

BRAZIL REPORT

AUG 2025

TRAVEL
SOUTH
USA



Prepared By:

Outlook
— R E P S —

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Table of Contents

I EXECUTIVE SUMMARY 3

ii. COMMUNICATION & PR..... 4

III. TRAVEL TRADE..... 5

IV. NEWSLETTER 5

V – MARKET UPDATE 7

VI - ACTIONS..... 10

EXECUTIVE SUMMARY

- Secured opportunities in the Brazilian market and constantly contacted travel, Trade, and media partners with 14 trade and 5 media meetings.

International Metrics for FY25- 26

| | 2025-2026 | 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 | 12 | 14 | | | | | | | | | | | 26 |
| | Number of Agents Trained | 199 | 265 | | | | | | | | | | | 464 |
| | PR | | | | | | | | | | | | | |
| | Media Meetings | 8 | 5 | | | | | | | | | | | 13 |
| | Number of Articles Published | 37 | 30 | | | | | | | | | | | 67 |
| | Impressions | 4.259.507 | 1.095.802 | | | | | | | | | | | 5.355.309 |

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:
- 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>

67

Pieces of Coverage

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

5.35M

Estimated Views

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

1.12B

Audience

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

83

Engagements

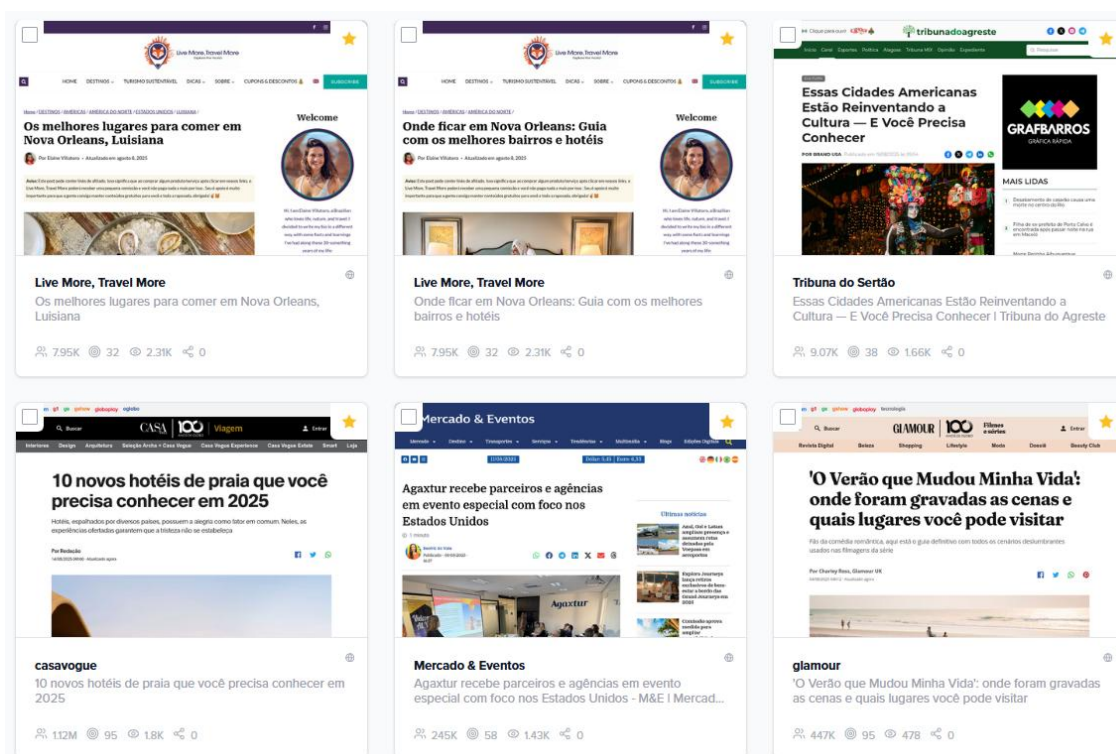
Combined total of likes, comments and shares on social media platforms

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.

A series of in-person trainings with Agaxtur Turismo and Brand USA took place in São Paulo, including the cities of Santos and Sorocaba. We showcased all TS pillars, and this meeting had a special focus on FIFA 2026, since Agaxtur is the number one FIFA reseller in Brazil.

Successful in-person visits and meetings with key tour operators and travel agencies, focusing on personalized training and strategic conversations to strengthen the promotion of the Southern U.S. states represented by Travel South USA. In addition, we also joined Kansas City, MO, at the Diversa event in Bahia, where we distributed our maps. The event gathered more than 400 travel agents.



IV. NEWSLETTER

Trade Newsletter and Release to travel professionals and the Media.

Expected to return in September 2025

V - TRAINING

Agaxtur Office – São Paulo - SP

A training session was held at Agaxtur, in partnership with BrandUSA, welcoming travel consultants from Agaxtur franchises for an engaging learning experience. Presentation of all TSUSA pillars and states, with a focus on the upcoming FIFA World Cup host cities in the United States, as Agaxtur is one of the most outstanding ticket sellers for FIFA in Brazil.

While presenting these key destinations, the session also introduced the culturally rich states represented by **Travel South USA**, showcasing their unique sights, sounds, and flavors. This tailored approach aimed to inspire professionals to connect major sporting events with unforgettable travel experiences throughout the Southern U.S.

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

Date: AUG 08

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 50 in-person training



Agaxtur Training – Santos - SP

A special training lunch was held in Santos with Agaxtur, in partnership with Brand USA, welcoming travel consultants for an engaging and insightful session. Over lunch, participants explored the unique sights, sounds, and flavors of the Southern U.S., discovering the culturally rich destinations represented by Travel South USA.

The training highlighted the key Southern states and their diverse tourism opportunities, while placing a special emphasis on **Kansas City and Atlanta**, two vibrant cities that will serve as host locations during the upcoming FIFA World Cup.

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

Date: AUG 12

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 32 In-Person training



Agaxtur Training – Sorocaba - SP

As part of the Roadshow with Agaxtur, a special training lunch was held in Sorocaba in partnership with Brand USA, bringing together travel consultants for an engaging and insightful session. Over lunch, participants explored the unique sights, sounds, and flavors of the Southern U.S., discovering the culturally rich destinations represented by Travel South USA.

The training highlighted the key Southern states and their diverse tourism opportunities, and presented **Kansas City and Atlanta**, two vibrant cities that will serve as host locations during the upcoming FIFA World Cup.

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

Date: AUG 14

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 33 In-Person 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.

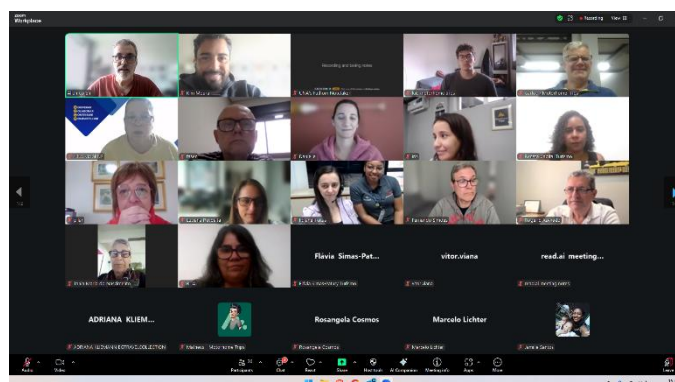
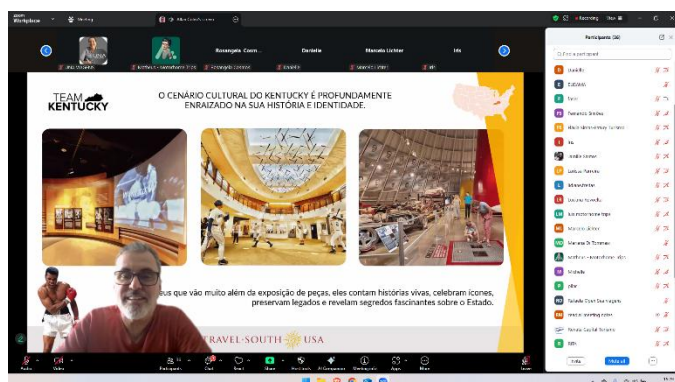
The TSUSA monthly online educational seminar will continue through April. It will focus on each GPP partner and strengthen destination awareness among industry professionals.

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

Date: AUG 28

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 150 online training



VI - MARKET UPDATE

- [US visa issuance for Brazilians drops 25% under the Trump administration](#)
- The outlook for the future is also not positive: tourists planning to obtain a US visa will have to pay US\$250 due to a new tax. Visa issuance by the US Embassy and consulates to Brazilians fell 25% in the first five months of Donald Trump's administration, compared to the same period in 2024. This information is based on a survey by AG Immigration, a Washington-based immigration law firm.
- From January to May of this year, 356,900 visas were issued, compared to 480,800 in the same months last year. B1/B2 visas, for tourism and business purposes, accounted for the majority of applications.
- So far in 2025, May has seen the lowest number of visas issued, with 64,200, an 18.83% decrease compared to April (77,200).
- It's unclear whether the decline is due to lower demand for visas or a rise in application rejections. Last year, the rejection rate for B1/B2 visas was 15%. The United States will release the 2025 data at the end of the fiscal year, which ends in October.
- The outlook for the future is not optimistic: Brazilians planning to obtain a US visa will have to pay US\$250 due to a new tax, in addition to the already anticipated charges. Called the "Visa Integrity Fee," the new fee is part of Trump's fiscal package, approved by the US Congress last month.
- Despite the year-to-date decline, Brazil was the fourth-highest issuing country for US visas in the period, behind only Mexico (1.1 million), India (642,900), and China (485,000).
- Furthermore, Brazil is currently the third-highest sending country to the US, behind only the United Kingdom and India. Between January and May 2025, approximately 788,000 Brazilians traveled to the USA as tourists.
- US Targets Officials' Visas - The administration of US President Donald Trump announced on Wednesday (Aug. 13) the revocation of visas of Brazilians involved in the Mais Médicos program. The Brazilian program, created in 2013, had Cuban professionals working there from its inception until the end of 2018.
- [US Waives Interview for Renewal of B1/B2 Visas](#) (AUG 25)
- For all other visa types, an interview with a consular officer will be required starting September 2.
- The US Embassy in Brazil announced that, starting September 2, 2025, nonimmigrant visa applicants in most visa categories, including renewals, regardless of age, will be required to appear in person for an interview with a consular officer.
- However, there is an exception that applies only to applicants who intend to renew a B1/B2 visa that expired within the last 12 months and were at least 18 years old when it was issued. These travelers will not need to attend an interview at the US Consulate when renewing their documents.
- To be eligible for the waiver, you must also:
 - Apply for the visa in your country of nationality or residence.
 - Have never been refused a visa (unless the refusal has been overturned).
 - Have no apparent or potential ineligibility.
- Consular officers may still require in-person interviews on a case-by-case basis, for any reason. Applicants should check the embassy and consulate websites for more detailed information on visa application requirements and procedures, as well as the operational status and services of the embassy or consulate.

FLIGHTS

- [Tourism Fair: Minister Highlights Investments in Airports and Aviation](#)
- Silvio Costa Filho highlighted the most significant volume of investment in the history of the Brazilian aviation sector. During the National Tourism Fair, which opened today (Aug. 21) in the Anhembi District of São Paulo, Minister of Ports and Airports Silvio Costa Filho emphasized that the development of the sector is closely tied to economic growth and spoke about the investments made in airports and airlines in Brazil.
- "Today, we have 59 concessioned airports in Brazil and are experiencing the largest investment volume in history, with nearly R\$10 billion invested in the airport sector. R\$2.5 billion has been invested in Congonhas Airport (SP), over R\$1 billion in Guarulhos Airport, and we will have Olímpia Airport, which will be very strategic for the state of São Paulo. Furthermore, we are working hard to advance regional airports, which are essential for stimulating tourism development. We currently have 30 regional airports under construction, and we hope to build more than 50 airports in the next five years, working closely with Abear," commented the Minister of Ports and Airports.
- Costa Filho also spoke about the financial difficulties faced by airlines. "Under the previous administration, Latam, Gol, and Azul suffered greatly from a lack of investment. We now have a R\$4 billion annual credit line for airlines, which will enable them to purchase new aircraft and refurbish existing ones. Latam and Gol have emerged from bankruptcy protection, and Azul is set to follow suit. Meanwhile, Brazilian tourism is expected to strengthen. In 2022, we had 98 million air passengers in Brazil, and this year, we will surpass 128 million."
- Finally, Costa Filho spoke about the country's current economic climate, which stimulates the sector. "Tourism grows, above all, when the economy is doing well, and we are experiencing the best economic period in Brazil's history, with unemployment at just 5.8%, GDP growth of over 3%, rising Brazilian incomes, and growth in the services sector. This is Brazil emerging from the hunger map and growing, with people enjoying higher incomes. When this happens, the second thing on their minds, after paying their bills, is traveling around Brazil," commented the Minister of Ports and Airports.
- [Brazilian aviation is resuming growth and has room to expand](#), according to LATAM CEO Jerome Cadier, who highlights the post-pandemic recovery and the potential for growth in the national airline industry.
- Over the past 20 years, the Brazilian airline industry has undergone significant transformations and is now at a promising stage, with considerable potential for expansion. This is what Jerome Cadier, CEO of LATAM Airlines, points out in a recent interview with Exame's Na sua Cesta podcast.
- According to Cadier, the 2000s were marked by accelerated growth. "The market began the decade with 30 million passengers and ended with 100 million. In other words, the sector tripled in ten years. And ticket prices fell by half," he recalls. This combination of increased demand and reduced costs helped consolidate aviation as a more accessible service for the population.
- The period between 2010 and 2020, however, was one of stagnation. Passenger numbers remained around 100 to 110 million, while prices fell more gradually, reflecting competition between airlines such as Avianca, Azul, Gol, and Latam. Cadier believes the industry's performance during this period was also affected by the country's limited economic growth.
- The pandemic caused an unprecedented shutdown. "We even had days when no flights took off," recalls the executive. However, the recovery is showing remarkable signs: the market is currently operating almost 20% above pre-pandemic levels. "We are at the best levels of demand and passenger numbers we've seen in the entire 2010s. And the expectation is that this year the industry will grow almost 8% compared to last year," he states.
- Cadier believes there is still plenty of room for growth. "We have over 200 million inhabitants in Brazil. Why not celebrate 200 million passengers?" he predicts, highlighting the expansion potential of the

national aviation sector.

Industry News

- **US travel costs fall for the fifth month, despite rising inflation**
- Report shows that hotel rates are falling, while eating out is more expensive
- For the fifth consecutive month, travel costs in the United States have shown a downward trend. Going against the trend of inflation, which is at 2.7%, average travel costs in the country are 1% lower than in the same period in 2024. This data is from NerdWallet's Travel Inflation Report.
- "Top tourist destinations, including Las Vegas, Orlando, and Hawaii, experienced lower-than-expected demand," said NerdWallet travel expert Sally French. This would explain part of the price drop.
- The report also reveals some contradictions. While hotel rates are cheaper compared to last year, with a significant 4.8% drop, the cost of airfare and car rentals increased by 0.7%. The study also highlights that the cost of eating out increased by 3.9%, while ticket prices for movies, theaters, and concerts rose by 3.8%.
- NerdWallet highlights that, although July 2025 airfare prices increased by 0.7%, they are lower than the prices we paid for airfare a decade ago, revealing a 16.6% decrease.
- With information from [TravelPulse](#).
- [Central Florida Tourism Generates Record Economic Impact of \\$94.5 Billion](#)
- Study Highlights Continued Growth in Visitor Spending, Job Creation, and Tax Revenue
- Central Florida's tourism industry recorded a record economic impact of \$94.5 billion in 2024, representing 2.2% growth over the previous year, according to the latest study by Tourism Economics, a division of Oxford Economics.
- The report, commissioned by Visit Orlando, Experience Kissimmee, Seminole County, and the Central Florida Hotel & Lodging Association (CFHLA), reinforces the importance of tourism as a key pillar of the regional economy. Tourism provides significant benefits to residents and businesses, in addition to generating substantial tax revenue, which is reinvested in essential public services.
- "Central Florida's tourism economy has doubled in size over the past 15 years, the period during which we conducted this analysis. Among the numerous destinations evaluated annually, the region's performance is extraordinary," said Adam Sacks, president of Tourism Economics.
- In May, Visit Orlando announced that the region would receive 75.3 million visitors in 2024, solidifying its position as the most visited destination in the United States and a leading hub for events and conferences in the country.
- Main results of the study: Direct visitor spending in Central Florida grew 2.4% in 2024, totaling \$59.9 billion. This represents an average of \$164 million spent daily, resulting in annual savings of \$7,474 per household in the Orlando region. For Orange County residents, these savings reach \$10,200. Furthermore, direct visitor spending generated an additional \$34.6 billion in indirect sales (companies purchasing products and services to meet tourism demand) and induced sales (spending on wages paid for this activity), resulting in a total economic impact of \$94.5 billion, a 2.2% increase compared to 2023.
- The source of spending by county was distributed as follows: 85% in Orange County, 12% in Osceola County, and 3% in Seminole County.
- "Every visitor we welcome strengthens our community and boosts our local economy. It's essential to note that at the start of each year, our visitation metrics are reset, and the effort to protect and expand our share of the competitive global market begins anew. Earning and maintaining the title of America's No. 1 destination is the result of decades of strategic planning," emphasizes Casandra Matej, President

and CEO of Visit Orlando.

- **Tourism Drives Jobs in the Region:** Tourism supported more than 468,000 jobs in 2024, an increase of nearly 1% over the previous year. Of this total, 288,000 jobs are direct, in hotels, restaurants, attractions, and other tourism services. The remaining jobs are indirect, spanning supporting sectors such as architecture, interior design, business services, construction, engineering, financial services, and transportation. In Orange County, tourism accounts for 42% of jobs, in Osceola County for 35%, and in Seminole County for 12%. In total, \$28 billion in wages and benefits were paid in 2024, representing a 2.5% increase from 2023.
- **Tax Generation and Savings for Residents:** In 2024, state and local tax revenue from tourism grew 2.5%, totaling \$ 6.7 billion. These resources, including taxes such as the Tourist Development Tax, sales taxes, and property taxes, fund essential services like public safety, education, and infrastructure, generating an average savings of \$ 7,474 per household in the region. Orange County: savings of \$10,200 per household. Osceola County: savings of \$ 4,430. Seminole County: savings of \$1,772. Tourism also generated \$12.9 billion in government revenue, including \$6.2 billion in federal taxes and \$6.7 billion in state and local taxes.

VI - ACTIONS

1. Newsletter, Press Kits, and Press Releases

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