**BRAZIL**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

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

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%
- 7.7% of total economy
- +3.0% 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)

**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%

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**SECTOR CHARACTERISTICS (2019)**

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

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