



Manufacturing and Services
Office of Travel and Tourism Industries

2007 Market Profile: Brazil



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Visitation Trends (Arrivals)

[Thousands of Brazilian Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	737	551	405	349	385	485	525	639	-98
Percentage Change (%)	11%	-25%	-27%	-14%	10%	26%	8%	22%	-13%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	\$3,148	\$2,532	\$1,899	\$1,688	\$1,870	\$2,201	\$2,654	\$3,129	-\$19
Travel Receipts	\$2,230	\$1,821	\$1,373	\$1,214	\$1,375	\$1,577	\$1,947	\$2,284	\$54
Passenger Fare Receipts	\$918	\$711	\$526	\$474	\$495	\$624	\$707	\$845	-\$73
Change (%) in Total Exports	10%	-20%	-25%	-11%	11%	18%	21%	18%	-1%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Travel Agency	**	44%	**
Personal Computer	**	29%	**
Airlines Directly	**	27%	**
Friends/Relatives	**	18%	**

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	**	45%	**
Business/Professional	**	25%	**
Visit Friends/Relatives	**	21%	**
Convention/Conference	**	6%	**

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	**	58%	**
Business/Professional	**	32%	**
Visit Friends/Relatives	**	30%	**
Convention/Conference	**	9%	**
NET PURPOSES OF TRIP:			
Leisure & VFR	**	76%	**
Business & Convention	**	38%	**

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	**	36%	**
Airlines in U.S.	**	34%	**
Rented Auto	**	34%	**
Company or Private Auto	**	24%	**
City Subway/Tram/Bus	**	19%	**

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2006	2007	% Point Change (2)
Dining in Restaurants	**	87%	**
Shopping	**	85%	**
Visit Historical Places	**	45%	**
Amusement/Theme Parks	**	42%	**
Sightseeing in Cities	**	32%	**
Art Gallery/Museum	**	27%	**
Concert/Play/Musical	**	25%	**
Visit Small Towns	**	25%	**
Nightclubs/Dancing	**	20%	**
Cultural Heritage Sites	**	19%	**

Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	**	71	**
Advance Trip Decision Time (med. days)	**	60	**
Prepaid Package	**	11%	**
First International Trip to the U.S.	**	22%	**
Length of Stay in U.S. (mean nights)	**	21.7	**
Length of Stay in U.S. (median nights)	**	9	**
Number of States Visited (% 1 state)	**	65%	**
Average Number of States Visited	**	1.5	**
Hotel/Motel (% 1+ nights)	**	77%	**
Average # of Nights in Hotel/Motel	**	8.5	**
Travel Party Size (mean # of persons)	**	1.3	**
Gender: % Male (among adults)	**	64%	**
Household Income (mean average)	**	\$87,000	**
Household Income (median average)	**	\$73,700	**
Average Age: Female	**	41	**
Average Age: Male	**	38	**

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2006	Volume 2006 (000)	Market Share 2007	Volume 2007 (000)
REGIONS				
Middle Atlantic	**	**	42.9%	274

- (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 incidental 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 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

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

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

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Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) 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-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Brazilian traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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