

# BRAZIL REPORT

## JANUARY 2025



**Prepared By:**



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## EXECUTIVE SUMMARY

- Secured opportunities in the Brazilian market and constantly contacted travel, Trade, and media partners with 16 trade and 6 media meetings.

### International Metrics for FY24-25

	2024-2025	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
States AL/KY/LA/MO/ MS/NC/SC/TN/ ROS	Brazil													
	Travel Trade													
	Trade Meetings/Trainings	18	12	6	11	12	16	19						94
	Number of Agents Trained	103	975	343	160	513	0	70						2.164
	PR													
	Media Meetings	7	4	4	3	4	6	12						40
	Number of Articles Published	66	46	16	30	16	20	75						269
	Impressions	12.792.300	2.312.146	895.853	854.112	1.224.749	1.284.870	5.497.553						24.861.583

Meetings with the media, coverage opportunities, media releases, contacts, press trips, earned media valuation, clippings, etc.

### CONTENT DIRECTIONS

[https://drive.google.com/drive/folders/1R4bwE7O3yJNWySI9pBfsMMHvF1wb-l\\_2](https://drive.google.com/drive/folders/1R4bwE7O3yJNWySI9pBfsMMHvF1wb-l_2)

## ii. COMMUNICATION & PR

### News Releases

- Releases and newsletters themed: There is no time like Summer in the South
- The updated coverage book presented high media returns, showcasing Travel South GPP States' best position.

#### COVERAGE BOOK LINK

<https://app.coveragebook.com/29490/books/d12e9f9d3f5e9ca3>

**269**  
Pieces of Coverage

Total number of online, offline and social clips in this book

**15.3M**  
Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social

**2.82B**  
Audience

Combined total of publication-wide audience figures for all outlets featuring coverage

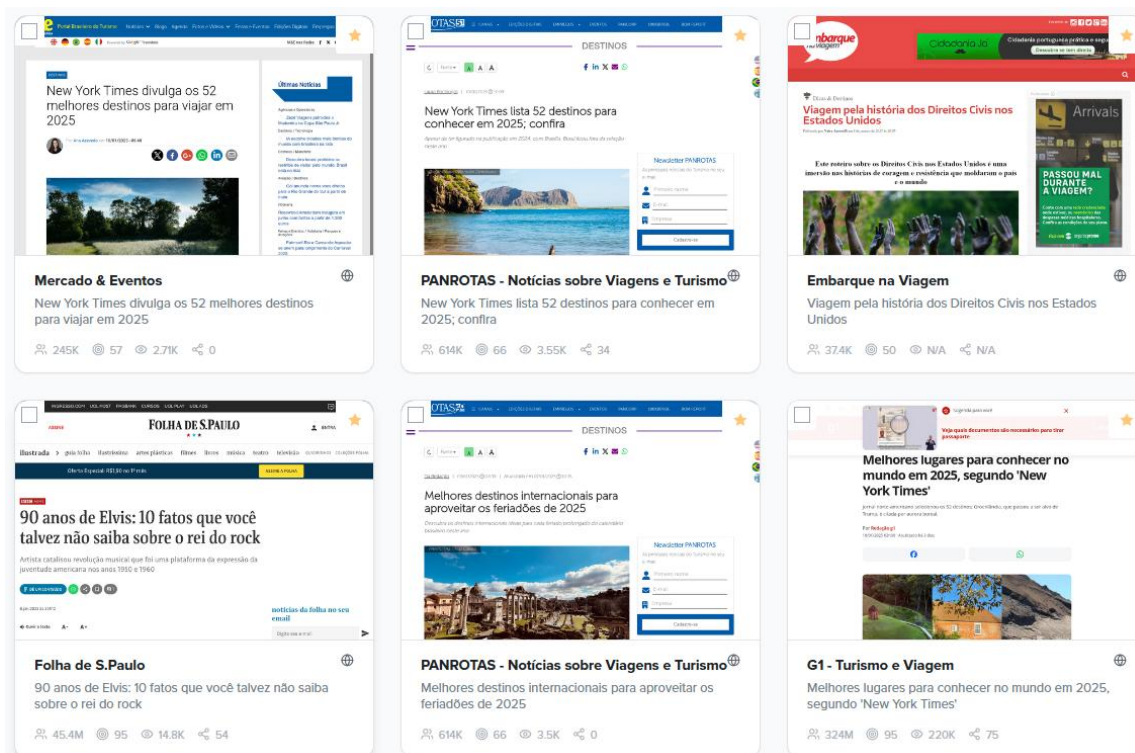
**1.32K**  
Engagements

Combined total of likes, comments and shares on social media platforms

**61**  
Avg. Domain Authority

A 0-100 measure of the authority of the site coverage appears on. Provided by Moz

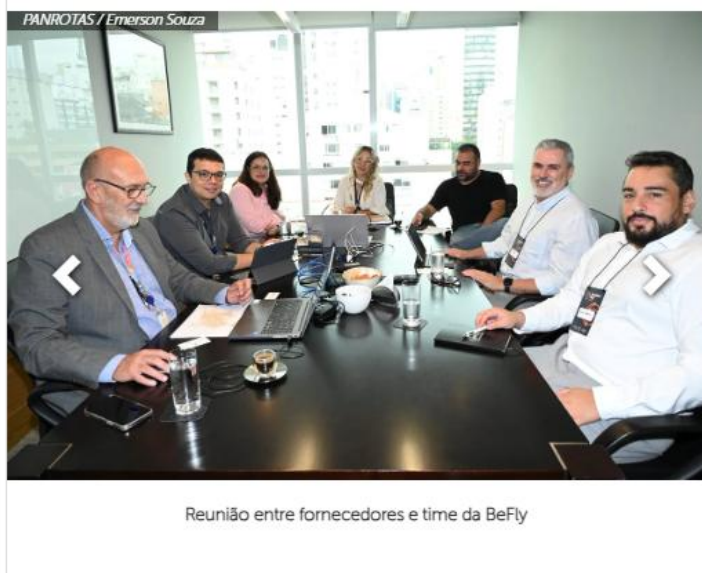
### HIGHLIGHTS:



### III. TRAVEL TRADE

#### Contacts (phone calls, emails, personal meetings) cont.

BeFly Partners week started with our visitation to kick off the meetings and opportunities for the corporate accounts. Presented at the meeting were Queensberry director, product manager, Incentive manager, Flytour Business Travel and Marketing accounts, and JazzSide, a new events and incentive company for the BeFly group.



[https://www.panrotas.com.br/mercado/encontros/2025/01/veja-fotos-do-suppliers-day-evento-da-befly-realizado-em-sao-paulo\\_213753.html](https://www.panrotas.com.br/mercado/encontros/2025/01/veja-fotos-do-suppliers-day-evento-da-befly-realizado-em-sao-paulo_213753.html)

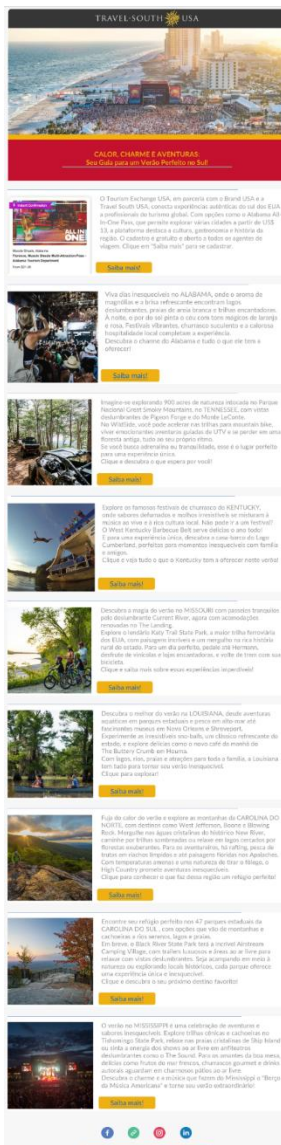
# IV. NEWSLETTER

## Trade Newsletter and Release to travel professionals and Media.

- **Newsletter:** There is no time like Summer in the South! **Press release:** There is no time like Summer in the South!
- Total send: 12.667
- Open rate: **51.30%** Clicks: **1%**

Total send: 1.908 dedicated media.

Open rate: **18,80%** Clicks: **19,79%**



TRAVEL SOUTH USA

Criado em 1980, é a organização oficial de Marketing regional para os 12 estados do Sul dos Estados Unidos. Sua missão é promover, fomentar e encorajar viagens para o dentro dos estados do Alabama, Arkansas, Geórgia, Kentucky, Louisiana, Mississippi, Missouri, Carolina do Norte, Carolina do Sul, Tennessee, Virgínia e West Virginia.

ATUSA é representada no Brasil pela Outlook repp.

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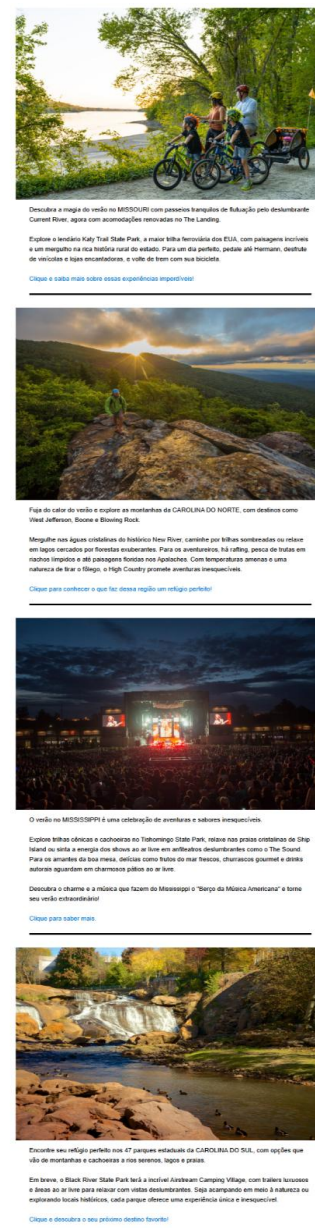
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# V - TRAINING

## ALBAMA TRAINING – São Paulo - SP

Our monthly online event selected Alabama as the perfect destination and showcased TSUSA pillars for an avid group of online travel agents and operators.

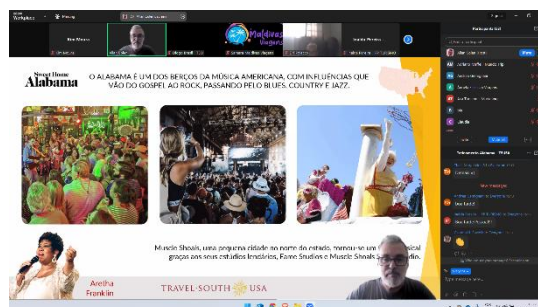
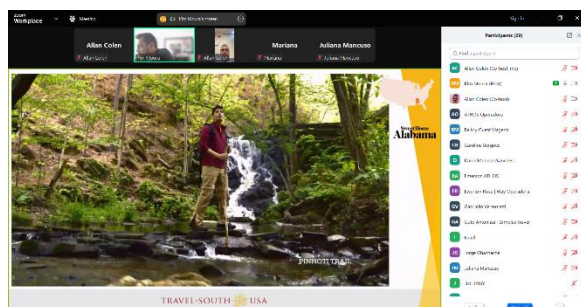
The participants were accompanied with interest, a fresh vision, motivation, and inspiration to sell the destination. We conducted the online training during the day, at two different hours, to accommodate morning or afternoon agents. TSUSA monthly online educational seminar will be held from the end of every month to May and will focus on each GPP partner.

**Goal:** Educate, excite, and inspire the Southern region.

**Date:** JAN 31

**Objectives:** Increase awareness of Brazil GPP destinations.

**Overall Attendance:** 70 online training



## VI - MARKET UPDATE

- Florida Huddle 2025, with participants from around the world gathering in Ocala, a city in central Florida. The event, which takes place at the World Equestrian Center, is the leading fair to promote the state's destinations, products, and services.
- In a pre-opening party session, especially for the press, Visit Florida released the numbers 2024. Florida received 8.86 million overseas visitors in 2024. The result was 9.6% below the numbers of 2019, pre-pandemic when the destination registered 9.8 million tourists, but an increase of 6.6% compared to 2023, when 8.3 million overseas travelers visited Florida.
- Brazil is in the top 3 and will send 1.10 million tourists to Florida in 2024. The number is 6.6% higher than in 2023, when 1.02 million Brazilians visited the Sunshine State.
- Florida received 8.86 million overseas visitors in 2024. The result is 9.6% below the numbers from 2019, pre-pandemic, when the destination registered 9.8 million tourists, but a growth of 6.6% compared to 2023, when 8.3 million overseas travelers visited Florida.
- Brazil, as of 2023, ranked third in 2024. Last year, 1.10 million Brazilians traveled to the Sunshine State. This number represents an 8% increase from 1.02 million in 2023 but is still 16% below the total number of visitors in 2019, pre-COVID.
- The top 10 remained the same as in 2023: Canada in first place, which has not yet released the most updated data. In second place is the United Kingdom, with 1.137 million (not far behind Brazil), showing a 1% drop compared to 2023, which recorded 1.14 million people in Florida.
- Brazil is back - According to Visit Florida's Director of Consumer Analysis, Jacob Pewitt Yancey, Brazil, compared to other countries, was a little slower to recover. According to the expert, this was mainly due to the more significant restrictions Brazilian travelers faced.
- "During the pandemic, there were more restrictions on Brazilians traveling than on visitors from other Latin American countries. Once they were lifted, it took a while for them to return to normal, but we're getting there. I can say that 'Brazil is back, baby'", says Yancey.
- January, February, November, and December - usually the end-of-year vacation periods in Brazil - were the months with the most visits from Brazilians to Florida last year.
- **The luxury travel market** is expected to grow by 15% over the next five years in Brazil
- Luxury consumers, especially those from Generation Z, have prioritized experiences over products, according to a survey by Bain & Company and Altagamma. This is one of the main behaviors of high-income Brazilians for this year, as highlighted by ILTM Latin America in the Annual Luxury Travel Trends Report.
- The survey shows that 81% of participants see travel as a fundamental activity for self-care and personal growth. They are more willing to invest in premium experiences that improve their health and well-being and are life-enriching. These data corroborate Brazil's expected 15% growth in the luxury travel market over the next five years.
- "High-end tourism is seeing travelers become more concerned about sustainability and social responsibility. People are looking to have fewer things and have more stories to tell. Traveling is one of the main moments to experience these things, and that's why our sector



is constantly growing."

- Simon Mayle, director of ILTM Latin America and ILTM North America
- Wellness tourism stands out in luxury
- Wellness has become one of the main focuses of luxury tourists, reflecting a change in the behavior and priorities of these travelers. According to the report, 74% of participants have already incorporated wellness practices into their daily routines, and 54% reported taking trips dedicated exclusively to wellness to repeat the experience.
- For Simon, wellness is one of the pillars growing and diversifying the most in luxury tourism. "People don't want to take a break from their search for physical and mental balance while traveling. On the contrary, they look for destinations, hotels, and activities that offer even more health and wellness than everyday life. Our market has understood this, and we are seeing an increasingly wide range of personalized fitness programs, exclusive spa treatments, mindfulness practices, immersions in nature, and health check-ups, among others", he said.
- Wellness trips with the family are also gaining prominence, with 43% of tourists wanting to include children in experiences that combine relaxation and health. These and other innovations in wellness and other trends will mark the next edition of ILTM Latin America 2025, which will take place at the São Paulo Biennial between May 5 and 8. Travel agents from Latin America and hotels, destinations, and tourism brands worldwide will meet for a three-day business round. The market's growth is directly reflected in the event, which registered a 29% increase in 2023 compared to the previous year, surpassing itself with each edition.
- In 2023, the sector was estimated to be worth around R\$80 billion, with projections to reach R\$130 billion by 2030.
- Brazilian luxury tourists are doubling their budget for these experiences by 2025. On average, they take three international trips annually, staying between 11 and 15 days at their destination.
- The expansion is directly linked to the growth of the luxury consumer class in the country. "In addition to growth, we see a more mature market, with a majority of Brazilians declaring that they are more willing to pay a higher price for sustainable and environmentally friendly travel experiences," highlights Simon.

## FLIGHTS

- **Domestic and international air travel hit record highs in 2024.**
- Latin America closed the year with the highest occupancy rate among the central regions (84.8%).
- The global airline industry closed in 2024 with record passenger demand. Data released by the International Air Transport Association (IATA) reveals that international traffic rose 13.6% and capacity increased 12.8%, while domestic traffic increased 5.7% and capacity increased

2.5%, compared to 2023.

- "2024 made it clear that people want to travel. With demand growth of 10.4%, travel reached record numbers both domestically and internationally. Airlines met this strong demand with record efficiency. On average, 83.5% of all seats offered were filled—a new record, partly attributable to supply chain constraints that limited capacity growth.
- "Willie Walsh, IATA Director General: In December, overall demand grew 8.6% year-on-year, and capacity rose 5.6%. International demand increased 10.6%, and domestic demand increased 5.5%. The load factor reached 84%, a record for the month.
- "Looking ahead to 2025, there is every indication that travel demand will continue to grow, albeit at a moderate pace of 8%, more in line with historical averages." Willie Walsh, IATA Director General Latin America and Brazil Latin American airlines, reported a 14.4% increase in traffic in 2024 compared to the entire year of 2023. Annual capacity increased by 14.3%, and load factor increased by 0.1 percentage point to 84.8%, the region's highest. Demand in December rose 11.3% compared to December 2023.
- In the case of the Brazilian domestic market, demand grew by 4.6%, while capacity increased by 3%. This caused the occupancy rate to advance 1.3 percentage points to 81.9% in the 2024 consolidated.

## Industry News

- **AI regulation and its impact on tourism in Brazil:** With AI on the agenda in Congress, how can regulation affect hotels, airports, and tourism companies?
- Artificial Intelligence (AI) is already transforming the experience of travelers around the world. But what will the real impact be not only on AI but also on the regulation behind it? Leonardo Volpatti, lawyer, political scientist, and specialist in Government Relations for the Tourism and Events sector, wrote a unique article on the subject. In it, Leonardo comments on Bill 2338/2023, which creates a regulatory framework for AI and is already on the agenda as one of the central issues for 2025.
- **"The Impact of Artificial Intelligence Regulation on Brazilian Tourism.** With AI on Congress's agenda, how can regulation affect Brazil's hotels, airports, and tourism companies?
- Artificial Intelligence (AI) is already radically transforming the experience of travelers around the world. From smart hotels to personalized recommendations for itineraries and attractions, AI is creating new ways to interact with destinations and optimize the operations of companies in the sector. Until recently, technology seemed futuristic, and it is already in operation in large hotel chains, airports, and international theme parks. Now, the big question is: how can Brazil position itself in this new global scenario, and how will AI regulation impact tourism?
- Last week, I participated in an immersion in Silicon Valley for the IDP master's in law and Regulation, with training at the Goldman School of Public Policy at the University of Berkeley and Stanford University. The focus was on the impact of AI on the global economy,

regulatory frameworks, and business strategies. What has become clear is that AI is no longer a distant trend but rather an exponentially determining factor for the success and competitiveness of tourism companies in the coming years.

- The Future of Tourism with Artificial Intelligence: Technology is already widely used to improve traveler experience and optimize the management of tourist destinations. In the United States and Europe, AI is present in several aspects of the tourist journey. Platforms such as Booking.com, Google Travel, and Expedia use algorithms to offer increasingly accurate recommendations, considering the user's profile, seasonality, and global trends.
- In the hotel sector, chains such as Hilton and Marriott have already implemented automated check-in and check-out systems, where guests can access their rooms without going to reception, using facial recognition or virtual assistants. Disney and Universal invest in AI in theme parks to optimize queues, predict peak demand, and better distribute visitors within the complexes.
- In China, Alibaba's FlyZoo Hotel has taken this automation to another level, operating practically without receptionists. Check-in and door opening are done through facial recognition, and services are provided by robots and AI assistants, eliminating human contact at various stages of the stay.
- In addition to the tourist experience, destinations and governments are using AI to optimize the management of large visitor flows. In Barcelona, the city government implemented AI-based systems to predict and manage tourist movement, reducing environmental impacts and improving urban infrastructure. Similar models like Venice and Paris are already being studied for high-volume destinations.
- In light of these global transformations, Brazil must keep up with this evolution to not lose its competitiveness in international tourism. The country is one of the destinations that international travelers seek the most. Adopting AI can improve the visitor experience and make business operations more efficient and profitable.
- **AI Regulation in Brazil and its Impact on Tourism:** With all these technological advances, regulating Artificial Intelligence in Brazil has become a priority issue for the federal government and the National Congress. Bill 2338/2023, which creates a regulatory framework for AI, is on the agenda as one of the central items for 2025.
- The topic has gained even more relevance following the recent election of Senator Davi Alcolumbre as President of the Senate and Congressman Hugo Motta as President of the Chamber of Deputies. Both parliamentarians are interested in accelerating the processing of this bill, given the international pressure and the need to create a safe regulatory environment for companies and investors in Brazil.
- The proposed bill provides rules for the risk classification of AI systems, requiring transparency and responsibility in the use of technology. In the tourism sector, this could directly impact booking platforms, virtual assistants, chatbots, and recommendation algorithms, which must follow ethical and transparent criteria for processing consumer data.
- Regulation may also affect automation in the hotel and airport sectors, requiring companies to adopt stricter governance and cybersecurity standards when using technologies such as facial recognition and AI-based service personalization.

- While regulation is necessary to ensure safety and ethics in the use of technology, it cannot be an obstacle to innovation. Brazil's challenge will be to create a regulatory framework that encourages the development of AI in tourism rather than hindering its implementation. Governments and companies must dialogue to balance innovation, data protection, and legal certainty.
- **AI and tourism: What will Brazil's path be?** Artificial Intelligence is reshaping global tourism, making experiences more personalized, reducing operating costs, and increasing the efficiency of hotels, theme parks, and airports. Brazil needs to accelerate the adoption of these technologies and keep up with AI regulations, ensuring that the national tourism sector remains competitive internationally.
- Whether through modernizing airports, personalizing the traveler experience, or automating hotel services, AI is no longer a differentiator but an essential element for the new tourism economy. Companies and destinations that can adapt quickly to this transformation will be ahead of the market in the coming years.
- The future of tourism is digital, automated, and personalized. Will we lead this change or continue to fill out forms at reception?

## VI - ACTIONS

### 1. Newsletter, Press Kits, and Press Releases

Click here for the [Editorial Calendar](#).