











Inbound COVID-19 Sentiment Tracker

Market Snapshot – Brazil

Read the full report for Wave 4 here (PDF, 8MB)



Brazil Market Summary

Wave 1: 2nd-16th Dec 2020

Wave 2: 24th Mar - 6th Apr 2021

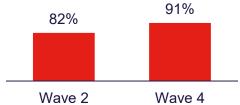
Wave 3: 23rd Aug – 6th Sept 2021 Wave 4: 10th-23rd Feb 2022

All data is from Wave 4, unless stated

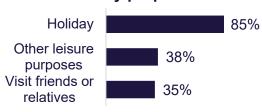


Travel intentions

Intending to travel abroad for leisure* 82% 91%



Journey purpose

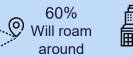


Travel preferences

Top activities



Destination types





62% Large city



24% Coastline



27% Country/ village



35%

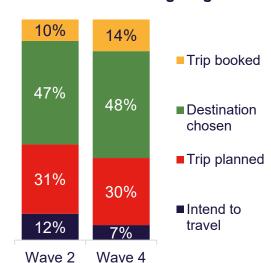
Mountains

or hills

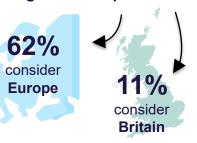


40% Small/midsized city/town

Planning stage



Among leisure trip intenders:



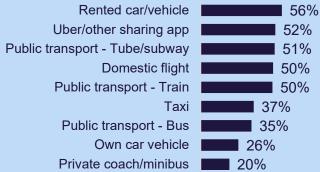
Among Britain intenders:

79% consider England36% consider London34% consider Scotland18% consider Wales

Top Travel Companions



Top modes of transport within Britain



Top Accommodation











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Travel Concerns - for travel to Britain*

Other people not following COVID-19 policies/procedures

Access to healthcare if I contract COVID-19 abroad

Contracting COVID-19 during my journey/trip

Affordability of robust travel insurance

Change in quarantine requirements on my return home

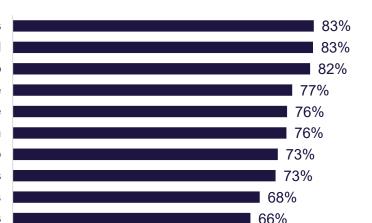
Limited / restricted experiences at destination

Extra admin involved with new policy/rules during the trip

Accessibility of affordable air fares

Locals' attitude towards international tourists

Costs of mandatory COVID-19 tests



Travel attitudes**

I would be happy to take a pre-trip covid-19 test should that be required	87%	11/11/16
Booking through a travel agent is a safer option at the moment	72% 29	₆ 25%
I will think more about sustainability when planning future holidays	69% 4 <mark>%</mark>	27%
I would be comfortable using public transport within the destination	63% 2 <mark>%</mark>	35%
I will delay my next international trip until Omicron is under control	62% 2 <mark>%</mark>	36%
I will look for less crowded places, even if I miss attractions	59% 2 <mark>% (</mark>	39%
I will be intending to take fewer but longer holidays	52% 4 <mark>% 4</mark>	4%
I will favour international destinations closer to my home country	47% 2 <mark>% 5</mark> 1	%
I will favour local destinations instead of traveling internationally	44% 2 <mark>% 54</mark>	%
I will favour destinations I have been before rather than new places	43% 2 <mark>% 55</mark> 9	%
I will leave booking until later/last minute	37% 2 <mark>% 62</mark> %))
■ Agree ■ No opinion ■ Disagree		











^{*%} very & somewhat concerned

^{**%} completely & somewhat agree