### BRAZIL

#### 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **7.7%** of total economy
- **+3.0%** 2019 Travel & Tourism GDP growth vs +1.2% real economy GDP growth

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- **7,406.9** jobs (000's)
- **7.9%** of total employment

**INTERNATIONAL VISITOR IMPACT**

- **BRL23.4BN** in visitor spend (2.3% of total exports)
  - (USD5.9BN)

#### BRAZIL 2019 KEY DATA

- **1 in 4 net new jobs** were created by Travel & Tourism over the last five years

#### INBOUND ARRIVALS

- **1. ARGENTINA 38%**
- **2. UNITED STATES 8%**
- **3. CHILE 5%**
- **4. PARAGUAY 5%**
- **5. URUGUAY 5%**
- **REST OF WORLD 39%**

#### OUTBOUND DEPARTURES

- **1. UNITED STATES 18%**
- **2. ARGENTINA 11%**
- **3. PORTUGAL 9%**
- **4. FRANCE 9%**
- **5. ITALY 8%**
- **REST OF WORLD 45%**

**SECTOR CHARACTERISTICS (2019)**

- **LEISURE SPENDING**: 89%
- **BUSINESS SPENDING**: 11%
- **DOMESTIC SPENDING**: 94%
- **INTERNATIONAL SPENDING**: 6%

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

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1 All values are in constant 2019 prices & exchange rates
As reported in March 2020