

	A	B	C	D	E	F	G	H	I	J	K
1	BRAZIL Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		893	1,198	1,508	1,791	2,060	2,264	2,219	1,693	801
7		% Change	16	34	26	19	15	10	-2	-24	90
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014 ^r	2015 ^r	2016 ^r	Change 2016 / 2009
11	Total Travel & Tourism Exports²		\$5,235	\$7,603	\$9,983	\$11,343	\$12,600	\$14,122	\$13,932	\$11,378	\$6,143
12	Travel Receipts (at U.S. destinations)		\$3,988	\$5,846	\$7,411	\$8,531	\$9,672	\$10,642	\$10,400	\$7,912	\$3,924
13	Education Receipts		\$243	(D)	\$265	\$280	\$340	\$471	\$779	\$676	\$433
14	Other Business/Personal Receipts		\$3,675	\$5,538	\$7,087	\$8,188	\$9,265	\$10,106	\$9,554	\$7,166	\$3,491
15	Health/Border/Seasonal		\$70	#VALUE!	\$59	\$63	\$67	\$65	\$67	\$70	\$0
16	Passenger Fare Receipts (on U.S. carriers)		\$1,247	\$1,757	\$2,572	\$2,812	\$2,928	\$3,480	\$3,532	\$3,466	\$2,219
17	% Change in Total Receipts		2	45	31	14	11	12	-1	-18	117
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
21		Airlines	59	58	-0.8						
22		Personal Recommendation	45	43	-1.9						
23		Online Travel Agency	35	33	-2.1						
24		National/State/City Travel Office	21	20	-1.0						
25		Travel Agency Office	16	17	0.9						
26		Corporate Travel Dept.	17	16	-1.0						
27		Travel Guides	18	15	-3.1						
28		Tour Operator/Travel Club	12	11	-1.0						
29		Other	7	6	-1.0						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
32		Vacation/Holiday	73	70	-3.1						
33		Visit Friends/Relatives	9	12	3.1						
34		Business	8	8	0.1						
35		Convention/Conference/Trade Show	5	6	0.8						
36		Education	4	4	-0.6						
37		Health Treatment	0.1	0.3	0.2						
38		Religion/Pilgrimages	0.1	0.1	0.0						
39		Other	1	0.1	-0.4						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
42		Vacation/Holiday	79	76	-2.6						
43		Visit Friends/Relatives	19	23	4.0						
44		Business	11	11	0.0						
45		Convention/Conference/Trade Show	8	8	0.3						
46		Education	6	6	-0.3						
47		Health Treatment	0.2	0.3	0.1						
48		Religion/Pilgrimages	1	0.3	-0.6						
49		Other	1	0.3	-0.3						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	86	85	-0.4						
53		Business & Convention	17	17	0.2						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56		Rented Auto	55	46	-9.0						
57		Auto, Private or Company	32	37	4.7						
58		Air Travel between U.S. Cities	23	27	3.6						
59		City Subway/Tram/Bus	20	22	1.7						
60		Taxicab/Limousine	24	21	-2.2						
61		Bus between Cities	11	11	-0.1						
62		Ride-Sharing Service	-	9	-						
63		Ferry/River Taxi/Srt Scenic Cruise	6	6	0.8						
64		Cruise Ship/River Boat 1+ Nights	5	5	-0.2						
65		Rented Bicycle/Motorcycle/Moped	3	2	-0.4						
66		Railroad between Cities	2	2	-0.4						
67		Motor Home/Camper	1	0.2	-0.3						
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
69		Shopping	89	88	-0.6						
70		Sightseeing	69	75	5.8						
71		Amusement/Theme Parks	51	45	-5.6						
72		National Parks/Monuments	34	33	-1.0						
73		Art Gallery/Museum	28	30	1.5						
74		Historical Locations	24	25	1.4						
75		Experience Fine Dining	22	22	-0.2						
76		Small Towns/Countryside	17	20	3.0						
77		Nightclubbing/Dancing	33	18	-14.8						
78		Concert/Play/Musical	19	17	-1.3						
79		Sporting Event	16	15	-1.4						
80		Guided Tours	13	11	-2.2						
81		Cultural / Ethnic Heritage Sites	10	11	0.6						
82		Casinos/Gamble	6	7	0.3						
83		Water Sports	3	4	0.5						
84		Golfing/Tennis	2	3	0.8						
85		Camping/Hiking	3	3	0.1						
86		Environ./Eco. Excursions	2	3	0.5						
87		American Indian Communities	2	2	0.4						
88		Snow Sports	1.2	1.5	0.3						
89		Hunting/Fishing	0.8	1.0	0.2						
90		Other	0.6	1.1	0.5						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
93		Advance Trip Decision Time (mean days)	106	104	-1.6						
94		Advance Trip Decision Time (median days)	90	90	0.0						
95		Prepaid Package	13	12	-1.6						
96		First International Trip to the U.S.	20	17	-3.7						
97		Length of Stay in U.S. (mean nights)	15.4	16.7	1.3						
98		Length of Stay in U.S. (median nights)	10	10	0.0						
99		Number of States Visited (% 1 state)	80	82	1.8						
100		Average Number of States Visited	1.3	1.2	-0.1						
101		Hotel/Motel (% 1+ nights)	81	81	-0.2						
102		Average # of Nights in Hotel/Motel	9.8	11.0	1.2						
103		Travel Party Size (mean # of persons)	1.9	1.8	-0.1						
104		Gender: % Male (among adults)	60	57	-2.7						
105		Household Income (mean average)	\$ 71,339	\$ 73,544	\$2,205						
106		Household Income (median average)	\$ 40,199	\$ 37,426	-\$2,773						
107		Average Age: Female (among adults)	37	40	2.2						
108		Average Age: Male (among adults)	40	41	0.9						
109											

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110	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
111											
112	Regions										
113	South Atlantic		66.90	1,484	60.14	1,018					
114	Middle Atlantic		21.08	468	24.43	414					
115	States										
116	Florida		62.73	1,392	55.82	945					
117	New York		20.41	453	22.86	387					
118	Cities										
119	Orlando		38.56	856	35.33	598					
120	Miami		39.64	880	29.33	497					
121	New York City		20.13	447	22.64	383					
122											
123	Notes:										
124	(1)	2015 arrivals and percent change reflect a combination of additional records counted and market conditions.									
125	(2)	<p><i>Total Travel & Tourism Exports</i> = 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).</p> <p>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</p>									
126											
127											
128	(3)	Percentage-point and percentage changes are based on non-rounded data.									
129											
130	(4)	Only census region, state, and city destinations having a sample size of 400 or more are displayed.									
131											
132	(-)	No estimate available.									
133											
134	(n/a)	Estimate not yet available.									
135											
136	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
137											
138	(r)	Estimate was revised.									
139											
140	(p)	Estimate is preliminary and subject to revision.									
141											
142	Note:	This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html									
143											
144		For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html									
145											
146		Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:									
147		http://travel.trade.gov/research/reports/ifs/customized.asp									
148											
149		Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis									
150											
151		Publication Date: November 2017									