

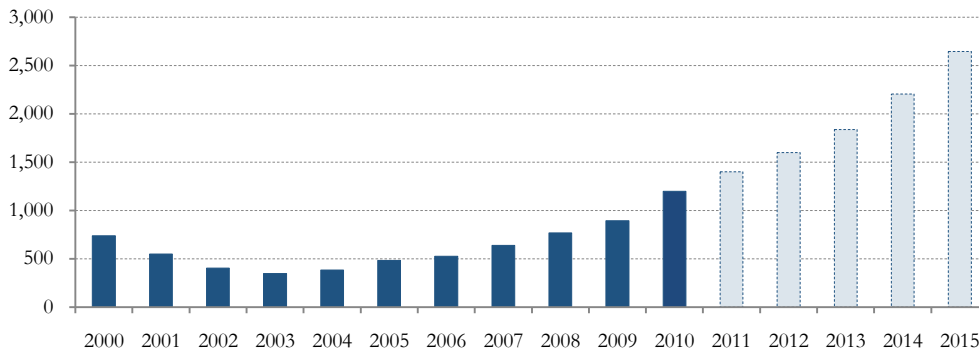


BRAZIL

MARKET SUMMARY

- Nearly 1.2 million residents of Brazil visited the U.S. in 2010, a 34.0% increase from 2009.
- Total Brazil arrivals in 2011 are expected to increase by 17% to 1,402,000 according to the U.S. Department of Commerce (DOC).
- Brazil's economy rapidly expanded in 2010, with consumer spending estimated to have grown by 7.0%¹ and overall GDP estimated to have increased by 7.6%.
- In 2010, the U.S. received a total of \$5.9 billion in spending from Brazilian visitors, an increase of 29.6% compared to 2009. \$4.2 billion was spent on travel while in the U.S., and \$1.7 billion was spent on international airfare.
- Total spending, including spending on international airfare, per Brazilian arrival to the U.S. averaged \$4,940 in 2010, a decrease of 3.4% compared to 2009.
- In 2010, Brazilian visitors to the U.S. supported 42,000 domestic jobs in the U.S.
- Approximately 26.5% of all Brazilian residents traveling beyond South America visited the U.S. in 2010, and in 2011 Brazil is forecasted to overtake France as the fifth largest inbound travel market for the U.S.

Annual Brazil Arrivals to the U.S. (thousands)



% Change
2010/2000

63%

% Change
2010/2009

34%

Forecasted
% Change
2015/2010

121%

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Arrivals (thousands)	737	551	405	349	385	485	525	639	769	893	1,198	1,402	1,598	1,837	2,205	2,646
% Change Previous Year	11%	-25%	-27%	-14%	10%	26%	8%	21.7%	20%	16%	34%	17%	14%	15%	20%	20%

Source: [U.S. Department of Commerce, Office of Travel & Tourism Industries](#)

¹ All percent changes are in real terms