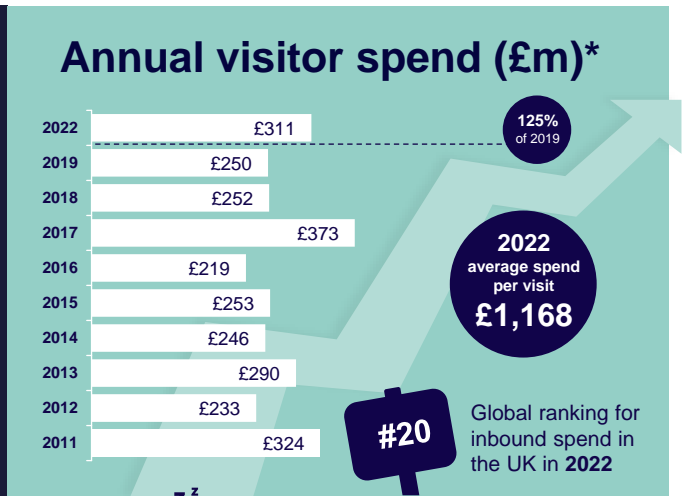


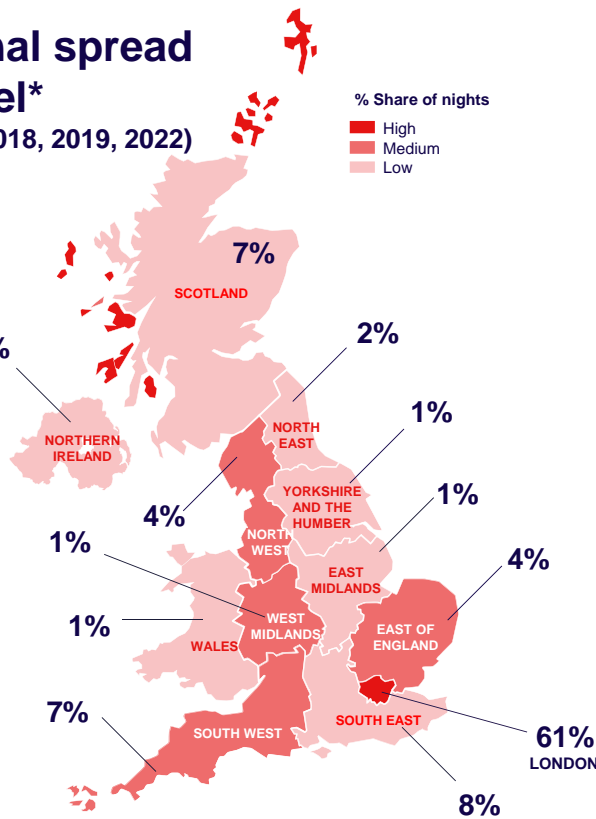


Brazil

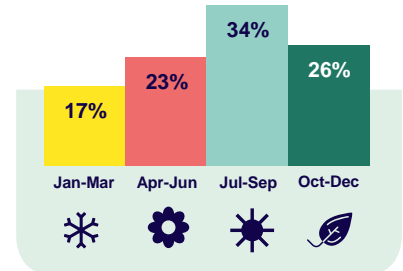
Market snapshot Visitor Profile



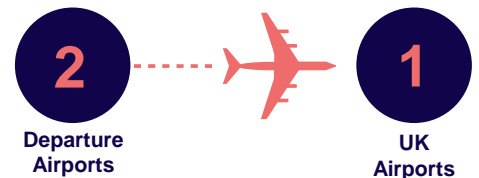
Regional spread of travel* (average 2018, 2019, 2022)



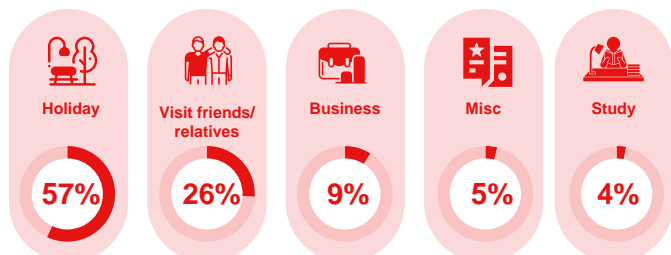
Seasonal spread of travel* (2022)



Departure & Destination Airports** (2022)



Purpose of travel* (2022)



Sources: *International Passenger Survey (IPS) by ONS. **Apex as of August 2023.



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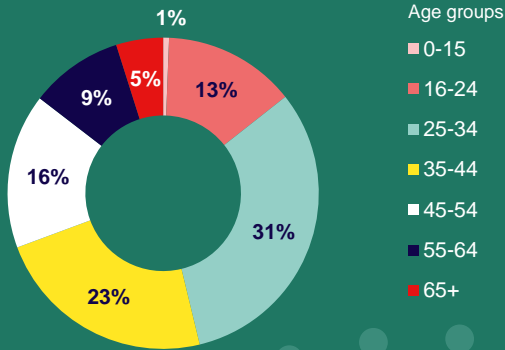
Priscila Moraes –
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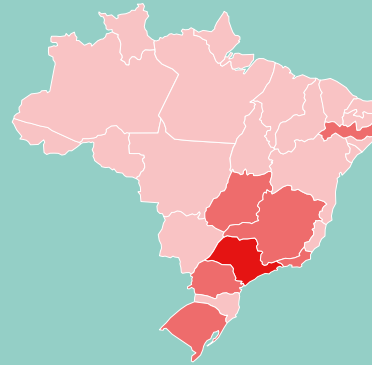




Key demographics* (2022)



Visitors' origin* (2022)



SP	47%
RDJ	14%
CUR	6%
POA	5%
BRA	4%
GOI	4%
BH	3%
REC	3%

Visits in 000s | % Share of visits

■ High
■ Medium
■ Low



Top drivers for destination choice*** (2022)

- 1 Is a welcoming place to visit
- 2 Offers good value for money
- 3 Offers lots of different experiences in one destination
- 4 I can roam around visiting many types of places
- 5 Is good for relaxing, resting, recharging



Perceptions of the UK**** (2022)

The UK ranks within the top 10 out of 60 nations for:



Top sources of inspiration*** (2022)

#1



Travel websites via search engines

#2



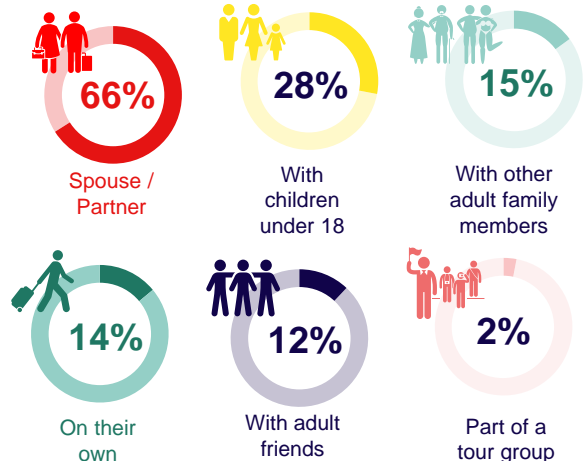
Social media of friends/ family

#3



Social media - travel bloggers or influencers sharing their experiences

Travel companions*** (2022)



Sources:

*International Passenger Survey (IPS) by ONS

*** VisitBritain/Kubi Kallou MIDAS research project 2022

****Anholt-Ipsos Nation Brands Index 2022



Top 5 activities desired on a holiday/short break abroad

- 1 Experience city life
- 2 Visit famous/iconic tourist attractions and places
- 3 Experience coastal places and scenery
- 4 Explore local food and beverage specialities
- 5 Visit parks and gardens

Share who state holidays benefit their wellbeing

84%

Top 5 sustainable actions by visitors to Britain¹

- 1 Buying local when I can
- 2 Buying sustainable/responsible food and beverage offers
- 3 Using public/greener transport
- 4 Choosing destinations committed to preserving natural/cultural heritage
- 5 Enjoying unpolluted nature

Likelihood to combine Britain with other destinations



Travel only to Britain



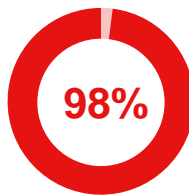
Combine a trip to Britain and other places in Europe



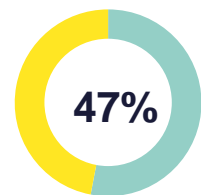
Undecided



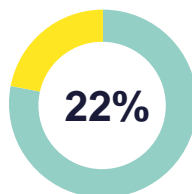
Share of Brazilian visitors "likely" or "extremely likely" to recommend Britain*



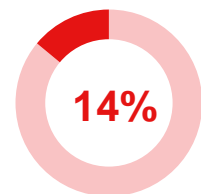
Share of Brazilian visits which were repeat visits*



Share of Brazilian travellers with accessibility requirements



Share of Brazil travellers who identify as LGBTQIA



Sources:

*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals, 2015
**Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019

All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers

¹ based on previous visitors to Britain