Brazil

Market snapshot

Visitor Profile

Annual visits (000s)*

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>305</td>
</tr>
<tr>
<td>2012</td>
<td>298</td>
</tr>
<tr>
<td>2013</td>
<td>277</td>
</tr>
<tr>
<td>2014</td>
<td>298</td>
</tr>
<tr>
<td>2015</td>
<td>153</td>
</tr>
<tr>
<td>2016</td>
<td>206</td>
</tr>
<tr>
<td>2017</td>
<td>268</td>
</tr>
<tr>
<td>2018</td>
<td>268</td>
</tr>
<tr>
<td>2019</td>
<td>291</td>
</tr>
<tr>
<td>2022</td>
<td>267</td>
</tr>
</tbody>
</table>

Global ranking for inbound visits to the UK in 2022

#22

Annual visitor spend (£m)*

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>£324</td>
</tr>
<tr>
<td>2012</td>
<td>£233</td>
</tr>
<tr>
<td>2013</td>
<td>£290</td>
</tr>
<tr>
<td>2014</td>
<td>£253</td>
</tr>
<tr>
<td>2015</td>
<td>£246</td>
</tr>
<tr>
<td>2016</td>
<td>£219</td>
</tr>
<tr>
<td>2017</td>
<td>£253</td>
</tr>
<tr>
<td>2018</td>
<td>£373</td>
</tr>
<tr>
<td>2019</td>
<td>£252</td>
</tr>
<tr>
<td>2022</td>
<td>£311</td>
</tr>
</tbody>
</table>

Global ranking for inbound spend in the UK in 2022

#20

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

- **Scotland**: 7%
- **Yorkshire and the Humber**: 4%
- **West Midlands**: 2%
- **East of England**: 8%
- **South West**: 61%
- **London**: 1%
- **South East**: 7%
- **West Midlands**: 4%
- **East of England**: 34%
- **South West**: 23%
- **Yorkshire and the Humber**: 17%

% Share of nights
- High: 0.3%
- Medium: 0.3%
- Low: 92%

Seasonal spread of travel* (2022)

- Jan-Mar: 17%
- Apr-Jun: 23%
- Jul-Sep: 34%
- Oct-Dec: 26%

Departure & Destination Airports** (2022)

1. UK Airports
2. Departure Airports

Purpose of travel* (2022)

- **Holiday**: 57%
- **Visit friends/relatives**: 26%
- **Business**: 9%
- **Misc**: 5%
- **Study**: 4%

Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image Library: assets.visitbritain.org
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com

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Sources: *International Passenger Survey (IPS) by ONS.
**Apex as of August 2023.
**Brazil Market snapshot Visitor Profile**

**Key demographics* (2022)**

- Age groups:
  - 0-15: 1%
  - 16-24: 5%
  - 25-34: 13%
  - 35-44: 23%
  - 45-54: 16%
  - 55-64: 9%
  - 65+: 5%

**Visitors’ origin* (2022)**

<table>
<thead>
<tr>
<th>Country</th>
<th>% Share of visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SP</td>
<td>47%</td>
</tr>
<tr>
<td>RDJ</td>
<td>14%</td>
</tr>
<tr>
<td>CUR</td>
<td>6%</td>
</tr>
<tr>
<td>POA</td>
<td>5%</td>
</tr>
<tr>
<td>BRA</td>
<td>4%</td>
</tr>
<tr>
<td>GOI</td>
<td>4%</td>
</tr>
<tr>
<td>BH</td>
<td>3%</td>
</tr>
<tr>
<td>REC</td>
<td>3%</td>
</tr>
</tbody>
</table>

**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:

- Contemporary culture
- Culture
- Sports
- Visit if money was no object
- People

**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)**

- 66%: Spouse/Partner
- 28%: With children under 18
- 15%: With other adult family members
- 14%: On their own
- 12%: With adult friends
- 2%: Part of a tour group

**Sources:**
- *International Passenger Survey (IPS) by ONS
- *** VisitBritain/Kubi Kalloo 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

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

- 19% Travel only to Britain
- 78% Combine a trip to Britain and other places in Europe
- 2% Undecided

Share of Brazilian visitors “likely” or “extremely likely” to recommend Britain*

- 98%

Share of Brazilian visits which were repeat visits*

- 47%

Share of Brazilian travellers with accessibility requirements

- 22%

Share of Brazil travellers who identify as LGBTQIA

- 14%

Sources:
**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