

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: Brazil



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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	2011 ^r	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 response--top 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

Transportation Types Used in United States (multiple response--top 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

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 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

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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				
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://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 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.

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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

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