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)

Visitor Profile
43% Female 57% Male

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Age
Average age among adults
40 41

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

New York City 22.64%
Orlando 35.33%
Miami 29.33%

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%

Source: National Travel and Tourism Office, travel.trade.gov