

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



1.9 mi Brazilians visited the U.S. (2017)

Brazil is the **TOP 8th** Inbound International MARKET to the U.S. 2016

Visitor Profile
43% Female: 57% Male:

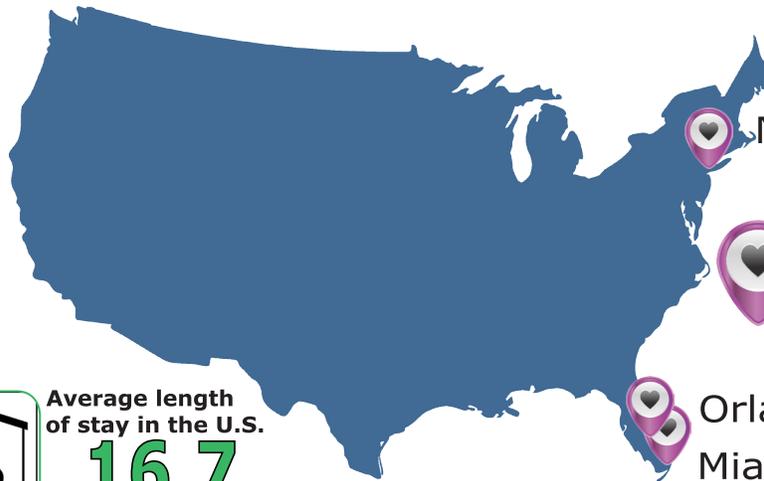


40 Average age among adults

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%**