

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Brazil



2014 Market Profile: Brazil

Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	639	769	893	1,198	1,508	1,791	2,060	2,264	1,624
Percentage Change (%)	22	20	16	34	26	19	15	10	254

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$3,861	\$5,121	\$5,235	\$7,603	\$9,983	\$11,340	\$12,409	\$12,976	\$9,115
Travel (all purposes including education)	\$3,016	\$3,949	\$3,988	\$5,846	\$7,411	\$8,528	\$9,237	\$9,606	\$6,590
Of which: Education Related	\$194	\$220	\$243	(D)	\$265	\$280	\$333	October	-
Of which: Other Business/ Personal Travel	\$2,758	\$3,662	\$3,675	\$5,538	\$7,087	\$8,188	\$8,842	October	-
Passenger Air Transportation ²	\$845	\$1,172	\$1,247	\$1,757	\$2,572	\$2,812	\$3,172	\$3,370	\$2,525
Change (%) in Total Exports	39	33	2	45	31	14	9	5	236

⁽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>

⁽²⁾ The Bureau of Economic Analysis no longer publishes country-specific passenger fare estimates until October; therefore, an estimate was used for 2014.

^(D) Suppressed to avoid disclosure.

^(p) Preliminary, subject to future revisions. Education-related and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	54	57	3.1
Personal Recommendation	47	43	-3.6
Online Travel Agency	28	32	3.6
National/State/City Travel Office	29	27	-1.3
Travel Agency Office	22	19	-2.9
Corporate Travel Dept.	18	19	0.4
Travel Guides	18	18	0.4
Tour Operator/Travel Club	18	15	-2.4
Other	6	6	-0.1

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	73	72	-1.0
Visit Friends/Relatives	7	9	1.7
Business	9	8	-0.6
Convention/Conference/Trade Show	5	6	0.8
Education	4	4	-0.4
Religion/Pilgrimages	0	0.6	0.4
Health Treatment	0	0	-0.1
Other	2	1	-0.7

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	79	79	0.6
Visit Friends/Relatives	16	19	2.6
Business	12	11	-1.4
Convention/Conference/Trade Show	8	8	0.7
Education	7	6	-1.0
Religion/Pilgrimages	1	1	0.4
Health Treatment	1	1	0.1
Other	2	1	-1.0
NET PURPOSES OF TRIP:			
Leisure & VFR	84	86	2.3
Business & Convention	18	17	-0.2

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	92	92	-0.1
Sightseeing	72	68	-3.7
Amusement/Theme Parks	50	52	2.2
National Parks/Monuments	35	34	-0.8
Nightclubbing/Dancing	34	31	-2.6
Art Gallery/Museum	31	28	-3.8
Historical Locations	25	26	1.3
Concert/Play/Musical	30	25	-5.2
Experience Fine Dining	24	23	-1.1
Small Towns/Countryside	14	16	1.6
Guided Tours	14	15	0.5
Sporting Event	13	13	0.1
Cultural / Ethnic Heritage Sites	12	10	-1.6
Casinos/Gamble	8	7	-1.6
Water Sports	5	3	-1.7
Golfing/Tennis	2	2	0.0
Environ./Eco. Excursions	2	2	-0.7
Snow Sports	2	2	-0.7
Camping/Hiking	2	2	-0.7
American Indian Communities	1	1	0.0
Hunting/Fishing	1	1	-0.1
Other	1	2	1.1



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Rented Auto	52	56	4.6
Auto, Private or Company	34	32	-2.0
Air Travel between U.S. Cities	39	31	-7.8
Taxicab/Limousine	30	25	-4.8
City Subway/Tram/Bus	24	21	-3.6
Bus between Cities	10	10	-0.7
Ferry/River Taxi/Srt Scenic Cruise	7	7	0.3
Cruise Ship/River Boat 1+ Nights	4	4	0.0
Rented Bicycle/Motorcycle/Moped	2	2	0.0
Railroad between Cities	2	1	-0.5
Motor Home/Camper	0	0	0.0

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	103	105	1.9
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	15	15	-0.2
First International Trip to the U.S.	20	20	0.1
Length of Stay in U.S. (mean nights)	15.2	15.4	0.2
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	74	78	3.8
Average Number of States Visited	1.3	1.3	0.0
Hotel/Motel (% 1+ nights)	86	84	-2.0
Average # of Nights in Hotel/Motel	10.7	10.3	-0.4
Travel Party Size (mean # of persons)	1.8	1.9	0.1
Gender: % Male (among adults)	56	55	-0.5
Household Income (mean average)	\$100,237	\$85,105	-\$15,132
Household Income (median average)	\$60,000	\$50,882	-\$9,118
Average Age: Female (among adults)	38	38	0.0
Average Age: Male (among adults)	39	40	1.0

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
South Atlantic	62.3	1,284	65.5	1,483
Middle Atlantic	32.0	659	25.6	580
States				
Florida	57.4	1,183	60.8	1,376
New York	30.8	635	24.6	557
Cities				
Orlando	37.3	768	39.0	883
Miami	35.8	738	36.9	835
New York City	30.7	633	24.5	555

- (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.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. 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? The NTTTO 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 the international traveler who visits the United States.

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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

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