

BRAZIL REPORT

JUNE 2026

TravelSouth
USA

Prepared By:



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EXECUTIVE SUMMARY

- June closed as one of the most active months of the year for Travel South USA in Brazil, with sustained engagement across trade and media partners and a clear push to keep the Southeastern U.S. top of mind across the market. Meetings, training, communications, and events were conducted in parallel to expand awareness of the region and unlock new business opportunities.
- **Partnerships in motion:** 20 trade meetings and 8 media meetings were held, keeping close contact with key partners and advancing ongoing discussions on product development, visibility, and future cooperation — and positioning Travel South USA as a reliable, relevant partner for the Brazilian travel trade.
- **Training as a growth engine:** a mix of in-person and online sessions reached travel agents and tour operators with immersive experiences and structured educational content, turning destination awareness into practical sales knowledge.
- **Content that connects:** themed communications around Southern food culture kept Travel South USA aligned with the lifestyle and experiential travel trends that resonate most in Brazil.
- **Month-over-month momentum:** June built on May's base with broader trade coverage, deeper media interest and a more consolidated educational footprint — strengthening the region's commercial potential and appeal across distinct audience segments.
- **The takeaway:** June moved Travel South USA further along the path from inspiration to concrete action in Brazil, creating a stronger foundation for upcoming campaigns, training initiatives and cooperative projects with partners promoting more diverse U.S. itineraries beyond the traditional gateways.

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	20	232
	Number of Agents Trained	199	265	565	669	289	106	166	193	151	148	404	161	3,316
	PR													
	Media Meetings	8	5	20	14	9	6	7	10	15	12	34	8	148
	Number of Articles Published	37	30	49	49	26	49	45	46	40	48	54	42	515
	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	1,746,569	36,844,515

1. 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>

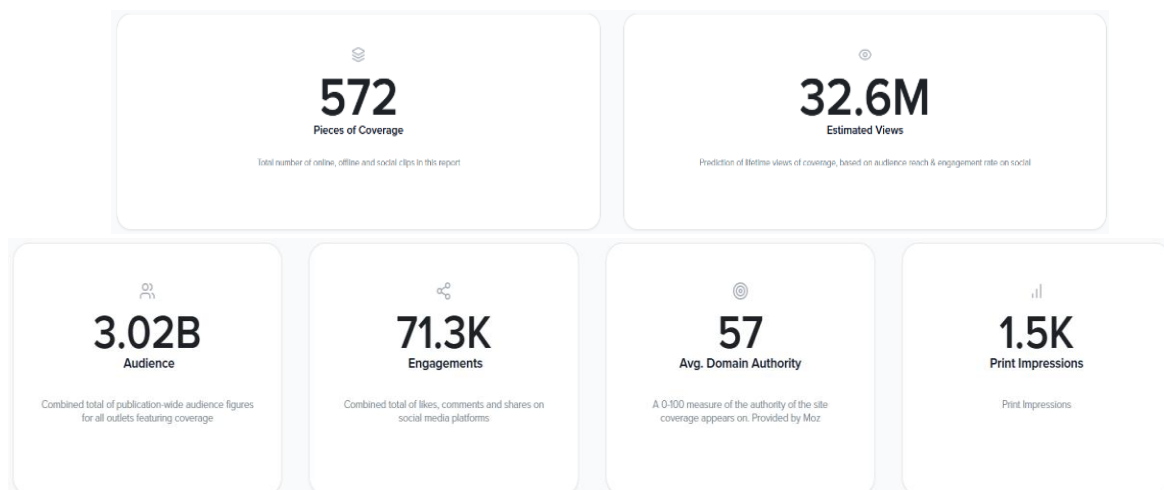
COMMUNICATION & PR

News Releases

2. In June, communication efforts shifted toward a more narrative-driven approach, using themed storytelling and consistent outreach to keep Travel South USA top of mind in the Brazilian market. The month's release and newsletter, built around the theme *"It's a June Potluck: Anything Goes!"*, showcased the region by highlighting one of its strongest tourism assets for Brazilian travelers: culture expressed through food and culinary experiences.
3. The latest update of the coverage book confirms that media visibility for the Travel South GPP states remains both solid and well-qualified, with mentions in outlets that matter to our target audiences. Rather than simply adding volume, June's coverage ensured that the South stayed present in relevant conversations about U.S. travel, reinforcing its positioning as a distinctive and authentic option for Brazilians.
4. Collectively, June's PR and communication activities helped refresh brand presence, ensure message consistency, and strengthen destination recall among key trade and media stakeholders. They also laid the groundwork for the next wave of storytelling opportunities focused on culture, gastronomy, road trips, and experiential travel across the Southern United States, themes that remain closely aligned with current Brazilian travelers' interests.

COVERAGE BOOK LINK

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



HIGHLIGHTS

The image displays a 3x3 grid of social media posts from various Brazilian publications. Each post includes a header with the publication's name, a main image or video thumbnail, a headline, a brief description, and engagement metrics (views, likes, shares, and comments).

- Top Left:** Forbes Brasil. Headline: "Drink da Semana: Sazerac, o Símbolo de Nova Orleans que Sobrevive Há Quase 200 Anos". Image: A glass of Sazerac cocktail. Engagement: 179M views, 82 likes, 6.56K shares, 1 comment.
- Top Middle:** ge. Headline: "Castelo, 22 hectares e mordomos 24h por dia: como é o hotel da Alemanha na Copa do Mundo". Image: A dark, possibly night-time view of a building. Engagement: 6.55M views, 95 likes, 44.8K shares, 0 comments.
- Top Right:** GENS DE LUXO/PANROTAS. Headline: "WorldHotels lança coleção de acomodações de luxo ao ar livre". Image: A blue sky with clouds. Engagement: 366K views, 64 likes, 2.95K shares, 0 comments.
- Middle Left:** Lance!. Headline: "Conheça Kansas City, uma das cidades-sede da Copa do Mundo de 2026". Image: An aerial view of a large stadium. Engagement: 5.96M views, 87 likes, 29.2K shares, 0 comments.
- Middle Middle:** rafa_bf and marcobrasilião. Headline: "Original audio". Image: A night-time view of a city skyline with illuminated buildings. Engagement: 1.03M views, 198K likes, 17.9K shares, 0 comments.
- Middle Right:** revistaqualviagem. Headline: "Mini Guia Qual Viagem". Image: A graphic with the text "Qual Viagem" and an American flag. Engagement: 170K views, 23.8K likes, 21 shares, 0 comments.

TRAVEL TRADE

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

June was a strong month for reinforcing relationships with the Brazilian travel trade, combining participation in one of the country's most relevant tourism events with a series of strategic meetings with key tour operator partners. Together, these efforts helped maintain destination visibility, strengthen commercial relationships, and open new opportunities for product development and future promotional actions for the Southern United States.

One of the month's main highlights was participation in Festival das Cataratas, held in Foz do Iguaçu. The festival brings together travel agents, tour operators, destinations, tourism boards, and industry leaders in an environment focused on business generation, networking, innovation, and professional development. Travel South USA's presence at the event was especially valuable, as it increased exposure to a highly qualified trade audience and created space for deeper engagement through both booth activation and a dedicated destination training session.

While in Foz do Iguaçu, we also visited FRT, an important tour operator headquartered in the city and recognized for its broad national reach and strong presence in the Brazilian travel market. This in-person visit provided a valuable opportunity to strengthen the relationship, align expectations, and explore potential paths for future cooperation and product development involving the Southern USA region.

In parallel, meetings were held with Nice Via Appia, Queensberry, TGK, Diversa Turismo, HotelDO, Primetour, Elo de Viagem, and Pronto para Viajar, supporting ongoing conversations with the trade and media helping keep the destination top of mind among relevant commercial partners. We also met with the U.S. Consulate, which expressed interest in partnerships, opening space for a potentially engaging activation connected to one of the South's most distinctive cultural and culinary assets.

Overall, June helped translate visibility into a stronger commercial presence by combining event participation, in-market relationship-building, and direct engagement with operators and institutional contacts who play an important role in promoting international travel products in the United States.

TRAINING

Training remained one of the strongest pillars of Travel South USA's work in Brazil during June. 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.

Festival das Cataratas – Foz do Iguaçu - PR

Travel South USA was invited to participate in Festival das Cataratas in Foz do Iguaçu. The festival brings together travel agents, tour operators, destinations, tourism boards, and strategic partners in an environment dedicated to business generation, professional training, and high-level networking, making it a highly relevant platform for reinforcing Travel South USA's presence in the southern Brazilian market. As part of this participation, Travel South USA benefited from a dedicated exhibition booth in the trade show area and a 40-minute slot for a destination training session, both of which were fully used to showcase the Southern region and the Brazil GPP destinations. The booth served as a hub for continuous interaction with agents and operators throughout the event, while the training session offered a structured opportunity to present key product highlights, itineraries and sales arguments, helping position the South as a differentiated option within the broader U.S. portfolio.

Feedback from the trade was positive, with participants expressing interest in multi-state itineraries, self-drive routes and themed products linked to food, music and culture. The presence at Festival das Cataratas also helped expand Travel South USA's reach beyond the main Brazilian capitals, strengthening relationships with professionals from secondary markets and consolidating the brand's positioning as a strategic partner for diversified U.S. travel. The contacts and leads generated during the event will feed into future follow-up actions, training opportunities, and potential co-op discussions with key operators.

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

Date: JUN 12

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 18 (in-person training)



VMZ – Ribeirão Preto - SP

We conducted a training session at VMZ, a well-established partner in Ribeirão Preto with a strong presence in the local travel market and an important role in connecting destinations with qualified professionals. The training was delivered exclusively to the internal team, allowing for a focused exchange and reinforcing key destination knowledge in a practical and effective way.

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

Date: JUN 18

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

Overall Attendance: 30 (In-person training)



TSUSA Online Training – São Paulo - SP

The monthly online training highlighted the Travel South USA states, presenting all destinations within the region and engaging travel agents and tour operators with focused content aligned to Travel South USA's core pillars. Participants responded very positively to the session, gaining practical destination knowledge, useful sales insights, and stronger motivation to promote the region to their clients.

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 significantly expand the training's reach among industry professionals.

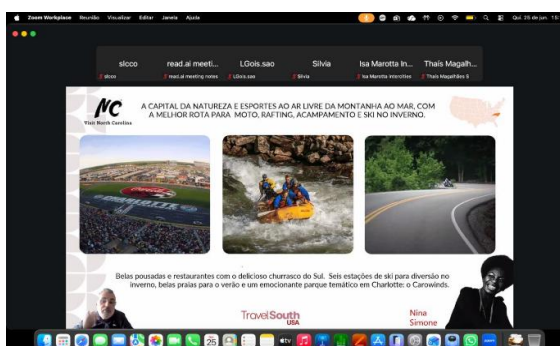
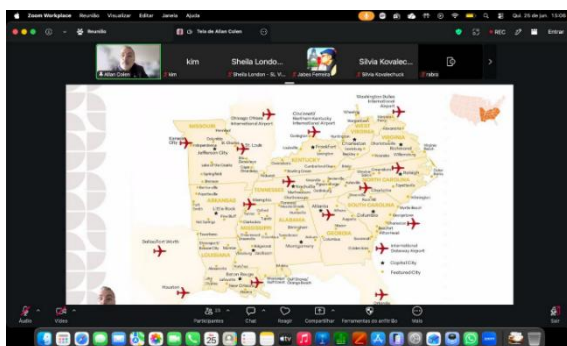
The monthly online training series will continue to spotlight GPP partner destinations and reinforce Travel South USA's awareness and relevance in the Brazilian market. Participation data and audience feedback will remain key tools for refining future content and improving overall performance over time.

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

Date: JUN 25

Objectives: Increase awareness of GPP destinations in Brazil.

Overall Attendance: 113 (online training)



MARKET UPDATE.

- The outlook for Brazilian outbound travel to the United States between early June and early July 2026 remained generally positive, even as some short-term indicators showed a moderate adjustment in total international arrivals to the country. According to NTTO data highlighted by PANROTAS, international air arrivals to the U.S. fell by 4.5% in May 2026 compared with May 2025, yet Brazil continued to perform relatively well within this context, confirming its importance as one of the leading overseas markets. Projections from the U.S. Department of Commerce indicate that total international visitors to the U.S. are expected to grow 25% between 2025 and 2030, from 68.3 million to 85.2 million, with Brazil projected to reach around 2 million visitors in 2026 and approximately 2.4 million by 2030.
- Recent monthly data reinforce this strategic position. In March 2026, Brazil sent more than 153,000 passengers to the United States, contributing to a 0.9% increase in overall international arrivals to the U.S. compared with March 2025, reaching 88% of pre-pandemic levels. Separate NTTO statistics released in early June show that Brazil ranked as the third-largest overseas source market in that month's reporting, behind only the United Kingdom and Japan, underscoring the country's continued relevance for U.S. destinations. Over the full year 2025, Brazil maintained stability at roughly 1.9 million visitors to the United States, even as some global markets faced declines, and generated close to US\$ 9.8 billion in spending, according to figures reported by Brasilturis.
- At a regional level, Florida and its gateways remain central to this dynamic, particularly for Brazilian travelers who combine Orlando and Miami with other U.S. regions. During IPW 2026, Visit Florida confirmed that Brazil is currently the state's leading long-haul international market, having sent more than 1.3 million visitors in 2025 and maintaining strong volumes in the first quarter of 2026. This performance is supported by robust air capacity between Brazil and Florida, with 643 thousand seats scheduled for the May–October 2026 period, a 3% increase over the same months in 2025, which consolidates Florida as a primary entry point for Brazilian travelers heading to the United States.
- For Travel South USA, this environment offers both challenges and opportunities. On one hand, the slight drop in overall international arrivals to the U.S. in May 2026 suggests a more competitive landscape for long-haul destinations; on the other, Brazil's consistent ranking among the top three overseas markets and its strong presence in Florida provide a solid foundation for promoting multi-state itineraries that extend beyond the gateways. As more Brazilians enter the country through hubs such as Orlando, Miami, and other major airports, there is growing potential to position the Southern United States as a natural “next step” in the travel journey, especially for repeat visitors seeking new experiences in food, music, culture, and road trips.

FLIGHTS

- Air connectivity between Brazil and the United States remained favorable between early June and early July 2026, supporting the continued recovery of Brazilian outbound travel to the U.S. and reinforcing Brazil's position as one of the leading overseas source markets. According to data from PANROTAS, there are 643 thousand seats scheduled between Brazil and Florida for the May–October 2026 period, representing a 3% increase compared with the same period in 2025 and confirming Florida's role as the main gateway for Brazilian travelers entering the United States.
- From the demand side, NTTO figures reported by trade media show that Brazil sent around 126 thousand tourists to the United States in March 2026, ranking as the third-largest overseas market behind only the United Kingdom (270 thousand) and Japan (143 thousand). This performance underscores the resilience of Brazilian demand for U.S. travel, even as total international arrivals to the U.S. experienced a moderate adjustment in May 2026 compared with the previous year.
- For Travel South USA, this air capacity and positioning are strategically important. Stronger connectivity to hubs such as Florida – particularly Orlando and Miami – increases the number of entry points available to Brazilian travelers and facilitates the development of multi-destination itineraries that include Southern states. As airlines maintain and expand their networks between Brazil and key U.S. gateways, Brazilian tour operators and travel agents have greater flexibility to build combined products that start in Florida and extend to lesser-known destinations in the South, especially for repeat travelers and families seeking new experiences beyond the traditional gateways.

INDUSTRY NEWS

- Brazilian travelers are increasingly segmented, experience-driven, and motivated by meaningful trips rather than traditional sightseeing alone. A key reference is the Travel Leaders Hub research on leisure travel in Brazil, which highlights four predominant traveler profiles for 2026 and shows that the typical Brazilian leisure traveler is more informed, connected, and focused on experiences that reflect lifestyle, well-being, and personal interests. The study also notes that travelers are less tied to “classic” destinations and more open to differentiated itineraries that combine culture, gastronomy, nature and emotional benefits, trends that align closely with what the Southern United States can offer.
- Complementary insights from Booking.com's latest trends report – widely cited in the Brazilian trade – indicate that group travel and shared experiences will gain even more strength in 2026. According to the study, 59% of Brazilian travelers intend to take at least one trip with their immediate family this year, and 32% plan to travel in multigenerational groups, while nearly 48% say they want to take at least one road trip, a proportion significantly higher than the global average of 26%. These findings point to a strong appetite for itineraries that allow families and friends to travel together, share costs, and enjoy flexible, car-based routes – a format that naturally favors

multi-destination and self-drive products across the South.

- June also brought a series of calendar events and holidays that helped illustrate how seasonality can influence travel decisions in Brazil. Coverage in *Brasilturis* and other outlets emphasized the impact of Corpus Christi (4 June 2026) and the June festivities (São João and São Pedro) on domestic travel, with extended weekends and regional celebrations generating significant movement across the country. Although these flows are primarily domestic, they reinforce the role of events and cultural dates as key triggers for travel decisions, a behavior that also extends to international trips, especially when destinations can connect their storytelling to festivals, music, sports, and other live experiences.
- Taken together, these industry signals confirm that Brazilian travelers in 2026 are more connected, segmented, and willing to invest in experiences that combine culture, gastronomy, nature, events, and time with family and friends. For Travel South USA, this context is particularly favorable: road trips, multi-state itineraries, music and food-driven experiences, and event-anchored products are all strongly aligned with current motivations in the Brazilian market and can help diversify U.S. travel beyond the traditional gateways.

ACTIONS

1. Newsletter, Press Kits, and Press Releases

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

- In June and early July, communication and promotional efforts continued to support Travel South USA's visibility in the Brazilian market through targeted trade-oriented tools and consistent content distribution. During this period, actions remained aligned with the editorial calendar, ensuring that key themes such as food, culture, road trips, and multi-state itineraries stayed present in trade channels and supported partners with practical materials for product development and sales. In parallel, the team monitored new industry resources launched in June, such as Brand USA's updated entry and visa information hub on the "Get Facts. Get Going." platform, which provides verified content in multiple languages and can be incorporated into future training, communication, and partner support activities related to U.S. travel requirements.