Brazil

Inbound tourism overview

Annual visits*

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>276,000</td>
<td>260,000</td>
<td>258,000</td>
<td>262,000</td>
<td>344,000</td>
<td>187,000</td>
<td>244,000</td>
<td>240,000</td>
</tr>
</tbody>
</table>

Regional spread of travel* (2018)

- 22% Brazil
- 26% Rest of England
- 8% Scotland
- 80% London
- 2% Wales

Global ranking for inbound visits to the UK in 2018

#29

Seasonal spread of travel* (2018)

<table>
<thead>
<tr>
<th>Month</th>
<th>Jan-Mar</th>
<th>Apr-Jun</th>
<th>Jul-Sep</th>
<th>Oct-Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>31%</td>
<td>22%</td>
<td>26%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Purpose of travel* (2018)

- 60% Holiday
- 22% VFR (*)
- 8% Business
- 4% Study
- 7% Misc

Departure & destination airports** (2018)

- London Heathrow
- São Paulo Rio de Janeiro

Average flight seats per week*** (2018)

6,405

Average length of stay* (2018)

8 nights

Currency exchange rate*** (2013-2018)

<table>
<thead>
<tr>
<th>Year</th>
<th>£1 = R$</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>3.38</td>
</tr>
<tr>
<td>2014</td>
<td>3.87</td>
</tr>
<tr>
<td>2015</td>
<td>5.69</td>
</tr>
<tr>
<td>2016</td>
<td>6.74</td>
</tr>
<tr>
<td>2017</td>
<td>4.11</td>
</tr>
<tr>
<td>2018</td>
<td>4.86</td>
</tr>
</tbody>
</table>

Percentages may not total 100% as single visit may include multiple regions.


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Brazil
Visitor profile

Key demographics* (2018)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-15</td>
<td>1%</td>
</tr>
<tr>
<td>16-24</td>
<td>17%</td>
</tr>
<tr>
<td>25-34</td>
<td>28%</td>
</tr>
<tr>
<td>35-44</td>
<td>23%</td>
</tr>
<tr>
<td>45-54</td>
<td>14%</td>
</tr>
<tr>
<td>55-64</td>
<td>11%</td>
</tr>
<tr>
<td>65+</td>
<td>5%</td>
</tr>
</tbody>
</table>

States of residence* (2016)

- Sao Paulo: 23%
- London: 12%
- Rio De Janeiro: 23%
- Recife: 4%

Top reasons to visit Britain** (2016)

- #1 Cultural attractions
- #2 A wide variety of places to visit
- #3 A culture that is different from our own

Top activities when visiting Britain (2007-2017)

- #1 Dining in restaurants: 72%
- #2 Going shopping: 70%
- #3 Going to the pub: 56%
- #4 Socialising with the locals: 54%
- #5 Visiting museums or art galleries: 54%

Travel companions** (2017)

- Spouse/Partner: 37%
- On their own: 30%
- With other adult family members: 19%
- With children under 17: 13%
- With friends: 10%
- With business colleague(s): 4%

92% of visiting Brazilian's in 2017 were 'extremely likely' to recommend a leisure visit to the UK to friends and family*

Sources: * International Passenger Survey (IPS), ** VisitBritain/Ipsos 'Decisions and Influences' research (Applicable to people who visited Britain). ***Civil Aviation Authority.