

BRAZIL REPORT

MAY 2026

TravelSouth
USA

Prepared By:

Outlook
— R E P S —

**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.....	11

EXECUTIVE SUMMARY

- May was a productive month for Travel South USA in Brazil, marked by strong engagement with trade and media partners and consistent efforts to keep the destination top of mind in the market. Throughout the month, relationships were reinforced through meetings, training, communication, and participation in events, all aimed at expanding awareness of the Southern U.S. and creating new business opportunities.
- A total of 38 trade meetings and 34 media meetings helped maintain close contact with key partners and supported ongoing conversations around product development, visibility, and future collaboration. These interactions contributed to a positive market presence and helped strengthen Travel South USA's positioning as a relevant and reliable partner for the Brazilian travel industry.
- Training also played an important role during the month. In-person and online sessions reached travel agents and operators through a mix of immersive experiences and educational content, helping translate destination awareness into practical sales knowledge. This approach supported not only product familiarity, but also greater confidence among professionals promoting the region.
- At the same time, communication efforts continued to add value through themed content focused on Southern food culture, helping connect Travel South USA with lifestyle and experiential travel trends that resonate well in Brazil. The combination of trade outreach, media visibility, and educational activity created a well-rounded presence in the market and reinforced the region's appeal across different audiences.
- Overall, May reflected steady progress in strengthening Travel South USA's visibility, relationships, and commercial potential in Brazil. The month created a solid foundation for future campaigns, training initiatives, and cooperative opportunities with partners interested in promoting more diverse U.S. itineraries beyond the traditional gateways.
- The month combined relationship-building with practical sales support, helping move TSUSA from inspiration to action in the Brazilian market.

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	30	28	38		212
	Number of Agents Trained	199	265	565	669	289	106	166	193	151	148	404		3,155
	PR													
	Media Meetings	8	5	20	14	9	6	7	10	15	12	34		140
	Number of Articles Published	37	30	49	49	26	49	45	46	40	48	54		473
	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	1,625,602	2,267,779		35,097,946

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

CONTENT DIRECTIONS

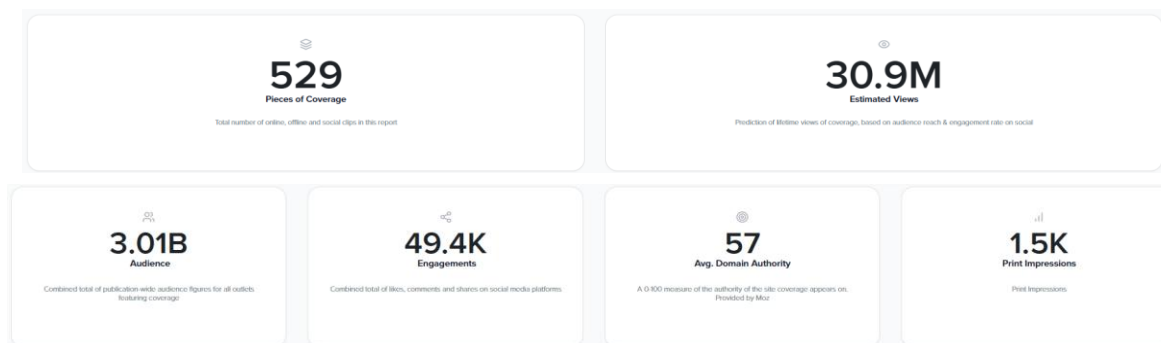
<https://drive.google.com/drive/folders/1ujZb23Hw0A9cg-Tsmf04sKnD0G8DUFnX>

COMMUNICATION & PR News Releases

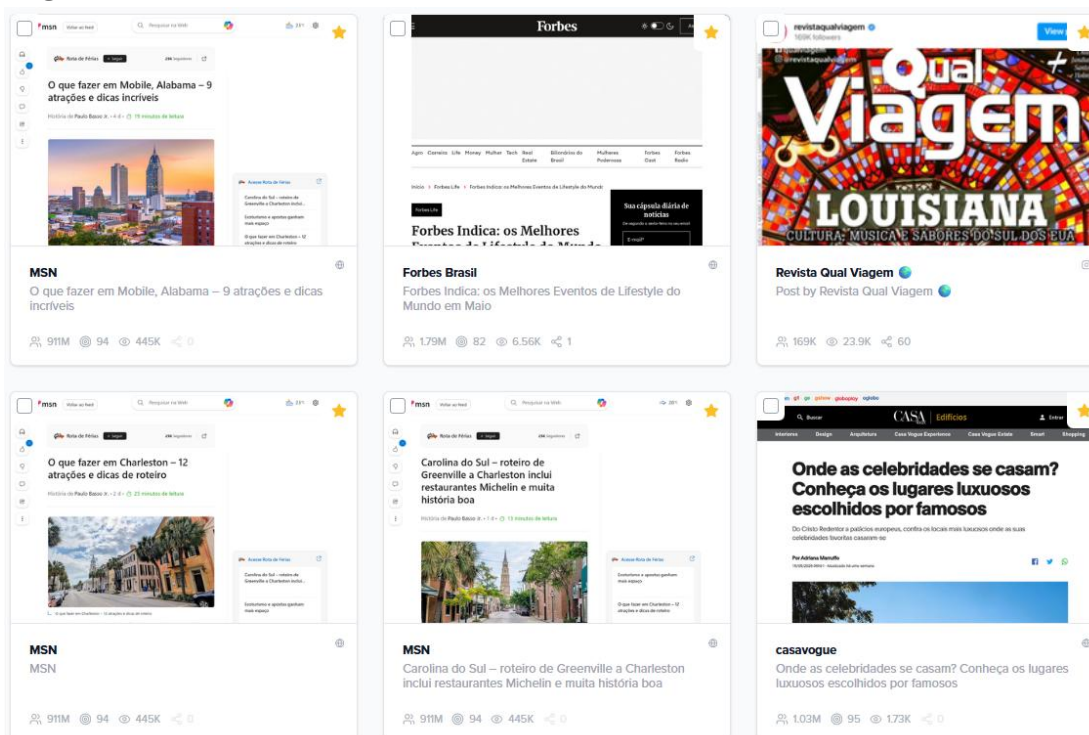
- In May, communication efforts remained focused on reinforcing Travel South USA's visibility in the Brazilian market through relevant storytelling and continued engagement with media and trade audiences. The month's release and newsletter, focused on the theme **The Roots of Southern Food**, helped position the region through one of its strongest tourism assets: culture expressed through gastronomy.
- The updated coverage book shows strong media visibility and reinforces the quality of the visibility generated for the Travel South GPP states. Beyond volume, the month's coverage helped keep the region present in relevant conversations and strengthened its position as a distinctive U.S. travel option for the Brazilian market.
- Overall, the month's PR and communication activity supported brand awareness, message consistency, and stronger destination recall among key audiences. It also created a solid foundation for future storytelling opportunities centered on culture, food, road trips, and experiential travel across the Southern United States.

COVERAGE BOOK LINK

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



HIGHLIGHTS:



III. TRAVEL TRADE

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

May was a strong month for reinforcing Travel South USA's relationship with the Brazilian travel trade. Through a combination of strategic meetings, product discussions, and participation in key industry events, the destination maintained a visible and relevant presence among operators, agents, and commercial partners.

One of the month's highlights was the exclusive training event held at the [Dream Car Museum](#) in partnership with Mobility. The experience brought together a select group of travel agents from São Paulo and Campinas in a unique setting that fostered stronger engagement with the Travel South USA message. By focusing on road-trip experiences in an inspiring automotive environment, the event helped make the destination more tangible and appealing to professionals selling the U.S. market.

Travel South USA also took part in O Turismo Transforma BWT, a seven-day immersive event organized by BWT Operadora in Curitiba. With 200 travel agents from 11 Brazilian states in attendance, the event created an important opportunity to present the South within a broader tourism context that combined culture, gastronomy, nature, and professional development. This helped expand destination awareness among a highly qualified trade audience and opened space for future sales opportunities.

In parallel, strategic meetings with operators such as Orange Viagens supported the development of new Southern USA products and helped align future training sessions and promotional actions for the coming months. These conversations are especially valuable because they move the relationship from inspiration to actual product building and commercialization.

The month also included Travel South USA's participation at IPW, based at the Louisiana and Mississippi booths. This presence made it possible to reconnect with existing partners, strengthen visibility among international suppliers and buyers, and support future cooperative opportunities with the Brazilian market.

Overall, May helped convert visibility into stronger commercial alignment, with trade partners showing continued interest in Southern USA itineraries and training opportunities.

IV. NEWSLETTER

Trade Newsletter and Release to travel professionals and Media.

- **Newsletter: The Roots of Southern Food**
- **Total sent: 11,911**
- **Open rate: 26.40% | Click rate: 0.64%**

Press release: The Roots of Southern Food

Total dedicated media: 2,724

Open rate: 20.96% | Click rate: 6.57%



GUIA DE INSPIRAÇÃO 2026

Criado em 1959, 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 e dentro dos estados do Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, Carolina do Norte, Carolina do Sul, Tennessee, Virgínia e West Virginia.

A TSUSA é representada no Brasil pela Outlook reps.

Contato:

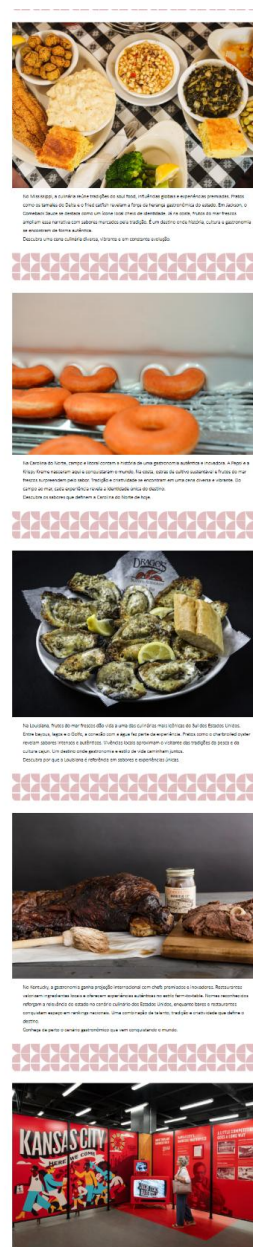
Kim Moura - kim@outlookreps.com
Alan Cohen - alan@outlookreps.com

update your preferences or unsubscribe from this list

TravelSouth
All Y'all Are Welcome USA



No Alabama, a gastronomia reflete a diversidade cultural do Estado. Desde a culinária de origem europeia até a influência africana, o estado oferece uma variedade de pratos deliciosos. O destaque é o bife à la King, um prato tradicional que combina carne de vaca com molho de tomate e cebola.



TravelSouth
All Y'all Are Welcome USA

Criado em 1959, 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 e dentro dos estados do Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, Carolina do Norte, Carolina do Sul, Tennessee, Virgínia e West Virginia.

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

TRAINING

Training remained one of the strongest pillars of Travel South USA's work in Brazil during May. Through a mix of in-person and online sessions, the month focused on equipping travel agents and operators with practical destination knowledge, stronger product familiarity, and more confidence to promote the South to Brazilian travelers.

Dream Car Event – São Roque - SP

In partnership with Mobility and Dream Car, a special training experience was held for selected travel agents from São Paulo and Campinas at an automotive museum in São Roque. The setting helped create a memorable and engaging atmosphere while reinforcing Travel South USA's road trip appeal and destination diversity. Transfer support from both cities helped facilitate participation and contributed to strong attendance.

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

Date: MAY 06

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 170 In-person training



BWT Convention – Curitiba - PR

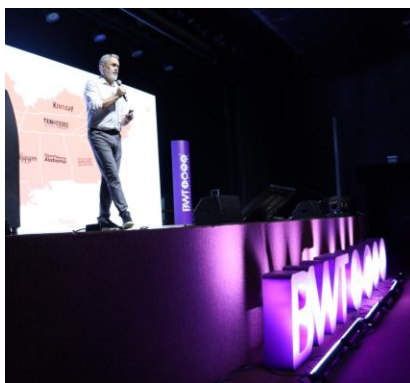
Travel South USA participated in [O Turismo Transforma BWT](#), a seven-day immersive event organized by BWT Operadora in Curitiba. The program brought together 200 travel agents from 11 Brazilian states and combined tourism, gastronomy, nature, culture, and professional development. Within this context, the Travel South USA training session helped put the region in front of a large, highly qualified audience, strengthening destination awareness and supporting future sales potential.

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

Date: MAY 08

Objectives: Increase awareness of Travel South USA and its GPP partner destinations in the Brazilian market.

Overall Attendance: 200 In-person training



AGAXTUR Breakfast – São José dos Campos - SP

In partnership with Agaxtur, a breakfast training session was held for invited travel agents in São José dos Campos. The more intimate format created a relaxed environment for exchange, allowing participants to engage more directly with the destination content and ask practical questions related to sales and itinerary building. Smaller-format training sessions can be especially effective for building confidence among agents who value more personalized interaction and detailed product discussions.

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

Date: MAY 08

Objectives: Increase awareness of GPP destinations in Brazil.

Overall Attendance: 28 In-person training



South Carolina Online Training – São Paulo - SP

The monthly online training highlighted South Carolina as a featured destination and engaged travel agents and tour operators through focused content aligned with Travel South USA's core pillars. Participants responded positively to the session and gained useful insights into destinations, practical knowledge, and stronger motivation to promote the state.

To accommodate different schedules and maximize attendance, two sessions were offered at alternate times, going beyond the standard format. This flexibility helped broaden participation and improve the training's reach among industry professionals.

The monthly online training series will continue to spotlight GPP partners and strengthen destination awareness in the Brazilian market. Participation data and audience feedback will remain important tools for shaping future content and improving performance over time

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

Date: MAY 14

Objectives: Increase awareness of GPP destinations in Brazil.

Overall Attendance: 106 online training



VI - MARKET UPDATE.

- The outlook for Brazilian outbound travel to the United States remained positive in May 2026, supported by continued recovery in international demand and encouraging long-term forecasts. According to data highlighted by PANROTAS, international arrivals to the U.S. are expected to grow from 68.3 million in 2025 to 85.2 million by 2030, while Brazil is projected to reach 2 million visitors to the U.S. in 2026 and 2.408 million by 2030. These figures reinforce Brazil's importance as one of the leading overseas source markets for the United States.
- Short-term indicators also show resilience. PANROTAS reported that Brazil sent approximately 153.7 thousand passengers to the U.S. in March 2026, representing a 2.4% increase over the same month in 2025. This result confirms that Brazilian demand for U.S. travel remains active, even in a competitive international environment.
- Florida continues to play a central role in this flow. In May, PANROTAS reported that 344,204 Brazilians visited Florida in the first quarter of 2026, reflecting a stable and healthy performance after the state welcomed more than 1.3 million Brazilian visitors in 2025. As one of the main gateways for Brazilian travelers entering the U.S., Florida remains highly relevant for onward connections and combined itineraries that can include destinations in the South.
- For Travel South USA, this scenario is especially encouraging. As more Brazilians travel to the U.S. and enter through major gateways, there is a stronger opportunity to position multi-state itineraries, self-drive routes, and experiential products linked to food, music, culture, and heritage. Continued trade engagement and targeted training remain essential to helping Brazilian partners convert this broader demand into concrete sales for Southern destinations.
- This context favors destinations that can offer differentiated experiences beyond the traditional gateways, particularly those with strong thematic appeal and good operator support in Brazil.

FLIGHTS

- Air connectivity between Brazil and the United States remained favorable in May 2026, supporting continued growth in Brazilian outbound travel to the U.S. According to PANROTAS, 643.2 thousand seats are scheduled between Brazil and Florida from May to October 2026, representing a 3% increase compared with the same period in 2025. This expansion reinforces Florida's role as the main gateway for Brazilian travelers entering the United States.
- Additional NTTO data reported by PANROTAS show that Brazil sent approximately 153.7 thousand passengers to the U.S. in March 2026, a 2.4% increase over March 2025. This indicates that demand remains stable and that the U.S. continues to perform well as a long-haul destination for Brazilian travelers.
- Another relevant development is GOL's new direct route between Rio de Janeiro/Galeão and New York/JFK, scheduled to begin in July 2026 with three weekly flights. Although the route is not specific to Travel South USA, it adds another strategic point of entry into the U.S. and increases network flexibility for Brazilians traveling beyond the traditional Florida gateways.
- For Travel South USA, stronger air connectivity to key U.S. hubs is a positive sign. More access through gateways such as Florida and New York can help support multi-destination itineraries and broaden opportunities for operators to include Southern states in their U.S. programs.
- Improved hub access can support both first-time and repeat U.S. travelers looking for more diversified itineraries.

INDUSTRY NEWS

- Recent market studies continue to show that Brazilian travelers are becoming more experienced, connected, and motivated by meaningful experiences rather than only traditional sightseeing. Research highlighted by PANROTAS shows that the Brazilian leisure traveler is predominantly female, based in the Southeast region, and part of the so-called premium middle class, while 81.7% research travel at least once a month. This points to a consumer who is active, informed, and open to new destination ideas.
- The same study identifies four key traveler profiles shaping leisure tourism in Brazil in 2026: the Southeast Family, the International Bleisure Traveler, the Gourmet & Cultural Couple, and the Young Solo Explorer. Together, these personas reflect growing demand for comfort, flexibility, gastronomy, culture, entertainment, and more personalized travel experiences. For Travel South USA, this creates strong alignment with the region's core strengths, especially in food, music, culture, heritage, and road trips.
- Another relevant trend is the growing influence of events on travel decisions. A Booking.com survey published in May 2026 showed that 40% of Brazilians would change the itinerary of an already planned trip to attend an important football match, while 28% would even change their travel dates or destination for the experience. This shows how live events can directly influence destination choice and travel timing.
- Group travel and road trips are also gaining strength. According to another Booking.com study covered by Brasilturis, 59% of Brazilian travelers plan to take at least one trip with their immediate family in 2026, and 48% say they intend to take a road trip, well above the global average. This trend is especially relevant for Travel South USA, where self-drive itineraries and shared travel experiences are a natural fit for the product.
- Overall, these trends reinforce a positive opportunity for Travel South USA in Brazil. Destinations that can combine culture, food, music, sports, family appeal, and road trip experiences are well positioned to connect with current Brazilian traveler motivations and to inspire more diverse U.S. itineraries beyond the traditional gateways.
- In this context, the South is well positioned to compete not only as a destination, but as a collection of experiences that match the evolving expectations of Brazilian travelers.

"Tourism Insights – Leisure Travel in Brazil," produced by Travel Leaders Hub, Mapie, Trvl Lab, and Travel Tech Hub. The research surveyed 511 travelers from all regions of the country to understand the behaviors shaping tourism in 2026.

- Among the highlights are four personas representing the main profiles of today's Brazilian traveler, ranging from the traditional family to the young solo explorer. Overall, the study shows that the Brazilian leisure traveler is predominantly female, lives in the Southeast region, and belongs to the so-called "premium middle class."
- The study also points to a constantly connected consumer: 81.70% research travel at least once a month.

> The Southeast Family

Considered the majority persona in the study, this group represents the "middle of Brazil" in leisure tourism. The predominant profile is women aged 30 to 49, married, with children, and a household income between \$1,800 and \$3,000. This group typically takes two to three domestic trips per year, each lasting an average of four to five days, and spends between \$650 and \$1,000 per day. They prefer comfortable 4-star hotels, and bookings are made both through OTAs and travel agencies. Relaxation and celebrating family moments are the main motivations, while safety concerns and lack of time are the

biggest barriers. According to the study, this audience tends to make travel decisions jointly with their spouse and children.

> The International Bleisure Traveler

Executives aged 35 to 54, with incomes above \$3,000, make up the group driving international tourism and the growth of bleisure (the combination of business and leisure in the same trip). The study shows that 48.30% of Brazilians have combined business trips with leisure in the past 12 months, indicating that bleisure has evolved from a niche into a mainstream behavior. For this profile, ease of booking and price matter more than direct flights.

> The Gourmet & Cultural Couple

Made up of couples aged 50 to 69, without children at home and with high income, this group prioritizes sophisticated experiences and carefully planned trips. Gastronomy is their main interest, followed by award-winning restaurants, natural phenomena, and wellness. Favorite destinations include Italy, Japan, Greece, the Maldives, and Gramado. They seek thematic, cultural itineraries connected to longevity and ancestry.

> The Young Solo Explorer

Travelers aged 18 to 29 represent 25.60% of the study sample and help explain the strength of young, flexible tourism in the country. Music festivals, theme parks, Orlando, and adventure experiences are among their main interests. With incomes between \$650 and \$1,650, this group is highly price-sensitive, typically books through OTAs, and values budget accommodation or rental properties. Digital influencers have a strong impact on their travel decisions.

VI - ACTIONS

1. Newsletter, Press Kits, and Press Releases

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

- In May, communication and promotional actions continued to support Travel South USA's visibility in the Brazilian market through content distribution and trade-oriented tools. These efforts were designed to keep the destination present in relevant industry channels while also making it easier for travel professionals to access practical reference materials and sales inspiration.
- A key action during the period was the promotion of the Travel South USA 2026 Guide in Portuguese through a square banner on the PANROTAS website and mobile platform. The banner directed users to the guide and helped increase exposure for the destination in one of Brazil's most influential travel trade media environments.
- This type of placement is especially valuable because it combines brand visibility with a clear call to action, encouraging travel professionals to access destination content in their own language and use it as a support tool for product knowledge and sales.
- The editorial calendar also remained an important part of the monthly workflow, helping organize themes, releases, press materials, and outreach opportunities in a more strategic and consistent way. Together, these actions supported the broader goal of maintaining Travel South USA's presence in the market through a combination of promotion, communication, and trade engagement.

