

BRAZIL

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



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



Global GDP impact by sector (2018 data). Share of total economy GDP



BRAZIL 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

7.7% OF TOTAL ECONOMY

Total T&T GDP = BRL551.5BN (USD139.9BN)

+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)

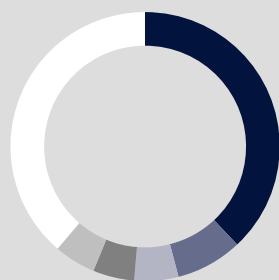


INTERNATIONAL VISITOR IMPACT

BRL23.4_{BN}

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

INBOUND ARRIVALS



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

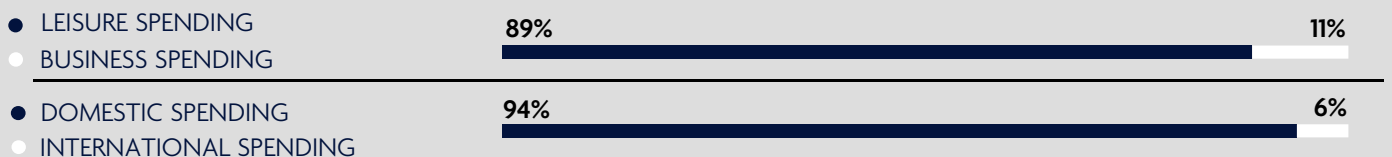
OUTBOUND DEPARTURES



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

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

SECTOR CHARACTERISTICS (2019)



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