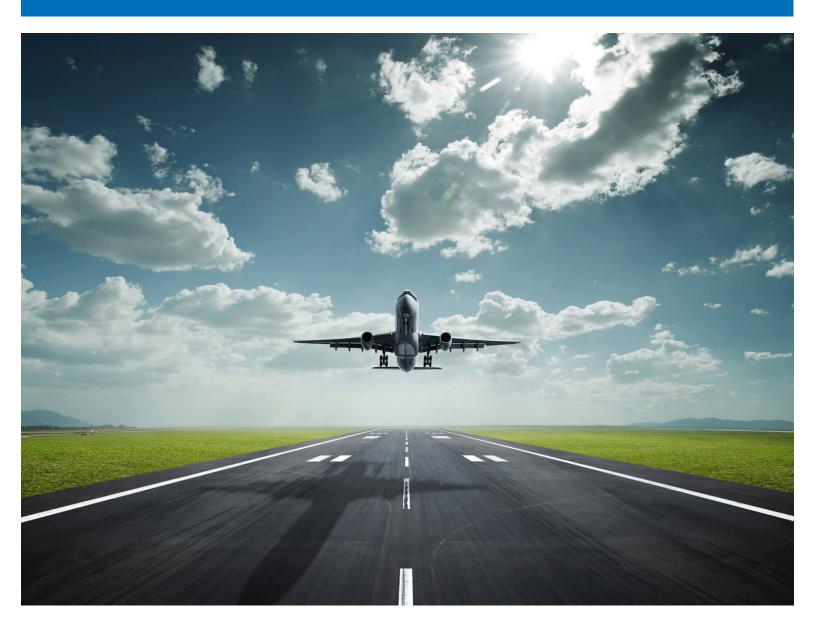
U.S. Department of Commerce International Trade Administration



Office of Travel and Tourism Industries

# **2011 Market Profile: Brazil**



#### Visitation Trends (Arrivals)

[Thousands of Brazilian Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	385	485	525	639	769	893	1,198	1,508	1,124
Percentage Change (%)	10	26	8	22	20	16	34	26	292

### Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	<b>2011</b> <sup>r</sup>	Change 2011/2004
Total Travel & Tourism Exports (1)	\$1,870	\$2,201	\$2,654	\$3,129	\$4,162	\$4,565	\$6,230	\$8,453	\$6,583
Travel Receipts	\$1,375	\$1,577	\$1,947	\$2,284	\$2,990	\$3,318	\$4,473	\$5,878	\$4,503
Passenger Fare Receipts	\$495	\$624	\$707	\$845	\$1,172	\$1,247	\$1,757	\$2,575	\$2,080
Change (%) in Total Exports	11	18	21	18	33	10	36	36	352

(r) Revised.

#### Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Travel Agency	48	46	-1.5
Personal Computer	36	44	8.6
Airlines Directly	28	25	-3.0
Friends/Relatives	23	25	2.2

#### Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	64	66	2.2
Business/Professional	14	16	2.6
Visit Friends/Relatives	12	9	-2.6
Convention/Conference	7	5	-2.6

#### **All Purposes of Trip**

Purpose of Trip (multiple responsetop 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	77	79	2.0
Business/Professional	16	20	3.6
Visit Friends/Relatives	24	18	-5.8
Convention/Conference	10	7	-2.6
NET PURPOSES OF TRIP:			
Leisure & VFR	86	84	-2.1
Business & Convention	23	25	1.5

#### **Transportation Used in the United States**

<b>Transportation Types Used in United States</b> (multiple responsetop 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Rented Auto	39	41	2.1
Airlines in U.S.	40	41	0.7
Taxi/Cab/Limousine	41	41	-0.4
City Subway/Tram/Bus	27	27	0.4
Company or Private Auto	22	19	-3.4

#### Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responsetop 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	91	95	3.9
Dining in Restaurants	91	89	-2.4
Visit Historical Places	52	51	-0.6
Amusement/Theme Parks	55	47	-7.4
Sightseeing in Cities	41	40	-0.9
Art Gallery/Museum	34	32	-2.5
Concert/Play/Musical	30	30	0.5
Visit Small Towns	19	21	1.3
Cultural Heritage Sites	25	21	-4.4
Visit National Parks	16	19	2.6

#### Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	91	101	10.3 days
Advance Trip Decision Time (median days)	65	70	5.0 days
Prepaid Package	14%	12%	-1.6 pts.
First International Trip to the U.S.	23%	26%	3.4 pts.
Length of Stay in U.S. (mean nights)	14.9	16.7	1.8 nights
Length of Stay in U.S. (median nights)	10	11	1 nights
Number of States Visited (% 1 state)	60%	60%	0.9 pts.
Average Number of States Visited	1.5	1.6	0.1 states
Hotel/Motel (% 1+ nights)	86%	88%	1.7 pts.
Average # of Nights in Hotel/Motel	9.4	10.0	0.6 nights
Travel Party Size (mean # of persons)	1.6	1.5	-0.1
Gender: % Male (among adults)	55%	55%	0.6 pts.
Household Income (mean average)	\$101,700	\$91,300	-\$10,400
Household Income (median average)	\$97,600	\$81,000	-\$16,600
Average Age: Female	38	41	2.5 years
Average Age: Male	41	41	-0.5 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
Middle Atlantic	51.1	612	50.4	760
STATES			<u>^</u>	
New York	49.3	591	47.9	722
CITIES				
New York City-WP-Wayne	49.4	592	47.8	721

(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.
- 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://tinet.ita.doc.gov/research/programs/ifs/index.html.

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

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

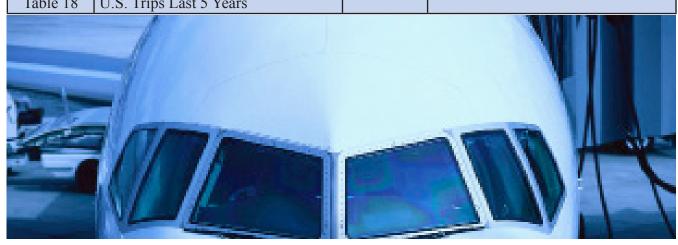
Publication Date: May 2012



### 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 thirtyfive 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			
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities			
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures			
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures			
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method			
Table 11	Travel Party Size	Table 29	Factors in Airline Choice			
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					



#### Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

http://tinet.ita.doc.gov/research/programs/ifs/customized.html

#### For OTTI programs of interest visit:

http://www.tinet.ita.doc.gov/research/index.html

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- 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
- Travel Trade Barometer

#### **U.S. Department of Commerce**

International Trade Administration Manufacturing and Services Office of Travel and Tourism Industries 1401 Constitution Ave, NW Washington, D.C. 20230 Phone: (202) 482-0140 Fax: (202) 482-2887 otti@trade.gov

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