

BRAZIL

2021 Annual Research: Key Highlights¹

Global Data



Total GDP contribution:

2019

10.4%

USD 9,170 BN

2020

5.5%

USD 4,671 BN



Total Travel & Tourism jobs:

2019

334 MN

= 1 in 10 jobs

2020

272 MN

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

-49.1%

=USD -4,498 BN

Global Economy GDP change:

-3.7%

1 in 4 net new jobs
were created by Travel &
Tourism during 2014-2019



Change in Jobs in 2020²

-61.6 MN
-18.5%

Brazil Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

7.7%

of Total
Economy

Total T&T GDP = BRL596.9BN
(USD115.7BN)

5.5%

of Total
Economy

Total T&T GDP = BRL402.4BN
(USD78.0BN)

-32.6%

Change in Travel
& Tourism GDP
vs -3.4% real
economy GDP
change



Total contribution of Travel & Tourism to Employment:

7,643.8

Jobs (000s)
(8.2 % of total employment)

6,189.7

Jobs (000s)
(7.2 % of total employment)

Change in jobs²:

-19.0%

-1,454.1 (000s)



Visitor Impact International:

BRL 24.7 BN

Visitor spend
2.3% of total exports (USD4.8BN)

BRL 15.1 BN

Visitor spend
1.2% of total exports (USD2.9BN)

Change in
international visitor
spend:

-39.1%

-USD 1.9 BN

Domestic:

BRL 390.5 BN

Visitor spend
(USD 75.7BN)

BRL 251.5 BN

Visitor spend
(USD 48.8BN)

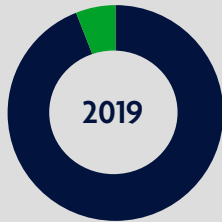
Change in domestic
visitor spend:

-35.6%

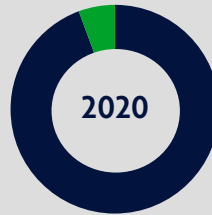
-USD 27.0 BN

Brazil Sector Characteristics

Domestic vs International Spending:

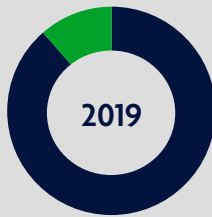


- Domestic Spending: **USD 75.7BN (94%)**
- International Spending: **USD 4.8BN (6%)**

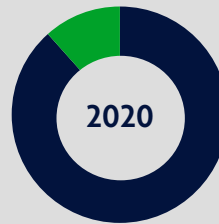


- Domestic Spending: **USD 48.8BN (94%)**
- International Spending: **USD 2.9BN (6%)**

Leisure vs Business Spending:



- Leisure Spending: **USD 71.3BN (89%)**
- Business Spending: **USD 9.2BN (11%)**



- Leisure Spending: **USD 45.7BN (88%)**
- Business Spending: **USD 6.0BN (12%)**

Inbound Arrivals³

2019	2020
1. Argentina 31%	1. Argentina 33%
2. United States 9%	2. Paraguay 9%
3. Paraguay 6%	3. United States 8%
4. Chile 6%	4. Uruguay 6%
5. Uruguay 6%	5. Chile 6%
Rest of world 42%	Rest of world 39%

Outbound Departures³

2019	2020
1. United States 18%	1. Argentina 15%
2. Argentina 11%	2. United States 14%
3. Portugal 11%	3. France 10%
4. France 8%	4. Italy 8%
5. Italy 5%	5. Portugal 8%
Rest of world 46%	Rest of world 46%

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO