

# BRAZIL REPORT

MARCH 2026

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](mailto:allan@outlookreps.com)

**KIM MOURA**, *Marketing*  
[kim@outlookreps.com](mailto:kim@outlookreps.com)

# Table of Contents

<b>I</b>	<b>EXECUTIVE SUMMARY .....</b>	<b>3</b>
<b>ii.</b>	<b>COMMUNICATION &amp; PR.....</b>	<b>4</b>
<b>III.</b>	<b>TRAVEL TRADE.....</b>	<b>5</b>
<b>IV.</b>	<b>NEWSLETTER .....</b>	<b>6</b>
<b>V -</b>	<b>MARKET UPDATE .....</b>	<b>7</b>
<b>VI -</b>	<b>ACTIONS.....</b>	<b>10</b>

**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	<b>Brazil</b>													
	Travel Trade													
AL/KY/LA/MO/MS/NC/SC/TN/ROS	Trade Meetings/Trainings	12	14	18	26	16	10	8	12	30				<b>146</b>
	Number of Agents Trained	199	265	565	669	289	106	166	193	151				<b>2.603</b>
ROS	<b>PR</b>													
	Media Meetings	8	5	20	14	9	6	7	10	15				<b>94</b>
	Number of Arcticles Published	37	30	49	49	26	49	45	46	40				<b>371</b>
	Impressions	4.259.507	1.095.802	2.604.664	3.848.202	480.797	3.248.001	1.341.484	4.257.335	10.068.773				<b>31.204.565</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>

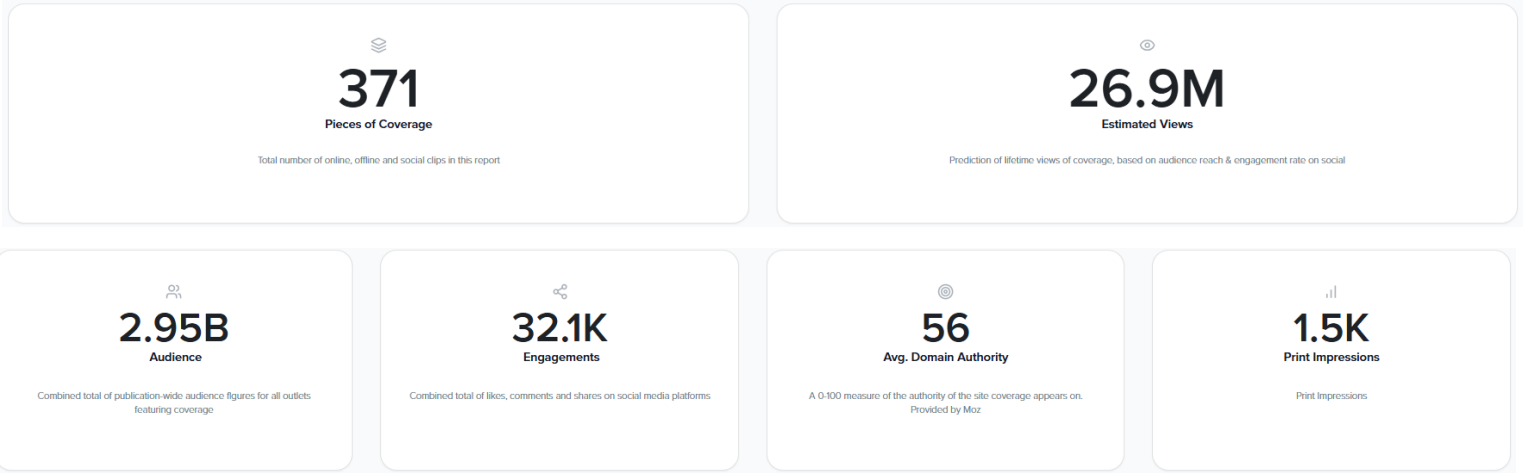
# COMMUNICATION & PR

## News Releases

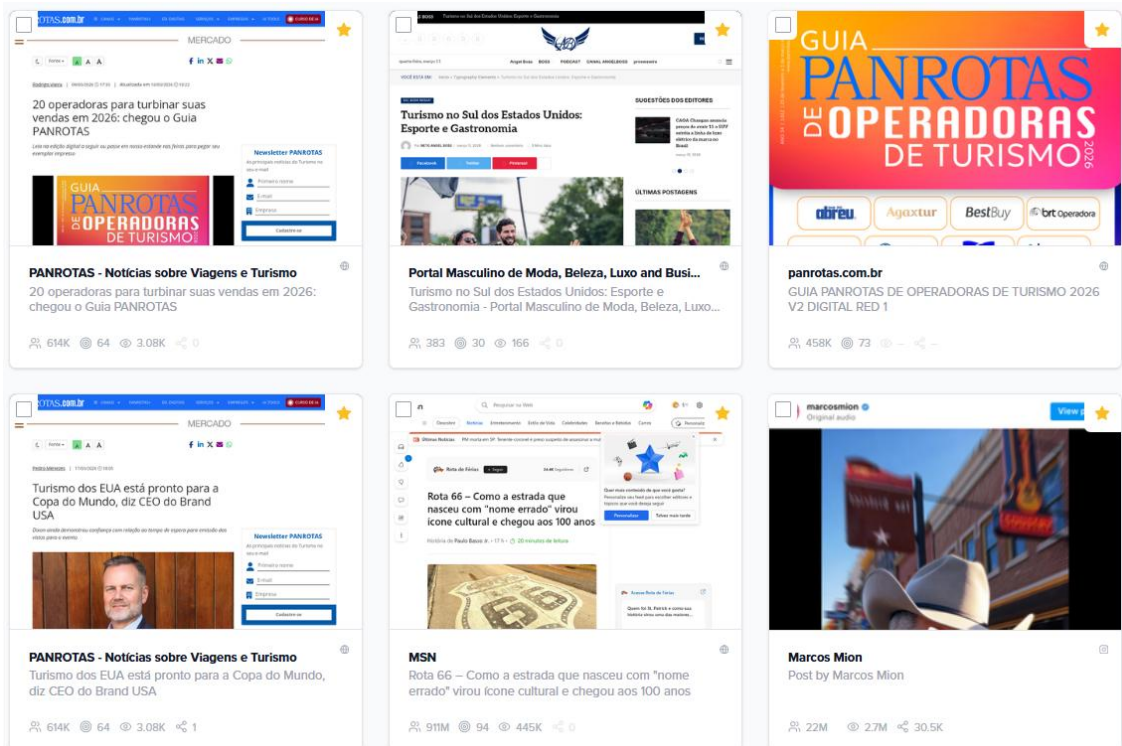
- Releases and newsletters themed: Soul Food: BBQ to Meat & Threes Honoring Civil Rights Legacies
- The updated coverage book presented high media returns, showcasing Travel South GPP States' best position.

**COVERAGE BOOK LINK**

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



### HIGHLIGHTS:



## III. TRAVEL TRADE

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

March sustained the dynamic momentum established at the beginning of the year and further positioned *Travel South USA* as a vital and trusted partner within the Brazilian tourism trade. The period was characterized by a strong calendar of strategic meetings, industry events, and capacity-building initiatives — all aligned with the mission to strengthen partnerships, develop high-quality Southern USA travel products, and enhance brand visibility across the region.

The month began with a technical visit to **RCA Turismo**, where our team provided in-depth product support and collaborated on developing new itineraries for the Southern states. The visit also included scheduling upcoming training sessions to elevate product expertise and energize sales engagement among RCA's consultants.

Soon after, Travel South USA participated in the Fórum Panrotas, one of Brazil's leading tourism conferences. The event brought together destinations and industry professionals from around the world, offering an excellent opportunity to strengthen connections and showcase the region to key partners in the Brazilian market.

A series of targeted business meetings followed with top operators, including **Queensberry**, where we introduced our program to the new International Product Manager and identified fresh opportunities for collaboration, and **Orinter**, with whom we aligned upcoming joint participation in trade and consumer events.

Our participation at **Abav Campinas** further extended brand recognition into the interior region of São Paulo. The fair provided direct contact with a broad network of travel advisors and agencies, effectively amplifying awareness of the Southern USA's diverse offerings and strengthening distribution potential in secondary markets.

Additional strategic initiatives included coordination with **BWT Operadora** to plan a series of integrated educational and promotional actions, as well as meetings with **Interep** to discuss new product developments and joint marketing opportunities, including featured participation in their monthly webinar series.

The month concluded with the **launch of a new training program** in partnership with **Lusanova**, beginning with an introductory session covering the Southern USA as a unified destination. The program will unfold through monthly state-focused sessions, cultivating a network of well-trained travel professionals equipped to confidently promote and sell the region's experiences throughout Brazil.

Overall, March represented a pivotal stage of consolidation and growth — reinforcing key trade relationships, expanding market reach, and deepening *Travel South USA's* engagement with Brazil's leading tour operators and travel advisors. The strong performance during this month underscores continued progress toward long-term strategic goals for 2026.

# IV. NEWSLETTER

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

- **Newsletter: Tailgating to Stadiums**
- **Total sent: 12.277**
- **Open rate: 31.80%**    **Clicks: 1,34%**

### Press release: Tailgating to Stadiums

Total dedicated media: 2.678 Communiqué-se

Open rate: 26,74%    Clicks: 26,70%



Criada em 1965, a organização oficial de Marketing regional para os 12 estados do Sul dos Estados Unidos, nos Estados e províncias: Alabama, Carolina do Sul, Carolina do Norte, Carolina do Oeste, Carolina do Sul, Tennessee, Virgínia e West Virginia.

A TRUSA é representada no Brasil pela Outlook reps.

Contato:  
Kim Moore - kim@outlookreps.com  
Alan Cohen - alan@outlookreps.com  
pedra.your.preferences.no.unsubscribe.from.this.txt



Criada em 1965, a organização oficial de marketing regional com 12 estados do Sul dos Estados Unidos: Alabama, Carolina do Sul, Carolina do Norte, Carolina do Oeste, Carolina do Sul, Tennessee, Virgínia e West Virginia.

A TRUSA é representada no Brasil pela Outlook reps. contato: kim@outlookreps.com

# V - TRAINING

## Lusanova TRAINING – São Paulo - SP

As part of our ongoing partnership with Lusanova, we conducted the first session of a new monthly training program to enhance the team’s knowledge and sales capabilities for Travel South USA destinations. The inaugural session was a general overview covering all Southern states, setting the foundation for a series of focused training courses that will take place each month, each dedicated to one state at a time.

This initiative aims to gradually build a team of true Southern USA specialists, fully prepared to promote and sell the region with confidence and in-depth understanding. The first session was held in a hybrid format, with both an in-person group and online participation for agents from other regions, ensuring broad engagement and access across the country.

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

**Date:** MAR 20

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

**Overall Attendance:** 35 In-person and online training



## Mississippi Online TRAINING – São Paulo - SP

Our monthly online event spotlighted **Mississippi** 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:** MAR 26

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

**Overall Attendance:** 116 online training

**VISIT MISSISSIPPI**

AFUNDE SEUS PÉS NAS AREIAS DO GOLFO, A RIVIERA DO SUL E ACOMPANHE A BATIDA DE UM AUTÊNTICO BLUES





**Tupelo** é o local de nascimento de Elvis Presley, a apenas uma hora de Memphis. A partir daí, pode-se seguir cantando melodias country pela Trilha do Blues até a encruzilhada mais famosa do mundo, em **Clarksdale**.

**TravelSouth USA**

**VISIT MISSISSIPPI**

O BLUES NASCEU NO INÍCIO DO SÉCULO 20 NAS PLANTAGENS DE ALGODÃO





Trabalhadores afro-americanos criavam essa música com guitarras e harmônicas, contando histórias de luta e esperança. **Robert Johnson** é uma das figuras mais lendárias.

**TravelSouth USA**

## VI - MARKET UPDATE.

- U.S. projects tourism growth in 2026, driven by major events and new flight routes.
- The [United States](#) expects an increase in tourism in 2026, driven by major events such as the **FIFA World Cup 2026**, the country's **250th anniversary celebrations**, and the **Route 66 centennial**. *Brand USA* has announced new attractions, events, and flight connections aimed at boosting international visitation.
- Among the highlights is the new **direct flight from Rio de Janeiro to New York (JFK)**, operated by **Gol Linhas Aéreas** starting in **July 2026**.
- According to [Fred Dixon](#), President and CEO of [Brand USA](#), U.S. destinations are preparing a packed calendar of openings and experiences throughout the year.
- **Major 2026 Events**
- **FIFA World Cup 2026**: Matches in 11 host cities – Atlanta, Boston, Dallas, Houston, Kansas City, Los Angeles, Miami, New York, Philadelphia, San Francisco, and Seattle.
- **America250**: Nationwide events celebrating the 250th anniversary of U.S. independence.
- **Sail250**: A tall ships parade scheduled between May and July in New Orleans, Norfolk, Baltimore, the Port of New York and New Jersey, and Boston.
- **Route 66 Centennial**: Celebrations across several states, culminating on November 11, 2026.
- **Regional Highlights**

### South

- Nashville: themed hotel and museum honoring Dolly Parton
- Austin: new hotel in a 74-story tower
- Memphis: art museum with 29 galleries
- Kentucky: expansion of the historic trail and new interactive museum
- Tampa: luxury hotel on the Riverwalk
- Frisco: children's theme park by Universal
- San Antonio: revitalization of the Alamo
- New Orleans: new passenger train route to Mobile

### West

- Santa Monica: Route 66 events
- Pasadena: car festivals
- New Mexico: Route 66 festival
- Las Vegas: concerts and shows at the Sphere
- Los Angeles: new museums and exhibitions
- Montana: new mountain resort
- Salt Lake City: new scenic railway route
- Yosemite and Arches National Parks: reservations no longer required for entry

### Midwest

- Grand Rapids: new amphitheater
- Kansas City: museum centennial
- Chicago: opening of the Barack Obama Presidential Center

### Northeast

- New York: museum expansions and cultural events
- Philadelphia: new galleries and exhibitions
- Washington, D.C.: America250 celebrations
- Harlem Globetrotters: 100th anniversary tour
- Acadia National Park: reservation system maintained

#### Pacific Northwest

- Idaho: new tourism observatory
- Mount Rainier National Park: reservations no longer required

#### Alaska and Other Territories

- Alaska: cruise expansion with new routes and operators
- The **2026 calendar** consolidates major sports, cultural, and entertainment events across the U.S., reinforcing expectations of a **significant surge in international visitor arrivals** throughout the year.
- **Tourism Trend Magazine** – [Revista Tendências do Turismo 2026](#)
- In this new dynamic within the tourism sector, destinations no longer compete solely through price or infrastructure—they now compete through meaning. The publication organizes emerging trends into three main categories: on-destination experiences, factors influencing travel choices, and traveler behavior and planning.
- Among the key highlights is the rise of **health and wellness tourism**, which has evolved from a niche market into mainstream behavior. Travel experiences now incorporate natural spas, integrative therapies, yoga and meditation, therapeutic nature trails, and opportunities for deceleration and emotional reconnection.
- Tour operators have also reported growth in itineraries focused on **mental breaks, extended stays, and holistic experiences**. This signals a deep shift: travel is no longer seen as an escape, but as a form of personal reorganization.
- **Sports tourism** continues to expand, driven both by major global events and by experiences tied to the sports world. Beyond attending competitions, travelers are interested in visiting stadiums and themed museums, participating in running or cycling events, exploring premium golf and tennis routes, and engaging with sports clubs and communities.
- **Gastronomy** has also taken center stage in travel decisions—food has moved from being a complement to becoming the main attraction. The 2026 traveler wants to eat like a local, visit markets, meet producers, join cooking classes, explore wineries, and taste regional ingredients.
- Another relevant phenomenon is **set-jetting**, where destinations gain visibility through films and TV series. Audiovisual productions continue to influence travel intentions, creating new tourist flows and repositioning well-established regions in the international market.
- **Nostalgic tourism** is also gaining traction. This movement embraces historic accommodations, genealogical journeys, multigenerational trips, vintage experiences, and reconnection with family roots—an emotional response to the digital saturation of daily life and a renewed search for belonging.
- Nature remains one of the world’s core tourism assets but with a redefined approach. It’s no longer just about scenery, but about contemplation, quietness, self-knowledge, wildlife observation, well-structured trails, and **climate tourism**—also known as “last-chance travel,” focused on places threatened by environmental change.
- **Events** are consolidating their role as major travel motivators, with 65% of Airbnb’s most searched dates and cities connected to large cultural, sports, or music events. This underscores the strategic importance of urban event calendars in driving tourism flow.

## FLIGHTS

- Vibra Distribuidora announced that Petrobras will implement a significant price adjustment for aviation kerosene (Jet A-1), with a 54.63% increase starting Tuesday, April 1. The measure is expected to directly impact the costs of Brazilian aviation and has raised concerns within the industry.
- The increase comes amid surging oil prices in the international market, driven by geopolitical tensions involving U.S. and Israeli attacks on Iran. The situation has led to the partial closure of the Strait of Hormuz, a key route for global oil transport, pushing crude prices above USD 100 per barrel.
- The announcement of the adjustment was sent by Vibra to air taxi operators last Friday (March 27). Aviation kerosene, like aviation gasoline, is priced at international parity, making it highly sensitive to external fluctuations.
- Other fuel distributors operating in Brazil, such as Air BP and Raízen (Shell licensee), have also signaled price increases but have not disclosed percentages due to the recent volatility in fuel prices.
- Since jet fuel accounts for about 30.6% of airline operating costs in Brazil, the increase is expected to directly affect ticket prices. If high price levels persist, the impact on end consumers could become even more significant. Information from Aeroin.

## Industry News

- **Impact of oil prices forces companies to revise travel budgets, says Paytrack**
- With the increase in global geopolitical tensions directly impacting oil prices — and consequently generating waves of currency volatility — corporate travel management has ceased to be a mere operational cost and has become one of the main challenges in cash flow predictability.
- Market data shows that international conflicts increased the price of a barrel of oil by 19% in March alone, triggering a domino effect: rising jet fuel prices and capital flight that pressure the U.S. dollar.
- For companies, the result is a “race against time,” in which a budget planned at the start of the week may prove insufficient before the employee’s trip even begins.
- Fuel represents around 40% of airline operating costs, and price adjustments have already started. The cost pass-through to airfares isn’t immediate, but it is inevitable. And when it happens, the effect goes beyond simply “paying more for a route.”  
What truly changes is predictability. Budgets lose accuracy, the gap between estimated and actual expenses widens, and management faces greater uncertainty throughout the spending cycle. Decisions that were previously operational now demand greater scrutiny.
- According to Pedro Góes, CEO of Paytrack, the current moment calls for a drastic change in governance. The focus has shifted from simple cost reduction to maintaining visibility.
- “The real challenge is different now: achieving visibility and control throughout the entire expense cycle — from the estimated amount to the actual one — so that adjustments can be made in time. The problem isn’t just about spending more; it’s about not knowing exactly how much that will cost by the end. When that gap only appears at closing time, the company has already lost its ability to react and protect its margins. The money is already gone.”  
— Pedro Góes, CEO of Paytrack
- Technology as Cash Flow Defense
- Also, according to Paytrack, the traditional audit and reimbursement model — based on manually checking

receipts after a trip – has become obsolete in a market that reacts in real time to global events. The company’s report, “The 2026 Manager,” highlights that integrating the Travel, Expense, and Payments layers is the only way to ensure visibility into what it calls “committed value.”

- For the Paytrack CEO, predictive analytics technology and real-time monitoring are emerging as new tools for protecting cash.
- “In a scenario where the travel sector can lose billions in market value within days due to external tensions, control must be proactive. At Paytrack, we believe that spending policies must be dynamic. If the market moves, the company’s governance needs data to move at the same pace.” – Pedro Góes, CEO of Paytrack

## VI - ACTIONS

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

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

- Panrotas website/mobile square banner with a call to action to the TSUSA 2026 guide in Portuguese.
- PANROTAS Portal, for 26 years the leading news portal in the Brazilian tourism industry.
- Following the example of major media outlets in the country, such as Folha de S.Paulo, Estadão, and O Globo, the PANROTAS portal is also audited by IVC Brazil (Instituto Verificador de Comunicação), the national entity responsible for multiplatform media auditing.
  - Mid-sized square format placed above the news section on the PANROTAS Portal, typically achieving 160K pageviews per month, with an average click-through rate of 0.03%.