

# BRAZIL REPORT

FEB 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 12 trade and 10 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	8	12					116
	Number of Agents Trained	199	265	565	669	289	106	166	193					2,452
	PR													
	Media Meetings	8	5	20	14	9	6	7	10					79
	Number of Arcticles Published	37	30	49	49	26	49	45	46					331
Impressions	4.259.507	1.095.802	2.604.664	3.848.202	480.797	3.248.001	1.341.484	4.257.335					21.135.792	

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-Tsmf04sKnD0G8DUFnX>

# COMMUNICATION & PR News Releases

- Releases and newsletters themed: Soul Food: BBQ to Meat & Threes Honoring Civil Rights Legacies
- 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>

**334**  
Pieces of Coverage

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

**20.9M**  
Estimated Views

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

**2.92B**  
Audience

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

**1.31K**  
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:

**ISTOÉ**  
Rota 66 completará 100 anos e se prepara para celebrações

57.6M 87 2.72K 0

**Terra**  
Rota 66 completará 100 anos e se prepara para celebrações

64.6M 94 45.3K 0

**MSN**  
52 lugares para visitar em 2026, segundo New York Times - e tem brasileiro na lista, veja qual

911M 94 407K 0

**STVS**  
Memphis e Nashville: veja um roteiro de música, história e experiências no Tennessee

614K 63 2.69K 0

**CNN**  
Carnaval: conheça 13 destinos no mundo com festas semelhantes | CNN Brasil V&G

40M 74 314K 3

**Viagem e Turismo**  
Outros carnavais: 8 celebrações famosas ao redor do mundo

951K 116K 67

## III. TRAVEL TRADE

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

February sustained the strong momentum set at the start of the year, marked by a series of high-impact strategic meetings aimed at expanding partnerships, accelerating product development, and elevating Travel South USA's visibility among leading Brazilian tour operators.

We began the month with a dynamic session with **Diversa Turismo** to align potential joint projects for 2026. Discussions centered on fresh initiative training programs, promotional events, and collaborative campaigns—designed to spotlight the Southern states within Diversa's portfolio and strengthen engagement across its travel agent network.

A second key milestone came with **Lusanova**, where we explored new product concepts featuring Southern destinations. Beyond product innovation, we confirmed two dedicated training sessions for March, targeting both internal sales teams and retail travel agents. These sessions will enhance destination expertise and drive stronger sales performance across the Travel South USA states.

Our **strategic meeting with CVC Corp** and their newly appointed Head of International Products underscored the importance of our partnership with one of Latin America's industry leaders. Together, we identified concrete opportunities to deepen the promotion of the American South and further integrate its destinations into CVC's international strategy.

We also connected with the new Product Manager at **Visual Turismo** to discuss targeted training initiatives and future promotional collaborations. A highlight of the conversation was the prospect of Travel South USA joining Visual's annual convention—an excellent platform to reach a broad network of travel professionals and amplify the region's market presence.

Overall, February proved to be a month of meaningful progress, strengthening relationships, forging new alliances, and unlocking opportunities to grow awareness for the Southern states. These efforts reaffirm our commitment to positioning Travel South USA as a dynamic, essential destination within Brazil's outbound travel landscape. In Brazil, we say that the year starts after Carnival.



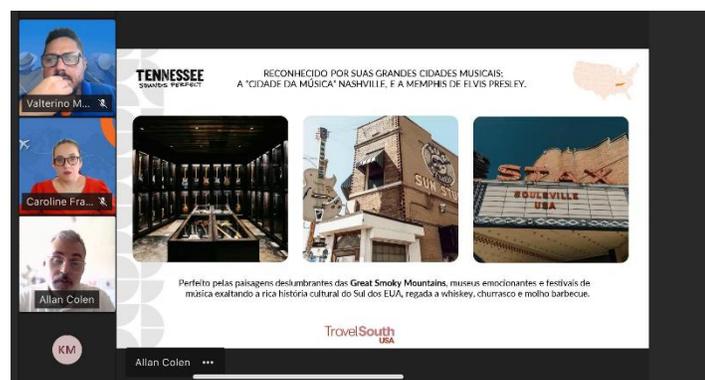
# V - TRAINING

## TBO Online TRAINING – São Paulo - SP

As part of the strategic partnership with TBO, we conducted the first training session of a new educational series to deepen the operator's internal team's product knowledge of the Travel South USA states. The initial session focused on Tennessee, aligning directly with the product currently being promoted by TBO.

The objective of this initiative is to progressively train the team on each state, creating a structured learning path that will allow the TBO team to become true specialists in the Travel South USA destinations. By combining destination education with the products they are actively selling, we aim to strengthen their confidence in promoting the region and ensure they are fully equipped to present the Southern states as compelling and distinctive travel experiences to their clients.

- Goal:** Educate, excite, and inspire the Southern region.
- Date:** FEB 13
- Objectives:** Increase awareness of Brazil GPP destinations.
- Overall Attendance:** 45 online training

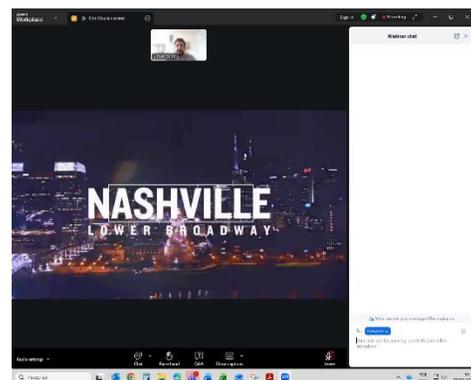


## TBO Online TRAINING / E-Learning – São Paulo - SP

Building on the internal training, we also delivered a dedicated training session for travel agents within the TBO network, expanding the initiative's reach beyond the internal team and directly engaging the broader sales community.

This session also focused on Tennessee, highlighting the key experiences, culture, music heritage, and travel opportunities that make the state a strong addition to Southern itineraries. The training was recorded and integrated into TBO's sales platform, allowing agents to access the content on demand and ensuring the information continues to support their sales efforts over time. This approach significantly extends the impact of training, creating a long-term educational resource that will continue to inspire and support agents in promoting Travel South USA destinations. This training is to support their product selection.

- Goal:** Educate, excite, and inspire the Southern region.
- Date:** FEB 25
- Objectives:** Increase awareness of Brazil GPP destinations.
- Overall Attendance:** 60 online training



## Missouri Online TRAINING – São Paulo - SP

Our monthly online event spotlighted **Missouri** 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 mailed, further encouraging engagement and reinforcing learning in a dynamic and rewarding way.

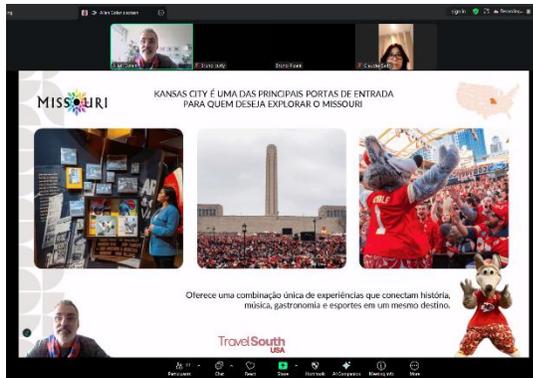
The TSUSA monthly online educational seminar series will continue, focusing on each GPP partner and enhancing destination awareness among industry professionals. Outreach metrics and participant feedback were recorded to monitor effectiveness and guide future content.

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

**Date:** FEB 26

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

**Overall Attendance:** 88 online training



## VI - MARKET UPDATE.

- **Brazil's digital Tourism ecosystem gained new leading players in 2025.** In a scenario marked by the advance of artificial intelligence, shifts in discovery channels, and a more sophisticated consumer, growing in absolute traffic volume has become one of the main indicators of **relevance**.
- A survey conducted by [Similarweb](#) for PANROTAS (desktop and mobile web, Jan/24 to Dec/24 vs. Jan/25 to Dec/25, Brazil) highlights the five companies with the highest percentage growth in traffic in the Tourism sector in 2025, as well as the so-called "Big Winners" – companies that already operate above 10 million annual visits and still managed to maintain consistent year-over-year (YoY) expansion.
- **Top 5: the companies that grew the most in 2025.**



1. Moovit (+339.5%) – The largest percentage growth in the sector came from Moovit, with an increase of 339.5%. The site jumped from around 60.1 thousand visits in 2024 to 267.4 thousand in 2025. Focused on public transport planning, Moovit is riding both the rise of domestic Tourism and the international flow to major urban centers.
2. OurTrip (+254.5%) – The company grew 254.5%, going from 54 thousand visits in 2024 to 191.5 thousand in 2025. Founded in 2020, the company is consolidating itself as an alternative to traditional OTAs, capturing consumers who are more price-sensitive and driven by benefits such as cashback and targeted offers.
3. Universal Orlando (+238%) – The Universal Orlando website advanced 238% in the period, from 50 thousand to 169.5 thousand visits. The trend reinforces the recovery and strengthening of family trips with theme parks as the central axis of the itinerary, boosted by the opening of Epic Universe.
4. Vai de Promo (+185.4%) – Vai de Promo nearly tripled its traffic, going from 177 thousand to 505.8 thousand visits (+185.4%). The growth points to consolidation in the flight-ticket comparison segment, with increased relevance in search results; among its strategic levers are partnerships with airlines such as Latam and Gol, as well as the strength of its content.
5. Grupo Dicas (+119.3%) – Rounding out the ranking, Grupo Dicas grew 119.3%, rising from 290.3 thousand to significantly higher levels in 2025. According to Similarweb, portals focused on specific destinations remain strategic in the planning phase.

- **Big Winners: scale and growth above 10 million visits.**



- Beyond the largest percentage variations, the most strategic insight lies with companies that already operate at scale and yet still managed to accelerate growth in 2025.
  1. **99 (+85%)** – 99 recorded an 85% increase, driven by the expansion of its service ecosystem. The launch of 99 Food and related investments in digital media expanded its presence across performance and awareness channels.
  2. **Airbnb (+29%)** – Airbnb maintained a consistent trajectory, with 29% year-on-year growth. The platform averages 21 million monthly visits and around 6.6 million unique visitors in Brazil.
  3. **Booking.com (+5%)** – Booking.com remains the most visited site in the sector in Brazil, with an average of 37.7 million monthly visits and 11.4 million unique visitors. Even operating from an extremely high base, the company still delivered 5% growth.
- What the data reveal about 2025
 

The figures point to three structural shifts in the Travel sector:

  - AI-driven growth: referral traffic from AI chatbots is beginning to gain strategic relevance, especially for informational content and at the start of the customer journey.
  - Preference for direct channels: consumers are increasingly inclined to access official websites, reducing intermediaries in certain categories.
  - Battle for generic terms: major players are ramping up investment in broad keywords, seeking to capture intent that was previously concentrated in OTAs or aggregators.
- **Bookings for activities in Portuguese on Civitatis rose 70% over the past year.**
- Visiting Brazil for the first time, **Andrés Spitzer, the new CEO of Civitatis**, attended the PANROTAS Forum 2026 to show how the experiences segment has been recording continuous growth. Between 2024 and 2025 alone, bookings for activities in Portuguese on the platform increased by 70%.
- This shift is strategic, especially considering that 77 million Brazilians say they do not travel abroad due to insecurity with the language. By expanding its offer in Portuguese, Civitatis is directly addressing one of the main barriers to international Tourism for this audience.
- Spitzer also showed that Brazilian travelers are primarily seeking experiences focused on:
  - Culture / History (46%);
  - Urban life (22%);
  - Entertainment (17%);
  - Nature (6%);
  - Gastronomy (3%);
  - Sports (1%).
- “More than 60% of a traveler’s time is spent exploring the destination. The share of online bookings for

experiences jumped from 17% in 2019 to 33% in 2025. Users are overwhelmed by excessive choice; they are looking for trustworthy information and a curation service. Civitatis sells only tours – it creates memories,” said Andrés Spitzer, CEO of Civitatis.

## FLIGHTS

- Azul Viagens posts 48% revenue growth in Orlando and reaches 187,000 customers in 2025.
- The destination accounts for 65% of the tour operator’s international sales and reinforces the company’s leadership in the U.S.
- ORLANDO – Azul Viagens, Azul’s Tour operator, posted a 48% increase in revenue for the Orlando destination in 2025 compared with the previous year, consolidating the city as its main international market.
- In total, more than 187,000 customers were transported to the destination during the period, a volume 35% higher than the year before. Today, Orlando accounts for 65% of the operator’s entire international share, reinforcing its strategic relevance within the company’s portfolio.
- The performance reflects the strength of a model that bundles direct flights, hotels, tickets, and experiences into a single package, as well as the reach of its network of partner travel agencies across Brazil.
- To mark the milestone, the operator arrived in the city with the 37 winners of the “Agente Tá On – Um Voo Azul de Prêmios” campaign, including 33 travel agents and four company executives.
- Orlando has established itself as the main international growth engine for Azul Viagens. Achieving 48% revenue growth in such a mature destination demonstrates not only the strength of our air network but also the maturity of our integrated model combining flights, accommodation, and entertainment. We closed 2025 with record numbers and are starting 2026 with a clear strategy to expand and strengthen our presence in the United States,” said Giulliana Mesquita, Head of Azul Viagens.

## Industry News

- Demand for U.S. visas surges as the World Cup approaches. Lines grow daily, and Brazilians already face waits of up to four months to secure their visas.
- The demand for U.S. tourist and business visas (B1/B2) has risen significantly with the approach of the 2026 World Cup, which will be held in the United States, Mexico, and Canada. Demand levels are now very high, with queues growing rapidly.
- This trend has been confirmed by Carraro Cidadania, a company that provides citizenship and visa solutions for multiple countries. “The high demand is already directly affecting appointment and service timelines at U.S. consulates, especially in major Brazilian capitals,” says Eduardo Carraro, the company’s founder.
- At the U.S. consulate in São Paulo, for example, appointments are currently available only from June onward, reflecting unprecedented pressure since the World Cup was announced in the United States. In general, the average time to obtain a visa varies by the city where the applicant schedules the interview.

- There is no automatic, exclusive queue for fans. However, [tourists who already have official match tickets can apply for early appointment scheduling](#), which may speed up the process depending on consular availability.
- Among U.S. consulates in Brazil, São Paulo leads in demand, followed by Brasília, Porto Alegre, and Rio de Janeiro. As for the World Cup host cities most sought after by Brazilians, Miami, New York, and Los Angeles stand out.

## VI - ACTIONS

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

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