



It's like a
WHOLE OTHER COUNTRY

TEXAS TOURISM FY 2017 MARKETING PLAN

Brazil

OVERVIEW:

Brazil is the third-largest overseas travel market to the U.S. making the U.S. the no. 1 destination for Brazilian travelers. While Brazil is currently facing economic and political pressures that reflect a high inflation rate and the rise in the value of the dollar versus the Real, which makes the U.S. a more expensive destination. Brazilians continue travelling to the U.S., but are altering their travel behaviors, seeking new destinations with more affordable diverse travel opportunities, making Texas a prime destination for the seasoned Brazilian traveler. Brazilian visitations to the U.S. are expected to decrease in 2016 as a result of their hosting the Summer Olympic Games, yet projected growth is expected at a modest rate throughout 2017 and 2018.

American Airlines will introduce their new Boeing 787-9 Dreamliner from DFW to Sao Paulo in November 2016 with daily non-stop service.

VISITOR DATA:

An estimated 69,000 travelers from Brazil visited Texas in 2015, a slight increase (1.5%) over the previous year. Although current visitor estimates are down from the records achieved in 2011 and 2012 the market is still strong based on historical trends. Travelers from Brazil spent an average of 9.7 nights in Texas and generated \$82 million in direct spending. Direct air service between Rio de Janeiro and Houston is available through United Airlines, while direct air service is available from Sao Paulo-Guarulhos to DFW and Houston through American Airlines and United Airlines. Each route offers daily service. Travel from Brazil to Texas is forecasted to increase by 15.2% by 2020.

BRAZIL TO TEXAS (2015)
Visitor Volume: 69,000
Direct Travel Spending: \$82 million
Avg Nights: 9.7

Arrivals from Brazil to the United States were estimated at 2.22 million in 2015. Growth in the market slowed compared to the previous year resulting in a slight -2% decrease in visitation. However, direct spending from Brazil remained consistent with an estimated at \$13.6 billion, a 1% increase from the previous year. Travel from Brazil to the United States is forecast to increase 18% by 2020.

MARKETING ACTIVITIES:

Texas Tourism promotes the state's travel product directly to the Brazilian consumer through advertising, media activities and co-op marketing activities. Packaged travel is obtained from travel agents or directly through tour operators, both of which are still important parts of the Brazilian international travel purchase process. An increasing number of travelers are obtaining long-haul travel online and Texas will be driving several consumer promotions to increase awareness. Texas Tourism focuses marketing efforts on tour operators and travel agents to increase Texas product offering and knowledge of the destination. To achieve these goals, Texas Tourism coordinates travel show presence and sales missions in Brazil, travel agent training, and familiarization tours for travel trade and media



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In addition to our scheduled marketing co-op opportunities, Texas Tourism will continue ongoing media and trade outreach, media and trade familiarization tours, newsletters to trade and media, managing the TravelTexas.br.com, the Portuguese language microsite as well as brand awareness via social media channels and our in market Facebook page.

Sales Missions:		
<u>Event</u>	<u>Date</u>	<u>Location</u>
East Coast Receptive Operator Sales Mission	June 26 – 29, 2017	Orlando and Miami, Florida
Brazilian Sales & Media Blitz	July 2017	Sao Paulo, Belo Horizonte and Brasilia, Brazil

Travel Trade Shows:		
<u>Event</u>	<u>Date</u>	<u>Location</u>
Festuris Gramado	November 3 – 6, 2016	Gramado, Rio Grande do Sul, Brazil
WTM Latin America	April 4 – 6, 2017	Sao Paulo, Brazil