

Lodging (Destination) in Brazil

September 2023

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Lodging (Destination) in Brazil - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hotels show recovery in terms of occupancy, but face challenges in terms of value recovery

Long-term rentals gaining space, facilitated by short-term rental platforms, but still face setbacks

PROSPECTS AND OPPORTUNITIES

As travellers become more connected, the trend in lodging is towards greater investment in media presence and technological tools

Investment in workforce qualification is crucial to keep up with sector's recovery

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Travel in Brazil - Industry Overview

EXECUTIVE SUMMARY

Travel in 2023

Federal programme targeting low-income travellers catches the attention of airlines

Lack of investment and workforce training remains, impairing the performance of hotels

Record number of passenger boardings for both domestic and international trips mark the year for intermediaries

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DISCLAIMER

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