

Travel in Brazil

September 2023

Table of Contents

[Travel in Brazil](#)

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

What next for travel?

MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2018-2023

Table 2 - Surface Travel Modes Online Sales: Value 2018-2023

Table 3 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 4 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 5 - In-Destination Spending: Value 2018-2023

Table 6 - Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Tourism Flows in Brazil](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brazil is becoming a destination for international tourists again due to easing of sanitary restrictions

Business travel is experiencing a revival, and domestic tourism rebounds to pre-pandemic levels

PROSPECTS AND OPPORTUNITIES

Greater use of technology and AI to drive competitiveness and provide more targeted services

Overtourism returns post-pandemic, while tourists are also more open to discovering new destinations

CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2018-2023

Table 8 - Inbound Arrivals by Country: Number of Trips 2018-2023

Table 9 - Inbound City Arrivals 2018-2023

Table 10 - Inbound Tourism Spending: Value 2018-2023

Table 11 - Forecast Inbound Arrivals: Number of Trips 2023-2028

Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2023-2028

Table 13 - Forecast Inbound Tourism Spending: Value 2023-2028

Table 14 - Domestic Trips by Destination: Number of Trips 2018-2023

Table 15 - Domestic Spending: Value 2018-2023

Table 16 - Forecast Domestic Trips by Destination: Number of Trips 2023-2028

Table 17 - Forecast Domestic Spending: Value 2023-2028

Table 18 - Outbound Departures: Number of Trips 2018-2023

Table 19 - Outbound Departures by Destination: Number of Trips 2018-2023

Table 20 - Outbound Tourism Spending: Value 2018-2023

Table 21 - Forecast Outbound Departures: Number of Trips 2023-2028

Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2023-2028

Table 23 - Forecast Outbound Spending: Value 2023-2028

[Airlines in Brazil](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite high airfares, tourists continue to travel and resume international trips
Initiatives for lower domestic fares, while airport reforms are underway in Brazil

PROSPECTS AND OPPORTUNITIES

Flight route offerings are now more predictable

While the cost of tickets is anticipated to remain elevated, the outlook for travel sales is optimistic

CATEGORY DATA

Table 24 - Airlines Sales: Value 2018-2023

Table 25 - Airlines Online Sales: Value 2018-2023

Table 26 - Airlines: Passengers Carried 2018-2023

Table 27 - Airlines NBO Company Shares: % Value 2018-2022

Table 28 - Low Cost Carriers Brands by Key Performance Indicators 2023

Table 29 - Full Service Carriers Brands by Key Performance Indicators 2023

Table 30 - Forecast Airlines Sales: Value 2023-2028

Table 31 - Forecast Airlines Online Sales: Value 2023-2028

Lodging (Destination) in Brazil

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

CATEGORY DATA

Table 32 - Lodging (Destination) Sales: Value 2018-2023

Table 33 - Lodging (Destination) Online Sales: Value 2018-2023

Table 34 - Hotels Sales: Value 2018-2023

Table 35 - Hotels Online Sales: Value 2018-2023

Table 36 - Other Lodging Sales: Value 2018-2023

Table 37 - Other Lodging Online Sales: Value 2018-2023

Table 38 - Lodging (Destination) Outlets: Units 2018-2023

Table 39 - Lodging (Destination) Rooms: Number of Rooms 2018-2023

Table 40 - Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023

Table 41 - Hotels NBO Company Shares: % Value 2018-2022

Table 42 - Hotel Brands by Key Performance Indicators 2023

Table 43 - Forecast Lodging (Destination) Sales: Value 2023-2028

Table 44 - Forecast Lodging (Destination) Online Sales: Value 2023-2028

Table 45 - Forecast Hotels Sales: Value 2023-2028

Table 46 - Forecast Hotels Online Sales: Value 2023-2028

Table 47 - Forecast Other Lodging Sales: Value 2023-2028

Table 48 - Forecast Other Lodging Online Sales: Value 2023-2028

Table 49 - Forecast Lodging (Destination) Outlets: Units 2023-2028

Booking in Brazil

KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible reservations less of a dynamic trend

Tour operators are witnessing the recovery of international tourism

PROSPECTS AND OPPORTUNITIES

AI's role is growing in travel, but the human aspect remains significant

Players increasingly invest in online presence and diversify their offerings

CATEGORY DATA

Table 50 - Booking Sales: Value 2018-2023

Table 51 - Business Travel Sales: Value 2018-2023

Table 52 - Leisure Travel Sales: Value 2018-2023

Table 53 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 54 - Forecast Booking Sales: Value 2023-2028

Table 55 - Forecast Business Travel Sales: Value 2023-2028

Table 56 - Forecast Leisure Travel Sales: Value 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-brazil/report.