

BRAZIL REPORT

SEPTEMBER 2026

TravelSouth USA

Prepared By:



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EXECUTIVE SUMMARY

- **August opened with real momentum:** 2 training sessions reached ~106 agents/operators nationwide, and Brazil kept its place among the top overseas markets for the U.S., setting a solid tone for H2.
- **Partnerships:** 35 trade meetings and 32 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
Brazil														
Travel Trade														
States														
Trade Meetings/Trainings		21	14	35										70
AL/KY/LA/M		240	272	109										621
O/MS/NC/SC														
PR														
/TN/ ROS		11	8	32										51
Media Meetings		27	38	66										131
Number of Articles Published		811.189	1.212.246	4.143.961										6.167.396
Impressions														

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 training (Mug Café media breakfast in SP with 28 journalists) and online session (Tennessee training with 106 participants) reached 134 media and trade professionals with sales-ready knowledge of the TSUSA states, reinforcing destination awareness across media and retail segments.
- **Content that connects:** Communications focused on Southern food, music, culture, and road trips; social and editorial coverage spanned 8 Southern states following GP Newsletter program.
- **A stronger market position:** Brazil's reinforced relevance to U.S. tourism, with the country ranking fourth among overseas source markets in June and Brazilian card purchases in the United States reaching BRL 19.9 billion in the first half of 2026. Growing trade interest in Southern destinations, established access through Atlanta, and opportunities for family and winter travel support our ongoing development of itineraries tailored to Brazilian travelers.
- **The takeaway:** The direction of our current strategy is working with operators, training agents, and developing bookable Southern experiences. We continue turning destination visibility into sales through practical itineraries built around food, music, culture, and road trips, positioning the South both as a destination and as an extension of familiar U.S. gateways.

COMMUNICATION & PR

News Releases

In September, we generated **66 earned-media** placements in the Brazilian market, delivering **4,143,961 impressions**. Coverage appeared across national news, travel, lifestyle, culture, and social media outlets, keeping the Southern United States consistently visible to Brazilian travelers and trade audiences.

COVERAGE BOOK LINK

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

131

Pieces of Coverage

Total number of online, offline and social clips in this report

6.17M

Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social

1.21B

Audience

Combined total of publication-wide audience figures for all outlets featuring coverage

85.7K

Engagements

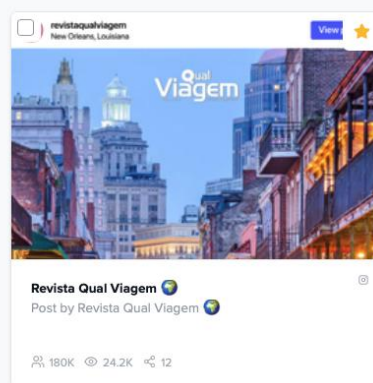
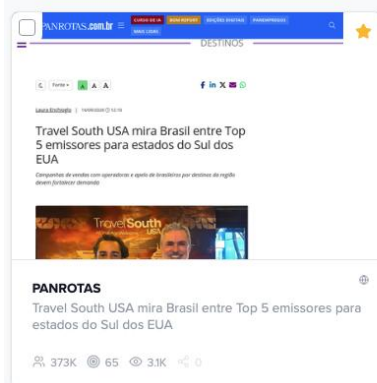
Combined total of likes, comments and shares on social media platforms

66

Avg. Domain Authority

A 0-100 measure of the authority of the site coverage appears on. Provided by Moz

Highlights



- **Newsletter:** Sunrise to Sundown
- Total sent: **12,029**
- Open rate: **48.40%** | Click rate: **1.03%**



Open rate: **42.96%** | Click rate: **44.67%**



TRAVEL TRADE

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

September was a busy month for TSUSA in Brazil, with meetings and events that helped us build on existing relationships and explore new business opportunities. We focused on developing Southern itineraries with trade partners, expanding our presence in luxury travel, and advancing a joint project with Brand USA.

One highlight was the Whiskey & Bourbon event at the U.S. Consulate in São Paulo. Travel South USA was invited as the main destination partner for a gathering of executives from major agribusiness and retail companies. We also invited five key tour operators to meet potential clients and business partners while exploring the South's whiskey and bourbon traditions.

We met with Teresa Perez and Queensberry to discuss how the Southern states could feature more prominently in their luxury portfolios. We discussed bourbon trails, music heritage, regional cuisine, and outdoor experiences, with an emphasis on combining these offerings into itineraries suited to their Brazilian clients.

Our meeting with Brand USA opened discussions on a road trip project connecting Kentucky, Tennessee, Mississippi, and Louisiana. Brand USA expressed interest in a roadshow to introduce these itineraries to the Brazilian trade through destination presentations and agent training.

At ABAV Expo 2026, we met with tour operators and consolidators to discuss upcoming events, partnerships, and networking. The fair gave us time to reconnect with partners, hear what they are planning for 2027, and identify where Southern destinations could fit into their programs.

These conversations are now feeding into our ongoing trade work: developing itineraries, supporting sales, and finding opportunities for luxury and group travel. The priority is to follow through with each partner and turn the ideas discussed in September into products for Brazilian travelers.

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.

PR Breakfast – São Paulo - SP

We hosted a breakfast briefing for journalists at Mug Café in São Paulo, bringing together key travel trade media representatives to discuss Travel South USA's strategy for the Brazilian market and preview opportunities for IPW 2027 in New Orleans.

The session highlighted Brazil's growing position as a top 10 source market for the US South, with Travel South USA targeting Top 5 status by 2027. Key topics included the appeal of music, gastronomy, outdoor activities, road trips, and ski opportunities in North Carolina, as well as major 2026-2027 drivers such as the FIFA World Cup, the US Semiquincentennial (250 years of independence), and the Route 66 centennial.

The event reinforced Travel South USA's commitment to the Brazilian market, with IPW 2027 in New Orleans positioned as a key opportunity to expand exposure and generate new itinerary possibilities. The Brazilian delegation is expected to be one of the largest at the event, with special experiences planned for participants.

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

Date: SEP 16

Objectives: Increase awareness of Brazil GPP destinations.

Overall Attendance: 28 (in-person training)



Tennessee Online Training – São Paulo - SP

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

To maximize attendance, we offered two sessions at different times, broadening participation and expanding the training's reach among industry professionals.

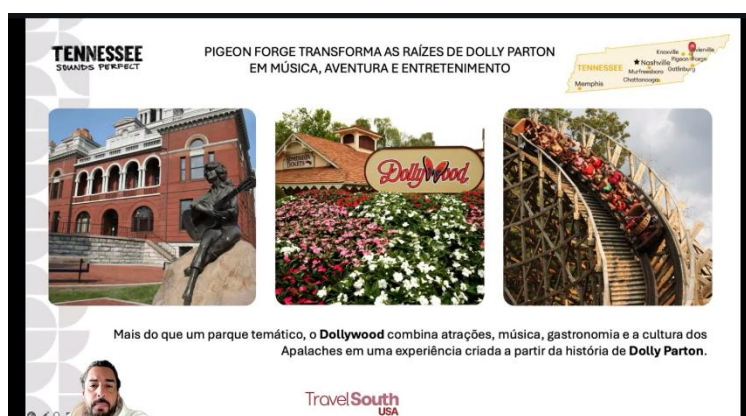
The monthly online training series will continue to spotlight GPP partner destinations and reinforce Travel South USA's awareness and relevance in the Brazilian market.

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

Date: SEP 24

Objectives: Increase awareness of GPP destinations in Brazil.

Overall Attendance: 106 (online training)



SOCIAL MEDIA

Content

Travel South USA Brazil’s social channels in September highlighted the Southern states' cultural diversity, history, food, outdoor experiences, and family-friendly attractions. The month’s content featured destinations and experiences across Alabama, Georgia, Kentucky, Louisiana, Missouri, North Carolina, South Carolina, and Tennessee, with an ongoing focus on what resonates with Brazilian travelers: authentic experiences, iconic attractions, and practical travel inspiration.

The month’s highlights included posts about the City Museum in St. Louis, Missouri; Grandfather Mountain in North Carolina; Ruby Falls in Tennessee; Café du Monde in New Orleans, Louisiana; Kentucky Horse Park in Lexington; and other attractions connected to the region’s food, music, history, and outdoor offerings. Together, the content reinforced the South as a destination for multi-state itineraries that go beyond traditional gateways and combine urban experiences, nature, culture, and family travel.

September also placed strong emphasis on destination storytelling through visual content. On Instagram, the month’s strongest performance centered on a major mid-month spike in views and engagement, demonstrating the value of highly visual content with clear destination context. The results indicate the audience responded particularly well to content that drove repeat views, profile visits, and interactions.

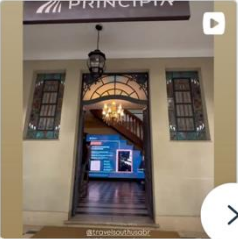
Facebook	September 2026	Evolution vs. August	Instagram	September 2026	Evolution vs. August
Total followers	97,042	—	Total followers	662	—
Followers gained	7	Up 40%	Followers gained	41	Up 78%
Reach	402	Up 10%	Reach	444	Up 20%
Views	940	Down 4%	Views	7,347	Up 160%
Content interactions	37	Up 37%	Content interactions	436	Up 45.7%

Top-performing content

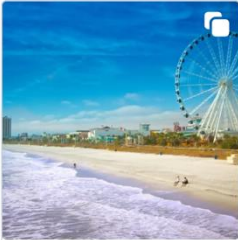
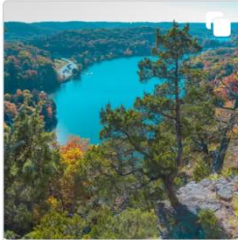
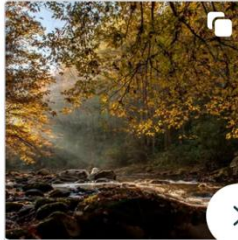
On Facebook, posts featuring well-known attractions and striking locations performed best. Highlights included City Museum in St. Louis, Missouri; Grandfather Mountain in North Carolina; Ruby Falls in Tennessee; Café du Monde in New Orleans, Louisiana; and Kentucky Horse Park in Lexington. Together, they showed the variety of experiences available across the South, from food and culture to outdoor attractions and family outings.

On Instagram, the strongest results came mid-month, particularly September 16–18, when views, reach, engagement, and profile visits all rose. The leading post received approximately 2,700 views, while other posts exceeded 1,000 views. These results suggest that strong destination imagery and clear ideas for what to see and do resonate with our audience.

Top-performing Facebook content

 Toda grande viagem merece uma trilha... Segunda, 21 de setembro 08:25 👁 1,1 mil ❤️ 20 👍 0 ➡ 4	 FROM MUSIC TO SOUL Do ritmo à... Sexta, 25 de setembro 12:16 👁 906 ❤️ 29 👍 6 ➡ 5	 DESCUBRA O SUL DOS EUA 🇺🇸 ☀️ ✈️... Quinta, 17 de setembro 15:32 👁 516 ❤️ 40 👍 3 ➡ 2	 Em Nashville, a música não espera o anoitecer... Sexta, 18 de setembro 18:31 👁 284 ❤️ 12 👍 0 ➡ 1	 Quarta, 16 de setembro 12:31 👁 188 ❤️ 2 👍 0 ➡ 1
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Top-performing Instagram Content

 Na Carolina do Sul, existe uma praia que ... Sábado, 26 de setembro 10:00 👁 170 ❤️ 2 👍 0 ➡ 1	 Dollywood é a atração número 1 do... Quinta, 24 de setembro 12:30 👁 88 ❤️ 1 👍 0 ➡ 0	 No Missouri, as ruínas de um castelo surge... Sábado, 12 de setembro 10:00 👁 85 ❤️ 2 👍 0 ➡ 1	 Parece um castelo europeu, mas fica às... Quinta, 10 de setembro 21:00 👁 85 ❤️ 2 👍 1 ➡ 1	 Nas Great Smoky Mountains, existe um... Segunda, 28 de setembro 19:30 👁 74 ❤️ 1 👍 0 ➡ 0
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Paid Promotion

We did not implement paid promotion during September 2026.

Performance context

September represented a substantial improvement for Instagram compared with August. Views increased from 2,829 to 7,347, while content interactions increased from 278 to 436. Profile visits also rose to 133, and the account gained 41 followers during the month. After accounting for 10 unfollows, the account gained 31 followers net. This growth indicates that Instagram was the primary driver of social media visibility and audience development in September.

Facebook showed a different pattern: views declined slightly from August, but viewers, content interactions, and follower gain all increased. The results suggest improved audience quality and stronger engagement despite a modest reduction in total views.

Overall, Instagram's significant visibility increase led to September performance, while Facebook contributed consistent reach and incremental audience growth. Across both platforms, the accounts generated 8,251 views, 846 viewers or reached accounts, 473 content interactions, and 48 gross follower gains during the month.

MARKET UPDATE

- The U.S. Commercial Consul in Brazil, Michael Godley, stated in September that 1.9 million Brazilians traveled to the United States in 2025, making Brazil the fourth-largest international market for the destination. Through August 2026, Brazilian arrivals to the U.S. grew 0.7% year over year, with projections pointing to 2.4 million Brazilian visitors by 2030, reinforcing Brazil's strategic position for U.S. tourism.
- The travel technology landscape shifted in September with Meta's launch of Muse, an AI agent capable of researching and booking travel directly. The tool accumulated 2.5 million downloads in its first two weeks and reached #1 on the U.S. App Store, prompting concerns among OTAs like Expedia and Booking Holdings about disintermediation. For TSUSA, this underscores the need to strengthen direct relationships with the trade and create compelling, experience-driven narratives that AI agents will surface when Brazilian travelers search for U.S. itineraries.
- The United States remained a relevant destination for the Brazilian outbound market. PANROTAS reported on September 4 that Brazil generated 133,339 visitor arrivals to the U.S. in June 2026, ranking fourth among overseas source markets that month. For Brazilian trade, this confirms the market's importance even as overall overseas arrivals to the U.S. declined 1.8%. These are June results published in September, rather than September visitation figures.
- Brazilian purchasing activity abroad supports the commercial relevance of the U.S. market. September coverage of Abecs data showed that Brazilians made more than BRL 58 billion in credit and debit card purchases abroad during the first half of 2026, up 23% year over year. The United States accounted for BRL 19.9 billion. These figures demonstrate the scale of Brazilian purchasing activity in the destination, although they do not measure total tourism expenditure or spending specifically within TSUSA states.
- Brazilian trade is giving greater attention to the Southern United States. Brazil is among TSUSA's top ten source markets, with a target of reaching the top five in 2027. The article highlighted Nashville, New Orleans, Memphis, Atlanta, and North Carolina as destinations attracting Brazilian interest, alongside opportunities for combined itineraries and extended stays. The top five positions remain a strategic target.
- Our current strategy turns Brazilian interest into bookable Southern experiences. TSUSA's Brazil market program focuses on music, food, culture and civil rights, supported by ongoing trade training and itinerary development. We work with our trade partners to translate and adapt these themes into clearly valuable products, with practical routes, manageable driving distances, and compelling reasons to extend stays across the region.

FLIGHTS

- For Brazilian agents and operators, access to the South is an essential part of product development. Delta's official Brazil communications identify direct connections between Atlanta and São Paulo and Rio de Janeiro. We use Atlanta as a gateway within the TSUSA region when planning itineraries, checking seasonal schedules, and developing products with partners. These are established connectivity references, rather than new routes announced in September.
- September's airline news brought additional attention to package costs and connecting flights. American Airlines was moderating part of its planned year-end capacity expansion because of higher fuel costs. The report concerned broader network planning and did not establish reductions on Brazil–U.S. routes. From the Brazilian sales perspective, it reinforces the importance of checking availability and total airfare costs when assembling Southern itineraries.
- North Carolina is gaining visibility as a winter option for Brazilian families, with highlighted interest in the state's ski destinations and access through Copa Airlines. Within our trade work, this creates an opportunity to combine mountain experiences with other regional attractions, using confirmed connections and seasonal resort availability to build practical packages.

INDUSTRY NEWS

- Brazilian operators are central to our strategy for expanding Southern travel sales. September highlighted plans to strengthen sales campaigns with operators already promoting and investing in TSUSA destinations. Our ongoing work connects destination training and itinerary development with commercial partnerships, helping agents move from awareness to products they can present and sell to Brazilian clients.
- Slower, more immersive itineraries align with the interests reported by Brazilian trade partners. TSUSA's official 2026 commentary identifies momentum among Brazilian operators around slow travel, alongside opportunities in culinary, cultural, nature, and multigenerational experiences. This earlier commentary provides context for September's market activity. Our approach applies these themes through focused itineraries that give travelers time to explore local communities and experiences.
- Value and confidence remain important considerations when communicating with the Brazilian market. Our current strategy addresses these concerns through welcoming messaging, practical itinerary information, and clearly presented experiences, helping trade partners explain the value of a Southern U.S. vacation.
- Our focus in Brazil is to convert destination interest into sales and longer regional stays. Through operator partnerships, agent training, and itinerary development, we position music, food, culture, outdoor experiences, and road trips as concrete reasons to choose the South. September's trade coverage supports this direction, highlighting the potential for Brazilian travelers to combine destinations, return, and extend their stays within the region.

ACTIONS

1. Newsletter, Press Kits, and PressReleases

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