Brazil Pen Portraits

Buzzseekers & Culture Buffs
Buzzseekers in Brazil are looking for exciting new trips where they can try new things. More likely to be seen as a trendsetter, they are keen to stay ahead of the curve and stand out from the crowd. This audience are frequent travellers, preferring to prioritise their spending on travel and holidays. They are confident travellers with a strong preference for booking their trips independently, online via booking sites. Britain is relatively low on their list compared to other European destinations, although those who have visited are likely to find it an exciting place to visit and are more likely to have ventured beyond London.

### INCOME
**Growing Affluence**
This group has a good income, and are able to afford luxuries on an occasional basis and are looking to increase frequency and their holiday budget.

### AGE
- 26% 18-24
- 34% 25-34
- 23% 35-44
- 15% 45-64
- 2% 65+

### TRAVEL COMPANIONS
- With a partner or spouse **32%**
- With my partner or spouse and our children **30%**
- With my parents and other relatives **11%**
- With with a small group of friends **7%**

### WHAT MAKES THEM UNIQUE?
- I prefer holidays full of action and excitement: Buzzseekers 99%, All of Brazil 45%
- I’m always looking for new things to do with my time: Buzzseekers 76%, All of Brazil 59%
- I always seek out new experiences: Buzzseekers 75%, All of Brazil 49%
- I seek out adventure: Buzzseekers 60%, All of Brazil 38%
- Holidays are a way to reward myself for my hard work and success: Buzzseekers 58%, All of Brazil 41%
- When I travel, I enjoy exclusive or luxury experiences that others can’t experience: Buzzseekers 20%, All of Brazil 37%

### VISITATION TO GB
- 7% visited in past 2yrs
- Propensity to visit ranks 8th after USA, Italy, Portugal, Canada, France, Spain and Germany

### VALUE
**Mid-high**

### APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY

#### Top 3 activities per segment
- Trying local food and drink specialties
- Visiting famous/iconic tourist attraction and places
- Experiencing coastal life, scenery and beaches

#### Point of difference
- Attending a specific event
- Challenge and/or action-filled sporting activities
- Meeting/ doing experiences with locals

### PERCEPTIONS OF BRITAIN

<table>
<thead>
<tr>
<th>Top statements per segment</th>
<th>Biggest difference vs. total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Is rich in traditional arts and culture</td>
</tr>
<tr>
<td>2</td>
<td>Has historic towns and cities to explore</td>
</tr>
<tr>
<td>3</td>
<td>Has vibrant and buzzing cities</td>
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</tbody>
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*Value is derived from % of segment who have visited GB in the past 2 years, their reported spend, their propensity to visit in future and estimated spend per person

Traffic light coding = segment over-indexes to market average
Hey, I’m Martha. I work in social media research and love sharing my life on Instagram. I love to keep on top of new trends. I’ve recently bought a new camera to take the best selfies. In my free time, I enjoy trying out new places to eat and drink, dancing and just having a good time.

- Adventurous
- Tasting new cuisines
- Have an authentic local experience
- With my boyfriend, Mario

Britain is the place to be right now! Check out my Insta 😊

Mario and I went to an exclusive London immersive dining experience last night, we met a few locals and ended up in a real local pub.

We’ve also got a museum and street food tour planned as well over the next few days. So much to do!

Love, Martha

- Participate in activities I have done before – I’m looking for exciting activities and to be surprised!
- A generic holiday doing activities that can be done elsewhere – I want to soak in the local culture and meet locals!
- To eat familiar foods – trying out new cuisines is a priority on my holiday!
Brazilian Image conscious Culture Buffs are looking for a relaxed holiday offering stability and familiarity. They are likely to be travelling with close family. Coastal breaks are top of mind, but food is also important for them, and both local experiences and gourmet food are a draw for this group. Perceptions of Britain are not closely aligned with their main travel priorities which may explain the lower desire to visit compared to other European destinations. For those who have visited Britain, they are more likely than other segment to have been to the countryside and the coast.

**WHAT MAKES THEM UNIQUE?**

I care about the image I portray to others
- Culture Buffs: 35%
- All of Brazil: 100%

1. I care about the image I portray to others
2. I prefer holidays at a slower and more relaxed pace
3. I prefer stability
4. On holiday, I’m happy to go back to the same place again if I enjoyed it
5. I know the type of thing I like, and tend to stick with that
6. I like to be noticed

**TRAVEL BOOKING STYLE**
- Myself via online booking site: 35%
- Myself via provider: 28%
- Travel Agent: 21%

**INCOME**

*Growing Affluence*
- This group has a good income, and are able to afford luxuries from time to time, and is looking to increase their holiday budget

**AGE**

- 18-24: 18%
- 25-34: 25%
- 35-44: 20%
- 45-64: 30%
- 65+: 8%

**TRAVEL COMPANIONS**

- With a partner or spouse: 36%
- With my partner or spouse and our children: 30%
- With my parents and other relatives: 10%
- Alone: 5%

**APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY**

**Top 3 activities per segment**
- Experiencing coastal life, scenery and beaches
- Trying local and food drink specialties
- Visiting famous/iconic tourist attractions and places

**Point of difference**
- Trying gourmet/world class food and drink offerings

**PERCEPTIONS OF BRITAIN**

- London: 78%
- Other major cities: 15%
- Countryside: 23%
- Coast: 12%

**Top statements per segment**

1. Has historic towns and cities to explore
2. Is rich in traditional arts and culture
3. Has vibrant and buzzing cities

**Biggest difference vs. total**

- 1
- 2
- 3

*Value is derived from % of segment who have visited GB in the past 2 years, their reported spend, their propensity to visit in future and estimated spend per person*

Traffic light coding = segment over-indexes to market average
Hello, I’m Pedro. I own a coffee farm in Sao Paulo. My wife, Beatriz and I live quite comfortable lives and like to treat ourselves from time to time. We’re part of a social club where we sample the finest food and drink. Last weekend we tried a Japanese whisky which we really enjoyed.

- Tasting the finest food and drink
- With my wife, Beatriz
- Get to the ‘must see’ sights
- Relaxing by the sea
- Enjoying beautiful countryside

We’re having a great time in the UK. Yesterday evening, Beatriz and I ended up at a very exclusive and amazing world food market. It was fabulous! We had some exquisite seafood and champagne.

In a few days time, we’ll be driving to the coast. We’ve booked tickets to see an opera there. It looks like a very glamorous event, Beatriz has bought the most dazzling dress to wear. I’ll keep you updated!

Love, Pedro

× Limit myself because of my budget – I’m happy to spend extra on exclusive and luxurious experiences.
× Do anything too ordinary – I want to be able to say to my friends we did something fun and different!
× Do sports or challenge related activities – my aim is to relax and enjoy myself!