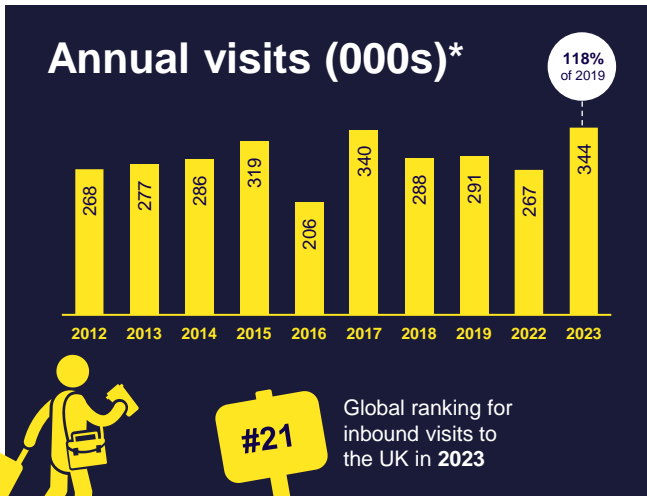


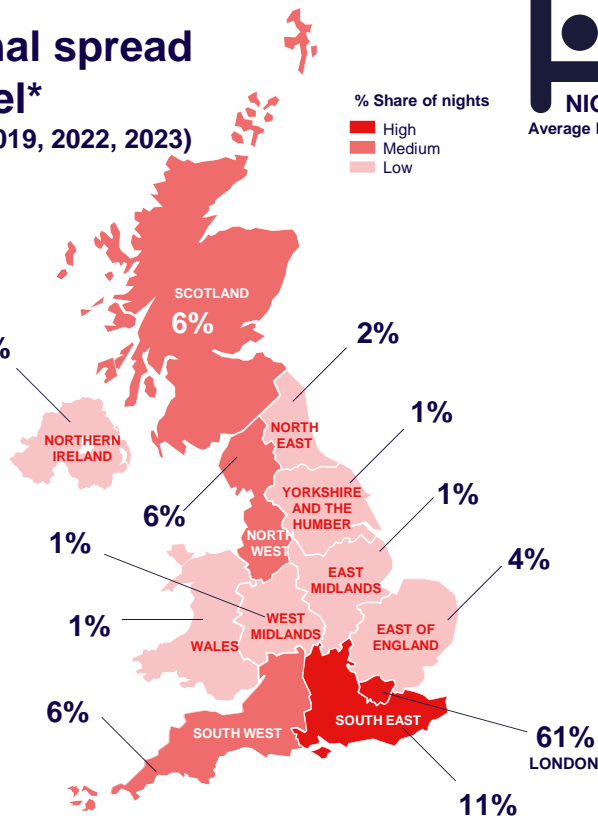


Brazil

Market snapshot Visitor Profile



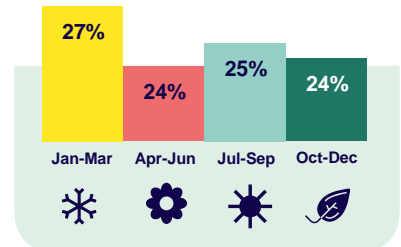
Regional spread of travel* (average 2019, 2022, 2023)



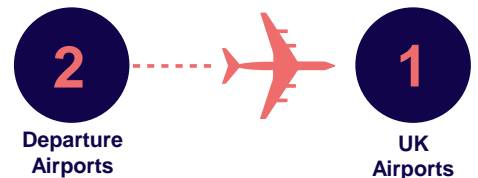
Record spending by Brazilian visits to the UK in 2023: £425m overall, of which a record £210m came from holidaymakers and a record £112m from visits to friends and/or relatives.*



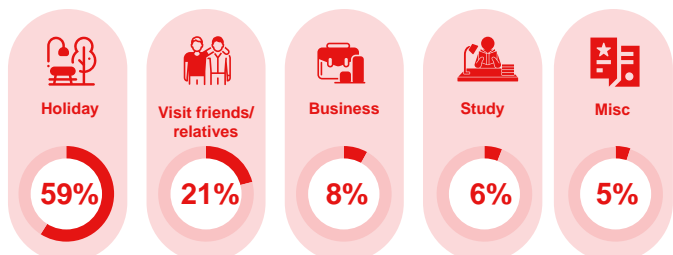
Seasonal spread of travel* (2023)



Departure & Destination Airports** (2023)



Purpose of travel* (2023)



Sources: *International Passenger Survey (IPS) by ONS. All spend stated in nominal terms. **Apex as of May 2024.



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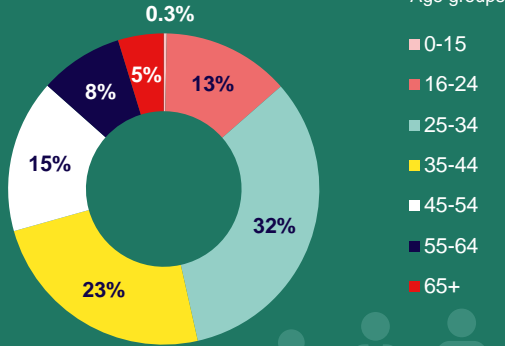
Priscila Moraes
 Country Manager Brazil
 Priscila.Moraes@visitbritain.org

Iris Schardt
 Communications Manager Brazil
 Iris.Schardt@visitbritain.org

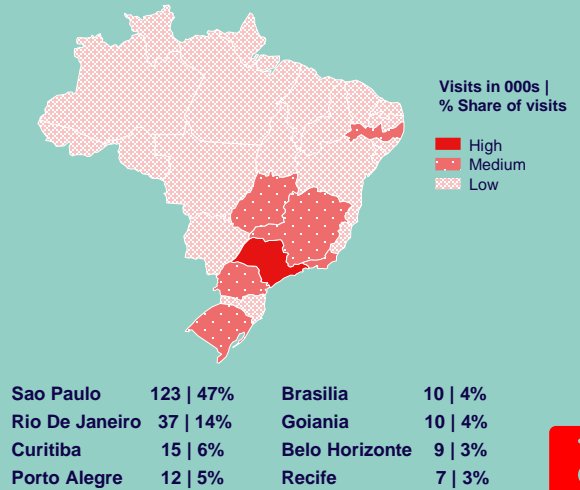




Key demographics* (average of 2019, 2022, 2023)



Visitors' origin* (2022)



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

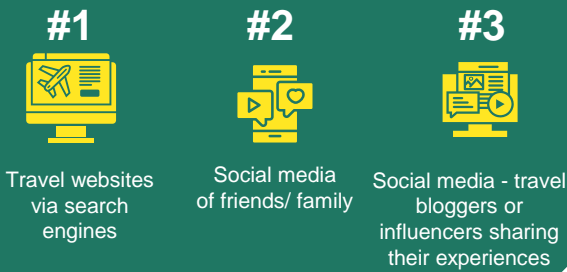


Perceptions of the UK**** (2023)

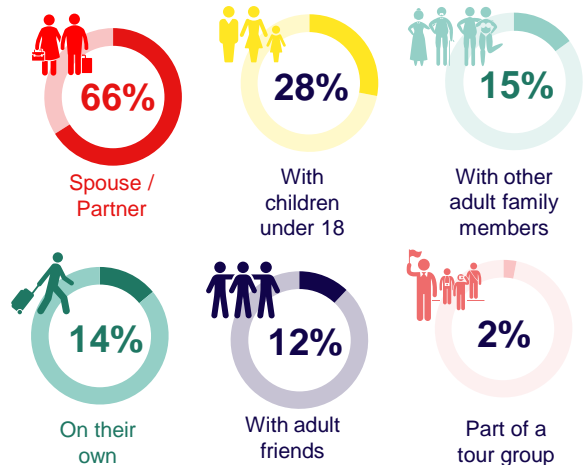
The UK ranks within the top 10 out of 60 nations for:



Top sources of inspiration*** (2022)



Travel companions*** (2022)



Sources:

*International Passenger Survey (IPS) by ONS; age: share of 'don't know' not shown

*** VisitBritain/Kubi Kalloo MIDAS research project 2022

****Anholt-Ipsos Nation Brands Index 2023



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

84%
state holidays benefit their wellbeing

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



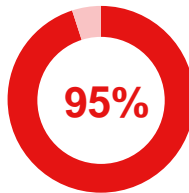
Combine a trip to Britain and other places in Europe



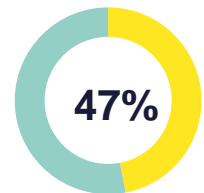
Undecided



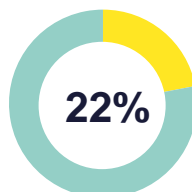
Share of Brazilians interested in visiting UK film/TV locations in future**



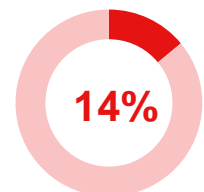
Share of Brazilian visits which were repeat visits*



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: TV/film locations, 2023, base: UK considerers

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