**BRAZIL**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution

- **330MN**
  - Jobs globally (1 in 10 jobs)

**BRAZIL 2019 KEY DATA**

- **7.7% OF TOTAL ECONOMY**
  - While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%

- **7,406.9 JOBS (000's)**
  - 1 in 4 net new jobs were created by Travel & Tourism over the last five years

- **BRL23.4BN**
  - Global GDP impact by sector (2018 data). Share of total economy GDP

**INBOUND ARRIVALS**

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

**SECTOR CHARACTERISTICS (2019)**

- LEISURE SPENDING
  - 89%

- BUSINESS SPENDING
  - 11%

- DOMESTIC SPENDING
  - 94%

- INTERNATIONAL SPENDING
  - 6%

**OUTBOUND DEPARTURES**

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

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1All values are in constant 2019 prices & exchange rates

As reported in March 2020

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