

BRAZIL REPORT

AUGUST 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

- **August opened with real momentum:** 4 training sessions reached ~272 agents/operators nationwide, and Brazil kept its place among the top overseas markets for the U.S., setting a solid tone for H2.
- **Partnerships:** 14 trade meetings and 8 media meetings advanced 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	14											35
	Number of Agents Trained	240	272											512
	PR													
	Media Meetings	11	8											19
	Number of Articles Published	27	38											65
	Impressions	811.189	1.212.246											2.023.435

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:** In-person (Diversa Turismo breakfast in BH, Travel Global in SP) and online sessions (2 Kaluah Tours + 1 Rhythms of the South with 178 participants) trained nearly **240** agents/operators with sales-ready knowledge of the South.
- **Content that connects:** Communications focused on Southern food, music, culture and road trips; social and editorial coverage spanned 8 Southern states, with Tennessee as the spotlight (Nashville, Grand Ole Opry, Gatlinburg, Dollywood, Jack Daniel's).
- **A stronger market position:** Brazil remained a resilient long-haul source market, with record spending abroad and a top ranking for business travel growth in 2026; GOL's Rio-JFK nonstop, expanded U.S. schedule, LATAM's fleet move and fare promotions kept air access into the Southeast attractive and opened new multi-state entry points.
- **The takeaway:** new routes, strong training participation and steady demand suggest TSUSA's groundwork in Brazil is moving in the right direction; the focus now is on turning this visibility into high-season bookings, positioning the South as a natural extension of traditional gateways for food, music, culture and road trips.

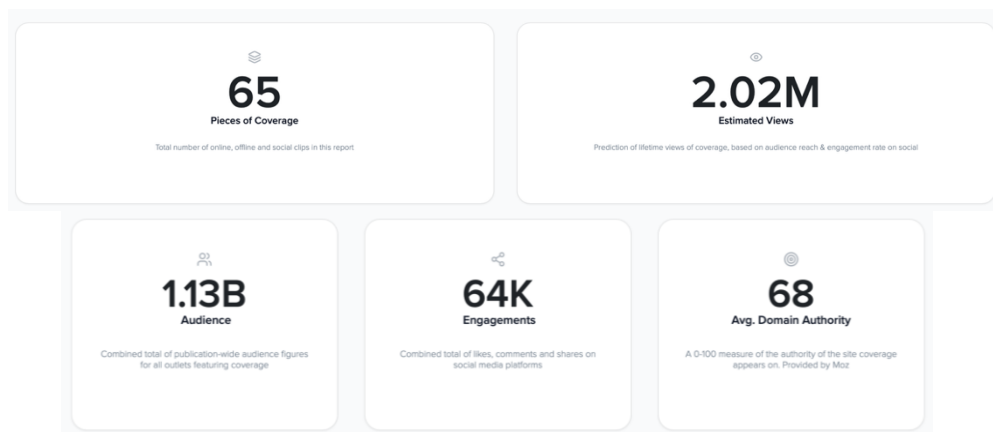
COMMUNICATION & PR

News Releases

In July, we generated **38 earned-media** placements in the Brazilian market, delivering **1,212,246 impressions**. Coverage appeared across a mix of national news, travel, lifestyle, culture, and social media outlets, helping to keep the Southern United States consistently visible to Brazilian travelers and trade audiences.

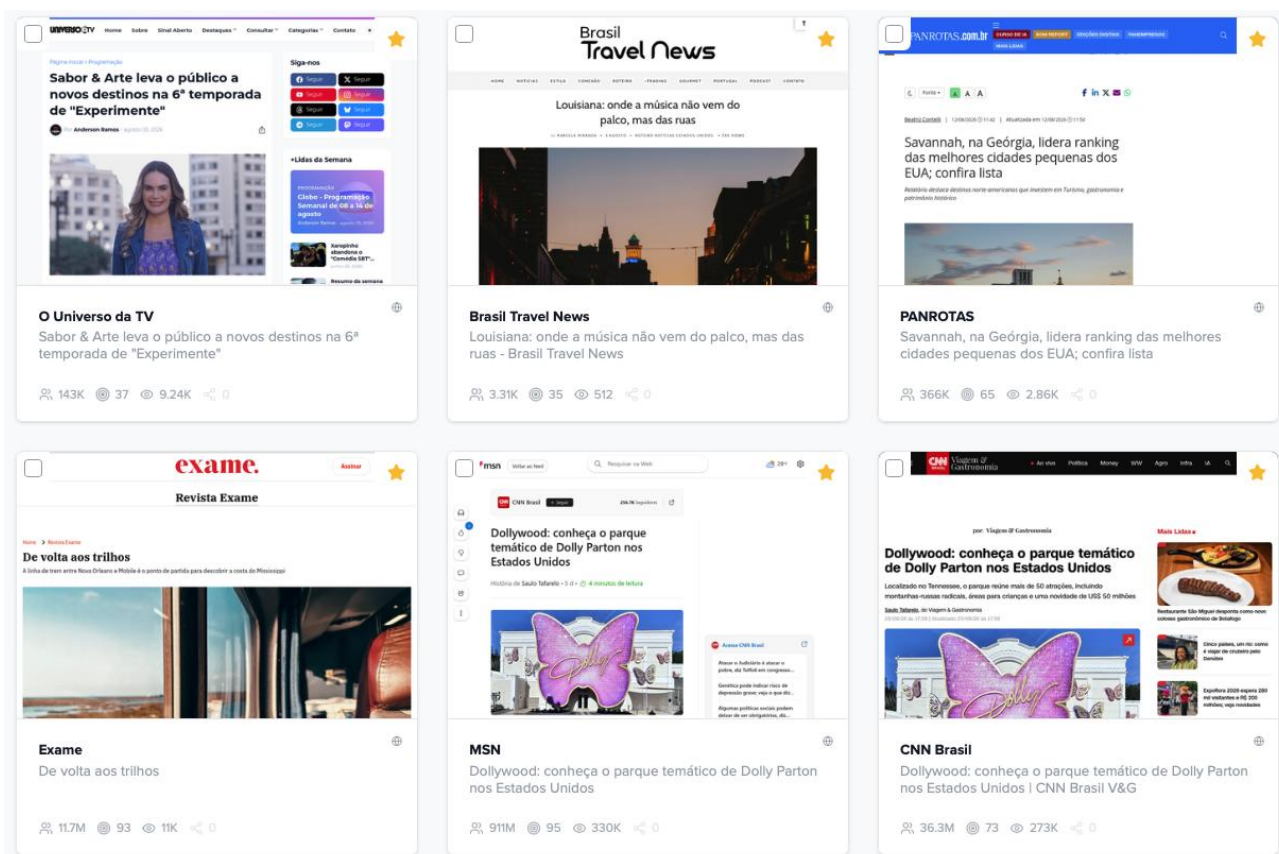
COVERAGE BOOK LINK

<https://app.coveragebook.com/29490/books/a3c827d18c2e19ec>



- Tennessee was in the editorial spotlight in August. The month's coverage revolved around Nashville, Gatlinburg, Dollywood, Dolly Parton, Jack Daniel's Distillery, the Grand Ole Opry, and other music, entertainment, and family-focused experiences. Beyond the classic hits, the stories also wove in road trips, cultural attractions, outdoor experiences and multi-state itinerary ideas that connect Tennessee with Alabama, Mississippi and Kentucky — exactly the kind of narrative that helps Brazilian agents visualize longer, richer Southern routes.
- That work landed in major Brazilian outlets, including CNN Brasil, MSN, Terra, Rolling Stone Brasil, ABC+, Exame, Revista Qual Viagem and Viajar. Together, the articles helped position the Southern United States through a diverse mix of music and entertainment, destination guides, iconic attractions, theme parks, heritage, gastronomy, and travel inspiration tailored to Brazilian audiences.

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.

More than just checking boxes on the calendar, August was a month of reunions, honest conversations, and real business opportunities. The focus was on staying close to strategic partners, opening new doors, and reinforcing the U.S. South as a diverse, rich region ready for multi-state itineraries.

A special moment was lunch with Paulo Biondo, who recently stepped in as head of Products and Operations at Agaxtur. It was great to reconnect, share the latest Travel South USA updates, and talk about how we can work together. Agaxtur is one of Brazil's most traditional travel companies, and our conversation focused on increasing destination awareness, creating more tailored products, and boosting visibility for the Southern states across its sales channels and client base. The meeting also marked a notable change in the market: Ana Felipa has moved on to a hotel company, while Paulo has returned to Agaxtur in a new leadership role.

We also met with Sakura Consolidadora, one of Brazil's most respected consolidators, with over 50 years in the market and a nationwide footprint. They're an important distribution partner for Travel South USA. The discussion was practical: how to increase destination visibility among their agency network, support sales opportunities, and encourage Southern U.S. product development through the consolidator's trade channels.

Travel South USA also participated in the Travel Global Experiences event in São Paulo as an addition to their scheduled event. It was a great opportunity to talk directly with travel professionals, exchange market insights, and showcase the diversity of experiences the U.S. South offers — from music, culture, and gastronomy to road trips, family travel, and iconic attractions. A last-minute invitation that made a huge impact.

Throughout the month, we kept in touch with partners by phone, email, and in-person meetings, supporting ongoing discussions around product development, sales opportunities, and itinerary ideas. These exchanges help strengthen partner confidence in the region and encourage the creation of customized, longer, multi-state Southern U.S. itineraries.

Overall, August reinforced Travel South USA's commercial presence in Brazil through consistent, diversified relationship-building. By combining direct conversations with decision-makers, participation in relevant industry events, and close follow-up with partners, we're setting stronger conditions for product development, sales conversion, and group business across the Southern United States.

TRAINING

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

Travel Global Event – São Paulo - SP

In partnership with Travel Global, following our previous staff training and successful presentation of the destination, we were invited to participate in the third edition of Travel Global Experiences in São Paulo, which brought together around 60 travel agencies for training, networking, and business rounds. The session presented an opportunity to showcase the Travel South USA states and share relevant details to help agencies develop better products for the US South. We also ran an on-site activation featuring a plush toy grabber machine with the TSUSA logo, offering branded prizes and creating a memorable brand experience.

The partnership with Travel Global (TGK's leisure branch), a renowned TO in Brazil, continues to strengthen, reinforcing TSUSA as a strategic destination for the US South and expanding its product portfolio to create new opportunities in the Brazilian market.

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

Date: AUG 05

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 60 (in-person training)



Turismo ETC – São Paulo - SP

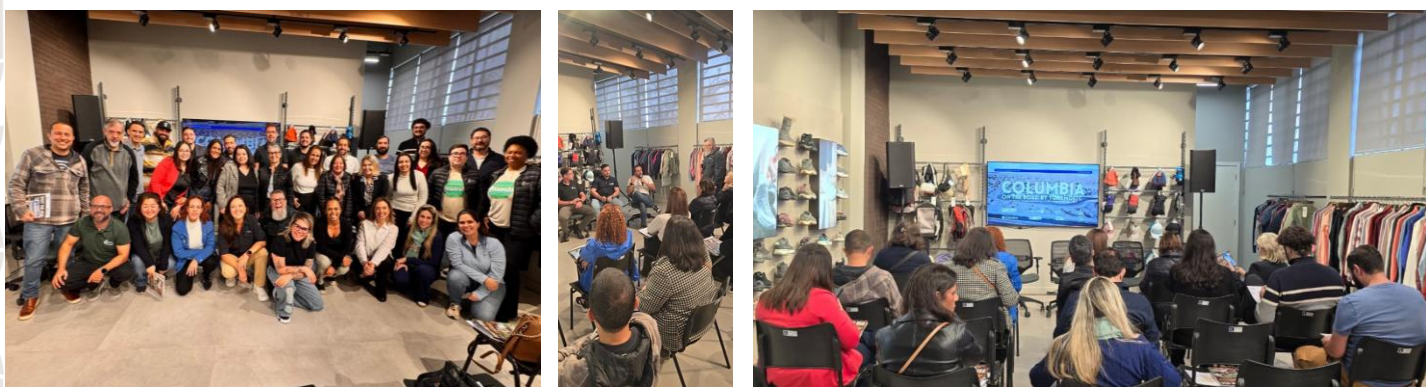
Travel South USA was invited as a key partner in the first season of Columbia On-The-Road by TurismoEtc, a training initiative by TurismoEtc in partnership with Columbia Brasil. The program brought together travel agents for exclusive sessions focused on practical knowledge of road trips, fly-and-drive trips, and travel experiences across the United States. Travel South USA stood out among the invited brands to present its destinations, alongside partners such as Brand USA, Copa Airlines, and Cruise America, reinforcing the TSUSA states as a priority destination for road trip itineraries and outdoor experiences in the Brazilian market.

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

Date: AUG 10

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 33 (in-person training)



Diversa Breakfast – Belo Horizonte - MG

In partnership with Diversa Turismo, we hosted an exclusive breakfast training at their Belo Horizonte office. The intimate, hybrid format brought together a select group of travel agents in person, with additional participants joining online, creating a relaxed setting for focused discussion on sales and itinerary building for the Travel South USA states. Although Diversa is headquartered in São Paulo, its strong presence in Belo Horizonte and the Minas Gerais market makes it an influential partner, reinforcing our efforts to strengthen Travel South USA's positioning in one of Brazil's key travel markets.

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

Date: AUG 27

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

Overall Attendance: 24 (in-person and online training)



North Carolina Online Training – São Paulo - SP

The monthly online training session, themed North Carolina, highlighted the state's diverse regions and signature experiences through focused content aligned with Travel South USA's core pillars.

To maximize attendance, two sessions were offered at different times, broadening participation and expanding 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.

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

Date: AUG 27

Objectives: Increase awareness of GPP destinations in Brazil.

Overall Attendance: 155 (online training)



NC
Visit North Carolina

NAS OUTER BANKS,
O VENTO NÃO APENAS MOLDA AS DUNAS:
ELE DEFINE O RITMO DA AVENTURA

Dunas, praias amplas e esportes ao ar livre encontram-se com cavalos selvagens.
Um litoral onde a paisagem está sempre em movimento.

TravelSouth
USA



NC
Visit North Carolina

DAS ESTRADAS RURAIS ÀS GRANDES PISTAS,
A NASCAR TRANSFORMOU VELOCIDADE EM UMA
DAS PAIXÕES MAIS FORTES DA CAROLINA DO NORTE

Carros modificados, pistas icônicas e fãs apaixonados fizeram da NASCAR uma marca cultural.
Em Charlotte, essa história continua a acelerar a cada temporada.

TravelSouth
USA

SOCIAL MEDIA

Content

Travel South USA Brazil's social channels in August leaned into the diversity of the Southern states, mixing culture, history, food, outdoor experiences, and family-friendly attractions. The calendar covered Alabama, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina and Tennessee, always with an eye on what resonates with the Brazilian traveler: iconic sights, authentic experiences and good storytelling.

The month's highlights included posts featuring Oak Alley and Café du Monde in Louisiana; City Museum in St. Louis, Missouri; Barber Vintage Motorsports Museum in Alabama; Riverbanks Zoo and Garden in Columbia, South Carolina; Kentucky Horse Park in Lexington; Grandfather Mountain in North Carolina; and Ruby Falls and the National Civil Rights Museum in Tennessee. The idea was to show the South as a region that goes well beyond the usual gateways — a place where food, music, history and nature come together in itineraries that make sense for multi-state trips.

A collaborative post with **Colen Viagens e Turismo** also highlighted our meeting with **Diversa Turismo** and Travel South USA, reinforcing destination awareness and product development opportunities among Brazilian trade partners. That kind of content helps bridge the gap between what we share online and the conversations happening behind the scenes with agents and operators.

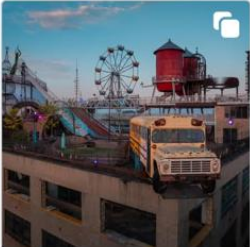
Facebook	August 2026	Evolution vs. July	Instagram	August 2026	Evolution vs. July
Total followers	97,184	—	Total followers	631	—
Followers gained	5	Up 150%	Followers gained	23	Down 23.3%
Reach	366	Up 55.7%	Reach	369	Down 60.2%
Views	940	Up 113.6%	Views	2,829	Down 58.1%
Content interactions	27	Down 6.9%	Content interactions	278	Down 45.7%

Top-performing content

The top-performing social media content for August is ranked below by views. On Facebook, the City Museum post in St. Louis, Missouri, performed best, generating 178 views and reaching 116 people.

On Instagram, the collaborative post with Colen Vogens e Turismo, featuring a Travel South USA training session with Diversa Turismo, performed best this month, generating 870 views and 26 likes. The screenshot below also highlights additional strong Instagram content, including a North Carolina training session, the National Civil Rights Museum in Memphis, Tennessee, and the City Museum in St. Louis, Missouri.

Top-performing Facebook content

 E se um museu nao tivesse placas dizend... Quarta, 26 de agosto 10:00 👁 178 ❤ 1 🗨 0 ➡ 1	 No topo da Grandfather Mountai... Sábado, 22 de agosto 10:00 👁 112 ❤ 2 🗨 0 ➡ 0	 Imagine caminhar por uma trilha sombread... Quinta, 20 de agosto 10:00 👁 103 ❤ 3 🗨 0 ➡ 0	 Desde 1862, o Cafe du Monde serve o mesm... Sexta, 21 de agosto 18:00 👁 99 ❤ 5 🗨 0 ➡ 0	 Lexington e conhecida como a capital mundi... Domingo, 23 de agosto 10:00 👁 75 ❤ 3 🗨 1 ➡ 0
---	--	--	---	--

Top-performing Instagram Content

 Buscando sempre o que existe de melhor ... Quinta, 27 de agosto 18:35 👁 870 ❤ 26 🗨 4 ➡ 0	 Quarta, 5 de agosto 19:53 👁 195 ❤ 2 🗨 0 ➡ 1	 Quinta, 27 de agosto 10:06 👁 183 ❤ 3 🗨 0 ➡ 1	 O National Civil Rights Museum, em Memphi... Quarta, 19 de agosto 18:00 👁 121 ❤ 10 🗨 0 ➡ 0	 E se um museu nao tivesse placas dizend... Quarta, 26 de agosto 12:00 👁 113 ❤ 9 🗨 0 ➡ 0
---	---	--	--	--

Paid Promotion

No paid promotion was implemented during August 2026.

Performance context

July's Instagram results were significantly supported by a collaborative Reel with content creator Marcos Chapeleta, featuring Stranger Things filming locations in Georgia. The post generated 4,254 views, 214 likes, 6 comments, and 34 shares.

MARKET UPDATE

- Brazil kept its position as one of the U.S.'s most important overseas source markets through August. While NTTO's latest monthly releases focus on July data (showing a 7% drop in overall overseas visitation to just over 3 million), industry analysis in August reinforced that Brazil remains a top-tier long-haul market, with the U.S. continuing to be the number-one overseas destination for Brazilian travelers. Trade reports during the month highlighted that Brazil sent roughly 1.9 million visitors to the United States in 2025, confirming its place among America's largest overseas visitor markets and setting a strong base for 2026.
- Brazilian spending power abroad stayed a key storyline in August. Coverage of Central Bank and industry data in late August pointed to record levels of Brazilian international travel expenditures in the first half of 2026, driven by a more favorable exchange rate and pent-up demand. At the same time, global projections released during the month placed Brazil first among the 15 largest markets for business travel growth in 2026, with the country welcoming 5.26 million foreign visitors in the first half of the year — the second-best performance on record for that period — and seeing visitor spending rise more than 12% year over year. That combination of strong outbound potential and robust inbound activity underlines how engaged Brazilian travelers are with international markets, including the U.S.
- For Travel South USA, August's picture is encouraging. Even with some cooling in overall overseas arrivals to the U.S., Brazil's consistent ranking among the top long-haul markets and its growing role in global business and leisure travel create a solid base for pitching multi-state itineraries that start in the usual gateways and then extend into the Southern states. The combination of steady Brazilian demand, strong spending power and extensive air connectivity is exactly the kind of opening to position the South as the natural next stop for repeat visitors seeking food, music, culture and road trips.
- Booking behavior among Brazilians kept showing a split pattern in August. Trade coverage during the month pointed to a growing last-minute segment for flexible leisure trips, while peak, fixed-date travel (like school holidays and major events) continues to be planned months in advance. For TSUSA, this reinforces a two-track approach: fast, flexible offers for spontaneous trips and early, event-anchored content (festivals, holidays, school breaks) for planners booking ahead.

FLIGHTS

- GOL's new long-haul ambition. After launching its first nonstop Rio de Janeiro (GIG)–New York (JFK) service in July, the airline kept the route active through August on a three-times-weekly schedule, code-shared with American Airlines out of JFK's Terminal 8. In late August, GOL also announced a new CEO and president linked to Abra Group, signaling that the carrier's international expansion — including the Rio–JFK route — is part of a broader, strategic push rather than a one-off test.

- Capacity between Brazil and the U.S. stayed high through the winter peak. GOL maintained an expanded U.S. program through August, with extra frequencies concentrated on Miami and Orlando, while LATAM used the month to secure new financing that will add 11 aircraft to its fleet by the end of 2026, further strengthening its ability to serve long-haul routes. Together, these moves keep Orlando, Miami, and New York well-connected to São Paulo, Rio, and other key Brazilian cities.
- For Travel South USA, every new seat and route is an opportunity. The Rio–New York nonstop opens an East Coast door that didn’t exist before, while the sustained focus on Florida keeps the traditional gateways strong. Combined with promotional fares and packages that circulated in August, this environment makes it easier to sell itineraries that begin in the usual hubs and then extend into the Southern states for music, food, culture, and road-trip experiences.

INDUSTRY NEWS

- How Brazilians spend when they’re in the U.S. Trade coverage of mid-year data highlighted that Brazilian card spending concentrates in key cities like New York and Miami, with a mix of entertainment, dining and everyday purchases that points to longer, more immersive stays rather than quick sightseeing trips. That pattern fits well with multi-state, experience-driven products — exactly the kind of itinerary where the South can play a bigger role once the core Florida or New York portion is covered.
- Route 66’s Centennial kept momentum in August as a storytelling hook for the Brazilian trade. Coverage of the highway’s 100-year celebration highlighted traveling exhibits, special events and new digital guides launched in mid-to-late August, all aimed at encouraging road trips along the historic corridor. With Brazilian travelers already showing above-average interest in road trips and multi-generational travel, Route 66 gives Travel South USA and its partners a ready-made narrative to connect the dots between states and promote self-drive, multi-destination products across the South.
- Experience Kissimmee maintained its presence in São Paulo in August, holding training sessions with Brazilian operators to show how to bundle vacation-home rentals with local attractions and experiences. These kinds of partnerships underscore that Central Florida remains a launchpad and that the trade is increasingly thinking in terms of “complete experiences” — an approach that easily extends to multi-state itineraries once the core Orlando/Kissimmee portion is in place.
- Taken together, August’s signals point in the same direction: Brazilians are spending more time and money in the U.S.; they’re keen on road trips and multi-generational experiences; and their interest in destinations continues to outpace bookings. For TSUSA, that gap between research and purchase is where stronger Southern narratives — music, food, culture, Route 66, multi-state road trips — can help convert interest into confirmed trips.

- We are entering the period of the year with the highest sales for Travel and Tourism in Brazil, when Brazilians prepare for their vacations and year-end break, while companies look to close 2026 having met their targets and laying the groundwork for business in 2027.
- These are not new challenges, but they are unfolding alongside the accelerated — and sometimes uncontrolled — adoption of AI across our industry. We are already seeing, in practice, how it is changing the way we book, plan, search, and travel. Alongside this transformation, there is a growing demand for greater value in travel, more authenticity, and less friction and disruption.
- AI may not put an end to wars, but it will certainly help industries — including Travel and Tourism — become more efficient, faster and smarter.

ACTIONS

1. Newsletter, Press Kits, and Press Releases

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

OUT OF THE SCOPE

- Travel Global has become a great partner for TSUSA since its new leisure company (an expansion of Corporate-only TGK) opened two years ago. Now, they are focusing on the US, and Experiences / Road Trips are their main interest.
- After a few meetings and staff training, TSUSA was invited to participate in their annual event as their only destination, presented at the cost of an activation, which we shared with Mobility, to embrace the road-trip adventure, making it easy for their travel agents to book.