

BRAZIL REPORT

APRIL 2025

TRAVEL
SOUTH
USA

Prepared By:

Outlook
— R E P S —

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Table of Contents

I EXECUTIVE SUMMARY3

ii. COMMUNICATION & PR 4

III. TRAVEL TRADE 5

IV. NEWSLETTER 6

V – MARKET UPDATE..... 8

VI - ACTIONS 9

EXECUTIVE SUMMARY

- Secured opportunities in the Brazilian market and constantly contacted travel, Trade, and media partners with 14 trade and 24 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	64	23	14			195
	Number of Agents Trained	103	975	343	160	513	0	70	60	149	88			2,461
	PR													
	Media Meetings	7	4	4	3	4	6	12	22	13	24			99
	Number of Articles Published	66	46	16	30	16	20	75	78	48	51			446
	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	1,986,402			34,363,881

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

COMMUNICATION & PR

News Releases

- Releases and newsletters themed: Eating your way through 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>

451

Pieces of Coverage

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

24.9M

Estimated Views

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

3.01B

Audience

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

2.55K

Engagements

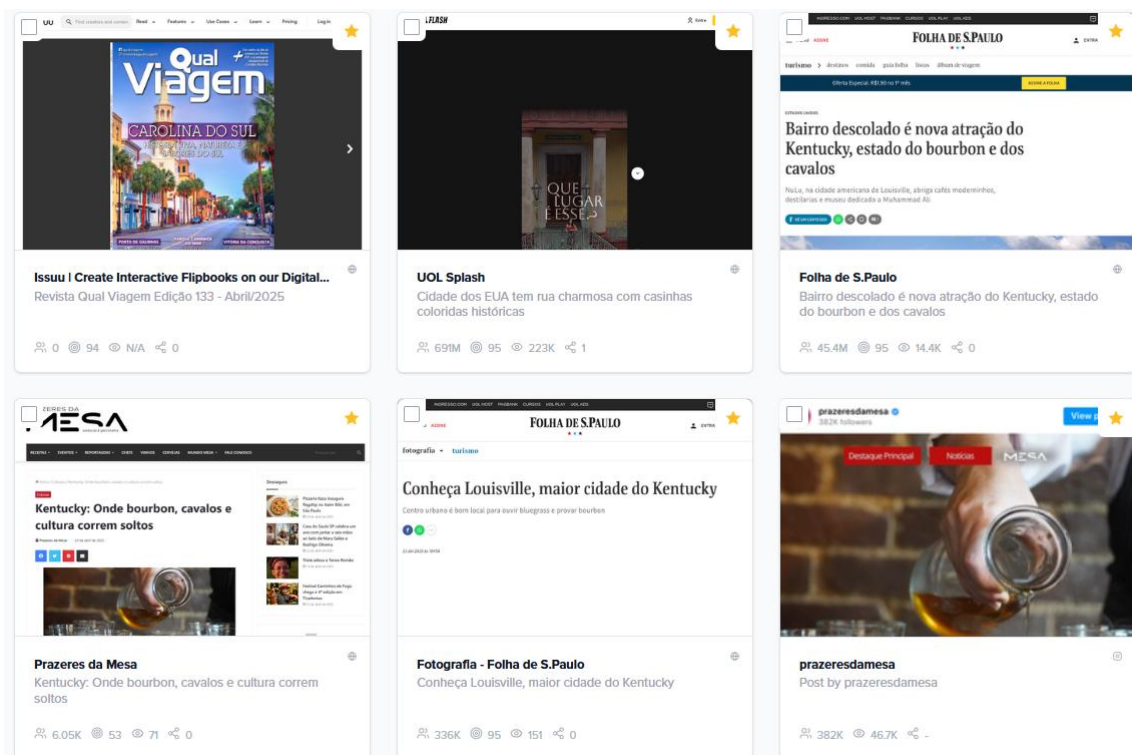
Combined total of likes, comments and shares on social media platforms

59

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 IMM Travel Media and WTM Latin America – two of Brazil and Latin America's most important tourism events – to strengthen Travel South USA's presence in this key international market. Each event provided unique 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.

IMM Travel Media is a premier event that connects destinations with top-tier travel journalists and content creators through pre-scheduled meetings. Our participation allowed us to generate quality media exposure and strengthen relationships with influential voices in the Brazilian market, helping to position Travel South USA prominently in future stories and publications.

WTM Latin America, one of the region's largest and most influential travel trade shows, offered a dynamic platform for business development and high-level networking with travel professionals from across Latin America. Through meetings with key buyers, tour operators, and decision-makers, we expanded our reach, identified new partnership opportunities, and reinforced the South's unique appeal to an audience eager for immersive, meaningful travel experiences.

These events are strategic platforms for international destinations and tourism brands looking to increase visibility, strengthen trade relationships, and stay ahead of market trends, consumer behavior, and innovation in the Brazilian and Latin American travel sectors.

Key highlights included:



IV. NEWSLETTER

Trade Newsletter and Release to travel professionals and the Media.

- **Newsletter:** Eating your way thru the South
- Total sent: 12.362
- Open rate: **27.50%** Clicks: **0.6%**

Press release: Eating your way thru the South

Total dedicated media: 1.960

Open rate: **24,07%** Clicks: **26,89%**



TRAVEL·SOUTH USA

Criada em 1965, 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 e dentro dos estados do Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, Carolina do Norte, Carolina do Sul, Tennessee, Virgínia e West Virginia.

A TSUSA é representada no Brasil pela Outlook reps.

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Da tradição Gullah às mesas sofisticadas de Charleston, a CAROLINA DO SUL é um convite ao paladar. Entre charcutaria tradicional, pratos pescados e paisagens de tirar o fôlego, cada refeição é uma experiência memorável. Seja no interior ou à beira-mar, o sabor sulista está por toda parte.

[Clique aqui e descubra os sabores autênticos da Carolina do Sul](#)



Prepare-se para descobrir os sabores inesquecíveis do ALABAMA! De frutos do mar frescos à beira do Golfo a charcutaria tradicional e restaurantes históricos, o estado é um verdadeiro paraíso gastronômico. Cada cidade tem um prato único e uma história para contar à mesa.

[Fico com água na boca? Clique aqui e explore o melhor da culinária alabamense!](#)



Prepare-se para saborear uma tradição única: o churrasco do KENTUCKY é um encontro entre história, cultura e sabores marcantes como o carneiro defumado e o burguer. De festivais vibrantes a restaurantes lendários, o estado oferece uma experiência gastronômica como nenhuma outra.

[Curioso para entender por que o Kentucky é referência no Sul dos EUA?](#)

[Clique aqui e mergulhe nesse rico cheiro de sabor e tradição!](#)



Da intensidade dos temperos Cajun às receitas clássicas de Nova Orleans, a LOUISIANA é um verdadeiro paraíso gastronômico. Pratos como gumbo, boudin, costas grelhadas e bangers repletos de sabores únicos e tradições centenárias. Cada cidade conta uma história diferente através da comida.

[Venha provar estas delícias: Clique aqui e descubra o sabor autêntico da Louisiana!](#)



Sua explosão e encantos charmosos de Kansas City são presentes em qualquer momento no ar no Lambert's Cafe, o MISSOURI tem uma experiência gastronômica única e inesquecível. Entre pratos tradicionais e pratos típicos do Sul dos EUA, cada refeição é uma história à parte.

[Está com água na boca? Clique aqui e descubra os sabores surpreendentes do Missouri!](#)



Os templos marcantes dos tempos do Delta são frutos de uma herança da Costa do Golfo. O MISSISSIPPI possui tradições e pratos únicos em cada prato. Entre templos culturais, eventos, festivais e restaurantes tradicionais, o estado é um prato cheio para quem ama gastronomia.

[Venha descobrir sabores que contam histórias: Clique aqui e explore o melhor da culinária do Mississippi!](#)



Da tradição do churrasco defumado ao fresco das coxas de frango, a CAROLINA DO NORTE é um prato cheio para quem ama carne bovina. Entre pratos tradicionais, festivais gastronômicos e eventos históricos, cada região do estado oferece um sabor único.

[Fico com vontade de provar tudo isso?](#)

[Clique aqui e mergulhe nesse rico cheiro de sabor e tradição!](#)



O talento premiado do chef Julia Sullivan ao reinventar Hot Chicken criou um novo prato. O TENNESSEE está cheio de sabores de que basta. Desde o mais tradicional dos tempos, até o mais moderno e que faz, enquanto Nashville segue sendo o destino definitivo para quem ama comida com personalidade.

[Clique aqui e descubra os sabores e experiências do Tennessee!](#)

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A TSUSA é representada no Brasil pela Outlook reps. contato: kim@outlookreps.com

V - TRAINING

Kentucky Online TRAINING – São Paulo - SP

Our monthly online event featured Kentucky 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.

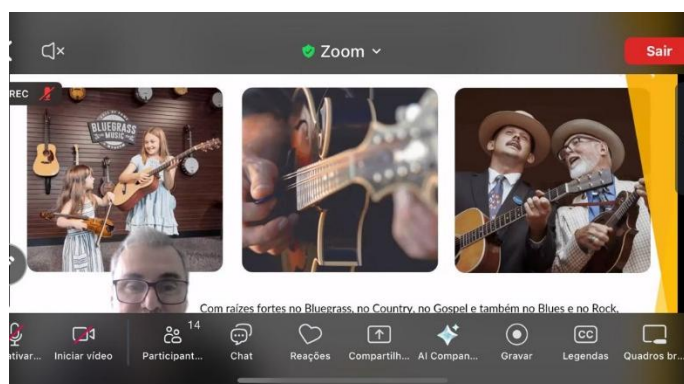
The TSUSA monthly online educational seminar will continue through April. It will focus on each GPP partner and strengthen destination awareness among industry professionals.

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

Date: APR 30

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 88 online training



VI - MARKET UPDATE

- Orlando, Florida, welcomed exactly 75,333,800 visitors in 2024 — an increase of 1.8% from 2023, according to Visit Orlando's data today. With 68,840,300 domestic visitors, up 1.4%, and 6.5 million international visitors, up 5.9% from 2023, Orlando remains the most visited destination in the United States. Canada remains Orlando's top international market, with 1.29 million visitors (up 2.7%), setting a new record for the second year. Last year, the United Kingdom, Brazil, Mexico, and Colombia rounded out the top five source markets. Canada, Mexico, and Colombia remained well above pre-pandemic levels in 2024, while visitor numbers from the United Kingdom continued a slower but steady recovery (up 3.5%), reaching 907,900. Brazilian travel remained stable, showing a slight growth of 0.2% in 2024.
- Canada: 1,290,300 tourists (up 2.7%)
- United Kingdom: 907,900 tourists (up 3.5%)
- Brazil: 697,200 tourists (up 0.2%)
- Mexico: 438,000 tourists (up 1.5%)
- Colombia: 343,000 tourists (up 13.6%)
- "It is fitting that we announce our visitation during National Travel and Tourism Week, a time to celebrate the hard work and dedication that drives Orlando's tourism industry for the benefit of our entire community."

FLIGHTS

- Latam and Airbus funded an independent study by the Massachusetts Institute of Technology (MIT), entitled: "Options for decarbonizing aviation in Latin America in a sustainable way: an assessment of carbon policies, carbon prices and fuel consumption by 2050". The objective is to evaluate alternatives to decarbonize aviation in Latin America sustainably.
- And the studies point to Brazil as the most significant potential for producing sustainable aviation fuel (SAF), both in volume and cost efficiency, driven by its expertise in biofuels and wide availability of raw materials.
- The study analyzed the socioeconomic, environmental, and public policy conditions of six Latin American countries: Brazil, Chile, Colombia, Ecuador, Mexico, and Peru. It aimed to identify paths towards net-zero emissions and promote a more sustainable future for the aviation sector.
- In this study, MIT highlights that SAF will be the main tool for decarbonizing the airline industry. However, it will cost more than current aviation fuel, which already represents around 40% of the operating costs of airlines in the region.
- "Therefore, without government collaboration and adequate public policies, SAF could increase travel costs, affecting the region's flight demand and connectivity. Furthermore, for MIT, the unification of decarbonization approaches among Latin American countries could bring significant benefits, such as ensuring competitiveness, economies of scale, and reducing the impact on passenger demand."
- Conclusions of the study commissioned by Airbus and Latam: The study, designed based on a set of hypotheses and paths, reveals in some scenarios that the six countries analyzed present potential variables for SAF production in terms of volume and cost. Brazil is well-positioned to be an important producer of SAF for the domestic, Latin American, or global markets due to its vast experience in large-scale agricultural activities and the availability of raw materials.

- In other words, regional collaboration would allow countries with lower production potential access to a fuel at more competitive prices, while opening market opportunities for SAF-producing countries such as Brazil.
- However, this collaboration would depend on a robust chain of custody methodology like Book and Claim. This methodology allows the separation of the physical product and its sustainability attributes, enabling trade without the need for physical transportation of the fuel between countries.
- "Aviation in Latin America plays a crucial role in the region's connectivity and economic development. However, we need to adopt solutions such as sustainable aviation fuels to move towards zero emissions. Brazil has the greatest potential for SAF production in terms of volume and cost efficiency. However, if we do not chart an appropriate path, we risk increasing costs and compromising the development of our regional connectivity. In this context, regional integration is a key alternative to reduce additional costs and ensure the transition to more sustainable aviation."
- Maria Elisa Curcio, Director of Corporate, Regulatory and Sustainability Affairs, Latam Brazil
- "This study confirms Latin America's potential for SAF production and the logic of aligning decarbonization approaches between countries to ensure competitiveness and economies of scale. At Airbus, we are convinced that collaboration is essential to move closer to emissions reduction targets and to promote a SAF industry that benefits everyone," said Guillaume Gressin, Vice President of International, Strategy and Commercial Operations at Airbus Latin America and the Caribbean.

Industry News

- 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 considered, 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.
- Casandra Matej, President and CEO of Visit Orlando. Overall, the visitor mix in 2024 continued to be focused on leisure, representing 81% domestic leisure, 10% domestic business, and 9% international visits. The group meetings segment also recorded solid annual growth, increasing 3.9% to 5,616,000 visitors.

VI - ACTIONS

1. Newsletter, Press Kits, and Press Releases

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