

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: Brazil



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Visitation Trends (Arrivals)

[Thousands of Brazil Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	525	639	769	893	1,198	1,508	1,791	2,060	1,535
Percentage Change (%)	8	22	20	16	34	26	19	15	292

Spending Trends (Exports)

[Millions of U.S. Dollars]	2006 ^r	2007 ^r	2008 ^r	2009 ^r	2010 ^r	2011 ^r	2012 ^r	2013 ^r	Change 2013/2006
Total Travel and Tourism Exports ¹	\$2,785	\$3,861	\$5,121	\$5,235	\$7,603	\$9,983	\$11,340	\$12,409	\$9,624
Travel (all purposes including education)	\$2,078	\$3,016	\$3,949	\$3,988	\$5,846	\$7,411	\$8,528	\$9,237	\$7,159
Of which: Education Related	\$180	\$194	\$220	\$243	(D)	\$265	\$280	\$333	\$153
Of which: Other Business/ Personal Travel	\$1,830	\$2,758	\$3,662	\$3,675	\$5,538	\$7,087	\$8,188	\$8,842	\$7,012
Passenger Air Transportation	\$707	\$845	\$1,172	\$1,247	\$1,757	\$2,572	\$2,812	\$3,172	\$2,465
Change (%) in Total Exports	12	39	33	2	45	31	14	9	346

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(D) Suppressed to avoid disclosure to individual companies.

^(r) Revised (December 2014).

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	54	54	-0.7
Personal Recommendation	44	47	3.2
National/State/City Travel Office	26	29	2.1
Online Travel Agency	27	28	1.6
Travel Agency Office	21	22	1.1
Corporate Travel Dept.	18	18	0.9
Travel Guides	17	18	0.7
Tour Operator/Travel Club	13	18	4.3

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	69	73	4.6
Business	11	9	-2.1
Visit Friends/Relatives	8	7	-1.3
Convention/Conference/Trade Show	7	5	-1.9

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	76	79	3.1
Visit Friends/Relatives	16	16	-0.2
Business	14	12	-1.6
Convention/Conference/Trade Show	10	8	-2.0
NET PURPOSES OF TRIP:			
Leisure & VFR	82	84	1.7
Business & Convention	21	18	-3.8

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Rented Auto	51	52	0.4
Air Travel between U.S. Cities	45	39	-5.3
Auto, Private or Company	30	34	3.2
Taxicab/Limousine	31	30	-1.0
City Subway/Tram/Bus	25	24	-0.9
Bus between Cities	8	10	2.3

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	93	92	-0.4
Sightseeing	69	72	3.2
Amusement/Theme Parks	50	50	0.0
National Parks/Monuments	39	35	-3.8
Nightclubbing/Dancing	35	34	-1.0
Art Gallery/Museum	35	31	-3.5
Concert/Play/Musical	31	30	-1.2
Historical Locations	24	25	0.5
Experience Fine Dining	26	24	-1.7
Guided Tours	16	14	-2.2
Small Towns/Countryside	13	14	0.8

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	95	103	8.7
Advance Trip Decision Time (median days)	60	90	30.0
Prepaid Package	18	15	-3.4
First International Trip to the U.S.	22	20	-2.2
Length of Stay in U.S. (mean nights)	15.0	15.2	0.2
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	70	74	4.7
Average Number of States Visited	1.4	1.3	-0.1
Hotel/Motel (% 1+ nights)	86	86	-0.3
Average # of Nights in Hotel/Motel	11.0	10.7	-0.3
Travel Party Size (mean # of persons)	1.8	1.8	0.0
Gender: % Male (among adults)	56	56	-0.8
Household Income (mean average)	\$104,033	\$100,237	-\$3,796
Household Income (median average)	\$66,510	\$60,000	-\$6,510
Average Age: Female (among adults)	38	38	0.1
Average Age: Male (among adults)	40	39	-0.5

U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
South Atlantic	59.1	1,059	62.3	1,284
Middle Atlantic	35.6	638	32.0	659
States				
Florida	54.2	971	57.4	1,183
New York	34.5	618	30.8	635
Cities				
Orlando	35.7	639	37.3	768
Miami	29.5	528	35.8	738
New York City	34.3	614	30.7	633

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination? NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about Brazil travelers who visit the United States.

Survey of International Air Travelers: Table Number and Description

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

U.S. Department of Commerce

International Trade Administration
Industry & Analysis
National Travel and Tourism Office
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
ntto@trade.gov

<http://travel.trade.gov>