

BRAZIL REPORT

JULY 2026

TravelSouth
USA

Prepared By:



Rua Frei Caneca, 996 – 153 / São Paulo / SP / Brazil
/ 01307-002

+55 (11) 98899-1551

Allan Colen, *Tourism Director*
allan@outlookreps.com

Kim Moura, *Marketing*
kim@outlookreps.com

EXECUTIVE SUMMARY

- **July** opened with real momentum for Travel South USA in Brazil: Four training sessions reached close to **240 agents** and operators nationwide, and Brazil held on to its spot among the top overseas markets flying to the U.S. even as June arrivals cooled slightly. The month set a strong tone for the back half of the year.
- **Partnerships: 21 trade** meetings and **11 media** meetings were held, keeping close contact with key partners and advancing ongoing discussions on product development, visibility, and future cooperation.

International Metrics for FY25- 26

	2026-2027	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	TOTAL
States AL/KY/LA/M O/MS/NC/SC /TN/ ROS	Brazil													
	Travel Trade													
	Trade Meetings/Trainings	21												21
	Number of Agents Trained	240												240
	PR													
	Media Meetings	11												11
	Number of Articles Published	27												27
	Impressions	811.189												811.189

Meetings with the media, coverage opportunities, media releases, contacts, press trips, earned media

CONTENT DIRECTIONS

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

- **Training as a growth engine:** four sessions carried TSUSA across Brazil this month — the Agaxtur Breakfast in São Paulo, Travel Global, and three online trainings: 2 Kaluah Tours and one Rhythms of the South training, which alone drew 178 participants for a deep dive into Atlanta, Nashville, and New Orleans. Altogether, close to 240 agents and operators walked away with sharper, sales-ready knowledge of the region.
- **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.
- **A new gateway to the South:** GOL's inaugural Rio-JFK flight on July 8 was the airline's first long-haul widebody route and a clear signal of growing confidence in Brazil-U.S. demand, backed by a record winter schedule of nearly 7 million seats. Paired with GRU's packed July holiday capacity and LATAM's summer fare promotions, air access into the Southeast keeps getting easier to sell.
- **The takeaway:** between a new nonstop route, packed classrooms and demand that is steady even if slightly uneven, July confirmed that Travel South USA's groundwork in Brazil is paying off. The focus now shifts to converting this visibility into bookings as agents build itineraries for the upcoming high season.

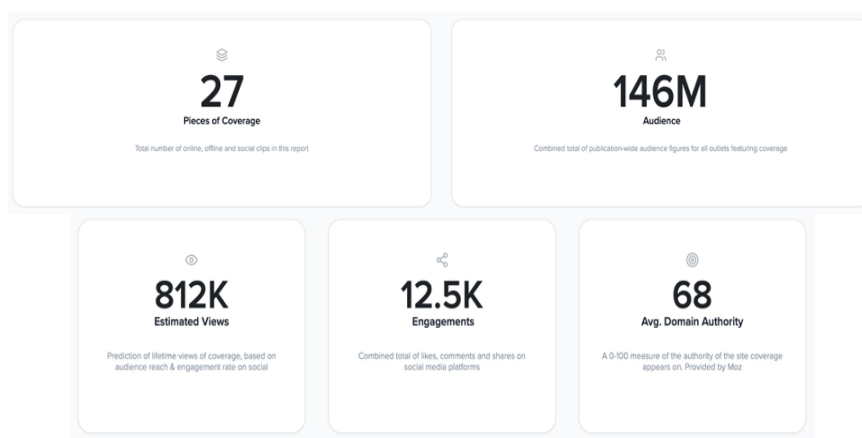
COMMUNICATION & PR

News Releases

In July, we generated **27** earned-media placements in the Brazilian market, delivering **811,189** impressions. Coverage was secured across a mix of national news, travel, lifestyle, culture, and social-media outlets, helping maintain consistent visibility for the Southern United States among Brazilian travelers and travel-industry audiences.

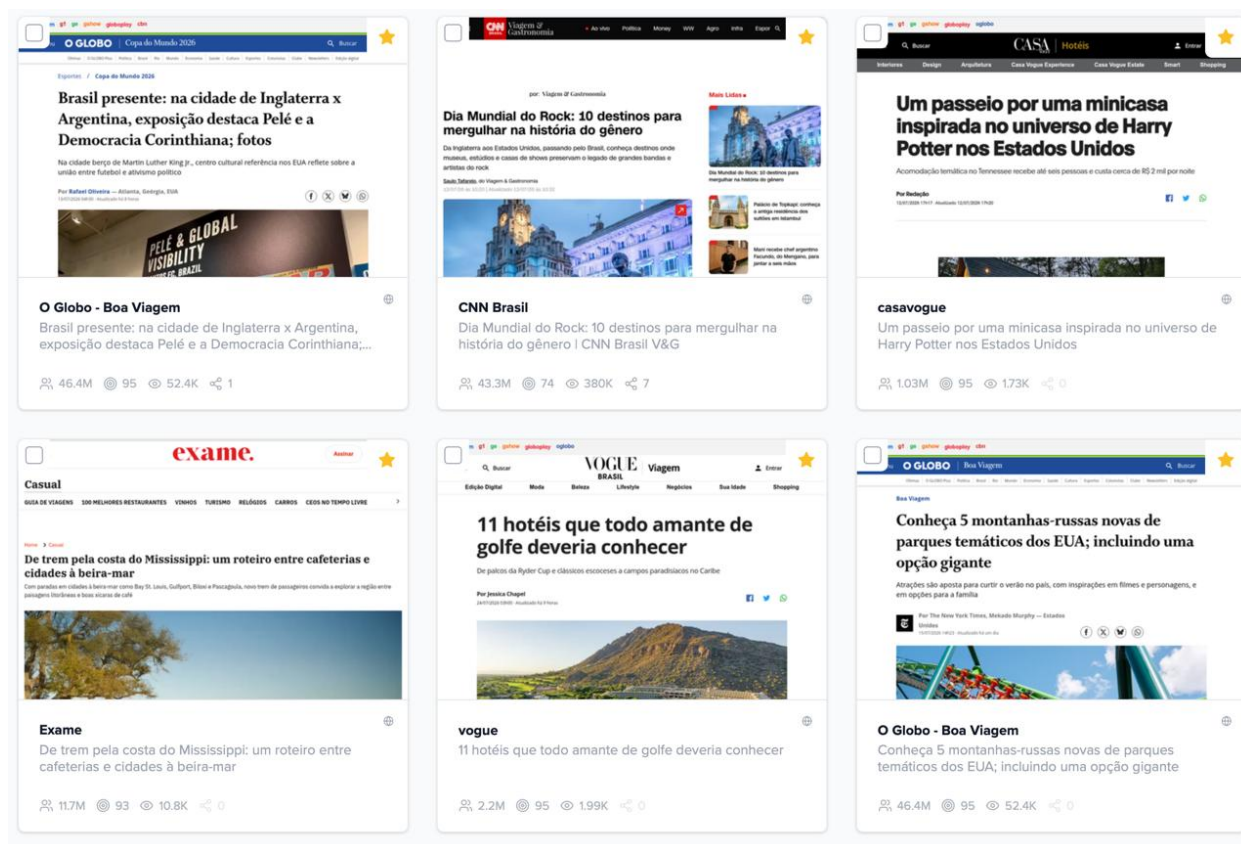
COVERAGE BOOK LINK

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



- World Cup 2026 content was one of the main editorial opportunities in July, with Atlanta positioned as a practical and culturally rich host-city option for Brazilian travelers. Content explored the city beyond the matches, connecting the FIFA World Cup with civil-rights heritage, family experiences, entertainment, and opportunities to extend the trip through the Southern United States.
- Among the main highlights were World Cup and Atlanta-focused stories in Jovem Pan, O Globo – Boa Viagem, Lance!, and CNN Brasil Web Stories. This approach helped position Atlanta not only as a host city, but also as a gateway for longer itineraries that can include Nashville and New Orleans through the Rhythms of the South narrative.

Highlights



NEWSLETTER

Trade Newsletter and Release to travel professionals and Media.

Expected to return in September 2026

TRAVEL TRADE

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

July was a productive month for Outlook Reps, with continued efforts to strengthen relationships with key travel-trade partners and to create new product development opportunities across the Southern United States.

A key priority was building closer relationships with U.S.-based receptive operators that have served the Brazilian market for many years and have established experience and credibility, particularly in Orlando. As these companies seek to diversify their portfolios beyond traditional Florida-based products, TSUSA offers an option for customized and multi-state group itineraries.

Meetings with **PRGE Tours, Kaluah,** and **Kuoni/Tumlare** opened opportunities to develop tailored group programs across the Southern U.S., including Portuguese-guided itineraries designed around each company's commercial profile and client base. We are supporting this process through destination training and itinerary development, helping partners turn their interest in the region into sales-ready products.

For reference, PRGE Tours and Kaluah are Orlando-based receptive tour operators, and Kuoni/Tumlare have bases across the US; their new Brazilian rep is looking for market gaps to expand their reach. These receptive widely used by Brazilian tour operators. Both are well-established in the market, with strong reputations and long-standing experience serving Brazilian clients in Orlando. As they look to expand their reach beyond traditional Florida products, they are interested in learning more about the South and developing personalized itineraries and group offers that can be promoted and sold in the Brazilian market.

Overall, July strengthened Travel South USA's commercial presence through direct engagement that went beyond traditional B2B channels, from Tour Operators and Travel Agents to receptive operators and strategic travel-trade partners. These efforts are creating stronger conditions for future sales conversion, diversified product development, and expanded group business throughout the region.

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.

Agaxtur Breakfast – São Paulo - SP

In partnership with Agaxtur, a breakfast training session was held at Agaxtur's office for travel agents, with both in-person and online participation. 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.

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

Date: JUL 03

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 18 (in-person and Online training)



Travel Global / TKG – São Paulo - SP

In partnership with Travel Global, a breakfast training session was held at Travel Global's office for the internal team. 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.

The session was an opportunity for the team to learn about the Travel South USA states and relevant details to develop better products. The interest and partnership with Travel Global (Leisure part of TKG, a renowned Corporate TO in Brazil) is growing, and from this training emerged an unexpected invitation to attend their event, free of participation cost in a few weeks, presenting TSUSA and expanding their product line as a growing horizon to the US destination, something new to Travel Global and TKG products reference.

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

Date: JUL 15

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 12 (in-person training)



Kaluah Tours – Online Training – São Paulo - SP

We conducted an online training session with Kaluah Tours, a well-established travel partner with a strong presence in the Brazilian market and an important role in connecting destinations with travel 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: JUL 16

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

Overall Attendance: 14 (online training)



Kaluah Tours – Online Training – São Paulo - SP

We conducted an online training session with selected travel agents invited by Kaluah Tours, a well-established travel partner with a strong presence in the Brazilian market. The session provided valuable destination knowledge and sales insights, helping agents better promote and sell Travel South USA destinations.

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

Date: JUL 22

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

Overall Attendance: 32 (online training)



Rhythms of The South Online Training – São Paulo - SP

The monthly online training session, themed **Rhythms of the South (ROTS)**, highlighted the three featured cities, Atlanta, Nashville and New Orleans, through focused content aligned with 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 different times, going beyond the standard format. This flexibility helped broaden participation and significantly expand the training's reach among industry professionals.

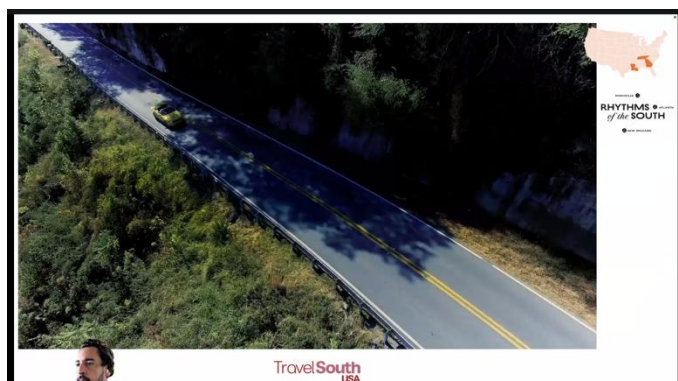
The monthly online training series will continue to spotlight GPP partner destinations and reinforce Travel South USA's awareness and relevance in the Brazilian market. Participation data and audience feedback will remain key tools for refining future content and improving overall performance over time.

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

Date: JUL 30

Objectives: Increase awareness of GPP destinations in Brazil.

Overall Attendance: 178 (online training)



MARKET UPDATE

- Brazil continues to stand out as one of the top overseas markets flying to the United States: The third-largest overseas source market in April 2026, with 137,041 visitors — trailing only the United Kingdom (304,371) and France (144,974) among more than 5.6 million non-resident international arrivals that month. International visitor spending kept climbing too, topping US\$20.9 billion in U.S. tourism and activities in May 2026, up 1% year over year, while overall U.S. air arrivals from abroad also ticked up 0.2% to 4.4 million — clear signals that demand into the U.S. remains healthy and that Brazil holds a solid, top-tier position among the world's leading source markets.

- Florida keeps anchoring this flow: Visit Florida still points to Brazil as the state's top long-haul international market, and July capacity confirms the appetite on both ends — Guarulhos alone geared up for around 5.1 million seats and nearly 24,800 landings and takeoffs during the school-holiday peak, per Aeroflap. That kind of volume through São Paulo's main international gateway keeps feeding demand for U.S. itineraries that start in Florida and stretch further into the Southeast.
- For Travel South USA, July's numbers cut both ways. A softer June for Brazil-U.S. arrivals and a sharper pullback in overall international traffic point to a more competitive landscape for long-haul destinations; at the same time, Brazil's staying power inside the top three overseas markets to the U.S. and Florida's still-growing capacity provide a solid base for pitching multi-state itineraries beyond the usual gateways. That combination — steady demand from Brazil paired with more capacity to sell — is exactly the kind of opening to position the Southern states as the natural next stop for repeat visitors chasing food, music, culture, and road trips.
- Booking behavior for Brazilian travelers shifted in a telling way over the past year, and the pattern cuts both directions. On one end, a weaker dollar throughout 2026 — down roughly 6.8% from R\$5.63 to R\$5.11, with a low of R\$4.89 in May — helped push Brazilian spending abroad to a record US\$20.9 billion in the first half of 2026, up 22.5% year over year and the strongest first-half figure since the Central Bank's series began in 1995, according to Folha de S.Paulo. That extra purchasing power has coincided with noticeably shorter booking windows: Amadeus' Travel Insights 2026 report found that a meaningful share of South American air bookings now happen just 1 to 14 days before departure, compared with a 61-to-180-day window that still dominates the Caribbean and Central America, while Expedia Group logged a 30% jump in searches made 7 to 13 days out across Latin America in early 2026 — outpacing the 25% global average. Hotel behavior tells a similar last-minute story for flexible leisure trips: Hoteis.com's 2026 Hotel Price Index shows Brazilians booking 0 to 7 days ahead saving up to 48% versus booking more than 121 days out, with four-star properties averaging 37% savings in that final week. The exception is fixed-date, peak-season travel — Nubank data on July 2026 school-holiday trips shows the opposite pattern, with average lead times of 110 days for domestic stays and 133 days for international ones, meaning those trips were already locked in by March. For Travel South USA, this bifurcation argues for a two-track approach: keep fare and package messaging fast and flexible for the growing last-minute segment, while pushing peak-season itinerary content (holidays, festivals, school-break windows) out early enough to catch the planners who are still booking months ahead.

FLIGHTS

- July marked a turning point in Brazil-U.S. air connectivity: on July 8, GOL launched its first-ever nonstop flight between Rio de Janeiro (GIG) and New York (JFK), the airline's first long-haul widebody route and a milestone for its international ambitions. The route runs three times weekly through October, is code-shared with American Airlines out of JFK's Terminal 8, and comes with a R\$6 million incentive from Rio's city hall. Tickets for the route's resumption in March 2027 are already on sale, a strong signal of confidence in sustained demand.
- GOL backed the new route with its largest-ever winter schedule (June 20–August 12), offering nearly 7 million seats across almost 38,700 flights, up 8% year over year. On top of that, the airline added 345 extra U.S. flights for the June-August peak — a 71% jump over its regular program — concentrated on Miami and Orlando, with Brasília's hub now handling up to four daily U.S. departures. Guarulhos felt the same pressure from the demand side, preparing for roughly 5.1 million seats and close to 24,800 landings and takeoffs during the July school-holiday rush.
- For Travel South USA, every one of these developments opens a door. A nonstop Rio–New York flight puts an East Coast entry point on the map for the first time, GOL's expanded Florida capacity keeps Orlando and Miami easy to sell as gateways, and LATAM's July “Mega Promo” — with round-trip fares starting at R\$3,219 to Los Angeles, R\$3,258 to New York and R\$3,540 to Boston — puts long-haul U.S. travel within reach for a wider slice of the market. Together, these routes and fares give agents more starting points for building multi-state itineraries that extend beyond the traditional gateways into the Southern states.

INDUSTRY NEWS

- July gave a clear read on where Brazilians spend once they land in the U.S. Nomad fintech data covering the World Cup period (June 11–July 19) shows New York as the top concentration of Brazilian card spending, followed closely by Miami, with San Francisco and Los Angeles also drawing meaningful activity. In Miami specifically, spending clustered around the Hard Rock Cafe, the FIFA Fan Fest, and everyday stops like Publix and Walmart — a mix of entertainment and practical purchases that shows Brazilian travelers settling into longer, more immersive stays rather than quick sightseeing runs. Domestically, the Cup period drove an estimated R\$4.32 billion in Brazilian retail activity, per CNC, underscoring just how much this audience travels and spends around major events.
- That appetite has a concrete stage to play out on this year: Route 66 is marking its Centennial, with a nine-day, roughly 130-car vintage rally called the Great Race and a dedicated Centennial this July. Booking.com's latest trends report — still the most-cited group-travel study in the Brazilian trade — explains why this lands so well: 59% of Brazilian travelers plan at least one trip with immediate family this year, 32% are traveling in multigenerational groups, and close to 48% want a road trip, more than double the 26% global average — a format that naturally favors multi-destination and

self-drive products across the South, with Route 66's centennial giving Travel South USA and its partners a built-in hook for road-trip storytelling through the rest of the year.

- July also delivered strong industry signals about Brazil's own standing as a source market. Experience Kissimmee brought its trade event to São Paulo this month, gathering Brazilian operators, agents, and U.S. tourism authorities to reinforce the direct pipeline between the two markets.
- An Amadeus Travel Insights study placed Brazil as the second most-searched destination in the Americas — trailing only the United States itself — even though it ranks just fourth in actual bookings, a gap that signals real headroom for converting interest into confirmed trips.
- Taken together, July's signals point in the same direction: Brazilians are spending more time and money once they're in the U.S., they're hungry for road trips and multigenerational experiences, and their interest in destinations is outpacing their bookings. For TSUSA, that combination is an opening — road trips, multi-state itineraries, music and food-driven experiences, and event-anchored products like the Route 66 Centennial are all directly aligned with what this audience is already looking for — closing the gap between research and booking is exactly where stronger Southern narratives can help.

ACTIONS

1. Newsletter, Press Kits, and Press Releases

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

New Orleans and Co.

- The 5th LGBT+ Turismo Expo reinforced its position as one of Latin America's most important B2B platforms for LGBTQIA+ tourism. Held in São Paulo, the event brought together 68 national and international exhibitors, as well as travel agents, tour operators, airlines, hotel groups, destinations, suppliers, and specialized professionals for a full day of business meetings, education, and networking. Its 2026 agenda also focused on the LGBT+ 60+ traveler, reflecting the growing importance of inclusive, accessible, and well-prepared tourism products for an experienced and high-potential market segment.
- The participation of New Orleans & Company created a valuable opportunity to put the region in direct contact with Brazil's LGBTQIA+ travel trade. New Orleans' strong combination of culture, music, gastronomy, heritage, and inclusive hospitality makes it a natural reference point for this audience, while the event created space to strengthen relationships with partners who can develop and sell more diverse, experience-led itineraries to the Brazilian market.

