

Brazil's Tourism Growth & Our Opportunities

In partnership with

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A Three Day Mission



- Train Wholesalers on selling Charlotte County
- Generate interest and excitement
- Establish relationships



Brazilian Economy Growing as a whole

1.5+ million Brazilians Visited Florida
in 2012





Brazilians are Top Spenders in the US State of Florida

Brand conscious Brazilians love to use their money — cash, above all — **ranking first in per capita in spending** among the top 10 groups of foreign visitors to the United States

In all, nearly 1.7 million Brazilians visited the USA in 2012 and **estimated expenditures are nearly \$8 billion, or \$4,940 for each visitor.**

....spending US\$ 43.3 million/day in the USA!

By the numbers...



Brazilian Visitation Stats in Florida - 2012

- 1.5 million total visitors Annually
- Vast Majority to Orlando and Miami
 - **Tour Operators looking for something new...**
- 17% of all Brazilian Tourism is to Florida
- 150% Growth through 2016 (U.S. Dept of Commerce)
- 2 million visitors expected in 2016
- \$4 Billion of \$67 Billion in FL tourism revenue is from Brazil....

Overall spending up nearly 50% since 2010....

By the Numbers...



Top Visitation by Country of Origin - 2012

Country	Number of Visitors
Canada	3.3 million
Brazil	1.5 million
United Kingdom	1.3 million
Mexico	387,000
Argentina	375,000

2012

By Expenditures

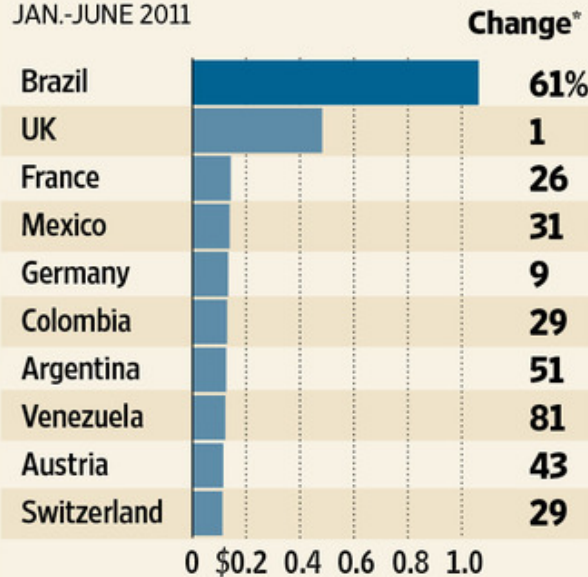


Welcome Boost

Brazilian visitors are taking key U.S. markets by storm.

Spending by overseas visitors to Florida, in billions of dollars

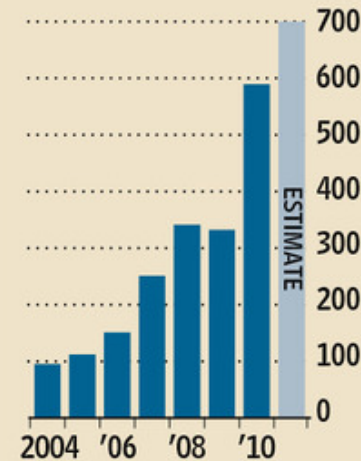
JAN.-JUNE 2011



*From year ago

Sources: State of Florida Visitors Bureau; NYC & Co.

Brazilian visitors to NYC IN THOUSANDS



Brazilian Activities in Florida



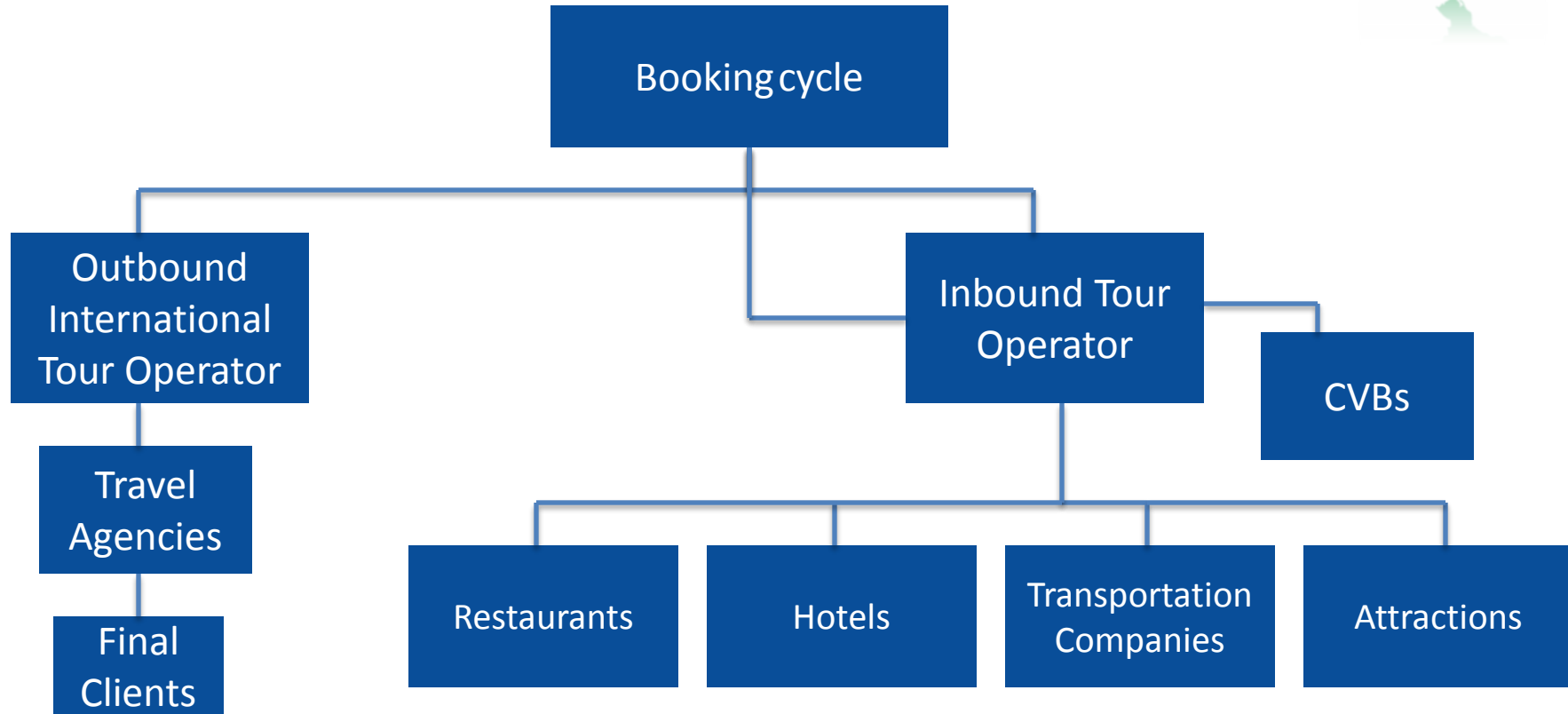
- Shopping – 91%
- Dining – 91%
- Amusement
Parks/Attractions – 55%
- Historical Places – 52%
- Sightseeing in
Cities/Museums – 41%

Challenges



- **Air Capacity**
 - Air capacity tightening
 - In 2014, Open Skies Agreement
- **Language**
 - Portuguese language
- **Getting Brazilians to visit new destinations**
 - Using Niches effectively such as Educational Tourism, itinerary tourism (along the way)
 - Brazil Tourism can go where you want it to go
 - Tie to major anchor destination
 - Get your product, destination, or service known in Brazil
- **VISA**
 - Visa Waiver talks are underway with progress expected by 2016

How does International Tourism Work?



How Can **We** Increase Our Sales Opportunities From Brazil?



The Keys to Success:



1. Develop and implement a consistent marketing strategy and message
2. Create a FAM Tour for the Brazilian industry
3. Have our product available through receptive Tour Operator channels and have it known in Brazil
4. Educate the #1 sales force of our product: Travel Agents
5. Maintain an ongoing presence within the market.
Relationships are EVERYTHING.
6. Provide our partners/tour operators with support in marketing their product and/or services
7. Work with an expert.

Relationships Matter



- A different way of doing business
- They want to know if we are invested personally in growing the business
- Having Commissioner Constance meet with the agents sends a message that we are serious about our commitment to them and to their customers.

Who Stands to Gain and How?



- **Brazilian Tourists are big spenders and what they buy can be surprising.** Hotels, Transportation and Excursion Companies, Restaurants, and Museums all benefit but so do stores who sell:
 - **Electronics**
 - **Arts and Crafts**
 - **Name brand items**
 - **And then there is Muscle Car City!**
- **Training Focus**
 - Trade Shows are a must in order to be taken seriously in a market. Well prepared training sessions is where tourism ROI is created in Brazil!
 - Focus is not only on Tour Operators but on top producing Travel Agencies
- **Real County Potential**
 - Our goal is to have at least several Tour Operators include the product along an itinerary that includes Miami and Orlando.
 - It is very possible to see tens of thousands of overnight tourists in this program format
 - **1% of 1.5 million is 15,000 guests producing about 30,000 room nights as an initial goal by 2015**