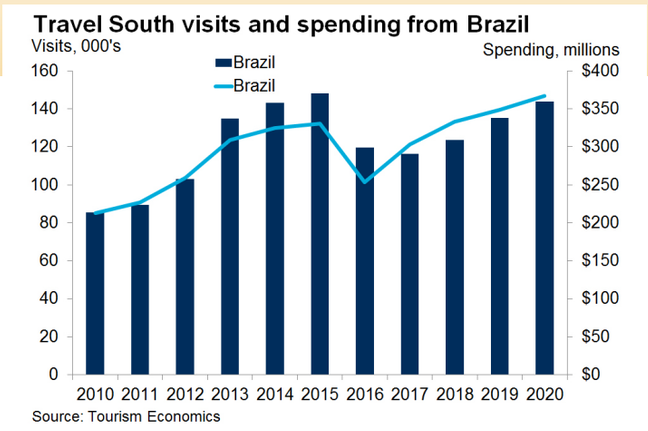


Spotlight on Brazil



By 2020, it is expected 2.4 million Brazilian tourists will travel to the U.S., an increase of 19% since 1915.

Travel South works with River Global as our in-country rep. Operating out of São Paulo, River Global provides the expertise and support needed by its clients to expand their businesses in South America, providing customized solutions to meet government trade and marketing promotion agencies and organization's specific needs.

Currently, eight national airlines and 34 foreign carriers operate in Brazil. International airlines are once again planning to increase capacity, with either an increase in number of flights or larger airplanes. Approximately 50% of Brazilians are connected (119 million) to the net. Brazilians spend four hours a day on social platforms and is considered one of the largest social media markets in the world, and the third largest country on Facebook and Instagram.

Here is the Travel South sales and marketing activity for Brazil over the next year.

RESEARCH
Monthly Reporting
Tour Operator Brochure Analysis
Tourism Economics and Travel Market Insights Commissioned Studies
EARNED, OWNED & PAID MEDIA
Travel South USA Inspiration Guides » Produced By: Brand USA / Miles Partnership
Monthly Media Calls » 4x per Month
Visiting Journalist Press Trips
Monthly E-Newsletter
LA/MS/AL Journalist Press FAM » Sept. 15 - 23, 2019

TRAVEL TRADE	CONSUMER/DIGITAL
Monthly Operator Training/Calls	Content promotion to (TravelSouth.VisitTheUSA.com/pt-br)
International Showcase Recruitment	Social Media Outreach through Travel South USA Global Pages
Travel Trade Newsletters	Quarterly Social Media Campaigns » Q1: Festivals » Q2: Outdoors » Q3: Culinary » Q4: Road Trips
Co-Op Campaigns	Brand USA Programming
Festuris Gramado » Nov. 8-9, 2019	
Brazil Sales Mission » April 27 - May 1, 2019	
Delta Awards & FAM » March 23 - 29, 2020	

> More Information on Brazil

> Overview of Global Partner Program