

# BRAZIL REPORT

## FEBRUARY 2025



**Prepared By:**



**Rua Frei Caneca, 996 – 153 / Sao  
Paulo / SP / Brazil / 01307-002**

**P +55 (11) 98899-1551**

**ALLAN COLEN**, *Tourism Director*  
[allan@outlookreps.com](mailto:allan@outlookreps.com)

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## EXECUTIVE SUMMARY

- Secured opportunities in the Brazilian market and constantly contacted travel, Trade, and media partners with 64 trade and 22 media meetings.
- Travel South USA Brazil Mission: Excellent appointments in Rio de Janeiro and Sao Paulo (more than 60 Travel Trade meetings and over 20 media appointments).
- Global Week in Louisville, Kentucky: Five journalists have been confirmed to attend, with Kim attending as a representative. Flights are set. We are gathering travel insurance certificates from the journalists.

### 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	64					158
	Number of Agents Trained	103	975	343	160	513	0	70	60					2,224
	PR													
	Media Meetings	7	4	4	3	4	6	12	22					62
	Number of Articles Published	66	46	16	30	16	20	75	78					347
	Impressions	12,792,300	2,312,146	895,853	854,112	1,224,749	1,284,870	5,497,553	5,326,646					30,188,229

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: Avoid the crowds – Savvy Traveler Tips
- 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>

347

Pieces of Coverage

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

20.6M

Estimated Views

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

2.86B

Audience

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

1.54K

Engagements

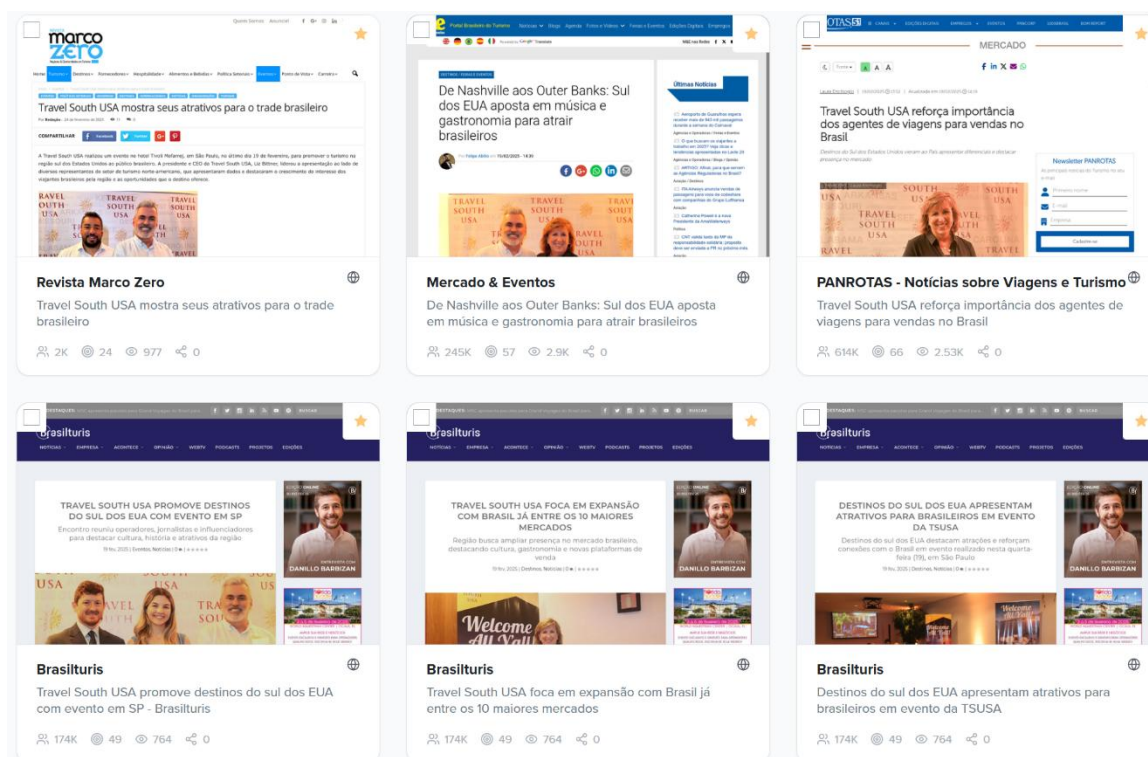
Combined total of likes, comments and shares on social media platforms

60

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.

- Met with Brand USA to align new ideas and guidelines, focusing on the Travel South USA states. Additionally, we will participate in specialized training sessions in collaboration with Brand USA to enhance our expertise in these key destinations.
- The **Travel South USA Brazil Mission 2025** occurred in Rio de Janeiro and São Paulo from February 17th to 20th, 2025. The mission aimed to strengthen relationships with Brazilian journalists, travel agents, and tour operators, showcasing the region's unique cultural and tourism offerings. The agenda included networking events, media presentations, market overviews, and one-on-one trade meetings, with live music entertainment from Super Chikan, adding an authentic touch of the South.
- The **Brazil Mission 2025** was a strategic initiative to reinforce TSUSA's presence in the Brazilian market, leveraging key industry relationships, media exposure, and trade engagement. Brazil remains a priority international market for the Southern U.S., with Brazilian travelers showing strong demand for cultural experiences, music-driven itineraries, gastronomy, and luxury travel.
- This mission provided a multi-faceted approach to deepening TSUSA's market penetration, focusing on three key elements: **Trade Relations:** Exclusive one-on-one meetings with top-tier Brazilian luxury travel agencies and tour operators in Rio de Janeiro and São Paulo. **Media Strategy:** Engagement with leading travel and lifestyle journalists, generating coverage that will resonate with affluent Brazilian travelers. **Cultural and Experiential Branding:** The infusion of authentic Southern culture, highlighted by Super Chikan's performances, reinforced TSUSA's positioning as a destination offering immersive and rich cultural experiences.

#### Key highlights included:

- Exclusive workshops and meetings with luxury travel agents, tour operators, and journalists.
- Market presentations by TSUSA President & CEO, Liz Bittner.
- Live cultural entertainment featuring Super Chikan, presented by Visit Mississippi.
- Brazil Travel & Tourism update from the U.S. Consulate in São Paulo.
- Sounds & Flavors of the Sound Reception to deepen relationships with key partners in Brazil.
- The mission also addressed market intelligence by featuring insights from the U.S. Consulate in São Paulo and a Brazilian market overview by Diversa Turismo. These sessions provided a deeper understanding of evolving consumer preferences, economic influences on travel, and key opportunities for TSUSA destinations to increase visitation from Brazil.



- **Key takeaways from the Brazil Mission 2025:**
- Demand for immersive, experience-driven travel continues to grow among Brazilian consumers, favoring destinations that offer authenticity, history, and cultural richness.
- Luxury travel remains a key segment, with high-end agencies and tour operators actively seeking unique itineraries in the Southern U.S.
- Networking events and direct engagement with media and trade professionals proved essential in strengthening relationships and ensuring sustained promotional efforts.
- Brazil's economic stability and currency fluctuations influence outbound travel, but interest in the U.S. remains strong, particularly for destinations offering value-added experiences.
- TSUSA's presence in the Brazilian market continues to expand, and this mission successfully reinforced the region's visibility. Moving forward, the focus will be on leveraging media exposure, nurturing trade partnerships, and adapting marketing strategies to align with Brazilian consumers' evolving travel behaviors.







# V - TRAINING

## LOUISIANA Online TRAINING – São Paulo - SP

Our monthly online event featured Louisiana as the perfect destination, highlighting TSUSA pillars for an engaged group of travel agents and tour operators. Participants showed great interest, gaining fresh insights, motivation, and inspiration to sell the destination.

To accommodate different schedules, we conducted two training sessions at different times of the day. Additionally, we included an interactive quiz in both sessions, testing participants' knowledge with questions about Louisiana, further enhancing their learning experience.

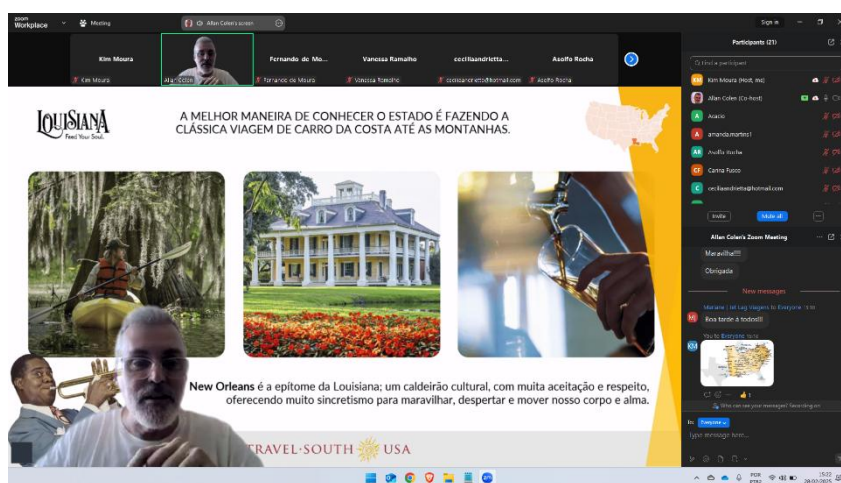
The TSUSA monthly online educational seminar will continue through May. It will focus on each GPP partner and strengthen destination awareness among industry professionals.

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

**Date:** FEB 28

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

**Overall Attendance:** 60 online training





## VI - MARKET UPDATE

- The United States government is considering closing several consulates abroad, including in Europe and Brazil, as part of a cost-cutting drive by President Donald Trump, as reported by the newspaper O Globo.
- A list was shared with the US Congress, citing representations that should be closed, including consulates in Florence (Italy), Strasbourg (France), Hamburg (Germany),
- and Ponta Delgada (Portugal). According to the New York Times, a consulate in Brazil is also expected to close.
- In addition, the consulate in Gaziantep, Turkey, which supports humanitarian work in Syria, is also on the list of possible closures.
- These actions reflect the Trump administration's "America First" policy, which seeks to reduce spending abroad and reassess the US's role on the international stage.

### FLIGHTS

- **Increase in Airfare and Accommodation Prices During Carnival 2025:**
- A recent Onfly study revealed a significant rise in airfare and accommodation prices during Carnival 2025, highlighting the strong demand for travel during this period. Compared to 2024, the average airfare for the most frequently visited cities saw a 95.5% increase, impacting travelers mainly from São Paulo, Belo Horizonte, Campinas, Curitiba, and Rio de Janeiro.
- On a national level, the average airfare increased by 18%, rising from R\$ 937.00 to R\$ 1,106.00. Additionally, corporate travel bookings dropped by 65.2% for the week of Carnival compared to the previous week, reinforcing the trend of reduced business travel due to soaring costs.
- The study also found that, when comparing airfares from the week before Carnival, there was an average increase of 73.7% compared to 2024. Bus fares also surged, with an average increase of 54.4%, although some cities experienced price drops during the holiday period.
- **Accommodation Prices: A Surge in Popular Destinations**
- The hospitality sector followed a similar trend, with significant price hikes in the most sought-after Carnival destinations. Rio de Janeiro saw a 104.9% increase in average hotel rates during Carnival week, reaching R\$ 785.13 per night. In São Paulo, hotel rates rose by 15%, hitting R\$ 424.36 per night.
- Conversely, cities such as Belo Horizonte and Campinas experienced drops in average accommodation prices, with 42.1% and 56.3% reductions, respectively. This trend may indicate a shift in tourist demand toward Brazil's main Carnival hubs.
- **Increase in International Travel to Brazil**
- Another key finding was the growth in international travel to Brazil for Carnival. In 2024, 4.5% of tickets issued for the country's main Carnival destinations came from abroad, while in 2025, this percentage increased to 6.3%, marking a 40% growth in inbound travel.
- The Onfly study analyzed booking data from its platform, considering reservations made at least 23 days in advance. The 2025 Carnival period analyzed was from March 1 to March 5, with comparisons based on the seven days leading up to the event and the 2024 Carnival period.
- These findings emphasize the significant impact of Carnival on the tourism industry, showing how price fluctuations influence travel decisions, particularly for corporate and international travelers.

## Industry News

- ETIAS: European visa will not be launched in the first half of 2025
- The European Union has announced that ETIAS, a document that will allow visa-exempt citizens to enter a territory within the EU, upon payment of a fee of 7 euros, for stays of up to 90 days, will not be launched in the first half of 2025, as had been speculated last year.
- The EU has not confirmed the exact date for the start of the implementation of ETIAS, but it will happen at least six months after the implementation of the EES, which should also be postponed. The authorization will be linked to the traveler's passport and will be valid for three years, or until the passport expires (whichever comes first).
- In total, 1.4 billion people from more than 60 countries, including Brazil, who are eligible to travel to EU/Schengen Area countries without having to obtain a short-stay visa, will be required to apply for a travel authorization online before any trip to approximately 30 European countries.
- The European Union has been working on this electronic entry authorization, called the European Travel Information and Authorization System (ETIAS), since 2016 to increase security in Europe by being aware of who is arriving in advance.
- "The launch of ETIAS will be followed by a transition period of at least six months. This means that tourists traveling during this period must already apply for travel authorization, but those who do not have one will not be refused entry, as long as they meet all remaining entry conditions."
- EU Directorate-General for Migration and Home Affairs
- Which countries will adopt the EES/ETIAS?
- Brazilians do not need a visa to enter Europe but will have to use the EES and ETIAS when they are implemented. Around 30 countries will adopt the systems, with arrivals and departures present in European records. However, payment of the "visa" will only be adopted as a requirement once the EES is operational.
- Germany / Austria / Belgium / Bulgaria / Croatia / Czech Republic / Denmark / Slovakia / Spain / Estonia / Finland / France / Netherlands / Hungary / Iceland / Italy / Latvia / Liechtenstein / Lithuania / Luxembourg / Malta / Norway / Poland / Portugal / Romania / Sweden / Switzerland

## VI - ACTIONS

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

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