



Euromonitor  
International

# Travel in Brazil

September 2024

Table of Contents

## [Travel in Brazil](#)

### EXECUTIVE SUMMARY

Travel in 2024

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

### MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2019-2024

Table 2 - Surface Travel Modes Online Sales: Value 2019-2024

Table 3 - Forecast Surface Travel Modes Sales: Value 2024-2029

Table 4 - Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 5 - In-Destination Spending: Value 2019-2024

Table 6 - Forecast In-Destination Spending: Value 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## [Tourism Flows in Brazil](#)

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Travel in Brazil grows and proves resilient

Business travel experiences growth due to rise in domestic MICE trips

### PROSPECTS AND OPPORTUNITIES

Economic stability may enhance outbound travel

Events expected to boost tourist flows in the forecast period

### CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2019-2024

Table 8 - Inbound Arrivals by Country: Number of Trips 2019-2024

Table 9 - Inbound City Arrivals 2019-2024

Table 10 - Inbound Tourism Spending: Value 2019-2024

Table 11 - Forecast Inbound Arrivals: Number of Trips 2024-2029

Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2024-2029

Table 13 - Forecast Inbound Tourism Spending: Value 2024-2029

Table 14 - Domestic Tourism by Destination: Number of Trips 2019-2024

Table 15 - Domestic Spending: Value 2019-2024

Table 16 - Forecast Domestic Tourism by Destination: Number of Trips 2024-2029

Table 17 - Forecast Domestic Spending: Value 2024-2029

Table 18 - Outbound Departures: Number of Trips 2019-2024

Table 19 - Outbound Departures by Destination: Number of Trips 2019-2024

Table 20 - Outbound Tourism Spending: Value 2019-2024

Table 21 - Forecast Outbound Departures: Number of Trips 2024-2029

Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2024-2029

Table 23 - Forecast Outbound Spending: Value 2024-2029

## [Airlines in Brazil](#)

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Airlines grows in value terms and number of passengers, but high operational costs continue  
Expansion of air routes supports favourable performance of airlines in 2024

### PROSPECTS AND OPPORTUNITIES

New regulations on pet transportation expected to impact airlines' procedures  
Experiences based on the concept of exclusivity

### CATEGORY DATA

- Table 24 - Airlines Sales: Value 2019-2024
- Table 25 - Airlines Online Sales: Value 2019-2024
- Table 26 - Airlines: Passengers Carried 2019-2024
- Table 27 - Airlines NBO Company Shares: % Value 2019-2023
- Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2024
- Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2024
- Table 30 - Full Service Carriers Brands by Key Performance Indicators 2024
- Table 31 - Forecast Airlines Sales: Value 2024-2029
- Table 32 - Forecast Airlines Online Sales: Value 2024-2029

## Lodging (Destination) in Brazil

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Brazilian lodging overcomes pandemic impact, but faces new challenges  
Budget hotels and short-term rentals perform well

### PROSPECTS AND OPPORTUNITIES

The quest for disconnection in hotels despite the extensive use of technology to make a reservation  
Luxury combining immersive experiences should boost growth in the forecast period

### CATEGORY DATA

- Table 33 - Lodging (Destination) Sales: Value 2019-2024
- Table 34 - Lodging (Destination) Online Sales: Value 2019-2024
- Table 35 - Hotels Sales: Value 2019-2024
- Table 36 - Hotels Online Sales: Value 2019-2024
- Table 37 - Other Lodging Sales: Value 2019-2024
- Table 38 - Other Lodging Online Sales: Value 2019-2024
- Table 39 - Lodging (Destination) Outlets: Units 2019-2024
- Table 40 - Lodging (Destination) Rooms: Number of Rooms 2019-2024
- Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024
- Table 42 - Hotels NBO Company Shares: % Value 2019-2023
- Table 43 - Hotel Brands by Key Performance Indicators 2024
- Table 44 - Forecast Lodging (Destination) Sales: Value 2024-2029
- Table 45 - Forecast Lodging (Destination) Online Sales: Value 2024-2029
- Table 46 - Forecast Hotels Sales: Value 2024-2029
- Table 47 - Forecast Hotels Online Sales: Value 2024-2029
- Table 48 - Forecast Other Lodging Sales: Value 2024-2029
- Table 49 - Forecast Other Lodging Online Sales: Value 2024-2029
- Table 50 - Forecast Lodging (Destination) Outlets: Units 2024-2029

## Booking in Brazil

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Competitors seize the opportunity to attract consumers amidst 123 Milhas crisis  
Positive performance for business travel

### PROSPECTS AND OPPORTUNITIES

Online booking will continue to expand  
Leisure cruises set to grow and attract younger generations

### CATEGORY DATA

- Table 51 - Booking Sales: Value 2019-2024
- Table 52 - Business Travel Sales: Value 2019-2024
- Table 53 - Leisure Travel Sales: Value 2019-2024
- Table 54 - Travel Intermediaries NBO Company Shares: % Value 2019-2024
- Table 55 - Forecast Booking Sales: Value 2024-2029
- Table 56 - Forecast Business Travel Sales: Value 2024-2029
- Table 57 - Forecast Leisure Travel Sales: Value 2024-2029

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/travel-in-brazil/report](http://www.euromonitor.com/travel-in-brazil/report).