

# Booking in Brazil

September 2023

Table of Contents

## Booking in Brazil - Category analysis

### 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 1 - Booking Sales: Value 2018-2023

Table 2 - Business Travel Sales: Value 2018-2023

Table 3 - Leisure Travel Sales: Value 2018-2023

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 5 - Forecast Booking Sales: Value 2023-2028

Table 6 - Forecast Business Travel Sales: Value 2023-2028

Table 7 - Forecast Leisure Travel Sales: Value 2023-2028

## 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

What next for travel?

### MARKET DATA

Table 8 - Surface Travel Modes Sales: Value 2018-2023

Table 9 - Surface Travel Modes Online Sales: Value 2018-2023

Table 10 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 12 - In-Destination Spending: Value 2018-2023

Table 13 - Forecast In-Destination Spending: Value 2023-2028

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### SOURCES

Summary 1 - Research Sources

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