

# BRAZIL REPORT

## DEC 2025

TravelSouth  
USA

**Prepared By:**

**Outlook**  
— R E P S —

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## EXECUTIVE SUMMARY

- Secured opportunities in the Brazilian market and constantly contacted travel, Trade, and media partners with 10 trade and 6 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	16	10							96
	Number of Agents Trained	199	265	565	669	289	106							2,093
	PR													
	Media Meetings	8	5	20	14	9	6							62
	Number of Articles Published	37	30	49	49	26	49							240
	Impressions	4,259,507	1,095,802	2,604,664	3,848,202	480,797	3,248,001							15,536,973

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

## COMMUNICATION & PR

### News Releases

- Releases and newsletters themed: Holiday Traditions in the American 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>

240

Pieces of Coverage

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

15.3M

Estimated Views

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

2.7B

Audience

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

1.13K

Engagements

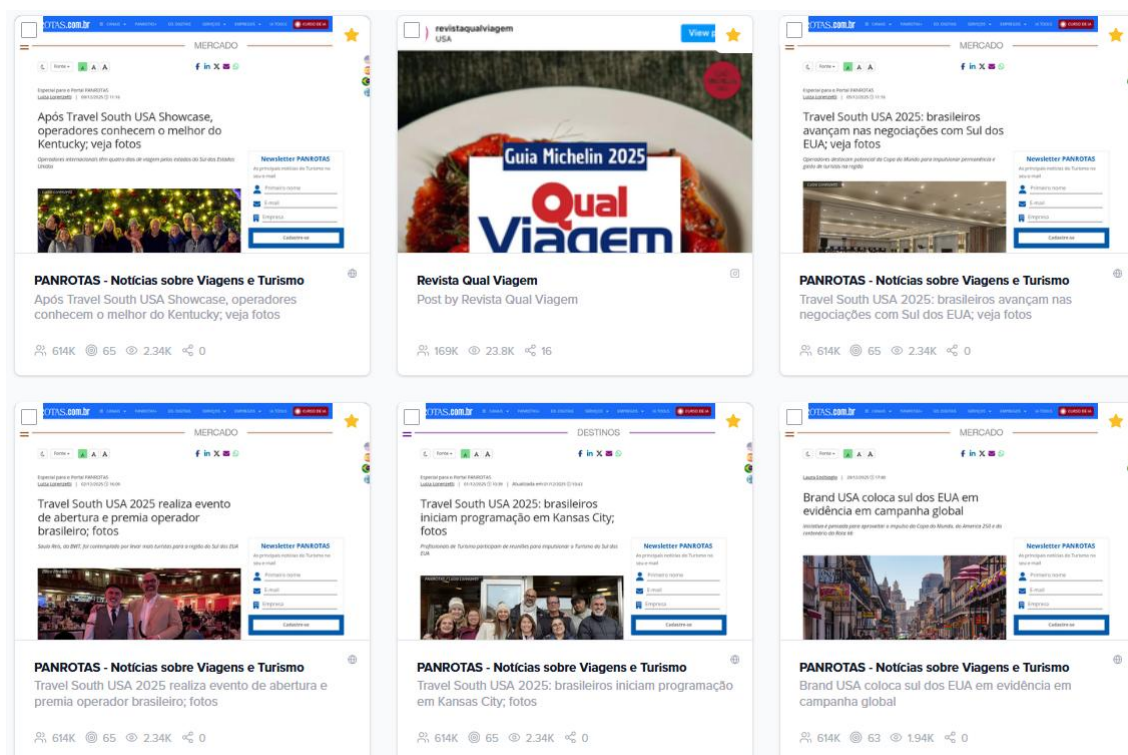
Combined total of likes, comments and shares on social media platforms

58

Avg. Domain Authority

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

### HIGHLIGHTS:



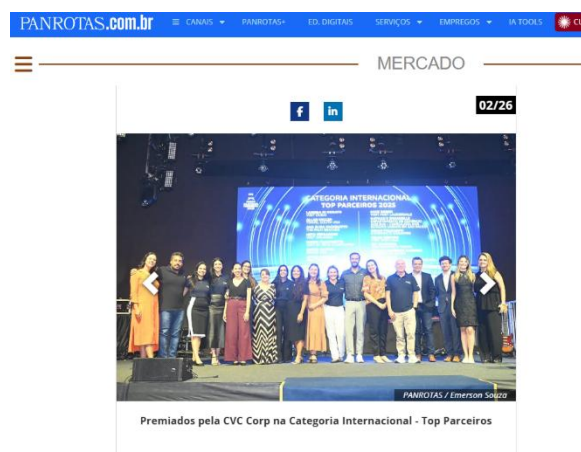
## III. TRAVEL TRADE

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

December was a month of meaningful achievements and strong visibility for Travel South USA in the Brazilian market. We started the month at the Travel South International Showcase, one of the most important trade events for promoting the American South, where we strengthened ties with partners from around the world and showcased the region's cultural and travel diversity to an international audience.

Shortly after, we had the honor of being invited to CVC Corp's annual partners' event, a celebration that recognizes the top-performing companies and destinations in the Brazilian tourism industry. As one of the largest and most influential travel companies in Latin America, CVC plays a central role in inspiring Brazilian travelers and shaping market trends, making this partnership essential to expanding Travel South USA's exposure and positioning within the market. Participating in this event reaffirmed our mutual commitment to developing new opportunities and innovative products that highlight the unique experiences of the Southern states.

We also held strategic conversations with Europlus, a dynamic tour operator that is currently developing new itineraries featuring several Travel South USA destinations. Europlus expressed particular interest in organizing exclusive promotional events to showcase further and strengthen the presence of the TSUSA States.



[https://www.panrotas.com.br/mercado/operadoras/2025/12/maiores-parceiros-da-cvc-corp-em-2025-sao-premiados-veja-fotos\\_224302.html](https://www.panrotas.com.br/mercado/operadoras/2025/12/maiores-parceiros-da-cvc-corp-em-2025-sao-premiados-veja-fotos_224302.html)

- **Newsletter:** Holiday Traditions
- Total sent: 12.612
- Open rate: **16.50%** Clicks: **0.7%**

Open rate: 20,52%      Clicks: 14,24%



Criada em 1965, é a organização oficial de Marketing regional para os 12 estados do Sudeste dos Estados Unidos. Sua missão é promover, fomentar e encorajar negócios para e dentro dos estados do Alabama, Arkansas, Califórnia, Kentucky, Louisiana, Mississippi, Missouri, Carolina do Norte, Carolina do Sul, Tennessee, Virgínia e West Virginia.

A TMSRA é representada no Brasil pelo Outlook raps.

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estação de perfis e variáveis críticas, lá em St. Charles, o St. Charles Christmas Tradition leva o visitante a uma viagem no tempo com atores caracterizados, músicas natalinas e luzes de espírito natalino por todo o lado. É uma temporada que mantém o antigo, storytelling e aquele toque épico das filhas do Brasil.



TravelSouth  
All Y'all Are Welcome USA

Cidade em 1955, e a captação oficial do *belting* regional para os 12 estados do Sul dos Estados Unidos. Sua missão é promover turismo e encontrar viagens para e dentro dos estados do Alabama, Arkansas, Geórgia, Flórida, Louisiana, Mississippi, Missouri, Carolina do Norte, Carolina do Sul, Tennessee, Virgínia e West Virginia.



# V - TRAINING

## Alabama Online TRAINING – São Paulo - SP

Our monthly online event spotlighted Alabama 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.

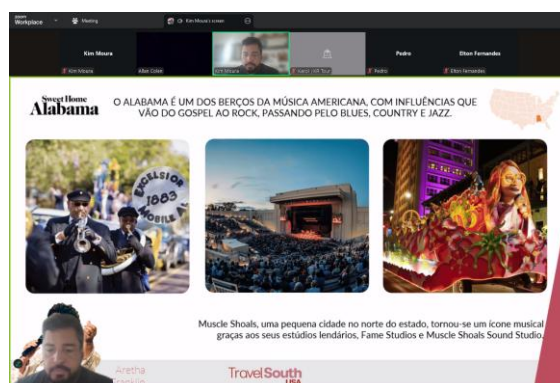
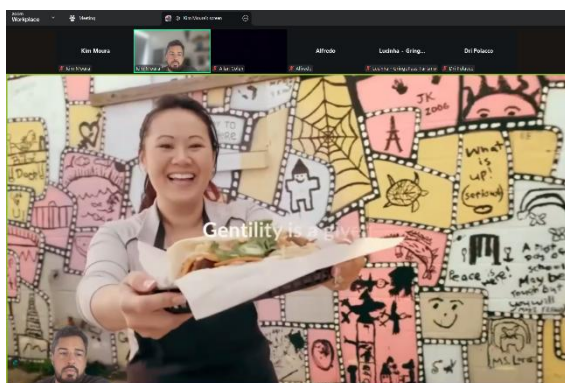
The TSUSA monthly online educational seminar series will continue, focusing on each GPP partner and enhancing destination awareness among industry professionals. Outreach metrics and feedback were recorded to monitor effectiveness and guide future content.

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

**Date:** DEC 02

**Objectives:** Increase awareness of Brazil GPP destinations.

**Overall Attendance:** 106 online training



## VI - MARKET UPDATE.

- 2026 New Year's resolutions: Among the 53% who intend to travel more in 2026, 46% plan to take one or two international trips by plane next year, and 31% say they expect to travel abroad three to four times over the year. The most sought-after countries are the United States (44%), Italy (39%), Portugal (37%), Argentina (27%), France (24%), and Spain (23%).
- 2026 Brazil Travel Trends to keep an eye out for:
- AI travel agents - Artificial intelligence tools will stop being occasional support and become constant companions for travelers: from planning to experience personalization, including real-time translation, digital concierges, and hyper-contextual suggestions.
- Multi-destination trips - With increasing digitalization and more flexible flights and accommodation, itineraries that include several cities — often starting and ending in different airports — will become more popular, boosting regional and international tourism at the same time.
- Well-being as motivation - The focus shifts from simply “resting” to actively seeking a better quality of life. Returns to the essentials, emotional decompression programs, restorative sleep, and balanced nutrition gain status as primary travel motivations.
- Feedbooking - Social networks consolidate themselves as windows of desire and booking channels. Influencers also become curators and sellers, while platforms like Instagram and TikTok serve as research and decision tools more than ever.
- Virtual travel - Augmented reality, 4D experiences, holographic concierges, and sensory simulations will change how destinations are presented, offering immersive previews that work as a “tasting” of in-person visits.
- Off-the-beaten-path tourism - The new traveler wants to escape the obvious. Small towns, remote communities, agricultural regions, and areas with rich ancestral culture tend to stand out, with exclusivity measured by access and intimacy with the destination rather than price alone.
- Spiritual journeys - Meditation, silence, genealogy, self-knowledge, and reconnection with nature form the basis of one of the most symbolic trends of the moment: traveling inward, even while crossing oceans.
- Emotional loyalty - In place of mileage programs, personalization — delivered by humans or AI — takes center stage. Loyalty becomes emotional, won by whoever offers the best experience, comfort, and relevance.



## FLIGHTS

- The number of air passengers in Brazil is expected to close the year with a record 130 million people, surpassing pre-pandemic levels for the first time, according to a forecast from the Ministry of Ports and Airports (MPor) updated on Monday (22). Between January and November, air transport moved more than 117 million passengers, 9.3% more than in the same period in 2024.
- The number of seats sold on domestic flights (91.9 million) grew 8% compared to last year. At the same time, the increase was even greater in international traffic, which rose 13.6% to reach 25.8 million passengers by November. The countries with the highest passenger flows with Brazil in 2025 were Argentina (4.3 million), the United States (4.2 million), Chile (3.1 million), and Portugal (2.6 million).
- In this context, around 29% of international flights pass through Guarulhos Airport (14.9 million passengers, considering departures and arrivals) and 10% through Galeão (5 million). Florianópolis (1 million passengers), Campinas (990 thousand), and Brasília (790 thousand) complete the five busiest international airports in the country.
- On domestic routes, the busiest airports by passenger volume (departures and arrivals) are Guarulhos (27 million), Congonhas (21.8 million), Brasília (14 million), Confins (11 million), and Galeão (10.7 million).

## Industry News

- Decolar announces a new executive director in Brazil: Max González will now focus his work on the Brazilian market, taking on the role of executive director of Decolar in the country. His mission will be to accelerate the company's development in a strategic market, seen as one of the group's main growth drivers. According to Decolar, the change reinforces Brazil's role as an engine of growth for the group, while enabling more precise and agile action on the country's strategic fronts, strengthening the local operation and expanding scalability in a market that is essential for the company's future.
- Prosus completed the acquisition of Decolar in May of last year, in a transaction valued at US\$1.7 billion. In Brazil, in addition to iFood and Decolar, the group also invests in companies such as Kovi, Creditas, and Sympla.
- Decolar takes another step in transforming the traveler experience with the launch of Sofia for phone service. From now on, anyone who contacts the call center will be served directly by Sofia, the first generative AI-powered virtual travel assistant.
- "With Sofia by voice, we are taking the experience to a new level. The ability to talk naturally and without waiting has transformed phone contact and increased NPS by 10 points. It is an evolution that excites us, as it expands how we support travelers in a simpler, closer, and more consistent way across all our channels," says Max González, Decolar's executive director in Brazil.
- The launch allows more people to access fast and personalized service, eliminating waiting lines and enabling customers to move forward with their requests more smoothly. Sofia currently handles more than 2,500 calls per day and has already reduced call transfers to human agents by 37%.
- When Sofia identifies that a case requires a consultant's intervention, the call is forwarded along with an automatic summary that includes the context and reason for contact, speeding up resolution and enabling more accurate service. During the conversation, the assistant can also send links via WhatsApp to continue processes, integrating all channels into a single flow and reinforcing the company's omnichannel strategy.
- "Today, users talk to Sofia as if she were a real person. They are surprised, laugh, thank her at the end of the call, and value the experience's agility. For us, that is what matters most: being present with solutions that make travel simpler and more connected, from the first contact to the return home," González adds.

## VI - ACTIONS

### 1. Newsletter, Press Kits, and Press Releases

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