



Manufacturing and Services  
Office of Travel and Tourism Industries

# 2008 Market Profile: Brazil



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## Visitation Trends (Arrivals)

[Thousands of Brazilian Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	551	405	349	385	485	525	639	769	218
Percentage Change (%)	-25%	-27%	-14%	10%	26%	8%	22%	20%	40%

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$2,532	\$1,899	\$1,688	\$1,870	\$2,201	\$2,654	\$3,129	\$3,955	\$1,423
Travel Receipts	\$1,821	\$1,373	\$1,214	\$1,375	\$1,577	\$1,947	\$2,284	\$2,833	\$1,012
Passenger Fare Receipts	\$711	\$526	\$474	\$495	\$624	\$707	\$845	\$1,122	\$411
Change (%) in Total Exports	-20%	-25%	-11%	11%	18%	21%	18%	26%	56%

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Travel Agency	44%	56%	12 pts.
Personal Computer	29%	36%	7 pts.
Airlines Directly	27%	23%	-4 pts.
Friends/Relatives	18%	20%	1 pt.

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	45%	51%	6 pts.
Business/Professional	25%	22%	-3 pts.
Visit Friends/Relatives	21%	12%	-9 pts.
Study/Teaching	2%	7%	4 pts.

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	58%	67%	9 pts.
Visit Friends/Relatives	30%	28%	-2 pts.
Business/Professional	32%	27%	-5 pts.
Study/Teaching	5%	9%	4 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	76%	81%	4 pts.
Business & Convention	38%	32%	-6 pts.

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	36%	39%	2 pts.
Rented Auto	34%	38%	4 pts.
Airlines in U.S.	34%	37%	3 pts.
Company or Private Auto	24%	24%	0 pts.
City Subway/Tram/Bus	19%	23%	4 pts.

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	85%	89%	4 pts.
Dining in Restaurants	87%	88%	1 pt.
Visit Historical Places	45%	47%	3 pts.
Amusement/Theme Parks	42%	43%	1 pt.
Sightseeing in Cities	32%	36%	4 pts.
Art Gallery/Museum	27%	33%	6 pts.
Concert/Play/Musical	25%	28%	3 pts.
Cultural Heritage Sites	19%	22%	3 pts.
Nightclubs/Dancing	20%	18%	-2 pts.
Visit Small Towns	25%	17%	-8 pts.

## Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	71	94	23 days
Advance Trip Decision Time (med. days)	60	60	0 days
Prepaid Package	11%	12%	1 pt.
First International Trip to the U.S.	22%	25%	4 pts.
Length of Stay in U.S. (mean nights)	21.7	19.7	-2 nights
Length of Stay in U.S. (median nights)	9.0	10.0	1 night
Number of States Visited (% 1 state)	65%	62%	-4 pts.
Average Number of States Visited	1.5	1.6	0 states
Hotel/Motel (% 1+ nights)	77%	78%	1 pt.
Average # of Nights in Hotel/Motel	8.5	9.7	1 night
Travel Party Size (mean # of persons)	1.3	1.4	0.1
Gender: % Male (among adults)	64%	67%	3 pts.
Household Income (mean average)	\$87,000	\$92,500	\$5,500
Household Income (median average)	\$73,700	\$78,600	\$4,900
Average Age: Female	41	37	-4 years
Average Age: Male	38	41	4 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
<b>REGIONS</b>				
Middle Atlantic	42.9%	274	46.6%	358
<b>STATES</b>				
New York	**	**	44.9%	345
<b>CITIES</b>				
New York City	**	**	44.3%	341

(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](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**

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
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Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
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Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



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

For more information on these program areas and others, please visit:

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