Embratur

Brazilian Agency for International Tourism Promotion

autonomous social service, under private law

promote Brazil to attract tourists and foreign exchange to Brazil
Arrivals 2023
Agreed on in the Embratur/ Ministry of Tourism plan

1. **4.7 million international tourists**
   (31.4% growth compared to 2022)
   Expectations (GlobalData)
   2027: 8.3 million

2. **US$5.3 billion on international tourism receipts**
   (8.58% growth compared to 2022)
   Expectations (GlobalData)
   2027: US$9.1 billion
Strategic markets
According to a study by our Information and Data Intelligence Department

Americas
Argentina
Bolivia
Canada
Chile
Colombia
USA
Mexico
Paraguay
Peru
Uruguay

Europe
Germany
Belgium
Spain
France
Netherlands
Italy
Portugal
UK
Switzerland

Asia
China
Japan
Dashboards
Providing data for Brazilian states and destinations on dashboards, facilitating queries and analysis, with the possibility of accessing the database.

Consumer profiles, reports and newsletters
Creation of consumer profiles (personas) related to the main Brazilian destinations as well as international competitors.

Anticipation and predictability
Meeting a great demand from the market and destinations that receive international tourists, we will offer trend reports and anticipation of interests in Brazilian destinations and services.
Information and Intelligence

- Resumption of the Tourism Market Intelligence Network
- International standard tools and data sources
- Agreements with data sources
- Qualified technical team
- Data for everyone: destinations, governments, students and companies
Meet the team
Sources
website
dados.embratur.com.br

Access platform for intelligence products:
Tourist Arrivals Dashboard
International Recipes Dashboard
ANAC flight dashboard
Tourist Journey Insights: Statewise Explorer

Embratur as a global reference in international tourism data in Brazil
Tourist arrivals

Cooperation between Federal Police (records), Ministry of Tourism (treatment) and Embratur (organization and dissemination)

- Various filters: year, month, continent, country, means of transport and entry status.
- Tourist rankings by countries and states
- Possibility of downloading open data
International tourism revenues

Cooperation between the Central Bank of Brazil (records and processing) and Embratur (organization and dissemination)

- Year and month filters
- Comparison with foreign exchange revenue from services
Flight connections/ ANAC

Cooperation between ANAC (records and processing) and Embratur (organization and dissemination)

- Year and month filters
- Monthly updates
- Future flight and seat supply forecasts
### International flight connections with Brazil and future airlines

#### Total airline companies:
32

#### Total seats:
2,437,081

#### Total flights:
10,154

<table>
<thead>
<tr>
<th>Country of departure</th>
<th>Share in %</th>
<th>Share in number of flights</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Argentina</td>
<td>20.5%</td>
<td>2,082</td>
</tr>
<tr>
<td>2. Estados Unidos Da América</td>
<td>15.09%</td>
<td>1,532</td>
</tr>
<tr>
<td>3. Chile</td>
<td>12.81%</td>
<td>1,304</td>
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<tr>
<td>4. Portugal</td>
<td>9.02%</td>
<td>916</td>
</tr>
<tr>
<td>5. Panamá</td>
<td>6.22%</td>
<td>632</td>
</tr>
<tr>
<td>6. Uruguai</td>
<td>4.07%</td>
<td>413</td>
</tr>
<tr>
<td>7. Colômbia</td>
<td>3.86%</td>
<td>392</td>
</tr>
<tr>
<td>8. Peru</td>
<td>3.82%</td>
<td>388</td>
</tr>
<tr>
<td>9. França</td>
<td>3.78%</td>
<td>323</td>
</tr>
<tr>
<td>10. Espanha</td>
<td>2.74%</td>
<td>278</td>
</tr>
<tr>
<td>11. Itália</td>
<td>2.78%</td>
<td>221</td>
</tr>
<tr>
<td>12. Bolívia</td>
<td>1.85%</td>
<td>188</td>
</tr>
</tbody>
</table>

*Source: National Civil Aviation Agency (ANA)*
*Publication: Embraer*
Tourist Journey Insights: Statewise Explorer

Cooperation between Embratur and ForwardKeys
- Purchase journey by: purchase advance, group size, motivation, length of stay, connections made and main air entry gate in Brazil
- All can be filtered by state
- First time that this information is made available to Brazilian states
NEXT STEPS

INSTO FRAMEWORK:
Embratur is already studying the 11 core issue areas to monitor destinations according to INSTO Framework.

MAIN DESTINATIONS DEFINITION:
Intelligence team is already working on 10 local destinations to be monitored by international tourism impact on the INSTO Framework: Intelligent Tourism Destinations (Provided by Ministry of Tourism).

OBSERVATORIES IN BRAZIL:
Embratur is a member of the Brazilian Network of Observatories and is willing to provide information and orientation on initiatives that want to become INSTO members.
Obrigado!

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