





in conjunction with



Inbound COVID-19 Sentiment Tracker

Market Snapshot – Brazil

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

If you need the data in a different format, please contact research@visitbritain.org

Bristol Balloon Fiesta: Destination Bristol ©Gary Newman



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





31%

12%

Wave 2



chosen

Intend to

travel

Journey purpose Holiday 85% Other leisure 38% purposes Visit friends or 35% relatives Among leisure trip intenders: **62%** consider 11% Europe consider Britain Trip planned **Among Britain intenders: 79%** consider England 36% consider London 34% consider Scotland **18%** consider Wales



Destination types



Private coach/minibus

LONDON



20%

30%

7%

Wave 4

Brazil Market Summary

Wave 1: 2^{nd} - 16^{th} Dec 2020 Wave 2: 24^{th} Mar – 6^{th} Apr 2021 Wave 3: 23^{rd} Aug – 6^{th} Sept 2021 Wave 4: 10^{th} - 23^{rd} Feb 2022 All data is from Wave 4, unless stated



<u>Top travel drivers</u>

... for any international trip

An attractive offer e.g. discounts on flights or accommodation Decrease in coronavirus cases at destination Money-back guarantee should I wish to cancel my trip Insurance for COVID-19 related travel/regulations changes Hygiene & safety protocols in place at destination

... for a trip to Britain

An attractive offer e.g. discounts on flights or accommodation	
Decrease in coronavirus cases at destination	
Money-back guarantee should I wish to cancel my trip	
Hygiene & safety protocols in place at destination	
High proportion of destination population being vaccinated	



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

*% very & somewhat concerned **% completely & somewhat agree



Travel attitudes**

I would be happy to take a pre-trip covid-19 test should that be required	87% 1 <mark>%1%</mark>	
Booking through a travel agent is a safer option at the moment	72% 2 <mark>% 25%</mark>	
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>% 35%</mark>	
I will delay my next international trip until Omicron is under control	62% 2 <mark>% 36%</mark>	
I will look for less crowded places, even if I miss attractions	59% 2 <mark>% 39%</mark>	
I will be intending to take fewer but longer holidays	52% 4 <mark>% 44%</mark>	
will favour international destinations closer to my home country	47% 2 <mark>% 51%</mark>	
will favour local destinations instead of traveling internationally	44% 2 <mark>% 54%</mark>	
l will favour destinations I have been before rather than new places	43% 2 <mark>% 55%</mark>	
l will leave booking until later/last minute	37% 2 <mark>% 62%</mark>	
■ Agree ■ No opinion ■ Disagree		
	7) 💦	

LONDON

vwodraeth Cvmru

Scotland Alba

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