

# BRAZIL REPORT

## MARCH 2025

TRAVEL  
SOUTH  
USA



**Prepared By:**

**Outlook**  
— R E P S —

**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)

# Table of Contents

I EXECUTIVE SUMMARY .....3

ii. COMMUNICATION & PR ..... 4

III. TRAVEL TRADE ..... 5

IV. NEWSLETTER ..... 6

V – MARKET UPDATE..... 8

VI - ACTIONS ..... 10

## EXECUTIVE SUMMARY

- Secured opportunities in the Brazilian market and constantly contacted travel, Trade, and media partners with 23 trade and 13 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	<b>Brazil</b>													
	Travel Trade													
	Trade Meetings/Trainings	18	12	6	11	12	16	19	64	23				<b>181</b>
	Number of Agents Trained	103	975	343	160	513	0	70	60	149				<b>2.373</b>
	PR													
	Media Meetings	7	4	4	3	4	6	12	22	13				<b>75</b>
	Number of Articles Published	66	46	16	30	16	20	75	78	48				<b>395</b>
	Impressions	12,792,300	2,312,146	895,853	854,112	1,224,749	1,284,870	5,497,553	5,326,646	2,189,250				<b>32,377,479</b>

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)

## COMMUNICATION & PR News Releases

- Releases and newsletters themed: Instagram-able Spots
- 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>

395

Pieces of Coverage

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

22.8M

Estimated Views

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

3B

Audience

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

1.66K

Engagements

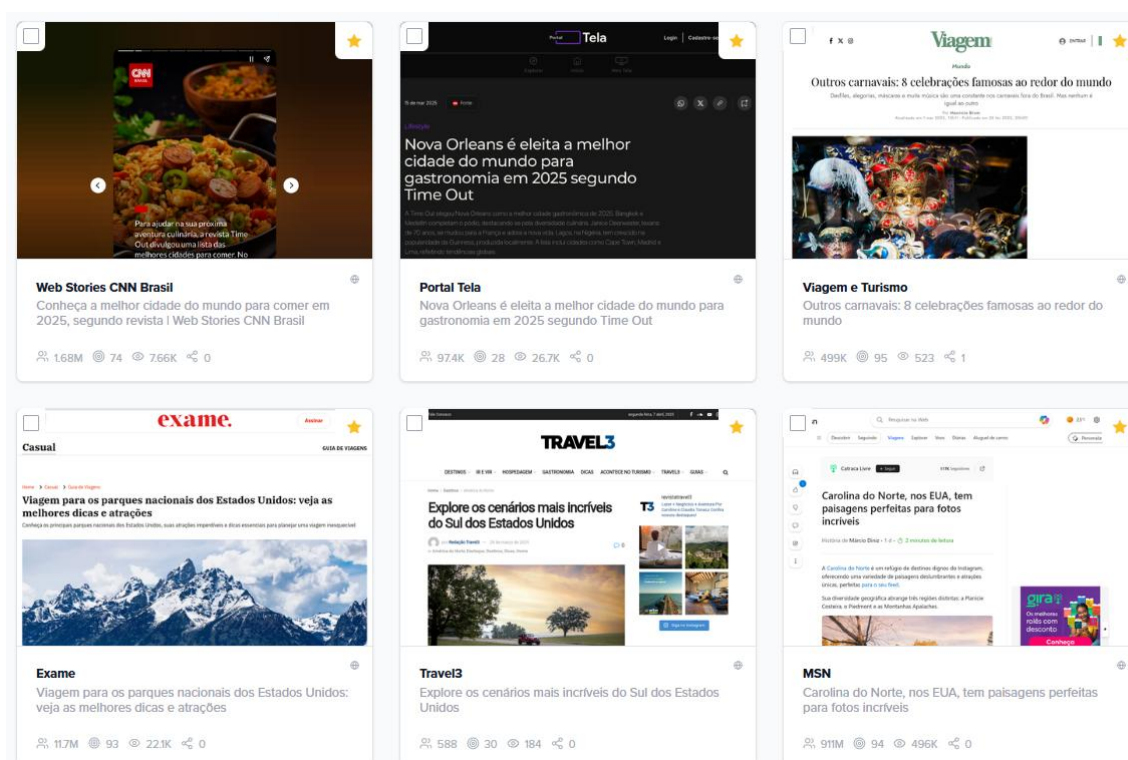
Combined total of likes, comments and shares on social media platforms

60

Avg. Domain Authority

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

## HIGHLIGHTS:



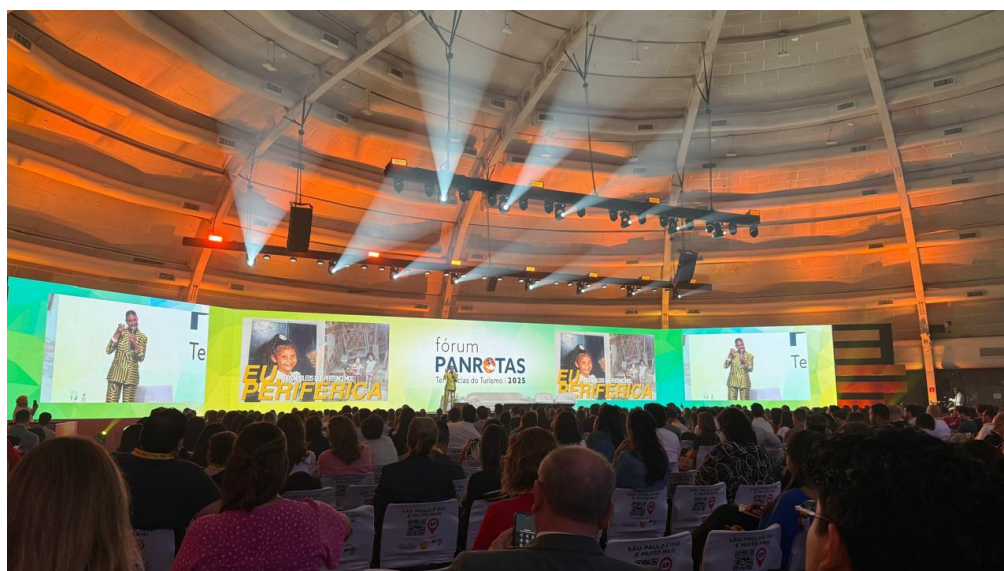
## III. TRAVEL TRADE

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

We participated in Fórum PANROTAS, Brazil's leading tourism event, to strengthen Travel South USA's presence in this key international market. The event provided valuable opportunities to align strategies with tour operators, travel agents, and travel journalists, reinforcing the Southern U.S. as a top destination for Brazilian travelers seeking culture, music, gastronomy, and authentic experiences.

PANROTAS Forum is a strategic opportunity for tourism professionals and brands looking to stand out in the competitive Brazilian market. The event brings together industry leaders and decision-makers, fostering high-level networking and offering valuable insights into trends, innovation, consumer behavior, and sustainability. For international destinations and companies, it is a powerful platform to increase visibility, strengthen relationships with the local trade, and align strategies focused on Brazilian travelers.

#### Key highlights included:





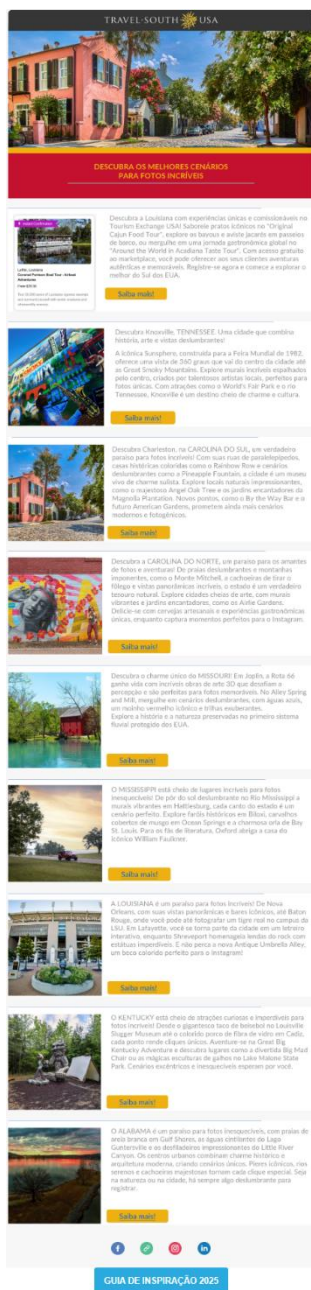
**Trade Newsletter and Release to travel professionals and Media.**

- **Newsletter:** Instagram-able Spots
- Total sent: 12.534
- Open rate: **27.09%** Clicks: **0.4%**

## Press release: Instagram-able Spots

Total dedicated media: 2.001

Open rate: **21,95%**      Clicks: **16,55%**



Daqui, a Kinross, **TRIPASSAGE**. Uma cidade que combina história, arte e vistas deslumbrantes! A Kinross Sculpture, construída para a Feira Mundial de 1962, oferece uma vista de 360 graus que vai do centro da cidade até as Great Smoky Mountains. Repara muralis herbais espatulados pelo centro, orações por talentosos artistas locais, painéis para todos os níveis. Com atrações como o World's Fair Park e o rio Tennessee, Kinross é um destino cheio de charme e cultura.



Descubra Churubusco, na CAROLINA DO SUL, um verdadeiro paraíso para fotógrafos! Com suas ruas de paralelepípedos, casas históricas coloridas como o Rainbow Row e ruas cheias de lanternas como a Phippsburg, Churubusco é, além de um município vivo e cheio de vida, Epitome local natural impressionante, com o majestoso Angel Oak Tree e os jardins encantados na Magnolia Plantation. Não se esqueça, como o By the Way Bar e o Azalea American Garden, com suas alças para fotografar montanhas e florestas locais.



Descubra a GARCILHA DO NORTE, um paraíso para os amantes das vistas e aventuras! Das praias deslumbrantes a montanhas imponentes, como o Morro Mitchell, a cachoeiras de tirar o fôlego e vistas panorâmicas incríveis, o estado é um verdadeiro tesouro natural. Explore trilhas cheias de vida, com murais vibrantes e jardins encantadores, como o Afro Gardens. Delicie-se com viagens repletas de experiências gastronômicas únicas, enquanto captura momentos perfeitos para o Instagram.



Descubra e chame Unão do MISSOURI! Em Joplin, a Rota 66 ganha vida com intervenções de arte 3D que desafiam a percepção e são perfeitas para fotos incríveis. No Alley Spring and Mill, mergulhe em cânions deslumbrantes, com águas azuis, um morfo vermelho icônico e trilhas esculpidas. Explore a história e a natureza preservadas no primeiro sistema fluvial protegido dos EUA.



O MISSISSIPPI está cheio de lugares incríveis para fotos nasqu shore! De pôr do sol das lanternas no Rio Mississippi a music sessions em Hattiesburg, cada canto do estado é um cenário perfeito. Explore todos os lugares em Biloxi, caminhe ao longo do rio em Ocean Springs e a charmosa vila de Bay St. Louis. Para os fãs de literatura, Oxford abriga a casa do famoso William Faulkner.



A LAFAYETTE é um pouco mais litorânea também! De Nova Orleans, com suas vistas paradisíacas e belas igrejas, até Baton Rouge, onde está grande sua população e alguns dos melhores de LSU. Em Lafayette, você se torna parte da cidade em um ritmo intenso, enquanto Shreveport homenageia lendas do rock com estátuas imponentes. E não falta a nova *French Quarter* Atty, com lojas e restaurantes de primeira linha.



O KENTUCKY não é um dos estados mais turísticos dos Estados Unidos. Desde o gigantesco lago de boia-bóia no Louisville Slugger Museum até o colando porco de loba de vidro em Cadiz, cada ponto turístico oferece histórias. Aventure-se na Great Big Kentucky Adventure e descubra lugares como o clássico Big Mad Creek ou as magníficas paisagens de galinhas no Lake Meade River.



O ALARÁMA é um pequeno povoado insuspeito, composto de duas ruas em Gulf Stream, as águas cristalinas de Lago Guantánamo e os deslumbrantes impressionantes de Little River Canyon. Os carros urbanos deixam a trilha histórica a angustiar a modernidade, oferecendo pedras únicas. Planos futuros, não seremos e não seremos maiores, mas cada clique apanha. Seja na natureza ou na cidade, há sempre algo deslumbrante para registrar.



Criado em 1885, é a organização oficial de Motoring regional para os 12 estados do Sul dos Estados Unidos. Geo Misto é promover, fomentar e encorajar viagens para e dentro dos estados do Alabama, Arkansas, Geórgia, Kentucky, Louisiana, Mississippi, Missouri, Carolina do Norte, Carolina do Sul, Tennessee, Virginia e West Virginia.

# V - TRAINING

## VMZ – Ribeirão Preto – SP

A training workshop with multiple sessions and presential participants showcased TSUSA's news focused on GPP partners. VMZ is expanding to other US regions besides Orlando.

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

**Date:** MAR 18

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

**Overall Attendance:** 45 in-person training



## South Carolina Online TRAINING – São Paulo - SP

Our monthly online event featured South Carolina 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 times other than the standard day.

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

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

**Date:** MAR 28

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

**Overall Attendance:** 104 online training

A CAROLINA DO SUL É UM PARAÍSO PARA OS AMANTES DO ESPORTE E ATIVIDADES AO AR LIVRE.

Os esportes aquáticos também são populares. Myrtle Beach e Hilton Head Island oferecem ótimas condições para surfe, jet ski, parasail e paddleboarding.

TRAVEL SOUTH USA

## VI - MARKET UPDATE

- **The role of social media in travel purchases by Brazilians:**
- Brazilians are naturally internet users. They like, share, comment, subscribe to channels, swipe up, and are at the top of the rankings for using the world's leading social networks. All this digitalization directly impacts consumers, and consequently, it transforms industries. Retail, financial services, education, telecommunications, and technology are among the economic sectors most significantly affected by the era of connectivity. Tourism is also at this level. The travel industry in the country is becoming increasingly digital and socially influenced every year, with social networks playing a leading role in travelers' decisions and journeys. Most Brazilian tourists say they are influenced by digital influencers, and their habit of accessing the site multiple times a day increases the viewing of the content created.
- This is addressed in another study conducted by TRVL Lab, a travel market intelligence laboratory affiliated with PANROTAS and Mapie. These companies share the purpose of continually investigating tourism and contributing to its development through relevant content and market analysis. More than 420 Brazilians who had traveled leisurely at least once in the last 12 months were interviewed. Their answers suggest relevant paths for professionals in the travel and tourism industry to understand online consumer behavior related to tourism in the country. The power of influencers, the most popular social networks, favorite travel brands, emotional connection, conversion triggers, the sales process, the most searched destinations on social networks, and much more.
  1. Social media plays a leading role in the decision-making process and journey of travelers in Brazil.
  2. Instagram is influential, but YouTube is not far behind. Facebook is losing ground as TikTok gains more users of different ages.
  3. Digital influencers play a decisive role for most Brazilian travelers. Since most of them access social media multiple times a day, the behavior of influencers increases the frequency with which they view the content they create.
  4. Emotional connection: almost 85% of those interviewed believe that their profiles accurately reflect their real identity, reinforcing the reliability of their shared narratives in these environments.
  5. The primary drivers of travel conversion are attractive promotions, discounts, partnerships, and influencer advertising. However, not just any content makes an impact. They must be visually well-produced, and photos and short videos are preferred.
  6. Eight out of ten Brazilian internet users follow tourism brands and companies on social media. This means that the digital presence of destinations, hotels, attractions, and restaurants is desirable and essential to remain competitive and relevant.
  7. To play the social media game, you need to invest, and the brands most followed by Brazilian travelers are national and international giants, especially those that mediate sales.
  8. Expectation vs. Reality: The expectations created in the digital environment are reflected in the reality of travel, with more than half of Brazilians considering that their experience was very accurate about what was shown on social media. This reinforces the importance of transparency in campaigns and the focus on the quality of actual delivery.
  9. The process does not end at the top of the funnel. Almost half of those interviewed sought more information through social media and explored related profiles, using search engines to validate information.



## TRAVEL PROFILE

- Over the last 12 months, most travelers have taken 2 to 3 leisure trips, and 54.42% report not having taken any international trips during this period. Regarding the most common configuration of these trips, 46.54% travel accompanied by their spouses and children under 18, while 24.82% travel only with their spouse.

## USE OF SOCIAL MEDIA

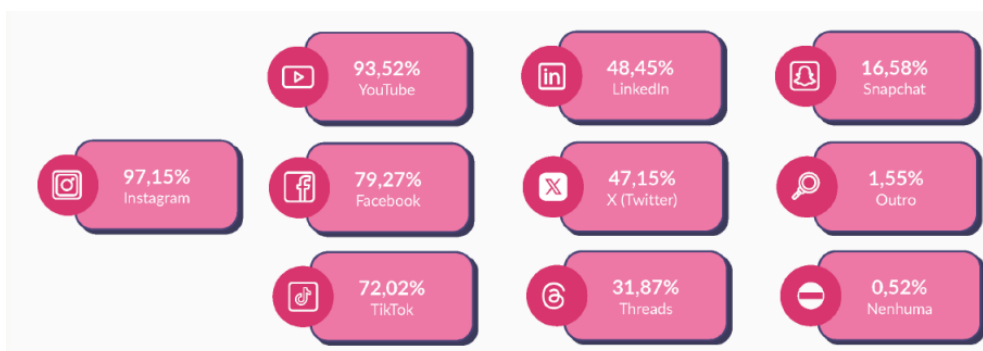
- Instagram, YouTube, Facebook, and TikTok are the networks most used by travelers interviewed. Regarding access to networks and the reflection of reality, most people access social media several times a day and believe that their profiles accurately reflect who they are in real life. Regarding the frequency of posts, 25.07% post daily and 22.72% every 2 or 3 days.

## INFLUENCE OF SOCIAL MEDIA ON TRAVEL

- Most travelers prefer to follow promotions from travel companies on social media and report recognizing the accounts as a reliable source of information. Therefore, credibility on social media is a crucial differentiator. Companies that invest in informative and transparent content gain the public's trust and boost engagement.

## EXPECTATION VS. REALITY:

- Regarding the experience, most travelers consider it very similar or extremely accurate to what was portrayed on social media. This reinforces the impact of authentic marketing. When the real experience aligns with the expectations created online, satisfaction increases, and the likelihood of spontaneous recommendations rises significantly.



## FLIGHTS

- The International Air Transport Association (IATA) released data on the global passenger transport sector in February 2025, highlighting a 2.6% increase in total demand, a 2% increase in total capacity, and a 0.4 percentage point increase in the load factor to 81.1%.
- International demand increased by 5.6% compared to February 2024, while capacity rose by 4.5% year-over-year, and the load factor reached 80.2% (+0.9 percentage points). Domestic demand, in turn, declined by 1.9%, while capacity decreased by 1.7% year-over-year. The load factor reached 82.6% (-0.2 ppt).
- "Although traffic growth slowed in February, much of this can be attributed to factors such as the leap year and the Lunar New Year, which fell in January rather than February last year." February traffic reached an all-time high, and the number of scheduled flights will continue to increase in March and April. However, we need to keep an eye on developments in North America, which have seen domestic and international traffic declines. Willie Walsh, IATA Director General.

- Latin American airlines, in turn, experienced a 6.7% year-over-year increase in demand. Capacity increased by 9.9% year-over-year, while the load factor reached 81.7% (- 2.5 percentage points). In the Brazilian domestic sector, demand increased by 8%, capacity by 4.1%, and occupancy by 2.9 p.p. to 80.3% in the month.

## Industry News

- **Tourism on the rise: A resilient sector even with a slowing economy**
- The Brazilian economy has demonstrated robust growth, with a rate of around 3.5%, surpassing the initial forecast of approximately 2% at the beginning of last year. In 2024, according to the IBGE, the industry grew by 3.1%, services also rose by 3.1%, and retail trade recorded a 4.1% increase in sales. Unemployment reached the lowest level in the IBGE's historical series, at 6.2%. Furthermore, as inflation remained under control for most of last year, with more substantial pressure only in the previous few months, workers' disposable income reached the highest recorded level: R\$1.32 trillion. This value represents a 7.6% growth after inflation is taken into account, meaning an additional monetary amount of almost R\$100 billion. With this increase in income, providing greater security, consumers took advantage of the wide range of credit available on the market. According to the Central Bank, loans – financing obtained from the financial system – grew 10% in real terms last year.
- **HIGH INTEREST RATES TO CONTAIN PRICES**
- However, with the heated demand, there is natural pressure on prices, especially for services. To contain this movement, the Central Bank raised the introductory interest rate, the SELIC, which had been at 10.50% in mid-2000 and was subsequently brought to a level close to 15% per year. This increase directly impacts the speed of expansion of the Brazilian economy. Given this scenario, there is a consensus that GDP growth will slow down in the second half of this year, as high interest rates make investments and installment purchases more difficult. However, the tourism sector should continue to expand. To illustrate this trend, according to a 2024 survey by FecomercioSP, companies in the tourism sector reported revenues of R\$207 billion, a record in the historical series that began in 2011, adjusted for inflation. Except for road passenger transportation, all segments recorded an increase in revenue last year, with a notable emphasis on vehicle rental (10.7%), accommodation (7.7%), and air passenger transportation (3.5%). Although tourism still accounts for a relatively small portion of the Brazilian economy, its potential is substantial. For comparison purposes, commerce generates around R\$3 trillion annually. Another relevant indicator is the ratio of passengers transported in domestic aviation to the population. In Brazil, this ratio is 0.43, while in the United States, it is 2.4; in Russia, it is 3.68; in Australia, it is 2.6; and in Argentina, it is 0.66. With limited supply and growing demand, the trend is for prices to rise. According to the IBGE, the average cost of accommodation in the country rose 10% in the 12 months to January, more than double the average inflation for the period, which was 4.56%. Looking ahead, an increase in the supply of tourism services is expected, driven by the expansion of traditional cities in this sector. João Pessoa (PB) receives over R\$1 billion in investments in resorts and a water park. In the interior of São Paulo, a R\$2 billion theme park will house the largest roller coaster in Latin America. In Gramado, RS, a French chain is investing over R\$1 billion in a new venture. In addition to these investments in accommodation and leisure, infrastructure works, such as the southern bypass of the Tamoios Highway – completed last year and reducing travel time to São Sebastião (SP) by 30 minutes – facilitate access to tourist destinations and boost new business in the sector. The significant volume of investments throughout the country demonstrates confidence in the national tourism market. FecomercioSP maintains an optimistic outlook and projects a new revenue record for 2025, estimated at R\$215 billion, representing a 3.8% growth, already on a high comparison basis. Tourism spending is primarily planned. For 2025, many companies and families have already organized events, fairs,

congresses, and trips, taking advantage of the good economic and income situation to pay their commitments in advance. It is worth noting that, in December 2024, the formal labor market registered 47.2 million people with formal employment contracts, representing a 1.7 million increase compared to the same period in the previous year. This means that more people will take vacations, and a significant portion of them should choose to travel, whether by bus, car, or plane, contributing to the growth of national tourism. Furthermore, the high dollar makes international travel less accessible, encouraging domestic tourism. Tourism continues to rise. Therefore, the tourism scenario in Brazil is promising. With record revenues and investments in expansion, even in the face of the impact of high interest rates, Brazilians' ability to pay and credit availability still make travel viable for different income profiles. Thus, Tourism is consolidating itself as one of the highlights of the Brazilian economy, serving as an essential driver for job generation and income growth. The growth cycle of the sector tends to be long and joyous.

## VI - ACTIONS

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

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