

BRAZIL REPORT

OCT 2025

TravelSouth
USA

Prepared By:

Outlook
REPS

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	7
VI -	ACTIONS.....	13

EXECUTIVE SUMMARY

- Secured opportunities in the Brazilian market and constantly contacted travel, Trade, and media partners with 26 trade and 14 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	18	26									70
	Number of Agents Trained	199	265	565	669									1.698
	PR													
	Media Meetings	8	5	20	14									47
	Number of Articles Published	37	30	49	49									165
Impressions		4.259.507	1.095.802	2.604.664	3.848.202									11.808.175

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-I_2

COMMUNICATION & PR

News Releases

- Releases and newsletters themed: Trick or Treats
- 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>

165

Pieces of Coverage

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

11.5M

Estimated Views

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

2.6B

Audience

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

770

Engagements

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

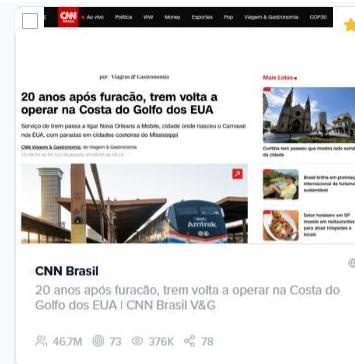
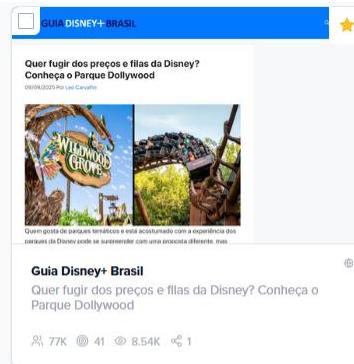
57

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.

October brought pivotal trade initiatives that elevated our presence at major tourism events and deepened connections with key partners across Brazil.

We attended the ABAV Expo 2025 in Rio de Janeiro—one of Latin America's largest and most influential travel and tourism fairs. This renowned event gathers destinations, tour operators, travel agencies, airlines, and media representatives from Brazil and abroad. As visitors, we engaged with strategic partners, discovered emerging business trends, and explored collaborative opportunities designed to boost the visibility of Southern U.S. destinations. ABAV serves as a cornerstone for the tourism trade, setting the direction for upcoming seasons while unveiling the industry's latest innovations and opportunities.

Shortly after, we participated in the BTM – Brazil Travel Market in Fortaleza, Ceará, a premier tourism event for Northern and Northeastern Brazil that convenes the region's top travel agents, operators, and hospitality brands. BTM is critical in bridging national and international destinations with the dynamic Northeastern market. Our engagement at BTM delivered excellent networking opportunities and further elevated TSUSA destinations among professionals eager to diversify their portfolios with unique U.S. experiences and products.

While in Fortaleza, we visited Fábrica de Viagens, a standout tour operator in both the city and the broader Northeast. The visit paved the way for promising collaborations and joint product development, spotlighting TSUSA destinations. We also strengthened ties with premium travel agencies specializing in luxury and group travel, including Martins and Wee, where we explored customized itineraries and high-end Southern U.S. experiences.

These initiatives reaffirm our strategic commitment to expanding Travel South USA's footprint and influence in the Brazilian market, building robust trade relationships, and sparking new partnerships that will drive tangible sales and promotional achievements in the coming months.

IV. NEWSLETTER

Trade Newsletter and Release to travel professionals and the Media.

- **Newsletter:** Trick or Treats
- Total sent: 12.811
- Open rate: **31.90%** Clicks: **1.9%**

Press release: Trick or Treats

Total dedicated media: **2.478** Comunique-se
Open rate: **24,92%** Clicks: **24,05%**

TravelSouth USA

TRICK OR TREAT!
UM HALLOWEEN CHEIO DE SABOR NO SUL DOS USA

O MISSISSÍPI transforma o Halloween em uma celebração de sabores e mistérios. Entre doces temáticos, coquetéis suculentos e tours por casas históricas assombradas, o estado oferece experiências únicas que fazem do Halloween uma noite capitulada de encanto e tradição sulista.

Saiba mais!

Na LOUISIANA, o Halloween é celebrado com uma mistura irresistível de cultura, cachaça, lendas e mistérios. De festas de fantasias com temática de criaturas noturnas a tours que oferecem experiências únicas em cada canto. Descubra a magia do Beignets Fest, os segredos de Gothic, e as lendas de New Orleans.

Saiba mais!

Onduras transforma o CAROLINA DO NORTE em um festival de sabores e experiências inesquecíveis. De tradições atraentes e festas à terra mar, cada região celebra o Halloween com sabor e diversão. Descubra a magia das cidades históricas, cidades costeiras e praias vibrantes.

Saiba mais!

O ALABAMA transforma o Halloween em uma celebração de sabores e tradições únicas. Entre noites carnavalizadas, coquetéis assinados por mestres mixólogos e tours gastronômicos, o estado oferece todo o charme do Sul nessa época do ano. Descubra também o surpreendente como o mundo "Opp the Radar" e mergulhe nas experiências que só o Alabama oferece.

Saiba mais!

O Sul se ilumina no outono com sabores, festas e diversão que encantam todos. De festas de fantasia com temática de criaturas noturnas a tours gastronômicos a pratos saborosos e serviços especiais, cada cidade oferece experiências únicas. Explore música, gastronomia e diversão inspiradas nos foliões.

Saiba mais!

Em Tennessee, o ALABAMA e o TENNESSEE oferecem experiências únicas que encantam todos os sentidos. Da noite das bruxas à noite com espíritos temáticos de frango fritado, passando por shows de dança e diversão. Descubra as noites tradicionais, cidades arrebatadoras e diversões inspiradas nos foliões.

Saiba mais!

No coração do Sul, o KENTUCKY celebra o Halloween com sabor, confeiteiros, doces e biscoitos. De festas de fantasia com temática de criaturas noturnas a tours gastronômicos, o estado oferece uma viagem de sabores e histórias, com doces que encantam a todos e tradições que ressoam aqui e convidam o mundo.

Saiba mais!

Onduras, grata com sabor, traz o HALLOWEEN com sabor, doces e novas tradições em trajes e fantasias assustadoras e festas de abóbora. De St. Louis a Springfield, o estado celebra o outono com doces que encantam a todos e tradições que ressoam aqui e convidam o mundo.

Saiba mais!

Onduras, grata com sabor, traz o HALLOWEEN com sabor, doces e novas tradições em trajes e fantasias assustadoras e festas de abóbora. De St. Louis a Springfield, o estado celebra o outono com doces que encantam a todos e tradições que ressoam aqui e convidam o mundo.

Saiba mais!

Em Conway, no CAROLINA DO SUL, o Halloween ganha vida com decoração histórica, gastronomia criativa e diversão para todos os sentidos. De festas de fantasia com temática de criaturas noturnas a tours gastronômicos, cada canto é cheio de surpresa e tempos de sabor e satisfação. Descubra os dentinhos do Spooky Bites & Sips e vive um Halloween inesquecível.

Saiba mais!

GUIA DE INSPIRAÇÃO 2025

TravelSouth
All Y'all Are Welcome 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 o destino dos estados: Alabama, Arkansas, Carolina do Sul, Carolina do Norte, Flórida, Geórgia, Kentucky, Luisiana, Mississippi, Missouri, Tennessee, Texas, Virgínia e West Virgínia.

A TSUSA é representada no Brasil pela Outlook rep - contato: kris@outlookrep.com
Contato
Kim Morris - kim@outlookrep.com
Alan Coker - alan@outlookrep.com

Update your preferences or unsubscribe from this list.

Trick or Treat?

Um Halloween Cheio de Sabor no Sul dos USA



Click e descubra como o destino transforma o Sul com um desfile cheio de sabor, cultura e magia.

Em 14 de outubro, os Estados Unidos comemoram o Halloween. Neste dia, os estados sulistas como o ALABAMA, LOUISIANA e a NOVA ORLEANS, De fato, oferecem a festa mais saborosa e cheia de surpresa, cada cidade oferecendo experiências únicas. Descubra então, quais são as tradições que fazem do Halloween memorável.



Click e descubra o Tennessee, repleto de sabor, magia e tradição Sul.

Em Sóisville e Calera, o TENNESSEE oferece experiências únicas que encantam todos os sentidos. Da noite das bruxas à noite com espíritos temáticos de frango fritado, passando por shows de dança e diversão. Descubra as noites gastronômicas, cidades arrebatadoras e diversões inspiradas no Halloween.



Click e descubra como o Kentucky transforma o Halloween em uma experiência para todos os sentidos.

No centro do Kentucky, o KENTUCKY celebra o Halloween com uma celebração saborosa, bordada de doces. Os docinhos que só existem na Sóisville, Texas, são surpreendentes em beleza e sabor. O destino oferece uma viagem de sabores e histórias, com doces que encantam a todos e tradições que ressoam aqui e convidam o mundo.



Click e descubra como o Missouri transforma o Halloween em uma experiência de sabor e diversão.

De St. Louis a Springfield, o estado oferece a festa com doces que encantam a todos e tradições que ressoam aqui e convidam o mundo.



Click e descubra como o Mississippi transforma o Sul do Halloween com a cultura, gastronomia e tradições sulistas.

O MISSISSÍPI transforma o Halloween em uma celebração de sabores e mistérios. Prateados temáticos, coquetéis suculentos e tours por casas históricas assombradas, o estado oferece experiências únicas. De Vicksburg a Natchez, cada cidade revela um novo capítulo de encanto e tradição sulista.



Click e explore o encanto do Conway, o "Halloween - South Carolina", neste longeado aniversário.

Em Conway, no CAROLINA DO SUL, o Halloween ganha vida com sabor e diversão, gastronomia criativa e diversão para todas as idades. De cidades charmosas e restaurantes temáticos, cada centro celebra o outono com sabor e estilo sulista. Descubra os destinhos do Spooky Bites & Sips e vive um Halloween inesquecível.



Click e explore os encantos e sabores do Halloween no coração do Sul.

O ALABAMA transforma o Halloween em uma celebração de sabores e tradições únicas. Teste suas receitas criativas, comece umas delícias de abóbora e pratos típicos com um toque de sofisticação, o destino revela todo o charme do Sul nessa época do ano. Descubra também como o mundo "Opp the Radar" e mergulhe nas experiências que só o Alabama oferece.



Click e descubra os misteriosos e encantados que fazem da Louisiana um dos destinos mais fascinantes do Sul.

Na LOUISIANA, o Halloween é celebrado com uma mistura irresistível de cultura, sabor, lendas e mistérios. De festas históricas e casas assombradas a tradições de Voo, o estado oferece experiências únicas em cada canto. Descubra os dentinhos do Haunted House Fest e os segredos do Sul.



Click e descubra como o Mississippi combina a magia do Halloween com a cultura histórica do Sul.

O MISSISSÍPI transforma o Halloween em uma celebração de sabores e mistérios. Prateados temáticos, coquetéis suculentos e tours por casas históricas assombradas, o estado oferece experiências únicas. De Vicksburg a Natchez, cada cidade revela um novo capítulo de encanto e tradição sulista.

TravelSouth
All Y'all Are Welcome 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 o destino dos estados: Alabama, Arkansas, Geórgia, Kentucky, Luisiana, Mississippi, Missouri, Carolina do Norte, Carolina do Sul, Tennessee, Virgínia e West Virgínia.

A TSUSA é representada no Brasil pela Outlook rep - contato: kris@outlookrep.com

V - TRAINING

Agaxtur Training – Hotel Intercity - SP

As part of the Roadshow with Agaxtur, the grand finale of our training series took place during a special breakfast event in São Paulo, marking the culmination of our partnership initiatives with Agaxtur. This memorable morning brought together approximately 70 handpicked travel agents, recognized as some of Agaxtur's top partners, for an engaging and inspiring gathering with Brand USA.

Over breakfast, participants immersed themselves in the unique sights, sounds, and flavors of the Southern U.S., discovering the rich cultural tapestry of destinations championed by Travel South USA. The event celebrated the successful conclusion of the training series, leaving attendees energized and well-prepared to promote these exceptional U.S. experiences.

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

Date: OCT 01

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 70 in-person training



SG Rentals – Rio de Janeiro - RJ

In partnership with SG Rentals, we hosted a special breakfast event in Rio de Janeiro that brought together some of the city's most prominent travel agents and tour operators. This lively morning session offered an outstanding platform to connect with key industry professionals while showcasing the many attractions of the Southern United States.

Through our collaboration with SG Rentals, we reached a highly qualified audience. We delivered an engaging, informative training that highlighted the rich culture, breathtaking landscapes, and authentic experiences offered by TSUSA. The event not only strengthened our relationships within the travel trade but also inspired participants to explore and promote these unique U.S. destinations.

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

Date: OCT 07

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 45 in-person training



Mobility – São Paulo - SP

In partnership with Mobility, a special training session was held at the company's São Paulo office. Organized by Mobility, the event welcomed around 100 select travel agents and tour operators.

Invited alongside Brand USA, we had the opportunity to present the diverse destinations and cultural richness of the Southern United States represented by Travel South USA. The session fostered meaningful exchanges with key industry professionals and offered valuable insights into the unique experiences awaiting travelers in the region.

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

Date: OCT 15

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 110 in-person training



BWT – Florianópolis - SC

In partnership with BWT, we organized two exclusive Happy Hour events designed to connect with leading travel agents from across the Santa Catarina region. These well-orchestrated gatherings, hosted by BWT, provided an exceptional platform to network with top industry professionals while showcasing the diverse attractions and unique experiences of the Southern United States.

The first event was held in Florianópolis and drew prominent travel agents from the local area. The evening featured dynamic discussions and interactive presentations about the destinations represented by Travel South USA. Attendees enjoyed not only the opportunity to explore new travel concepts and product offerings but also meaningful exchanges, sharing insights into current market trends and client preferences.

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

Date: OCT 15

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 36 in-person training



BWT – Criciúma - SC

In partnership with BWT, a special Happy Hour event was held in Criciúma, bringing together over 40 invited travel agents from across the region. The evening provided a dynamic setting for industry professionals to connect, share ideas, and discover new travel opportunities.

Both events emphasized the value of strong trade relationships by highlighting destination updates, sharing sales strategies, and offering practical resources to help travel agents promote the Southern U.S. region. By fostering an atmosphere of collaboration and learning, our partnership with BWT continues to equip travel professionals with the knowledge and inspiration to craft memorable journeys for their clients.

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

Date: OCT 16

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 42 in-person training



SG Rentals – Fortaleza - CE

As part of our partnership with SG Rentals, a second training event was held in Fortaleza, one of the key markets in Brazil's Northeast region. The session took place over a special breakfast that brought together around 40 travel agents, offering an excellent opportunity to connect with a highly qualified audience.

During the event, participants learned more about the Southern United States, exploring its culture, music, and gastronomy through destinations represented by Travel South USA. Exclusive travel materials and destination updates were provided to support agents' sales efforts. This collaboration served as an essential gateway to strengthen our presence in the region, facilitate direct engagement with local agencies, and inspire new travel opportunities to the southern states of the U.S.

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

Date: OCT 22

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 44 in-person training



BWT Halloween train – Itú - SP

In partnership with BWT, a special themed event took place aboard the historic train journey from Salto to Itú, one of the region's most charming cultural attractions. For this occasion, we transformed the experience into a Halloween-themed train ride, complete with live performances and costumed actors to bring the festive, spooky spirit to life.

At the end of the ride, we hosted a training session and dinner for a select group of travel agents invited by BWT. The event successfully combined American culture with an engaging opportunity to present the Southern United States destinations. This creative initiative generated strong engagement and positive feedback from participants, provided practical destination knowledge and sales resources to agents, and reinforced our market presence just ahead of the key year-end travel season. The blend of education, entertainment, and networking inspired agents to promote and explore the rich experiences offered by the southern states.

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

Date: OCT 23

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 43 in-person training



North Carolina Online TRAINING – São Paulo - SP

Our monthly online event spotlighted North Carolina as an ideal destination, emphasizing TSUSA's core pillars for an engaged group of travel agents and tour operators. Participants expressed strong interest and left the sessions with new insights and motivation to sell the destination.

To accommodate different schedules and maximize participation, we offered two training sessions at alternate times beyond our standard format. This flexibility helped reach a wider audience and strengthen learning outcomes.

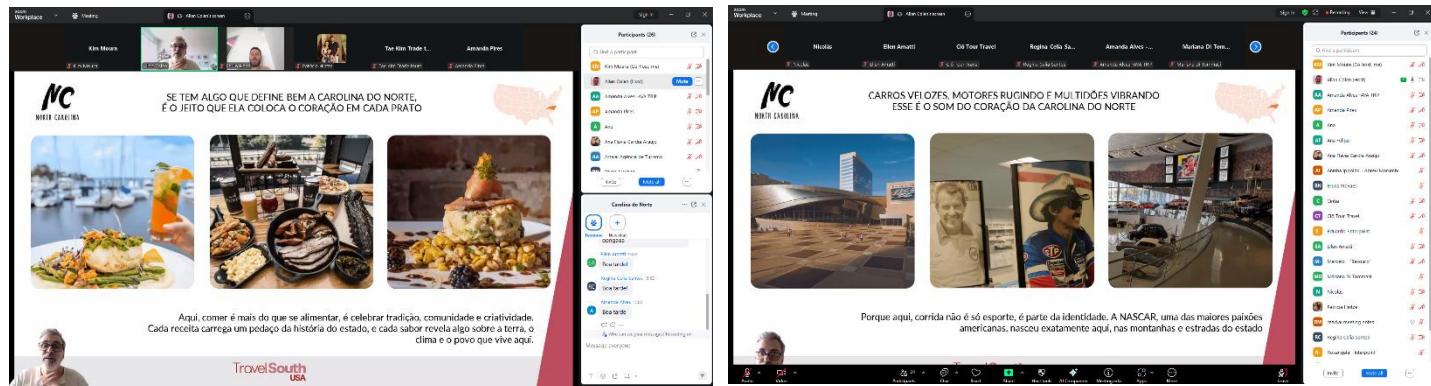
The TSUSA monthly online educational seminar series will continue, focusing on each GPP partner and enhancing destination awareness among industry professionals. Outreach metrics and feedback were recorded to monitor effectiveness and guide future content.

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

Date: OCT 30

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 130 online training



Diversa Trips, Tricks and Threats – São Paulo - SP

As part of our participation with Diversa, we joined a special Halloween-themed event, engaging with over 150 travel agents. The event provided an outstanding platform to highlight the destinations represented by Travel South USA, showcasing the unique culture, music, gastronomy, and diversity of the Southern United States.

Through an engaging presentation, we shared Travel South's vision, values, and the distinctive experiences offered across its member states—offering practical sales materials and updates to agents, and inspiring them to explore and promote the region as a must-visit U.S. destination. As part of the event and in line with Diversa's ATL and VisitKC campaigns, dedicated presentations were also delivered in Atlanta and Kansas City, supported by experiential content and promotional resources, further strengthening connections with key southern destinations and equipping agents for future sales outreach.

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

Date: OCT 31

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 150 in-person training



VI - MARKET UPDATE.

- Key Tourism Trends Shaping Travel by 2030 – CVC Corp
- The Power of Experience: Guilherme Paulus, founder of CVC, emphasized that true brand differentiation comes from delivering authentic emotional experiences. He identified three pillars: emotion, memory, and meaning. Elegance is defined by sensory comfort and lasting memories, rather than luxury for show.
- AI Travel Assistants: Artificial intelligence will provide travelers with personalized planning, translation, and real-time support throughout their journeys.
- Multi-Destination Itineraries: Flexible trips will combine multiple cities or regions, with seamless booking and easier transportation.
- Well-Being Focus: Mental and physical wellness—including retreats and healthy living—will be a core travel motivation.
- Social Media Booking: Instagram and TikTok will become influential platforms for both researching and booking travel, with influencers driving bookings.
- Virtual & Immersive Experiences: Technologies like VR and AR will preview destinations, inspiring travelers before they commit.
- Off-the-Beaten Path Tourism: Demand will rise for lesser-known, authentic destinations offering unique cultural and personal experiences.
- Spiritual & Self-Discovery Travel: Meditation, reflection, and nature-focused trips will see increased interest.
- Emotional Loyalty: Brand loyalty will depend on providing memorable, meaningful, and personalized experiences, not just reward points.

FLIGHTS

- Brazil–U.S. Air Travel Market Update
- Strong Recovery: Air travel between Brazil and the U.S. continues to rebound, with international passenger traffic across Latin America up approximately 11% year-over-year.
- Expanding Network: About nine Brazilian airports now offer non-stop flights to twelve destinations in the U.S., with São Paulo (GRU) serving as the primary hub for major U.S. cities such as Miami, Orlando, New York, Atlanta, Los Angeles, and Chicago.
- Airline Growth: LATAM Brazil has increased international capacity by up to 38% compared to last year. GOL and Azul are also planning new U.S. routes as part of their fleet expansion and restructuring strategies.
- Rising Capacity: In 2025, Brazil led Latin America in total airline capacity, reaching approximately 12.4 million seats—a year-over-year increase of 6.8%. This growth reflects both high outbound demand and the restoration of U.S. route frequencies.
- Seasonal Demand: U.S. bookings among Brazilian traveler's peak during school holidays and long weekends, while domestic travel remains dominant in winter and mid-year.
- Positive Outlook: Airlines remain optimistic, continuing to expand service and improve reliability. Exact passenger counts for Brazil–U.S. routes over the past six months have not yet been publicly consolidated.

Industry News

- U.S. Visa Updates for Brazilian Travelers
- Extended Wait Times: Brazilians are now waiting longer to obtain U.S. visas, with an average processing time of 57 days—more than double compared to last year.
- Regional Backlogs: The longest queues are at the São Paulo consulate (over 70 days), followed by Porto Alegre (63 days), Brasília (60 days), Recife (57 days), and Rio de Janeiro (35 days).
- Causes of Delay: Increased demand is driven by holiday travel and anticipation of the U.S. Visa Integrity Fee (an extra US\$250)—currently suspended—that prompted many applicants to submit early.

VI - ACTIONS

1. Newsletter, Press Kits, and Press Releases

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