

# Brazilian Travel Market



**17%**

of Brazilians choose the **U.S.** as the **First Choice** for International Travel



**323%** growth in **TRAVEL TO U.S.** 2006 - 2016

**1.7 mil** Brazilians visited the U.S. 2016



Brazil is the **TOP 8<sup>th</sup>** Inbound International **MARKET** to the U.S. 2016

**Visitor Profile**  
43% Female: 57% Male:

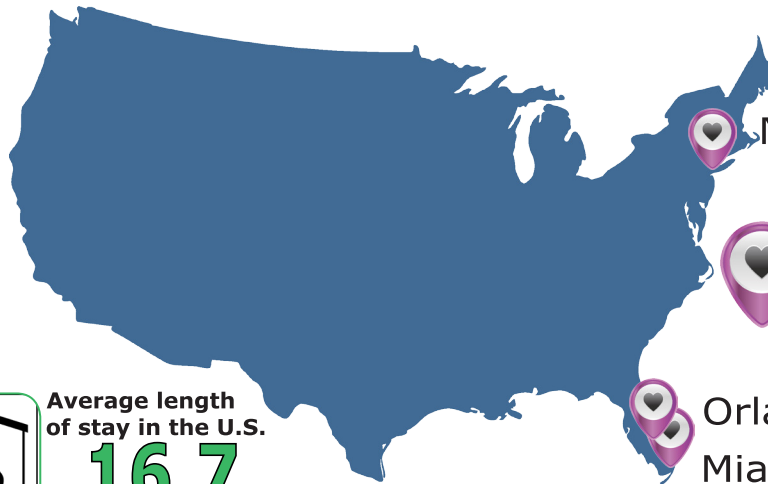


**40** Average age among adults

**41**



Average length of stay in the U.S. **16.7** nights



New York City **22.64%**

**Preferred Cities**

Orlando **35.33%**  
Miami **29.33%**

**\$6,721** average that Brazilians spend per visit to the U.S.  
**11,37 mil** is how much Brazilians spent in U.S. in 2016

## While in U.S.:



Shopping **88%**  
Sightseeing **75%**  
Amusement / Theme Parks **45%**  
National Parks / Monuments **33%**  
Art Gallery / Museum **30%**  
Historical Locations **25%**  
Fine Dining **22%**