

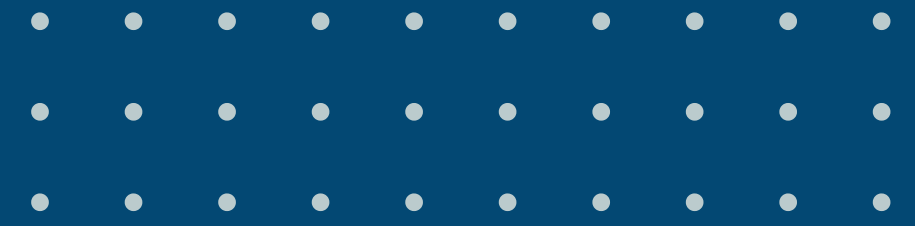
A close-up photograph of a person's face, focusing on their striking green eyes. The person's skin is a deep, vibrant blue. Overlaid on the right side of the face is a map of Latin America, rendered in shades of green and yellow, with a textured, almost topographical appearance. The map covers the forehead, cheek, and nose area. The overall composition is artistic and evocative, suggesting a connection between the individual and the region.

# Latin America

OPPORTUNITIES AHEAD







IT IS SIMPLE AS THAT

*“Risk comes from not knowing  
what you’re doing..”*

Warren Buffett



# Latin America

## INDUSTRY EXPERTS



**GISELE ABRAHÃO**

GVA COMPANY  
GVA BR/USA  
LPM.WORLD  
BUREAUMUNDO



**CARLOS ANTUNES**

TAP AIR PORTUGAL  
AMERICAS



**FABIANO CAMARGO**

BRAZTOA  
CT OPERADORA



**ROBERTO NEDELCIU**

RAIDHO OPERADORA



**ARTHUR ANDRADE**

PANROTAS

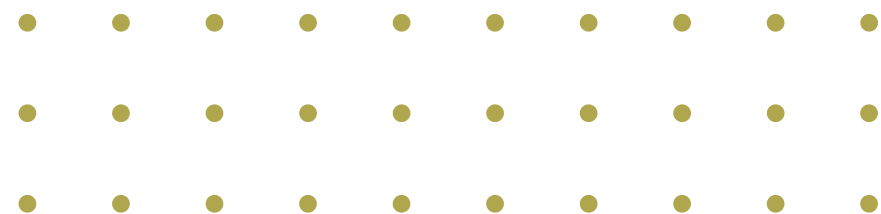


**01.** **LATIN AMERICAN OVERVIEW**  
*top 5 travel markets from the region*

**02.** **BRAZILIAN TRAVEL INDUSTRY**  
*the big picture*

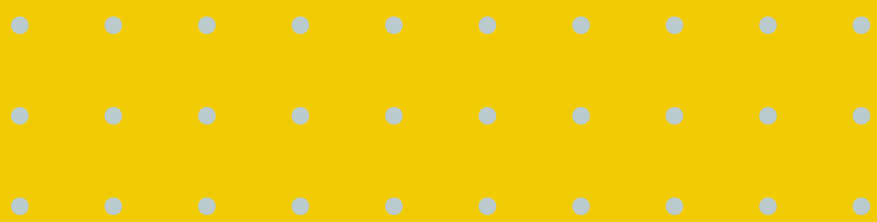
**03.** **BUSINESS OPPORTUNITIES**  
**INDUSTRY ROUNDTABLE**

**04.** **Q&A**



# TABLE OF CONTENT





460.530.210



Population TOP 5 Travel Markets from Latin America

2.302.651

0.5% Population TOP 5 Travel Markets from Latin America

*More than **30 million** people traveled internationally from Argentina, Brazil, Chile, Colombia, and Mexico combined in 2023 (7%)*



# MAIN MARKETS

## 2022 DATA

### ARGENTINA

**Population**  
46.23million  
**GDP**  
631.13 billion

### BRASIL

**Population**  
215.31million  
**GDP**  
1,92 trillion

**3X Argentina**  
**6X Chile**  
**5X Colombia**

### CHILE

**Population**  
19.6million  
**GDP**  
301.02billion

### COLOMBIA

**Population**  
51.87million  
**GDP**  
343.62billion

### MEXICO

**Population**  
127.5million  
**GDP**  
1,47 trillion



# TRAVEL SECTOR HIGHLIGHTS



## ARGENTINA

In 2022, an increase of **74.5%** was registered compared to 2021

## BRASIL

US\$ 12 billion spent in international travel in 2022. Growth of **68%** compared to the previous year

## CHILE

As of August 2022, there were **50%** increase in Chileans abroad for tourism reasons, compared to the same period of 2021.

## COLOMBIA

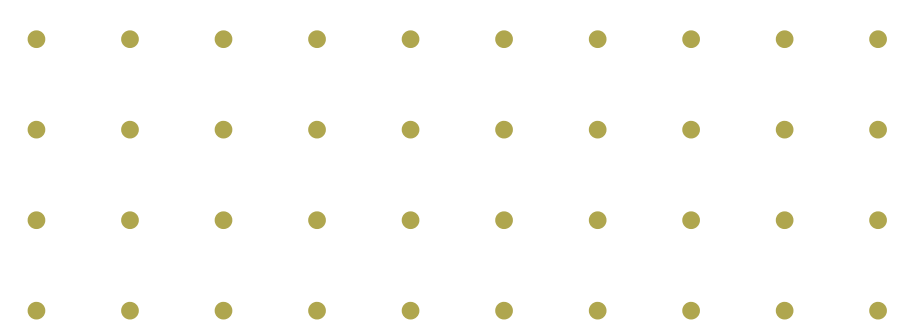
2022 registered a **10%** increase compared to the year 2019 before the pandemic

## MEXICO

**31.2%** increase from Jan–Aug 2022, compared to the same period in 2021.



# LATIN AMERICA TRAVEL PROFILE



## MAIN REASONS TO TRAVEL

28% looking for new and exotic experiences,  
27% focus on creating good memories  
25% recharge energy through new adventures.

## USED FOR TRAVEL IDEAS

travel agencies (49%)  
airline sites (40%)  
hotel sites (38%)  
physical travel agencies (28%)  
instagram or search tools (28%)

**LOOKING FOR IN A DESTINATION**  
WELLNESS | SHOPPING  
CULTURE | NATURE

**CURIOUS FACT**  
53% HAVE SET BUDGET  
80% OF TRAVEL EXPENSES  
ARE PAID BEFORE THE TRIP



# 2024 ONWARDS...

## DEMOCRATIZATION OF TRAVEL:

62% of Generation Z adults said they use technology to save on travel. The decisions of these consumers affect not only their own trips but also family vacations.

## COMBINING BUSINESS AND LEISURE TRAVEL:

Many professionals are working remotely with more flexible schedules, and consequently, travelers are increasingly combining business and leisure trips. This is opening up new opportunities for how, when, and how long to travel.

## DESTINATIONS INSPIRED BY MEDIA:

22% of Brazilians choose travel experiences highlighted by influencers, while 60% of Generation Z travelers have a strong desire to travel the world.

## ENVIRONMENTALLY CONSCIOUS TRAVELERS:

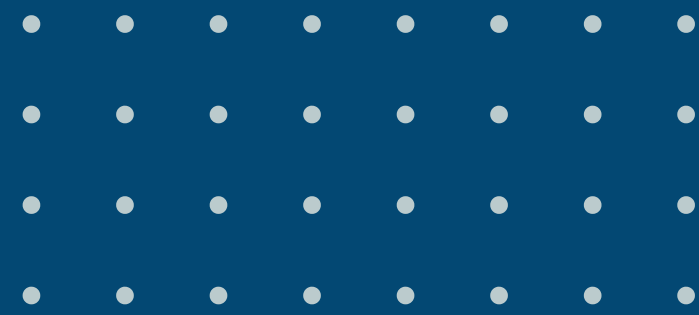
85% Mexicans would choose eco-friendly travel if it is available at an equal or lower price than alternative options, while 71% of Brazilians are very interested in eco-friendly options.



# OUTLOOK FOR 2024

- Travel will remain a priority
- Carbon taxes, visitor taxes and mandatory climate rules will place limits of travel
- Travel and travellers will become more responsible & sustainable
- Longer and slower tours
- Continuous change in seasonality





# BRAZILIAN TRAVEL INDUSTRY



# BRAZILIAN 'S EXPENDITURES INTERNATIONAL TRANSACTIONS

(INCLUDES TRAVEL AND OTHER PURCHASES)

**2023: US\$ 14,5 BILLION**

2022: US\$ 12 BILLION

2021: US\$ 5.2 BILLION

2020: US\$ 5.3 BILLION

2019: US\$ 17.6 billion

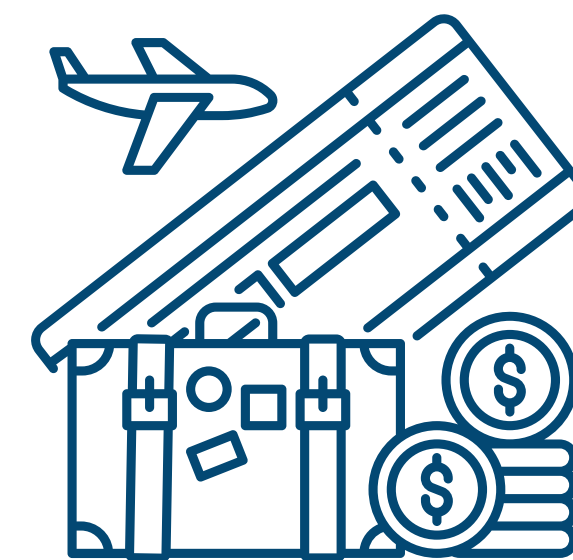
2018: US\$ 18.26 billion

2017: US\$ 19 billion

2016: US\$ 14.5 billion

2015: US\$ 17.36 billion

2014: US\$ 25.57 billion

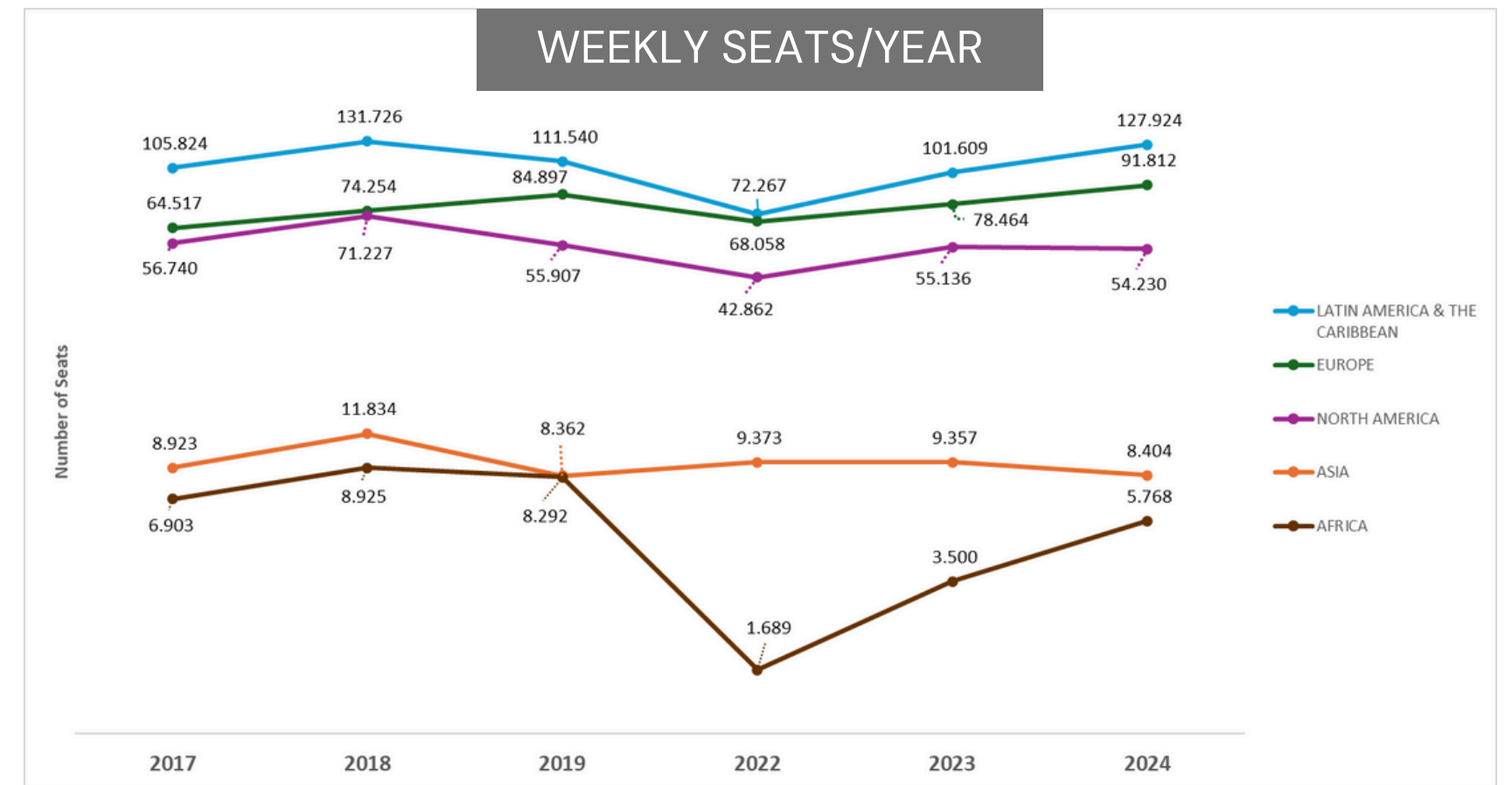
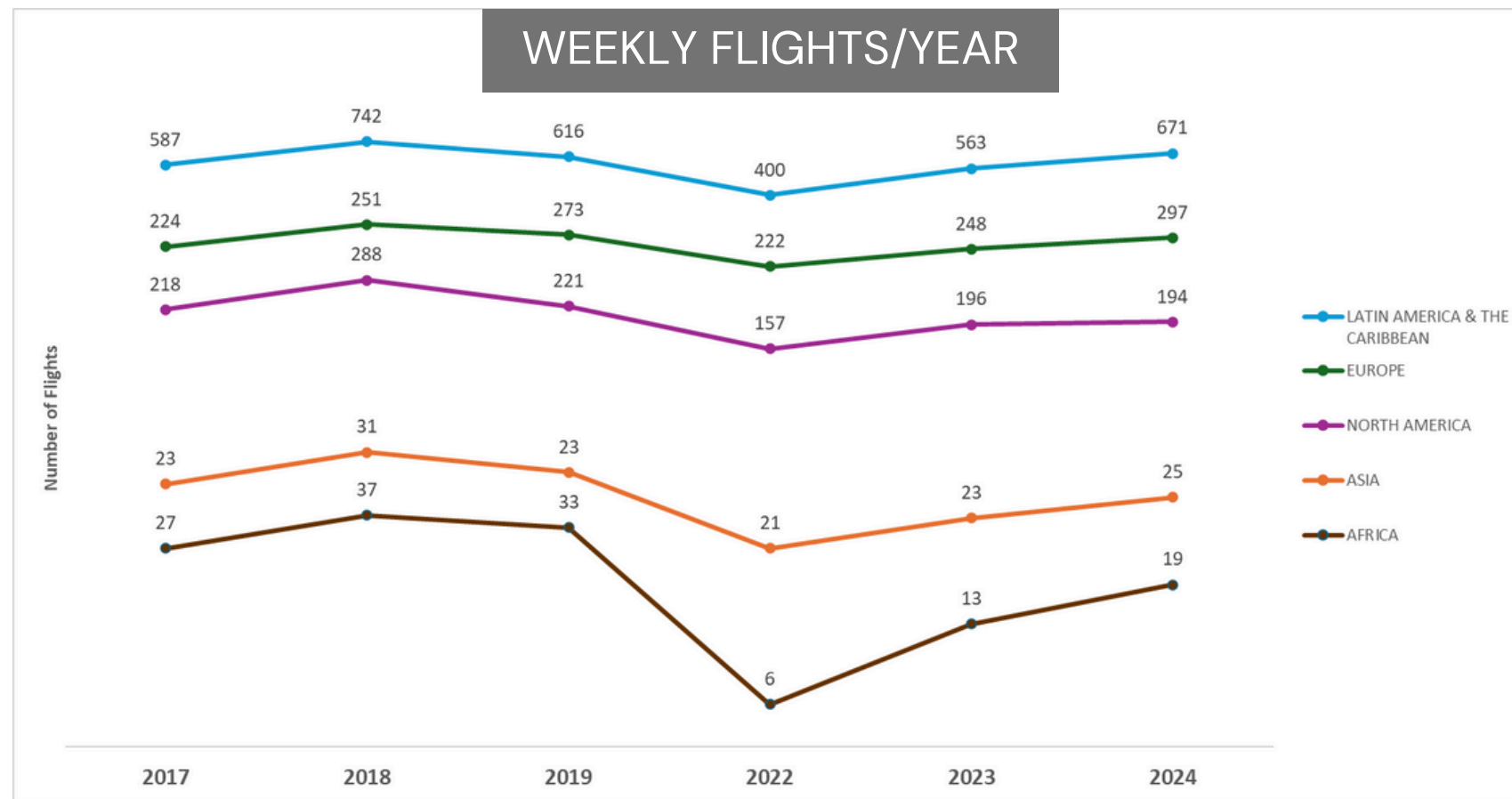


Source: Banco Central do Brasil (Brazil Federal Bank)  
Panrotasbrazilianoverview20232024



# TRAVEL SECTOR HIGHLIGHTS

## EASY OF ACCESS



Source: Panrotasbrazilianoverview2023/2024



# TRAVEL SECTOR HIGHLIGHTS

## TRADE STRUCTURE

BRAZTOA (BRAZILIAN TOUR OPERATOR ASSOCIATION)  
WWW.BRAZTOA.COM.BR

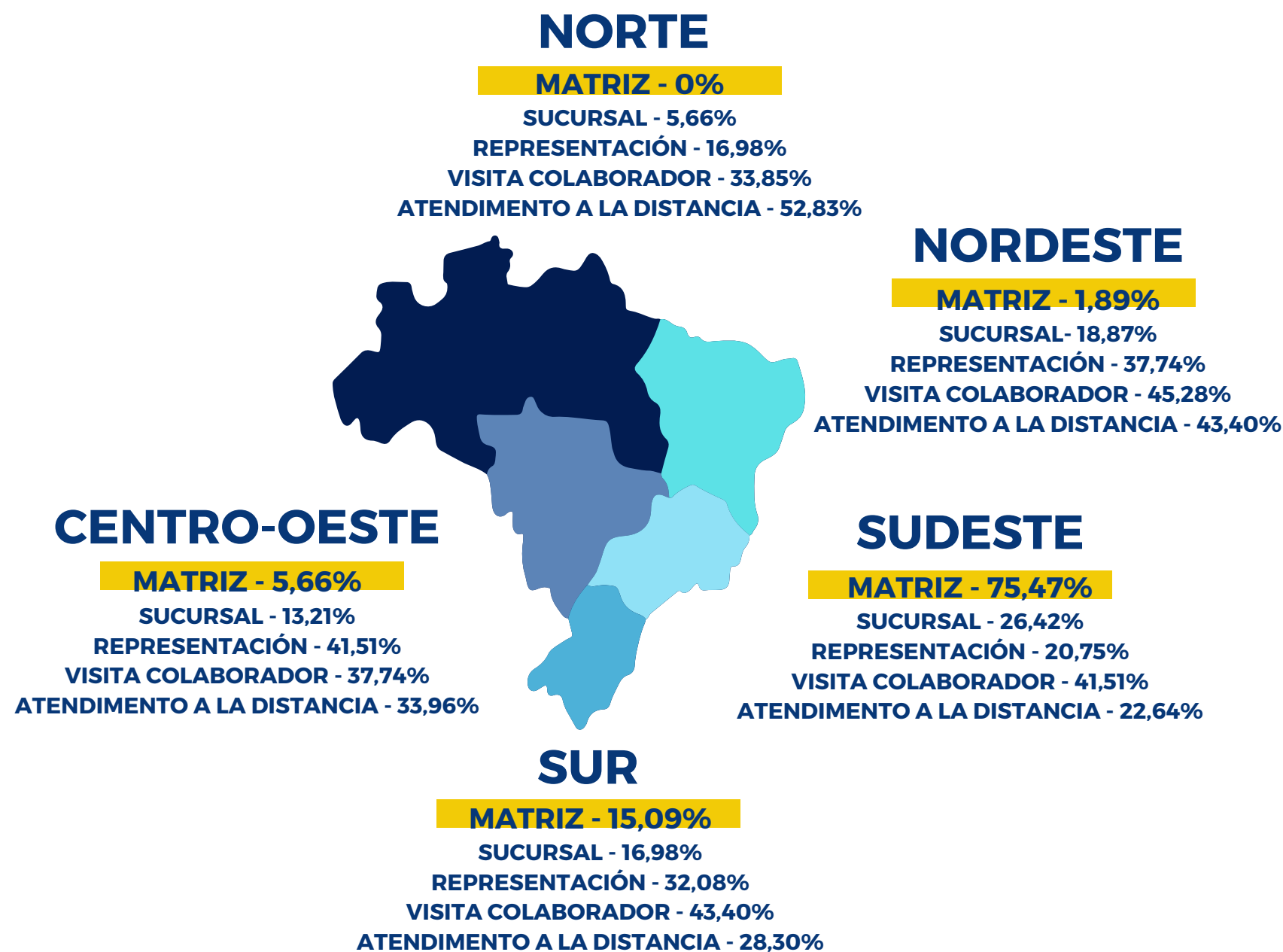
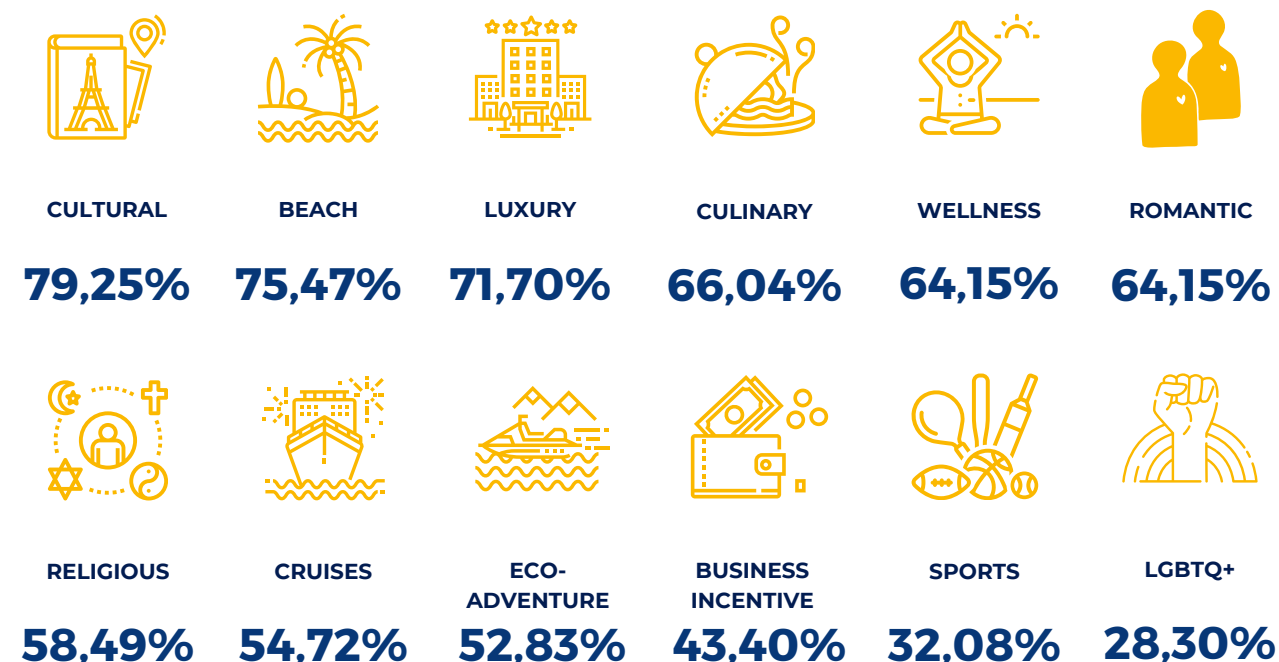
**88**  
MEMBERS



**59**  
TOUR OPERATORS

**29**  
PARTNERS





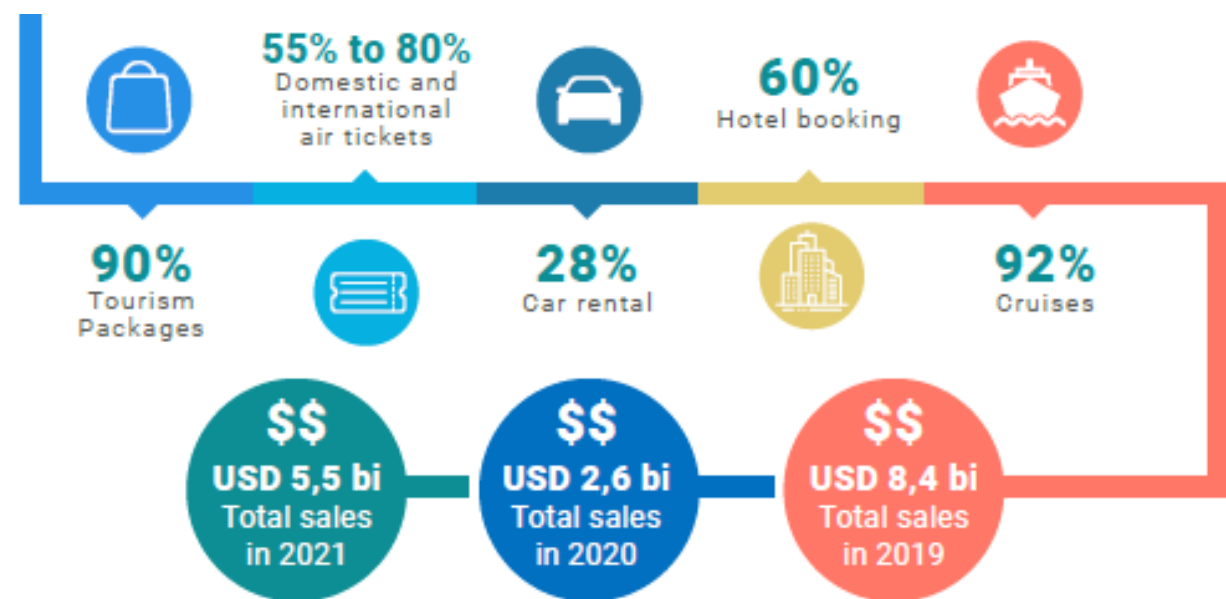
Source: Anuário Braztoa 2023/2024

# TRAVEL SECTOR HIGHLIGHTS

## TRADE STRUCTURE

ABAV (BRAZILIAN TRAVEL AGENCY ASSOCIATION)  
WWW.ABAV.COM.BR

2.100+ MEMBERS  
80% TRAVEL SALES



## TRAVEL NETWORKS



## TRAVEL ASSOCIATIONS





# TRAVEL SECTOR HIGHLIGHTS

## TRAVEL EVENTS



### LACTE

February | Sao Paulo

### FORUM PANROTAS

March | Sao Paulo, SP

### WTM LATIN AMERICA

April | Sao Paulo, SP

### ILTM LATIN AMERICA

May | Sao Paulo, SP

### LGBTQIA+ TRAVEL CONFERENCE

July | Sao Paulo, SP

### ABROAD MICE

many dates/many cities

### EXPO SKI

September | Sao Paulo, SP

### ABAV EXPO

September | TBD

### BTM BRAZIL TRAVEL MARKET

October | Fortaleza, CE




### FESTURIS 2023

November | Gramado, RS

# TRAVEL SECTOR HIGHLIGHTS

## TRADE MEDIA



 43,000+ FOLLOWERS  
 73,000+ LIKES  
 8,000+ TRAVEL PROFESSIONALS



 14,000+ FOLLOWERS  
 40,000+ LIKES



 26,000+ FOLLOWERS  
 35,000+ LIKES



# TRAVEL SECTOR HIGHLIGHTS

## CULTURAL NUANCES



### 1. COMMUNICATION AND INTERPERSONAL RELATIONSHIP

*Direct and Expressive  
Communication  
Relationship Appreciation  
A smile goes a LONG way!*

### 2. LIFESTYLE & CORE VALUES

*Socialization & Leisure  
Flexibility & Improvisation*

### 4. SERVICE EXPECTATIONS

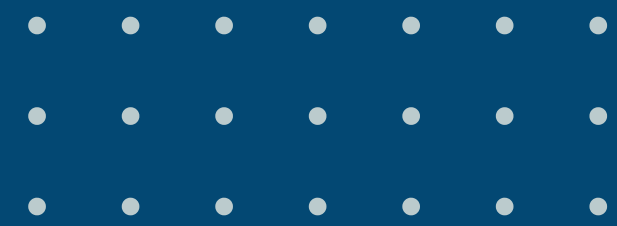
*Cost benefit  
Detail-oriented*

### 3. DIETARY HABITS

*Diversity  
Time*

### 5. LANGUAGE

*Language Barrier*



# BUSINESS OPPORTUNITIES

*EXPERTS ROUNDTABLE*



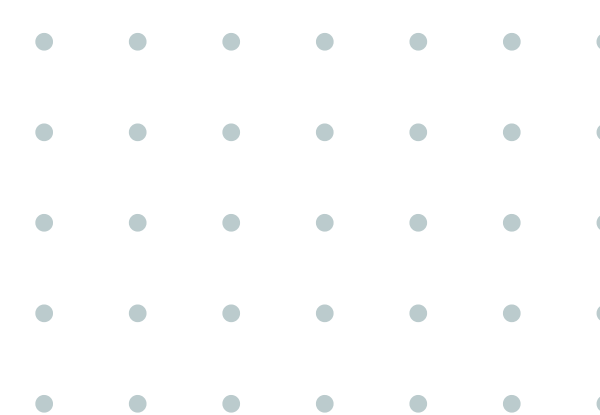
# IMPORTANT CONSIDERATIONS

**W**hat are the key features and recent changes in the Brazilian market post-COVID?

*Carlos Antunes & Fabiano Camargo*



structure  
priorities  
interests?



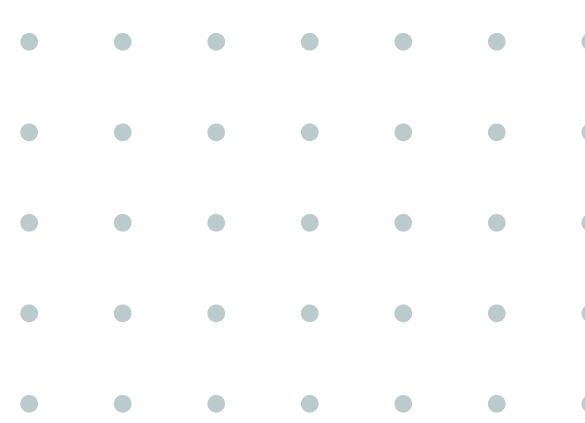
# IMPORTANT CONSIDERATIONS

**W**hich European destinations are currently popular or "hot" among Brazilian travelers?

*Roberto Nedelciu & Arthur Andrade*



traditional?  
"newbies"?





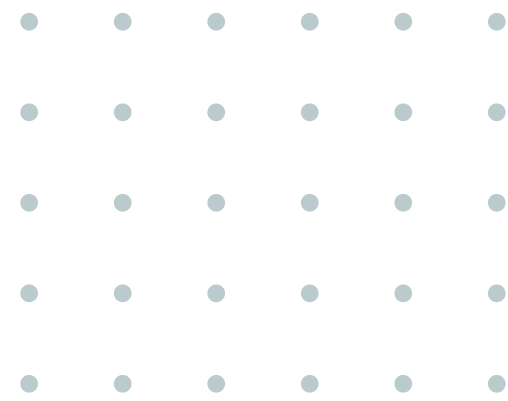
# IMPORTANT CONSIDERATIONS

**W**hat is the most effective approach  
to tap into the Brazilian market  
from Europe?

*Gisele Abrahão & Fabiano Camargo*



digital?  
partnerships?



# IMPORTANT CONSIDERATIONS

**W**hat is the overall potential of the European market in terms of tourism from Brazil, in the next five years?

*Carlos Antunes & Arthur Andrade*



Seasonality?  
Niches?  
#Arrivals?



# IMPORTANT CONSIDERATIONS

**W**hat is the biggest misperception to be addressed and clarified about the Brazilian travel industry?

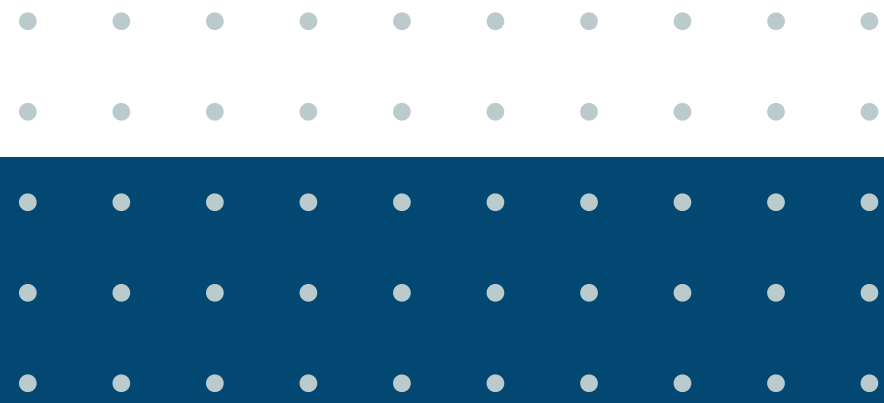
*Roberto Nedelciu & Fabiano Camargo*



Trade Structure?  
Cultural Nuances?







**THANK YOU**

**Any question?**