

BRAZIL REPORT

JUN 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

KIM MOURA, *Marketing*
kim@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..... 11

EXECUTIVE SUMMARY

- Secured opportunities in the Brazilian market and constantly contacted travel, Trade, and media partners with 23 trade and 19 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	23	234
	Number of Agents Trained	103	975	343	160	513	0	70	60	149	88	108	34	2,603
	PR													
	Media Meetings	7	4	4	3	4	6	12	22	13	24	8	19	126
	Number of Articles Published	66	46	16	30	16	20	75	78	48	51	52	91	589
	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	4,249,998	39,715,532

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: Free things to do while 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>

596

Pieces of Coverage

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

30.8M

Estimated Views

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

3.12B

Audience

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

18.5K

Engagements

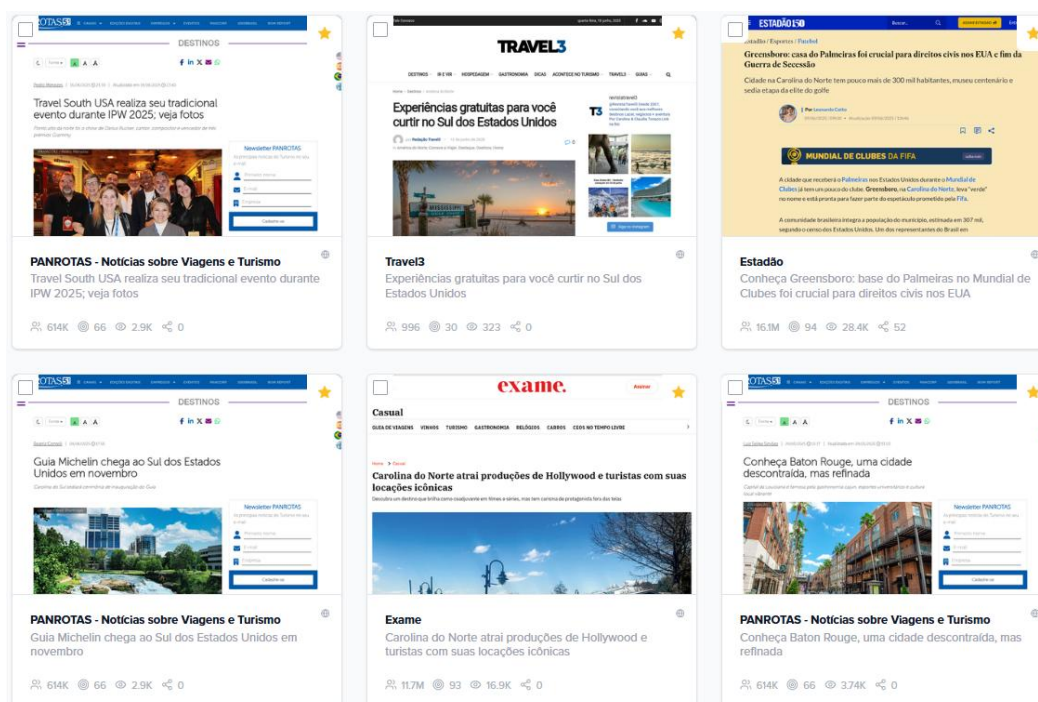
Combined total of likes, comments and shares on social media platforms

58

Avg. Domain Authority

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

HIGHLIGHTS:



IV. NEWSLETTER

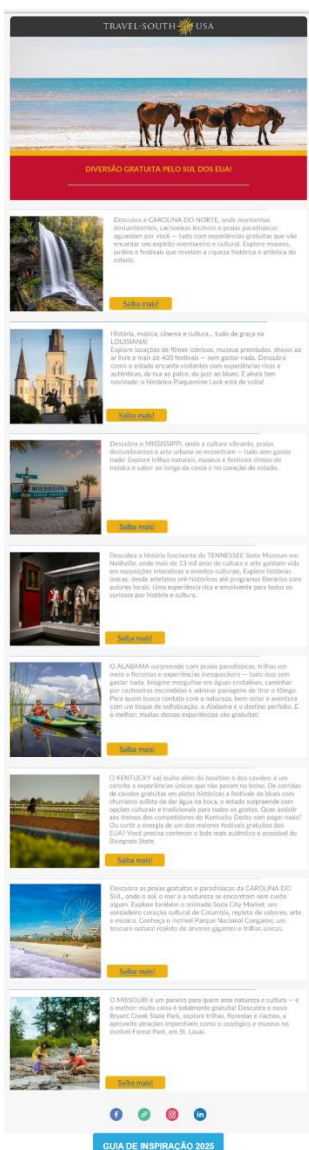
Trade Newsletter and Release to travel professionals and the Media.

- **Newsletter:** Free things to do while in the South
- **Total sent:** 12.218
- **Open rate:** 30,90% **Clicks:** 0,4%

Press release: Free things to do while in the South

Total dedicated media: 2.037 Comunique-se

Open rate: 20,96% **Clicks:** 40,63%



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, Georgia, Kentucky, Louisiana, Mississippi, Missouri, Carolina do Norte, Carolina do Sul, Tennessee, Virgínia e West Virginia.

A TSUSA é representada no Brasil pelo Outlook repes.

Contato:
Kim Moore kim@outlookrepes.com
Alan Cohen alan@outlookrepes.com
update your preferences ou unsubscribe from this list.



Descubra a CAROLINA DO NORTE, onde montanhas deslumbrantes, cachoeiras incríveis e praias paradisíacas aguardam por você — tudo com experiências gratuitas que vão encantar seu espírito aventureiro e cultural. Explore museus, jardins e festivais que revelam a riqueza histórica e artística do estado.

Quer saber onde encontrar as melhores praias para fotos, trilhas secretas e eventos imperdíveis? Clique aqui e comece a planejar sua viagem inesquecível para Carolina do Norte!



História, música, cinema e cultura... tudo de graça na LOUISIANA! Explore locais de filmes icônicos, museus premiados, shows ao ar livre e mais de 400 festivais — sem gastar nada. Descubra como o estado encanta visitantes com experiências ricas e autênticas, da sua cozinha, do jazz ao blues. E ainda tem novidade: o histórico Piquetonne Lock está de volta!

Clique aqui e mergulhe nas experiências gratuitas que só a Louisiana oferece!



Descubra o MISSISSIPPI, onde a cultura vibrante, praias deslumbrantes e arte urbana se encontram — tudo com gastos zero! Explore trilhas naturais, museus e festivais cheios de música e sabor ao longo da costa e no coração do estado.

Quer saber como aproveitar o melhor do Mississippi com experiências únicas e grátis? Clique aqui e comece a sua aventura!



Descubra a história fascinante do TENNESSEE State Museum em Nashville, onde mais de 13 mil anos de cultura e arte ganham vida em exposições interativas e eventos culturais. Explore histórias únicas, desde artefatos pré-históricos até programas terapêuticos com autores locais. Uma experiência rica e envolvente para todos os curiosos por história e cultura.

Quer saber mais sobre esse e outros tesouros do Tennessee? Clique aqui e descubra!



O ALABAMA surpreende com praias paradisíacas, trilhas em meio a florestas e experiências inesquecíveis — tudo isso sem gastar nada. Imagine mergulhar em águas cristalinas, caminhar por cachoeiras escondidas e admirar paisagens de tirar o fôlego. Para quem busca contato com a natureza, bem-estar e aventuras com um toque de sofisticação, o Alabama é o destino perfeito. E o melhor: muitas dessas experiências são gratuitas!

Clique aqui e descubra como aproveitar o melhor do Alabama sem abrir a carteira!



O KENTUCKY vai muito além do bourbon e dos cavalos. É um convite a experiências únicas que vão passar no bolso. De camadas de cascalho gratuitas em parques históricos a botecos de blues com churrasco noturno de tirar o fôlego, o estado surpreende com opções culturais e tradicionais para todos os gostos. Quer assistir aos truques dos competidores do Kentucky Derby sem pagar nada? Ou curtir a energia de um dos maiores festivais gratuitos dos EUA? Você precisa começar o seu mais autêntico e acolhedor no Bluegrass State.

Clique aqui e descubra o que o Kentucky reserva para sua próxima viagem!



Descubra as praias gratuitas e paradisíacas da CAROLINA DO SUL, onde o sol, o mar e a natureza se encontram sem custo algum. Explore também o histórico South City Market, um verdadeiro paraíso cultural da Colômbia. Mergulhe no saboroso, rico e histórico. Conheça o incrível Parque Nacional Congaree, um tesouro natural repleto de árvores gigantes e trilhas únicas.

Quer saber mais sobre essas destinos incríveis e outras experiências imperdíveis? Clique aqui e mergulhe na Carolina do Sul!



O MISSOURI é um paraíso para quem ama natureza e cultura — e o melhor: muita coisa é totalmente gratuita! Descubra o novo Bryant Creek State Park, explore trilhas, florestas e rios, e aproveite atrações imperdíveis como o colégio e museu no incrível Forest Park, em St. Louis.

Clique aqui e descubra os segredos do Missouri!

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, Georgia, Kentucky, Louisiana, Mississippi, Missouri, Carolina do Norte, Carolina do Sul, Tennessee, Virgínia e West Virginia.

A TSUSA é representada no Brasil pelo Outlook repes - contato: kim@outlookrepes.com

V - TRAINING

Queensberry Online TRAINING – São Paulo - SP

We conducted online training in partnership with Queensberry, highlighting the diverse and culturally rich states represented by Travel South USA, with a special focus on the vibrant cities of New Orleans and Baton Rouge. During the session, we introduced an exciting new itinerary being developed to connect both destinations, showcasing their unique experiences, musical heritage, culinary delights, and deep-rooted history.

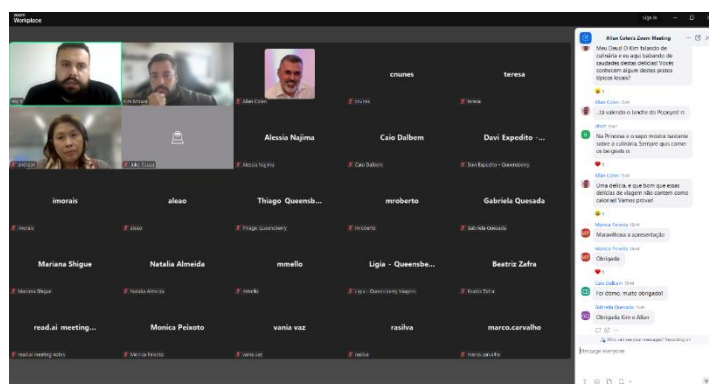
The training drew strong engagement from Queensberry's team, who expressed great enthusiasm and interest in incorporating these Southern gems into future programs.

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

Date: JUN 30

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 34 online training



Diversa Turismo - Louisiana Event – São Paulo - SP

A breakfast seminar was held in partnership with Diversa Turismo, bringing together 22 invited travel agents for a special morning dedicated to Louisiana.

Guests enjoyed a delicious breakfast while attending an in-depth presentation focused entirely on the unique culture, history, music, and cuisine of Louisiana.

The event aimed to inspire Brazilian travel agents to promote Louisiana as a standalone destination and as a key part of U.S. Road trips through the South, showcasing its vibrant cities, soulful traditions, and one-of-a-kind experiences.

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

Date: JUN 24

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 22 In-Person training



VI - MARKET UPDATE

- In the week leading up to Palmeiras' next game, scheduled for next Friday (April 4) in Philadelphia, Pennsylvania, searches by Brazilians for the city increased by more than 1,120%¹ compared to the same period last year. In Charlotte, North Carolina, where Fluminense secured its qualification by beating Inter Milan, the growth was almost 150%². The Rio de Janeiro team returns to the field this Friday in Orlando, a destination that is now popular not only for its parks but also for football.
- Data from Airbnb shows that the movement began in the first rounds of the 2025 FIFA Club World Cup³. Since then, fans have been planning their trips based on the expectation of a good performance by Brazilian clubs, now confirmed with the qualification of two of the teams with the largest fan bases in the country for the quarterfinals.
- Among Brazilian travelers heading to the US during the following stages of the competition, Rio de Janeiro and São Paulo stand out as the main cities of origin, in line with the leading role played by Fluminense and Palmeiras in the tournament. Brasília, Niterói, and Curitiba is also prominent.
- The Brazilian fans arriving for the following stages of the championship in the United States bring together different generations: 35% of reservations were made by Millennials between 30 and 39 years old. In comparison, 31% of reservations were made by people between 40 and 49 years old.
- In June, Airbnb announced a partnership with FIFA for three competitions, and will serve as an Official Partner for the 2025 FIFA Club World Cup™, an Official Supporter for the 2026 FIFA World Cup™ in North America, and an Official Supporter for the 2027 FIFA Women's World Cup™ in the Americas. In addition to affordable, high-quality accommodations, guests can now explore Airbnb Experiences led by locals and activities with football legends and experts through Airbnb Originals, such as the chance to join a private training session with American goalkeeper and icon Tim Howard. Additional Experiences will be announced ahead of the 2026 FIFA World Cup and 2027 FIFA Women's World Cup.
- A historic edition of the biggest football championship on the planet is coming up. We are 366 days away from the 2026 World Cup and, in addition to rooting for the sixth title, the mega event, which will be held in 16 venues spread across the United States, Mexico and Canada, is synonymous with great sales opportunities for Brazilian travel agencies.
- To support partners in this mission to sell the 2026 World Cup, Abreu, Copa Airlines, Cruise America, EHTL, Mobility and Motorhome Trips have joined forces to create the Copa Travel Guide for the championship in North America, which will take place from June 11 to July 19, 2026.
- The guide presents more than 15 travel options and itineraries in 89 pages with itinerary tips that depart from Brazil and connect the main host cities in the United States, such as Southern's Atlanta and Kansas City. The guide is curated by journalists Luciano Palumbo and Paulo Basso Jr.
- The content includes tips on getting around, camping, ideal motorhomes and how to organize unforgettable trips around the games. "Whether you've already experienced the incredible opportunity of traveling 'taking your home' with you, or whether you've never been near an RV, as motorhomes are called in the US, the guide provides all the details you need to organize your itinerary, from the required documentation to the tours and visits to stadiums in all the host cities," says Paulo Basso Jr.
- "We've gathered valuable information and created alternatives to increase Brazilians' desire to watch the World Cup with an unforgettable experience aboard a motorhome," he adds.
- The 2026 Copa & Motorhome Guide provides all the options you need to ensure your passenger leaves Brazil with everything ready, from the flight to the motorhome, as well as all the operational logistics and support during the trip. Abreu, EHTL, Mobility and Motorhome Trips, as well as Copa Airlines and Cruise America, a motorhome company represented by CWW, are ready to assist you. Planning a motorhome

trip takes into account the travel between the 16 host cities and the 104 games between the 48 teams that will participate in the tournament and the traveler's search for the alternative of traveling by motorhome. "The 2026 World Cup will be a unique opportunity for tourists and sports fans to have unforgettable experiences outside of the games, immersing themselves in the local culture. Traveling by motorhome makes all of this even more accessible and inspiring, transforming the dream of freedom on the road into reality" - Adriana Boeckh, Communications and Marketing Director at Abreu

- Throughout the 89 pages of the 2026 World Cup & Motorhome Guide, there are chapters that dispel various fears about traveling by motorhome, with versions in Portuguese and Spanish. "The motorhome symbolizes this movement of autonomy and connection with the journey. Having a guide like this is essential to guide those who want to experience the road with intelligence, planning and freedom" - Oskar Kedor, CEO of Mobility
- EHTL highlights its commitment to transforming trips into experiences. "Being present in this guide is a way of reinforcing our purpose. The 2026 World Cup will be historic, and the motorhome is the perfect choice for those seeking freedom, comfort and authenticity". Flávio Louro, CEO of EHTL
- "We are proud to support this guide, which invites our travelers to reconnect with nature, with new cultures and, above all, with themselves. After all, every kilometer traveled is an opportunity to create memories that last forever"- Valéria Padilla, Marketing Manager of Copa Airlines
- "We have already noticed an increase in demand for motorhomes for the World Cup, and the Copa & Motorhome Guide comes at an important time to help even more Brazilians who will have this authentic experience in North America" - Eduardo Genekian, from CWW Brazil, representative of Cruise America and Cruise Canada.
- "The Copa & Motorhome Guide 2026 brings nine suggested itineraries for those who want to travel by motorhome not only during the World Cup, but at any time of the year. There are options for complete itineraries on the East and western USA (with stops in Florida, New York and California), which include Toronto or Vancouver in Canada, as well as Arizona, Nevada, Texas, Philadelphia, Georgia and much more.
- Francisco Zaleski de Matos, founder of Motorhome Trips
- To download the Copa & Motorhome Guide 2026 for free, just click on this link:

https://www.panrotas.com.br/agencias-de-viagens/treinamento/2025/06/pool-de-empresas-de-turismo-lanca-guia-gratuito-para-copa-do-mundo-2026_218379.html





FLIGHTS

- The United States Transportation Security Administration (TSA) recorded two of the busiest days in its history in the last week of June. According to official data released by the agency, six of the ten days with the most travelers since the creation of the TSA were recorded this year.
- Airlines operating commercial flights in Brazil are, up until now, not included in the list of differentiated tax rates in the Tax Reform. Jerome Cadier, CEO of Latam Airlines Brazil, has warned several times about the increase in the price of air tickets as a result of this decision. This week, he once again warned about the consequences of the tax reform approved in the country, in an interview with the AviacionLine portal. According to the executive, the implementation of the new tax rate will cause an increase of approximately 25% in the price of air tickets in Brazil. Cadier stated that, although the reform is a necessary step forward for the Brazilian economy, there are "huge sectoral distortions" that will directly affect aviation. The CEO was emphatic in clarifying that this tax burden will not fall on the airlines. "They will simply transfer the tax paid among passengers," he assured, guaranteeing that the final cost will fall on consumers. The new tax reform will bring significant changes to the aviation sector, with a transition period that extends until 2033. The replacement of taxes such as PIS, COFINS, ISS and ICMS by CBS and IBS will have a direct impact on the operating costs of airlines.
- The International Air Transport Association (IATA), the Latin American Airlines Association (ALTA) and the Board of Representatives of Airlines in Brazil (JURCAIB) have submitted a joint letter to the Ministry of Finance requesting a review of aspects of the Tax Reform that affect international air transport.
- The entities are requesting that international air transport services be exempt from IBS and CBS, arguing that taxation could harm the sector and the Brazilian economy.
- In the letter addressed to Roni Brito, Undersecretary of Inspection at the Ministry of Finance, and copied

to other representatives of the Ministry of Finance and the Special Secretariat for Tax Reform, the associations express "deep concerns" about the impact of the reform.

- They state that the current legislation disregards the tax treatment granted to international air transport, which is currently exempt from PIS/Cofins and ICMS. According to the organizations, this exemption is supported by decisions of the Brazilian Supreme Court (ADI 1.089-1 and ADI 1.600) and by the principle of reciprocity provided for in the Federal Constitution and in bilateral air service agreements.
- The imposition of the IBS/CBS (new taxes on goods and services) on international and domestic flights is seen as a risk for the sector. IATA, for example, estimates that the reform could reduce demand for international flights by between 21% and 29%, resulting in 2.6 to 3.6 million fewer international passengers. For domestic flights, the estimated drop is 18-24%, which would mean 13-19 million fewer passengers.
- The associations argue that the taxation contradicts the policies of the International Civil Aviation Organization (ICAO), of which Brazil is a signatory. ICAO Document 8632 recommends that Contracting States "reduce to the maximum extent practicable and plan to eliminate (...) all forms of taxation on the sale or use of international air transportation."
- Relevant operational issues raised by the entities
- Concept of "origin": it is crucial to establish unequivocally the concept of "origin" for the application of taxes on international flights with domestic stopovers, to avoid ambiguities and operational complications.
- Fiscal neutrality: there is a risk that foreign airlines will not be able to recover the GST/CBS paid in Brazil due to the lack of local bank accounts and accounting requirements, which would put them at a competitive disadvantage.
- Special customs regimes: the reform may disrupt existing tax exemptions for goods temporarily admitted into Brazil by foreign carriers, such as catering supplies and spare parts.
- Operational systems: the new tax structure will require significant adaptations in the systems of foreign airlines, increasing operational costs to comply with the new tax obligations and documentation standards. This includes establishing a new format for electronic tickets, electronic cargo manifests for international operations, and redesigning contracts and tax management systems.

Industry News

- - Brand USA sees 'significant recalibration' of US promotion after budget cut appropriations cut from \$100 million to \$20 million in new budget approved by Congress.
 - Brand USA will have to reevaluate its strategies and reduce its tourism promotion activities after suffering an \$80 million cut in its annual budget. The reduction was approved by the National Congress this week and should be signed into law by President Donald Trump this Friday (4) as part of the mega tax and budget package called the "Big, Beautiful Bill".
 - Brand USA CEO Fred Dixon said that the situation is critical and stated that a "significant recalibration of resources and programming" is necessary, the details of which are still being defined. The expectation is that part of the budget can be restored during the negotiations of the budget laws for fiscal year 2026, which should take place in the second half of the year.
 - "While we are disappointed with the reduction, we remain committed to our mission and look forward to opportunities to restore funding in the future." Fred Dixon, CEO of Brand USA He stressed

that the organization remains in dialogue with representatives of the federal government and remains confident in the president's request for the full budget in the next round of discussions in Congress. The budget cut was also criticized by industry entities.

- The CEO of the U.S. Travel Association, Geoff Freeman, said that Congress' decision threatens the recovery efforts of international tourism in the country. "New taxes on foreign visitors and the reduction of funding to Brand USA are misguided measures that could harm the arrival of tourists," he said. Laura Chadwick, CEO of the Travel Technology Association, also lamented the cut at a time that she considers "crucial" to strengthen the image of the United States abroad. "With global events like the World Cup and America250 approaching, the country should be stepping up its international promotion — not the other way around."
- Brand USA has not received federal funding since January of this year — an unusual hiatus even during periods of government transition — and must now decide whether to continue its "America the Beautiful" international marketing campaign, which is scheduled to launch in August, as well as consider possible staff cuts.

VI - ACTIONS

1. Newsletter, Press Kits, and Press Releases

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