

BRAZIL REPORT

MAY 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 8 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	16		211
	Number of Agents Trained	103	975	343	160	513	0	70	60	149	88	108		2,569
	PR													
	Media Meetings	7	4	4	3	4	6	12	22	13	24	8		107
	Number of Articles Published	66	46	16	30	16	20	75	78	48	51	52		498
	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	1,101,653		35,465,534

CONTENT DIRECTIONS

https://drive.google.com/drive/folders/1R4bwE7O3yJNWySI9pBfsMMHvF1wb-l_2

COMMUNICATION & PR

News Releases

- Releases and newsletters themed: Luxury experiences for under \$100
- 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>

504

Pieces of Coverage

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

26M

Estimated Views

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

3.09B

Audience

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

2.67K

Engagements

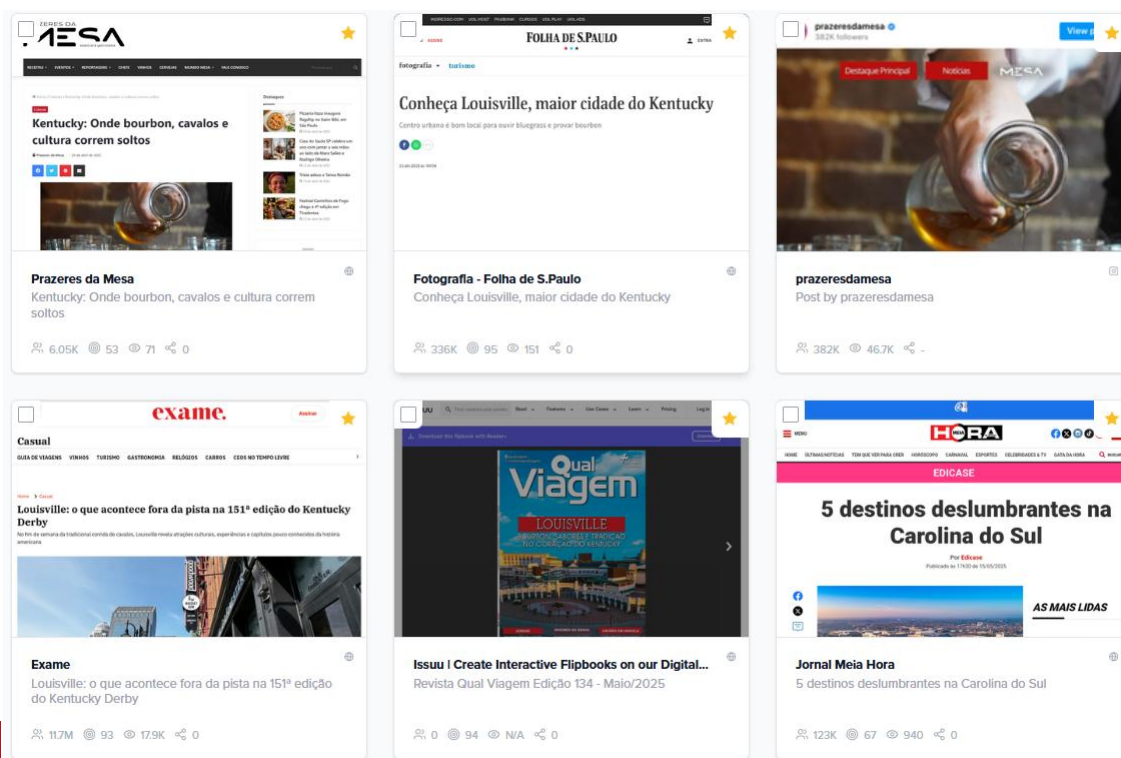
Combined total of likes, comments and shares on social media platforms

59

Avg. Domain Authority

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

HIGHLIGHTS:



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

This month was marked by highly productive meetings with key partners in the Brazilian travel trade. These strategic conversations were essential for aligning upcoming training sessions, designing new itineraries, and

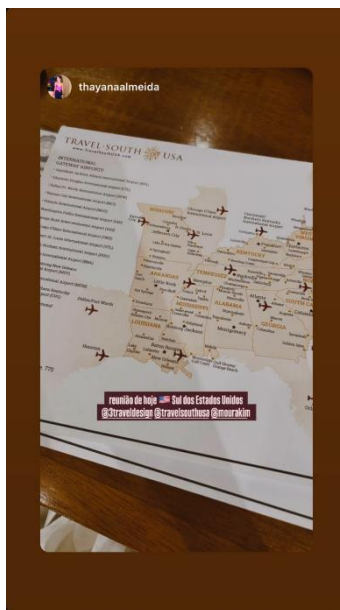
structuring future promotional efforts for the Travel South USA states.

We met with major players, including Queensberry (Grupo BeFly), Agaxtur, Lusanova, Europlus, Interep, and 3Travel, with a clear focus on strengthening collaboration, identifying new business opportunities, and preparing for the next phase of destination promotion. These meetings resulted in the scheduling of new trainings (both in-person and virtual), sales team visits, and concrete steps toward incorporating Southern U.S. destinations into tailored travel programs.

Additionally, we held important institutional meetings with Brand USA and the U.S. Consulate, where the discussions reinforced shared goals and future joint actions. A key takeaway from these conversations was the growing interest in creating promotional strategies that anticipate major upcoming events, notably the FIFA World Cup 2026, and position the Southern states as key gateways and culturally rich alternatives for travelers visiting the U.S.

These strategic touchpoints not only reinforced our presence and relationships in the market but also opened doors for new collaborative initiatives that will further amplify the visibility and appeal of the Travel South USA region in the coming months.

Key highlights included:



IV. NEWSLETTER

Trade Newsletter and Release to travel professionals and the Media.

- **Newsletter:** Luxury experiences for under \$100 **Press release:** Luxury experiences for under \$100

- Total sent: 12.120
- Open rate: 29.80% Clicks: 0.6%

Total dedicated media: 1.919 Comunique-se

Open rate: 22,85% Clicks: 16,09%

TRAVEL SOUTH USA

**LUXO ACESSÍVEL
O MELHOR DO SUL POR ATÉ \$100**

Descubra o lado sofisticado da CAROLINA DO NORTE, onde as experiências, gastronomia refinada e aventuras ao ar livre se unem em experiências luxuosas por menos de US\$100. Imagine relaxar em cavernas de sal, degustar ostras frescas à vontade ou curtir um pôr do sol à beira-mar em um cruzeiro encantador.

[Saiba mais!](#)

No TENNESSEE, cada gota conta uma história. Das trilha de whiskey, brunches charmosos e lendas que moldaram a cultura americana, o estado convida você a viver experiências autênticas e acessíveis. Que tal descobrir onde nasceu o famoso Jack Daniel's e brindar com um dos melhores whiskeys do país?

[Saiba mais!](#)

Descubra o charme do MISSISSIPPI onde luxo e acessibilidade se encontram em experiências inesquecíveis. De mansões históricas a spas premiados, passando por passeios de barco e gastronomia refinada, o estado oferece indulgência sem pesar no bolso. Imagine saborear caviar à beira-mar ou relaxar com um ritual de lavanda por menos de US\$ 100.

[Saiba mais!](#)

O KENTUCKY é o destino ideal para quem busca experiências sofisticadas, autênticas e acessíveis na conexão do Sul dos Estados Unidos. Entre degustações de bourbon raras, spas em cavernas e oficinas de arte em vidro, o estado surpreende com vivências inesquecíveis por menos de 100 dólares.

[Saiba mais!](#)

Descubra as experiências luxuosas que Charleston, na CAROLINA DO SUL, oferece por menos de US\$100. De jantares exclusivos e degustações de vinhos a passeios de caiaque nas águas costeiras, a cidade promete momentos inesquecíveis. Explore o charme da colônia ou relaxe em um inovador banho de som flutuante no Wild Dunes Resort.

[Saiba mais!](#)

Váje no tempo e descubra o charme oculto de Kansas City, MISSOURI, onde a Lei Seca deu lugar à criatividade, luxo e tradição. Explore destilarias premiadas, bares secretos repletos de histórias e hotéis históricos que já receberam figuras lendárias.

[Saiba mais!](#)

O Alabama é o destino ideal para quem busca experiências luxuosas sem gastar muito. De vinícolas encantadoras a spas sofisticados, o estado oferece passeios únicos por menos de 100 dólares. Imagine relaxar em um cruzeiro com jantar ao pôr do sol ou aprender receitas secretas com chefs renomados. Tudo isso com o charme e a hospitalidade do Sul dos EUA.

[Saiba mais!](#)

[f](#) [v](#) [i](#) [t](#)

GUIA DE INSPIRAÇÃO 2025

TRAVEL SOUTH USA

Criada em 1995, 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, Geórgia, Kentucky, Louisiana, Mississippi, Missouri, Carolina do Norte, Carolina do Sul, Tennessee, Virgínia e West Virginia.

A TSUSA é representada no Brasil pela Outdoor reps.

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Luxo Acessível - O Melhor do Sul por até \$100

Descubra o lado sofisticado da CAROLINA DO NORTE, onde spas terapêuticos, gastronomia refinada e aventuras ao ar livre se unem em experiências luxuosas por menos de US\$100. Imagine relaxar em cavernas de sal, degustar ostras frescas à vontade ou curtir um pôr do sol à beira-mar em um cruzeiro encantador.

Quer viver tudo isso sem gastar muito?
[Clique aqui e explore os prazeres acessíveis da Carolina do Norte!](#)



No TENNESSEE, cada gota conta uma história. Das trilha de whiskey, brunches charmosos e lendas que moldaram a cultura americana, o estado convida você a viver experiências autênticas e acessíveis. Que tal descobrir onde nasceu o famoso Jack Daniel's e brindar com um dos melhores whiskeys do país?

Prepare-se para mergulhar em tradição, sabor e história.
[Clique e explore tudo o que o Tennessee tem a oferecer!](#)



Descubra o charme do MISSISSIPPI onde luxo e acessibilidade se encontram em experiências inesquecíveis. De mansões históricas a spas premiados, passando por passeios de barco e gastronomia refinada, o estado oferece indulgência sem pesar no bolso. Imagine saborear caviar à beira-mar ou relaxar com um ritual de lavanda por menos de US\$100.

Quer conhecer esse lado surpreendente do Sul dos EUA?
[Clique aqui e explore tudo o que o Mississippi tem a oferecer!](#)



O KENTUCKY é o destino ideal para quem busca experiências sofisticadas, autênticas e acessíveis no coração do Sul dos Estados Unidos. Entre degustações de bourbon raras, spas em cavernas e oficinas de arte em vidro, o estado surpreende com vivências inesquecíveis por menos de 100 dólares.

Tradição e luxo em um só lugar.
[Clique aqui para explorar tudo o que o Kentucky tem a oferecer!](#)



Descubra as experiências luxuosas que Charleston, na CAROLINA DO SUL, oferece por menos de US\$100. De jantares exclusivos e degustações de vinhos a passeios de caiaque nas águas costeiras, a cidade promete momentos inesquecíveis. Explore o charme da colônia ou relaxe em um inovador banho de som flutuante no Wild Dunes Resort.

Quer relaxar mais longe sem gastar muito?
[Clique aqui e descubra tudo o que Charleston tem a oferecer!](#)



Váje no tempo e descubra o charme oculto de Kansas City, MISSOURI, onde a Lei Seca deu lugar à criatividade, luxo e tradição. Explore destilarias premiadas, bares secretos repletos de histórias e hotéis históricos que já receberam figuras lendárias.

Entre degustações artesanais e experiências do bem-estar, o passado ganha vida com estilo.
[Clique aqui para saber mais! Clique aqui e mergulhe nesse destino surpreendente!](#)



O Alabama é o destino ideal para quem busca experiências luxuosas sem gastar muito. De vinícolas encantadoras a spas sofisticados, o estado oferece passeios únicos por menos de 100 dólares. Imagine relaxar em um cruzeiro com jantar ao pôr do sol ou aprender receitas secretas com chefs renomados. Tudo isso com o charme e a hospitalidade do Sul dos EUA.

[Clique aqui e descubra o lado mais elegante e acessível do Alabama!](#)

TRAVEL SOUTH USA

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V - TRAINING

Rhythms of the South Online TRAINING – São Paulo - SP

Our monthly online event featured Rhythms of the South 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.

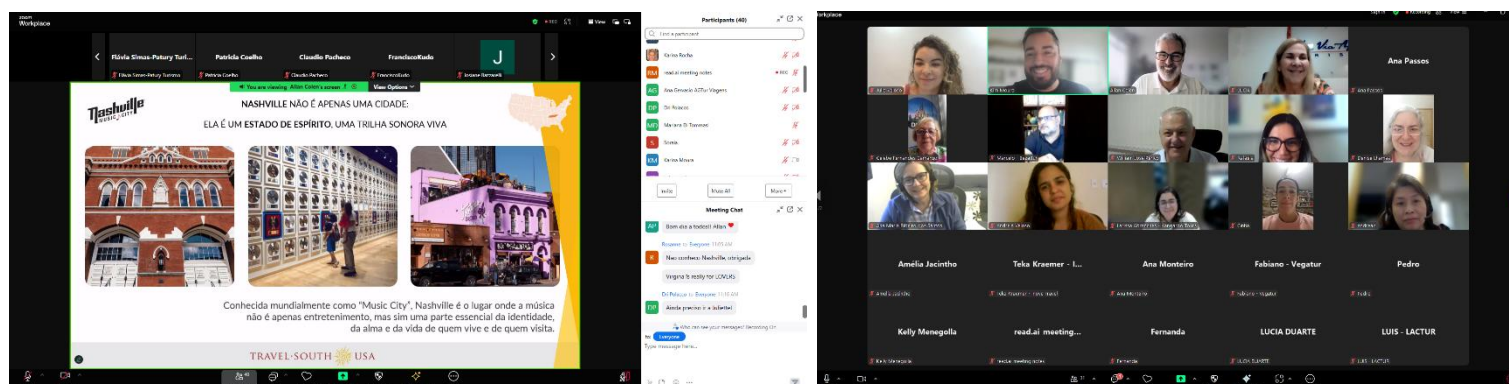
The TSUSA monthly online educational seminar will continue through April. It will focus on each GPP partner and strengthen destination awareness among industry professionals.

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

Date: MAY 30

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 108 online training



VI - MARKET UPDATE

- The US embassy and consulates in Brazil issued 237.8 thousand visas to Brazilians in the first quarter of this year, a 19.1% drop compared to the same period in 2024. In March alone, 72,100 authorizations were granted, a 35.1% decrease compared to February and the second consecutive decline in 2025.
- The data comes from a survey by Viva América, based on figures from the US State Department. Despite

the reduction in the first three months of the year, Brazil was the 4th country that issued the most American visas in the period, behind only Mexico (711.1 thousand), India (388.5 thousand), and China (285.9 thousand).

- And as usual, the most issued visa in the quarter was the B1/B2, popularly known as the tourist visa, totaling 226 thousand and accounting for 95% of the total issuances. Next comes the J-1 visa for exchange (1,800).
- **"The drop is due, in part, to the strong basis for comparison, since 2024 recorded the second highest volume of visas issued to Brazilians in history** – a reflection of the pent-up demand after the pandemic. In 2025, normalization is expected, following the typical pattern after a peak period. Even so, the numbers remain high, exceeding the pre-pandemic volumes and those of 2022, which proves that Brazilians' interest in the US remains strong, whether for tourism, business, or education. The country continues to be a priority destination."
- **Operators such as Azul Viagens and CVC Corp** (with the brands CVC and Trend) are celebrating the increase in sales and promotions due to the opening of Epic Universe, Universal Orlando's new park.
- Brazilians love new things and are already planning to go and see all the worlds at Epic. The Orlando trade expects the Brazilian market to be consistent and with moderate growth throughout the year. Brazil is one of the countries that has maintained growth in the number of tourists visiting the United States this year, with the opening of another park in Orlando, a favorite destination for Brazilian tourists.
- The international tourism sector prepares for one of the busiest periods of the year with the arrival of summer holidays in the northern hemisphere. However, the movement to the United States, a traditional destination for Brazilians and Europeans at this time, may face a decline.
- The perception of a more rigid migratory environment has even made tourists with regular authorization rethink their trips, opting for alternative destinations in search of more predictability, according to Daniel Toledo, partner at the Toledo office and associated lawyers.
- According to him, the feeling is that the entry process is more demanding, including extensive interrogations and strict checks on arrival. This generated apprehension among families planning to travel during the school recess. The fear is legitimate, but must be balanced with information.
- "Tourism visas, such as B-2 and Esa, remain valid and operate for millions of travelers. But we have received more reports from tourists concerned with more rigorous approaches in American immigration, including people who come in with electronic authorization." Daniel Toledo, partner at Toledo Office and Associated Lawyers
- This Electronic System for Travel Authorization (ESTA) is a facilitated entry mechanism for citizens of countries that have a visa exemption agreement with the United States, such as Italy, Portugal, Spain, and Germany. Many Brazilians with double European citizenship use this feature for short trips.
- However, Toledo warns that, even with the approved one, the entry into the country still depends on the assessment of the immigration agent upon landing. "The authorization can be revoked on the spot. The difference is that those who travel with this have fewer layers of legal protection if something goes wrong," he points out.
- Fear is powered by recent passenger experiences who, even with documentation in order, were prevented from entering the United States after prolonged interviews. In some cases, discomfort does not come from the negative itself, but from insecurity about which criteria are being used to evaluate tourists.
- Toledo stresses that the environment is not a prohibition, but rather a greater rigor and subjectivity in the analysis. "What we realize is a change in the way entry is conducted, requiring more preparation and clarity for the tourist. Organized documents, confirmed reservations, and a well-defined script make a difference," he says.

- Travel agencies have also reported remarks for destinations with more predictable entry or without a visa. The recommendation for those planning to visit the US is to plan and research information in advance.

FLIGHTS

- Brazil's new international air network: with 15% growth over 2024.
- Azul Airlines Announces Chapter 11 and agreement with United and American Airlines; Azul Linhas Aéreas, a Brazilian airline founded by David Neeleman and which has regular flights to the United States (Fort Lauderdale and Orlando) and Europe (Madrid starts in two weeks), has filed for Chapter 11 recovery in the United States. The company believes that it will be a short process, as it has already signed several agreements, including with its largest aircraft lessor, AerCap, and with United and American Airlines (that's right, the two major American competitors), which are committed to an investment, upon exiting Chapter 11, of up to US\$ 300 million. Another US\$ 650 million would be guaranteed by other agreements. It is worth remembering that Azul already has a codeshare partnership with United (which has shares and is an investor in the Brazilian company), and American has the same with Gol. The third American company in this puzzle, Delta Air Lines, has a joint venture with LATAM Airlines.
- Good news concerns Gol Airlines' exit from the American judicial recovery process, Chapter 11. The end of the process is expected to occur within the next few days, as the American court has approved the exit project.

Industry News

- May took Brazilian Tourism players by surprise with the government's decision to increase the IOF tax on purchases abroad with credit cards and other financial transactions. For individual passengers, the noise in the press is raising concerns about possible higher prices for traveling abroad. Still, in practice, the 3.5% IOF rate should not be a significant impediment to international travel.
- In the case of companies in the sector, the difference is significant, since agencies and tour operators already pay 7% of IRRF on remittances and now would have to pay an additional 3%. The increase in prices will offset this. A "small" increase, but one that intensifies the disadvantage of large multinationals OTAs present in Brazil, which do not have this tax. That's another headache caused by politics (via the Ministry of Economy) and which shows the government's lack of understanding of Tourism and the area's lack of prestige in decision-making.
- IOF at 3.5%: new rate impacts travel and requires more financial planning. A new rule requires consumers to pay closer attention to financial planning when traveling abroad. The recent increase in IOF rates by the federal government has increased the cost of operations such as purchasing foreign currency and using cards abroad, directly affecting those planning to travel. With the new rule, the tax rate is now 3.5%, requiring consumers to pay closer attention to their financial planning.
- Luciana Pavan, creator and founder of 90 Segundos de Finanças, gives some tips.
- Increase in IOF: time to understand the impacts that go beyond your pocket: "The recent increase in IOF (Tax on Financial Transactions) rates, announced by the federal government, has raised the alarm about the increasing cost of some transactions, from credit cards to the purchase of dollars. For those who enjoy traveling, it is essential to be aware. More than numbers or percentages, the change requires caution about how everyday financial choices can be affected—and, primarily, about how to maintain

balance even in less favorable scenarios.

- With the new rule, the IOF rate on the purchase of foreign currency in cash, which was 1.1%, rose to 3.5%. The same percentage now applies to international purchases with credit, debit, and prepaid cards, as well as traveler's checks. This is a significant increase in the cost of traveling abroad, in addition to the spread that continues to be charged and varies according to each institution.
- The use of international accounts by travelers: In recent years, many travelers have adopted international accounts as an innovative and secure alternative for managing expenses abroad. With the growth of platforms such as Wise, Nomad, and even options offered by traditional banks, it has become possible to open accounts in foreign currencies and use debit cards in these destinations, which represents significant savings due to the lower tax incidence.
- Now, with the equalization of the IOF rate for purchases of foreign currency, the cost of these accounts is at the same level. But this does not mean that all is lost. The logic of organization and planning remains valid—and, in times of adjustment, it becomes even more necessary. It is essential to note that existing balances remain unchanged. The new rate applies to currency purchases made under the new rule.
- What the behavioral economics approach must tell us: Despite the new cost, maintaining the habit of using international accounts can continue to be an advantageous choice, especially from a behavioral point of view. Using a debit card linked to these accounts brings two significant benefits: having a healthy spending limit for your budget and being able to quickly visualize how much of your limit has already been used up during your trip. Predictability and direct control of amounts help to avoid slip-ups and regrets at the end of your journey.
- On the other hand, credit cards issued in Brazil, even though they now have the same IOF, bring with them a greater risk: the false sense of purchasing power, fueled by high limits and payment postponement. In travel contexts full of new things and consumer incentives, using this payment method can compromise your budget and turn your dream come true into a nightmare of debt.
- The change in the IOF rate is an important reminder: even when it is not possible to control the economic environment, it is possible to adjust your behavior. Reevaluating decisions, rethinking priorities, and keeping the principles of financial education in practice are ways to preserve not only your pocket, but also your peace of mind.
- **Traveling continues to be a legitimate goal for those who love to grab a backpack and face a new destination. And dreams deserve planning, not impulsiveness. Tools may change, taxes may increase, but awareness about the use of money remains the main ally in transforming projects into reality".**
- After a period of global tension caused by the increase in tariffs by the United States and China's firm response, both countries sat down at the table for more reasonable negotiations, easing the crisis and creating, at least in the short term, an environment of greater moderation and predictability.
- This scenario contributes to reducing the risks of a more pronounced deterioration in the global economy. Whenever risks decrease, emerging economies benefit from the flow of capital, seeking greater profitability at the expense of safety.
- After the devaluation of the real in early April, when it reached close to R\$6 per dollar, the Brazilian currency began to appreciate again, driven by the improvement in the external environment, and has been seeking the level of R\$5.50. One factor contributing to the appreciation of the real is the increase in the Brazilian interest rate.
- In early May, the Central Bank's Monetary Policy Committee (Copom) decided to increase the Selic rate yet again, from 14.25% to the current 14.75% per year, without any clear indication that the upward cycle was over.
- At the same time, the Federal Reserve (FED) in the United States decided to maintain its interest rate, which widens the differential with Brazil and attracts speculative capital. Additionally, the real interest

rate, after accounting for inflation, is approximately 9%, making it highly attractive to investors. Brazilian inflation is the Central Bank's primary concern.

- In April, it accumulated an increase of 5.53% in the last 12 months. The expectation is that inflation will continue to rise, reaching a peak of nearly 6% in September, before falling back to around 5% by year-end. Even so, this level will remain above the target inflation level of 4.5%, which practically eliminates the possibility of an inversion in the interest rate curve this year.
- The Brazilian economy, in turn, is beginning to show signs of being impacted by rising interest rates and high inflation. Until recently, BOMR reports indicated favorable sectoral figures in the first two months. However, March's retail data, with a 1.2% drop year-on-year, reveals that sales have begun to lose momentum.
- Even considering the bimonthly average of February and March, to offset the effects of the Carnival calendar, growth was modest, at 0.5%, with a decline of almost 1% in supermarkets. The vehicle segment, which had double-digit growth, grew by only 3.4% in this bimonthly average, according to IBGE. Complementing the retail data, FecomercioSP released the default rate in the capital of São Paulo, which reached 20.6% of families with overdue bills in April, marking the second consecutive increase. In the previous month, the rate was 19.3%.
- Between July of last year and March of this year, default rates hovered around 19%, but now indicate the beginning of a trend of greater imbalance in household finances. Even with the lowest unemployment rate in history for a first quarter – 7% – and with a record level of resources available to workers, high and persistent inflation, combined with rising interest rates, has gradually eroded families' purchasing power.
- Credit, an essential tool for supplementing income, continues to expand, albeit at a slower pace. In the first three months of the year, credit granted to Brazilian families grew by 4.1%. The national Tourism sector has shown resilience in the face of this scenario. According to FecomercioSP, there was a 6.6% growth in March, with an accumulated increase of 5.8% for the year, and practically all segments recorded revenues higher than those observed in 2023. However, at some point, there will be a negative impact on the sector.
- The expectation for 2025 is still positive, although at a slower pace: after a growth of 3.4% in 2024, the current projection is for expansion of 2% for this year. The government, in turn, announced an expectation higher than the market, of 2.5%, a number that would not be surprising if confirmed. It is worth remembering that a substantial fiscal stimulus is underway, which tends to benefit the economy in the short term but also keeps inflation and interest rates high for longer.

VI - ACTIONS

1. Newsletter, Press Kits, and Press Releases

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