

# BRAZIL REPORT

JAN 2026

TravelSouth  
USA

Prepared By:

**Outlook**  
REPS

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**EXECUTIVE SUMMARY**

- Secured opportunities in the Brazilian market and constantly contacted travel, Trade, and media partners with 8 trade and 7 media meetings.

**International Metrics for FY25- 26**

	2025-2026	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
	<b>Brazil</b>													
	Travel Trade													
States	Trade Meetings/Trainings	12	14	18	26	16	10	8						<b>104</b>
AL/KY/LA/MO/MS/NC/SC/TN/	Number of Agents Trained	199	265	565	669	289	106	166						<b>2.259</b>
ROS	PR													
	Media Meetings	8	5	20	14	9	6	7						<b>69</b>
	Number of Arcticles Published	37	30	49	49	26	49	45						<b>285</b>
	Impressions	4.259.507	1.095.802	2.604.664	3.848.202	480.797	3.248.001	1.341.484						<b>16.878.457</b>

Meetings with the media, coverage opportunities, media releases, contacts, press trips, earned media valuation, clippings, etc.

**CONTENT DIRECTIONS**

<https://drive.google.com/drive/folders/1ujZb23Hw0A9cg-Tsmf04sKnDOG8DUFnX>

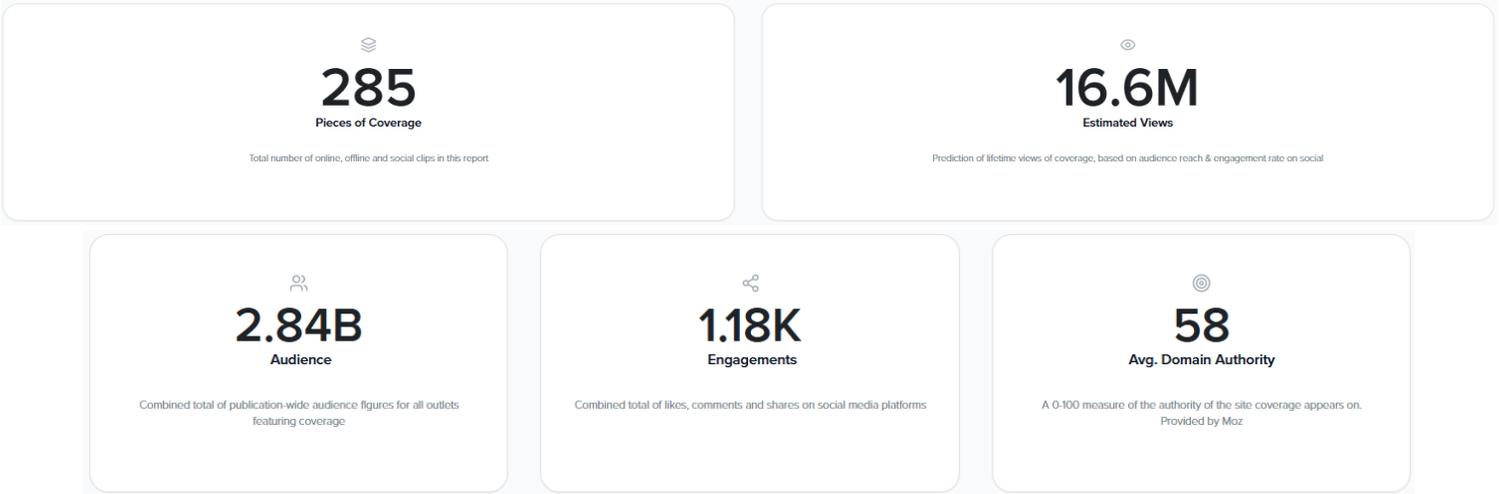
# COMMUNICATION & PR

## News Releases

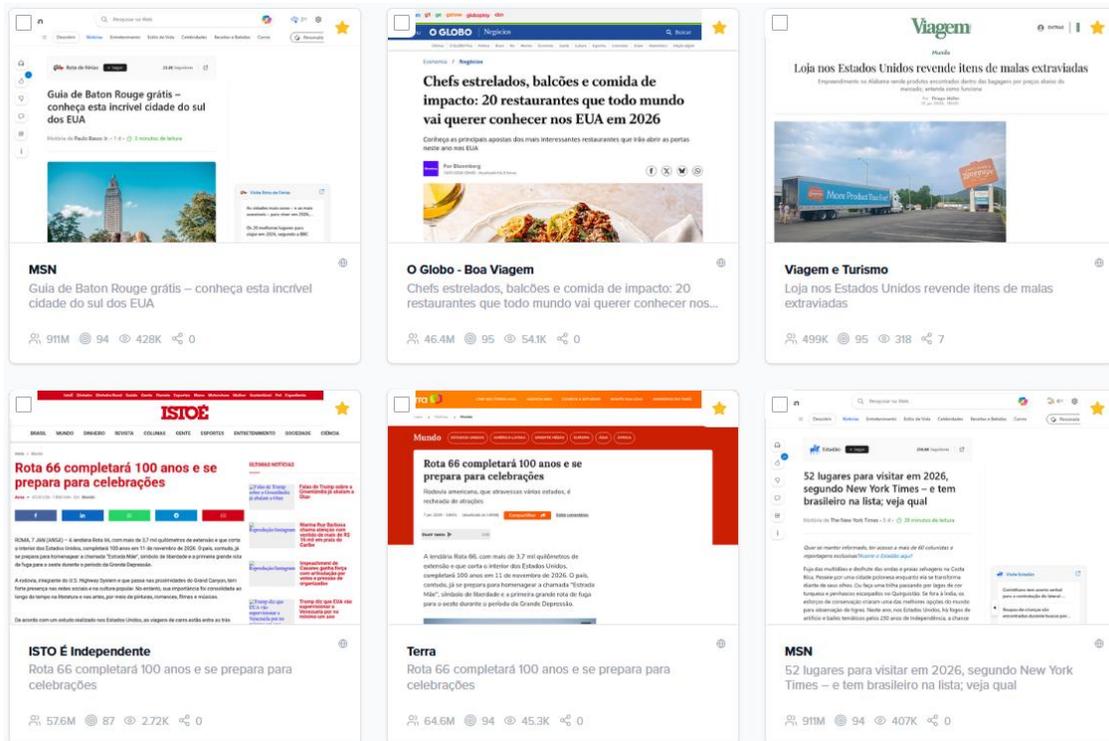
- Releases and newsletters themed: Hit the Road: What’s New & Noteworthy in the South for 2026
- The updated coverage book presented high media returns, showcasing Travel South GPP States’ best position.

**COVERAGE BOOK LINK**

<https://app.coveragebook.com/29490/books/d12e9f9d3f5e9ca3>



### HIGHLIGHTS:



## III. TRAVEL TRADE

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

January was a month of strong strategic engagement and market development for Travel South USA in Brazil, with a clear focus on product creation, trade training, and long-term partnership building.

We started the month with a productive visit to Abreu, exploring joint projects centered on developing exclusive Southern U.S. travel products and customized training programs for agents. These initiatives are designed to deepen destination knowledge, boost sales across Travel South USA states, and set the stage for future cooperative marketing and educational efforts.

With Schultz, we held an online meeting to build a new multi-state Southern itinerary. We agreed on a schedule of dedicated training sessions to support its launch and promotion—further strengthening Travel South USA's visibility in Schultz's portfolio and among retail agents.

To diversify our target audiences, we also met with Donato, a leading luxury travel agency specializing in tailor-made travel. The conversation focused on positioning the Southern states as premium destinations, emphasizing upscale lodging, exclusive services, and personalized experiences for discerning travelers.

Another milestone was our strategic session with TBO, during which we set up a monthly training program dedicated to each state. This initiative will help build a base of destination specialists, encouraging deeper product knowledge, engaging storytelling, and improved sales performance among agents.

Finally, we met with Agaxtur to define training plans, promotional activities, and special projects linked to the upcoming FIFA World Cup—an opportunity to leverage Brazil's enhanced global spotlight and generate long-term visibility for the Southern states.

Overall, January was a highly productive start to the year, marked by strengthened trade relationships, new product development, and consolidated market positioning. These actions reaffirm our commitment to agent education, itinerary innovation, and the sustainable growth of Travel South USA in Brazil.



# IV. NEWSLETTER

## Trade Newsletter and Release to travel professionals and the Media.

- Newsletter: Hit the Road
- Total sent: 12.565
- Open rate: 16.05% Clicks: 1%

- Press release: Hit the Road
- Total dedicated media: 2.478 Comunique-se
- Open rate: 23,39% Clicks: 36,02%



**TravelSouth**  
All Y'all Are Welcome USA

Criado em 1965, é o organizador oficial do Meeting regional para o 12.º Festival de Boas Notícias de Arkansas, Alabama, Carolina do Norte, Louisiana, Mississippi, Missouri, Carolina do Sul, Tennessee, Virgínia e West Virginia.

Através de uma rede de parceiros, o Travel South Newsletter chega a:

• **Clientes**  
 Ken Miller - ken@travelouth.com  
 Alan Crow - alan@travelouth.com

• **Assessores de viagens**  
 United Your Preferences ou uspreference@travelouth.com

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# V - TRAINING

## Louisiana Online TRAINING – São Paulo - SP

Our monthly online event spotlighted **Louisiana** as a key destination, emphasizing TSUSA's core pillars for an engaged group of travel agents and tour operators. Participants expressed strong interest and left the session with new insights, practical knowledge, and increased motivation to promote the destination.

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

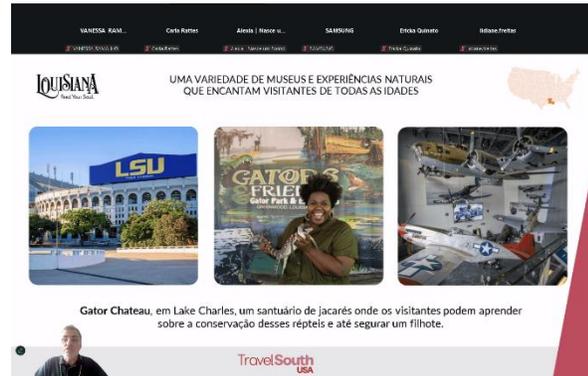
As part of the training, we conducted an interactive quiz with eight questions about the destination. Six agents were awarded prizes, which were sent by mail, further encouraging engagement and reinforcing learning in a dynamic and rewarding way. The TSUSA monthly online educational seminar series will continue, focusing on each GPP partner and enhancing destination awareness among industry professionals. Outreach metrics and participant feedback were recorded to monitor effectiveness and guide future content.

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

**Date:** JAN 22

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

**Overall Attendance:** 166 online training



## VI - MARKET UPDATE.

- Representatives from Abreutur, Agaxtur, Azul Viagens, BestBuy Travel, CVC Corp, Diversa Turismo, EZLink, EHTL Group, FRT Operadora, Interep, Magic Blue, OFB Operadora, and Orinter are at the Hilton Orlando in Florida, taking part in Florida Huddle, an event that brings together destinations and suppliers from the U.S. state most visited by Brazilians. In fact, figures released today by Visit Florida show that in 2025 Brazil led the ranking of tourist-sending markets to the state worldwide, surpassing the United Kingdom, which has historically been the largest source of visitors to Florida (excluding neighboring Canada and Mexico).
- Last year, Brazil sent 1.3 million tourists, the same number it had sent to Florida in 2019, before the pandemic. And judging by the number of Brazilian tourists seen in shops, streets, and malls in Orlando, Kissimmee, and the surrounding area, this number tends to rise in 2026.
- The goal of Florida Huddle, therefore, is to take good care of Latin Americans, who choose Florida as their main destination in the United States, especially Brazilians. Showing the state's diversity, inviting Latin visitors to use Florida as their base during the 2026 FIFA World Cup, and highlighting the added value of secondary destinations, as well as reviewing what is new from north to south, are among the priorities of Visit Florida CEO Bryan Griffin, who, alongside Visit Orlando CEO Casandra Matej, officially opened Huddle 2026 in the world capital of entertainment.
- What will be the World Cup's impact on foreign tourist visitation to the United States? How is the Latin American traveler being influenced by political news? And how will the economy (both in the U.S. and in Latin America) affect the decision to travel to Florida and the U.S.? These are some of the questions suppliers and buyers hope to answer at the event.
- Florida will run a World Cup-themed campaign in key Latin American markets, showing that Latin travelers can stay in one of its cities and travel to official stadiums across the country for the matches, or simply enjoy Florida's trademark energy and joy while watching the games in hotels, bars, restaurants, and attractions.

## FLIGHTS

- Gol Linhas Aéreas has requested multiple authorizations to operate new international flights from São Paulo-Guarulhos Airport starting 1 June this year, covering the IATA S26 season, which runs until 24 October 2026. Slot data for the Northern Hemisphere summer 2026 show daily time allocations in Guarulhos for planned operations linking São Paulo to Lisbon, Paris/CDG, London/Heathrow, Rome, Orlando, and Miami.
- However, this request does not guarantee that the flights will be operated, as it is only the first step in the process, and the plans may still change. According to Aeroin's reporting, the flights were requested from Guarulhos, contradicting earlier rumors that the operation could depart from Galeão Airport in Rio de Janeiro, where the airline has been expanding its presence. The Rio airport has not yet published its S26 slot distribution.
- In the filings, Gol indicated the use of Airbus A330 aircraft with 298 seats, though this model can be changed later, which is common practice in the airline industry. There is also the possibility that the flights will be operated by Wamos Air, a Spanish company in the Abra Group specializing in charter flights, whose aircraft have higher passenger capacity.

## Industry News

- More Brazilians are using AI to plan trips, says Google: Research shows that 23% of travelers have already used some AI tool to assist with tasks.
- The results, based on 1,000 connected travelers, show a significant and growing adoption of technology: 23% of travelers have already used some AI tool to help with tasks during their trips.
- In addition, 11% of respondents who haven't yet used AI plan to incorporate it into the planning of their next journeys.
- The perceived usefulness of AI tools is widely recognized, as indicated by high user satisfaction. A total of 62% of respondents rated the technology as "Very useful" (48%) or "Indispensable" (14%) in their travel activities.
- The profile of AI users is slightly more female (52.2% women) and predominantly young adults. The age groups 25-34 (24.3%) and 35-44 (21.3%) represent the largest shares of users.
- The main uses of AI among travelers focus on "Tips and Personalization," confirming the search for tailor-made experiences – the top cited application by 30% of users. Itinerary building ranks second, with 19% of travelers finding it important. Other equally common uses (15% each) include seeking inspiration, planning expenses, and solving problems during the trip.
- "Artificial Intelligence is becoming a vital component at every stage of the travel journey. From the early stage of finding inspiration to organizing complex itineraries, the technology delivers tangible value. The high intention to use and strong satisfaction levels signal that this is an area of rapid innovation and maturity in the market," said Daiane Dunka, Head of the Travel Industry at Google.
- The study also highlighted a sharp increase in the use of **Gemini**, one of Google's AI tools, used by 27% of travelers who engaged with AI during their trips. This figure represents a 7-percentage-point increase compared to May, indicating the tool's rapid adoption.
- This growth reinforces the trend that AI is becoming a central facilitator in the travel process.

## VI - ACTIONS

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

Click here for the [Editorial Calendar](#)