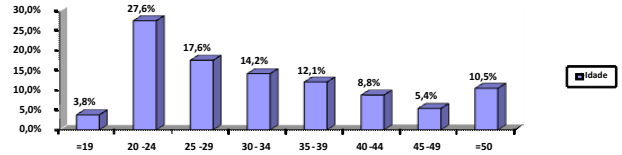
**4. RESULTS ANALYSIS AND DISCUSSION**

The study was carried out with congressmen from the 29th FIEP International Physical Education Congress, held in January 2014, and has surveyed 239 individuals (57% of males, and 43% of females) out of a population of 2897 congressmen,

representing a sample with 94% of confidence, and 6% of error (BARBETTA, 2005, p. 59)

With regards to the age, it was possible to verify that 3.8% of all congressmen were less or equal to 19 years-old. The largest participation group had ages ranging from 20 to 24 years-old - 27.6% out the total. The congressmen aged 25-29 years accounted for 17.6%; this means that the two largest groups included ages between 20 to 29 years, accounting for 45.2% out the total number of congressmen. The individuals from 30 to 34 years-old compounded 14.2%, followed by 12.1% of congressmen aged between 35 and 39 years-old. People from 40 to 44 years accounted for 8.8%, while 5.4% were aged between 45 and 49 years-old. Congressmen over 50 years-old compounded 10.5% of the study group, as shown in Graphic 1 below:

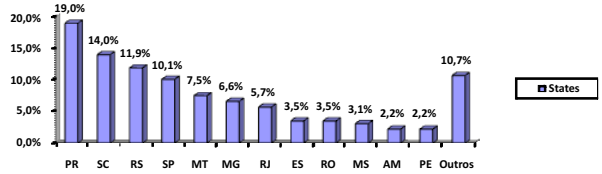
Graphic 1. Age comparison for the congressmen




COUTO, 2014

Regarding the country of origin of all congressmen surveyed, Paraguay, Argentina and Chile accounted for 1.3% each, Venezuela contributed with 0.9% of participants, and the host Brazil accounted with 95.2% of participants. Among the Brazilian congressmen, the state with the highest number of participants was Paraná - 19%, followed by Santa Catarina with 14%, and Rio Grande do Sul with 11.9%. The state of São Paulo participated with 10.1%, and Mato Grosso with 7.5%, followed by Minas Gerais with 6.6%, while 5.7% came from Rio de Janeiro. Espirito Santo and Rondonia states took part with 3.5% each, and Mato Grosso do Sul with 3.07%. Amazonas and Pernambuco states had 2.2% out of all participants, and the remaining Brazilian states took part with 10.7% of all participants.

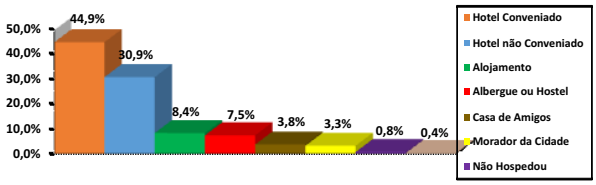
Graphic 2. Comparison of the participation of all Brazilian congressmen by state




The most commonly used mean of transport used by the congressmen to reach Foz do Iguassu was the coach - 41.5%. Out of this percentage, the delegation tours were responsible for 23%. The second most commonly used mean of transport was the plane - 34.2% out of all individuals. Then it comes the car, with 24.3%. In these statistics, the numbers for the individuals who live in the city of Foz do Iguassu were discarded; only the information from those who live in other cities has been accounted.

The study also evaluated the type of accommodation chosen by the congressmen whle staying in the city; it was found that 75.8% out of all congressmen stayed in hotels in Foz do Iguassu, being 44.9% staying in the congress associated hotels, and 30.9% staying in non-associated hotels; 8.4% preferred the economical lodging offered by the congress organization, and 7.5% chose hostels. Friend's accommodation was the choice of 3.8%, and residents of Foz do Iguassu accounted for 3.3% of the congressmen who have attended the congress. People who have attended the event, but did not stay in the city accounted for 0.8%, and the ones who stayed in neighboring cities sum up to 0.4%, as shown in graphic 3 below:

Graphic 3. Comparison of accommodation used by the congressmen




COUTO, 2014

The congressmen have said that the rates charged by the hotel network are classified as: economic: 18.9%; very economical: 1.25%; expensive: 14.7%; and very expensive: 3.35%. 50.5% out of all congressmen classified the rates as regular - neither economic nor expensive rates; 11.30% have declared not having checked the rates.

Taking part on events in Foz do Iguassu allows the visitors to enrich their trips with moments of leisure. The congressmen who came alone accounted to 56%, and the remaining 44% declared having brought at least one friend. The congressmen who brought one friend sum up to 30.6%, while the ones who have declared coming with two friends account to 6.9%. 3.5% came with 3 friends more, and 3% of the individuals attended the event with 4 other friends.

The average length of stay for the congress in Foz do Iguassu was of 5.17 days, with an average ticket of R$ 303.65 spent daily, per person. The congress still involves the participation of the congressmen partners – 65% out the total! These were people who did not attend the congress, but came along for sightseeing, summing up to an approximate number of 4,780 visitors in town due to the congress. The study has identified an investment of R$ 7.5 million by the congressmen in the city during the FIEP International Physical Education Congress.

**FINAL CONSIDERATIONS**

Considering the results found in the study carried out with the 29th FIEP International Physical Education Congress, held in January 2014, it's possible to conclude that:

- With regards the gender of the participants, the predominance was of male - 57% (and 43% female). The main age range group was of people between 20 and 29 years-old (45.2% out of all participants);
- Regarding the origin of all congressmen, it was shown that 95.2% were Brazilian, and 4.8% were foreigners coming

from Argentina, Paraguay, Chile and Venezuela. However, it is important to point that it was hard to assess the foreign groups, once they apply for the congress directly with their delegations, not having any direct contact with the event organization staff. Among the Brazilian congressmen, Paraná is the state with the largest share: 19%, followed by Santa Catarina, with 14%, and Rio Grande do Sul, with 11.9%; this means that the three southern states of Brazil made up to 44.9% of the Brazilians taking part on the event. The state of São Paulo took part with 10.1% of the public, and Mato Grosso with 7.5%;

- The most commonly used mean of transport to reach Foz do Iguassu (and the cheapest) was the coach, with 41.5%; the delegations tours were responsible for 23%. The second one was the plane, with 34.2%, and lastly, the car, with 24.3%;

- With regards to the accommodation, the results showed that hotels accommodated 75.8% of all congressmen: 44.9% being hosted on the event partner hotels, and 30.9% hosted in not partnered hotels. The congressmen who chose the economical lodgings made up to 8.4%, whereas 7.5% chose hostels. The ones who chose friends' accommodation, neighboring cities, have not stayed in town, plus the city residents compounded 8.3%;

- More than half of congressmen (50.5%), have classified the rates charged by the hotels in Foz do Iguassu as regular, neither economic nor expensive. Economical and very economical rates totalize 20.15%; 18.05% classified them as expensive and very expensive, and 11.30% declared not having checked the rates.

- Events in Foz do Iguassu also provide the visitor moments of leisure! 56% of all congressmen came alone to the event, while 44% of visitors have brought at least one friend. Also, 65% of all congressmen have brought someone along, and their average length of stay was 5.17 days, with an average ticket of R$ 303.65 spent daily, per person. The participants of the event, congressmen and accompanying people added up to about 4,780 visitors to the city;

- The identified economic benefits show an investment of all congressmen in the local economy equivalent to R$ 7.5 million during the period of the FIEP International Physical Education Congress, a private event with no government support, but with a high influence and impact on the local economy.

The present study reassures scientifically the importance of FIEP International Physical Education Congress for physical education professionals, for Brazil, and mainly for the city of Foz do Iguassu. It shows the importance of the event to the community, confirming the success of its 29 editions. The research quantifies the event, and serves as a database for investments and improvements to it.

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**DIAGNOSIS OF BENEFITS OF FIEP INTERNATIONAL PHYSICAL EDUCATION CONGRESS IN THE CITY OF FOZ DO IGUASSU - PR - 2014**

**ABSTRACT**

The aim of this study was to measure the economic benefits brought to the city of Foz do Iguassu, during the organization of the FIEP International Physical Education Congress, which is held for 29 years. The total population taking part on the event was of 2897 congressmen, and the study was held with a sample of 239 individuals (57% of males, and 43% of females), with average ages between 20 and 29 years-old, coming up to 45.2% o the total population of the congress, which represents a sample with 94% of confidence, and 6% of error (BARBETTA, 2005, p. 59). The study identified an investment equivalent to U$ 7.5 million by the congressmen, which was injected into the city's economy directly at an average ticket of R$ 303.65, by mapping the participation of visitors in activities outside the congress. It was also identified that most of the congressmen are Brazilian, from Paraná state, accommodated in the congress partnership hotels, and use as their main transport coaches, and secondly by planes.

**KEYWORDS:** Events; Economic benefits; FIEP Congress

**DIAGNOSTIC DES DROITS DE FIEP INTERNATIONALE ÉDUCATION PHYSIQUE CONGRÈS DE FOZ DO IGUASSU - PR - 2014**

**RÉSUMÉ**

Le but de cette étude était de mesurer les avantages économiques apportés à la ville de Foz do Iguassu, au cours de l'organisation Congress Internationale D'Education Physique, qui se tient depuis 29 ans. La population totale participer à l'événement était de 2 897 membres du Congrès, et l'étude a eu lieu auprès d'un échantillon de 239 personnes (57% des hommes et 43% des femmes), avec l'âge moyen dês 20 et 29 ans, à venir à 45,2% o de la population totale du congrès, ce qui représente un échantillon avec 94% de confiance, et 6% d'erreur (BARBETTA, 2005, p. 59). L'étude a identifié un équivalent de l'investissement de U$ 7,5 millions par les membres du Congrès, qui a été injecté dans l'économie de la ville directement à un ticket moyen de R$ 303,65, en cartographiant la participation des visiteurs à des activités en dehors du congrès. Il a également

été constaté que la plupart des membres du Congrès sont brésilienne, de l'État du Parana, logés dans les hôtels de partenariat de congrès, et l'utiliser comme leurs principaux entraîneurs de transport, et d'autre part par des avions.

**MOTS-CLÉS:** Evénements; Avantages économiques; Congrès FIEP

**DIAGNÓSTICO DE LOS BENEFICIOS DEL CONGRESO INTERNACIONAL DE EDUCACIÓN FÍSICA DA FIEP EN LA CIUDAD DE FOZ DO IGUAÇU - PR - 2014**

**RESUMEN**

El objetivo de este estúdio fue medir los beneficios económicos traídos a la ciudad de Foz do Iguaçu, en la organización del Congreso Internacional de Educación Física, que se celebra hace 29 años. La población total del evento fue de 2.897 congresistas, y el estudio se llevó a cabo con una muestra de 239 individuos (57% de hombres y 43% de mujeres), com edades promedio de 20 y 29 años, representando 45,2% de la población total del congreso, lo que representa una muestra con 94% de confianza, y 6% de error (BARBETTA, 2005, pag. 59). El estúdio identificó una inversión equivalente a U$ 7.5 millón por los congresistas, que se inyectan en la economía de la ciudad directamente en un ticket promedio de R$ 303,65, mediante la asignación de la participación de los visitantes em actividades fuera del Congreso. También se identificó que la mayoría de los congresistas son brasileños, desde el estado de Paraná, alojados en los hoteles asociados al congreso, y el uso de autobus como principal medio de transporte, seguido por el avión.

**PALABRAS CLAVE:** Eventos; Beneficios econômicos; Congreso FIEP

**DIAGNÓSTICO DOS BENEFÍCIOS DO 29° CONGRESSO INTERNACIONAL DE EDUCAÇÃO FÍSICA FIEP NA CIDADE DE FOZ DO IGUAÇU - PR - 2014**

**RESUMO**

O objetivo do presente estudo foi mensurar os benefícios econômicos oportunizados à cidade de Foz do Iguaçu durante a organização do Congresso Internacional de Educação Física da FIEP, realizado há 29 anos. A população total participante do evento foi composta por 2897 congressistas, e o estudo foi realizado com amostragem de 239 indivíduos (57% de homens, e 43% de mulheres), com faixa etária de maior prevalência entre 20 a 29 anos, somando 45,2% do público total do congresso, o que representa uma amostra com 94% de confiança, e 6% de erro (BARBETTA, 2005, p. 59). O estudo identificou um investimento por parte dos congressistas equivalente a R$ 7.5 milhões injetados diretamente na economia do município, à um ticket médio de R$ 303,65, através do mapeamento da participação dos visitantes em atividades fora do congresso. Foi também identificado que a maioria dos congressistas é de origem brasileira, paranaense, com opção de acomodações em hotéis conveniados, e que utilizam ônibus como meio de transporte principal, seguido por avião.

**PALAVRAS-CHAVE:** Eventos; Benefícios econômicos; Congresso FIEP.