Brazil Market Summary

**Travel intentions**

- Intending to travel abroad for leisure*:
  - Wave 2: 82%
  - Wave 4: 91%

- Among leisure trip intenders:
  - 62% consider Europe
  - 11% consider Britain

- Among Britain intenders:
  - 79% consider England
  - 36% consider London
  - 34% consider Scotland
  - 18% consider Wales

**Journey purpose**

- Holiday: 85%
- Other leisure purposes: 38%
- Visit friends or relatives: 35%

**Planning stage**

- Wave 2:
  - Trip booked: 10%
  - Destination chosen: 47%
  - Trip planned: 31%
  - Intend to travel: 12%

- Wave 4:
  - Trip booked: 14%
  - Destination chosen: 48%
  - Trip planned: 30%
  - Intend to travel: 7%

**Travel preferences**

- **Top activities**
  - Iconic tourist attractions: 69%
  - Dining out: 67%
  - History and heritage: 66%
  - Outdoor nature activities: 62%
  - Visiting cultural attractions: 61%

- **Destination types**
  - Will roam around: 60%
  - Large city: 62%
  - Coastline: 24%
  - Country/village: 27%
  - Mountains or hills: 35%
  - Small/mid-sized city/town: 40%

- **Top Travel Companions**
  - With your spouse/partner: 76%
  - With children (under 18): 43%
  - With adult family members: 28%
  - With friends: 25%
  - Alone: 23%
  - As part of a tour group: 4%

- **Top Accommodation**
  - Hotel chain: 77%
  - Private rental: 47%
  - Self catered property: 43%
  - Boutique hotel: 37%
  - Friend’s/family house: 32%

- **Top modes of transport within Britain**
  - Rented car/vehicle: 56%
  - Uber/other sharing app: 52%
  - Public transport - Tube/subway: 51%
  - Domestic flight: 50%
  - Public transport - Train: 50%
  - Taxi: 37%
  - Public transport - Bus: 35%
  - Own car vehicle: 26%
  - Private coach/minibus: 20%

*(% definitely & probably) in the next 12 months

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.
Brazil Market Summary

**Top travel drivers**

*...for any international trip*
- An attractive offer e.g. discounts on flights or accommodation: 44%
- Decrease in coronavirus cases at destination: 39%
- Money-back guarantee should I wish to cancel my trip: 38%
- Insurance for COVID-19 related travel/regulations changes: 34%
- Hygiene & safety protocols in place at destination: 33%

*...for a trip to Britain*
- An attractive offer e.g. discounts on flights or accommodation: 40%
- Decrease in coronavirus cases at destination: 32%
- Money-back guarantee should I wish to cancel my trip: 32%
- Hygiene & safety protocols in place at destination: 28%
- High proportion of destination population being vaccinated: 27%

**Travel Concerns – for travel to Britain**

- Other people not following COVID-19 policies/procedures: 83%
- Access to healthcare if I contract COVID-19 abroad: 83%
- Contracting COVID-19 during my journey/trip: 82%
- Affordability of robust travel insurance: 77%
- Change in quarantine requirements on my return home: 76%
- Limited / restricted experiences at destination: 76%
- Extra admin involved with new policy/rules during the trip: 73%
- Accessibility of affordable air fares: 73%
- Locals’ attitude towards international tourists: 68%
- Costs of mandatory COVID-19 tests: 66%

**Travel attitudes**

- I would be happy to take a pre-trip covid-19 test should that be required: 87%
- Booking through a travel agent is a safer option at the moment: 72%
- I will think more about sustainability when planning future holidays: 69%
- I would be comfortable using public transport within the destination: 63%
- I will delay my next international trip until Omicron is under control: 62%
- I will look for less crowded places, even if I miss attractions: 59%
- I will be intending to take fewer but longer holidays: 52%
- I will favour international destinations closer to my home country: 47%
- I will favour local destinations instead of traveling internationally: 44%
- I will favour destinations I have been before rather than new places: 43%
- I will leave booking until later/last minute: 37%

**% very & somewhat concerned**

**% completely & somewhat agree**

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