**BRAZIL**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

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

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**

- **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

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

- **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%
6. REST OF WORLD 39%

**OUTBOUND DEPARTURES**

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

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

**SECTOR CHARACTERISTICS (2019)**

- **LEISURE SPENDING**
  
  89%

- **BUSINESS SPENDING**
  
  11%

- **DOMESTIC SPENDING**
  
  94%

- **INTERNATIONAL SPENDING**
  
  6%

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