Inbound travel from Brazil declined considerably (-24%) in 2016; total visitations from the country fell from 2.2 million in 2015 to 1.7 million in 2016. While Brazil was the third-largest overseas inbound market in 2014, its rank fell to fifth largest in 2015 and sixth largest in 2016. A deep recession since early 2014 that continued into 2016, and a severe depreciation of the Brazilian real versus the U.S. dollar, have made travel to the U.S. considerably less affordable.

ARRIVALS

• In 2016, the U.S. welcomed 1.7 million Brazilian travelers, 24 percent less than 2015.

• Despite Brazil’s fall in ranking as a top U.S. inbound market (from third to sixth largest overseas inbound market in just two years), the U.S. remains by far the most sought-after outbound travel destination for Brazilians. Of all outbound travel from Brazil in 2016, a fifth (19.7%) was destined to the U.S. Of all long-haul travel from Brazil, 28.6% was destined to the U.S.

ECONOMIC IMPACT

• Travel exports to Brazil totaled $11.4 billion in 2016, the fifth highest among overseas inbound markets.¹

• Travel is the largest industry export to Brazil, accounting for 21 percent of all U.S. exports of goods and services to the country.

• The $10.3 billion U.S. travel trade surplus in 2016 contributed to almost half (45%) of the total U.S. trade surplus with Brazil.

LOOKING FORWARD

• Given the continued economic recession in the first part of 2017, coupled with a political crisis and a depreciating currency, Brazilian visitations to the U.S. are estimated to have decreased by an additional 7 percent in 2017. Minimal growth in visitations is expected over the medium term, with a projected increase of 5 percent in 2018, and about 3 percent in subsequent years.

• Recent high-level discussions regarding Brazil’s possible admission into the Visa Waiver Program could help reverse some of the decline in visitations, and ensure the ultimate growth of this key U.S. inbound travel market.

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¹. International standards now use a broader definition of travel exports than previously used which, in addition to general travel spending by visitors, includes education-related and health-related spending, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit http://travel.trade.gov/pdf/restructuring-travel.pdf.