

Brand USA's Brazil & Colombia Trade Market Update

Welcome! While you wait for us to get started,
here's a few housekeeping notes:

- This webinar is being recorded and will be posted/available on our website by tomorrow.
- You will receive a link to the recording/deck tomorrow in your inbox.
- Please type your questions into the Q&A box; we will do our best to answer as many as we can live or electronically, but any we cannot answer will be responded to via email post-webinar. We are only able to respond to those
- who have registered with a valid email address.
- Not sure who to contact for additional questions? Email info@thebrandusa.com to be connected with the right party!
- Thank you for being here – the webinar will begin shortly!





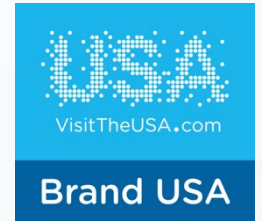
Lisa Tejeda, Senior Manager Global Trade Development - LATAM



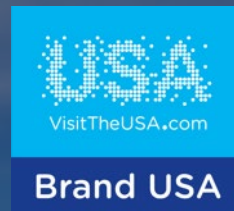
Brand USA's Brazil & Colombia Trade Market update

An Introduction

Agenda



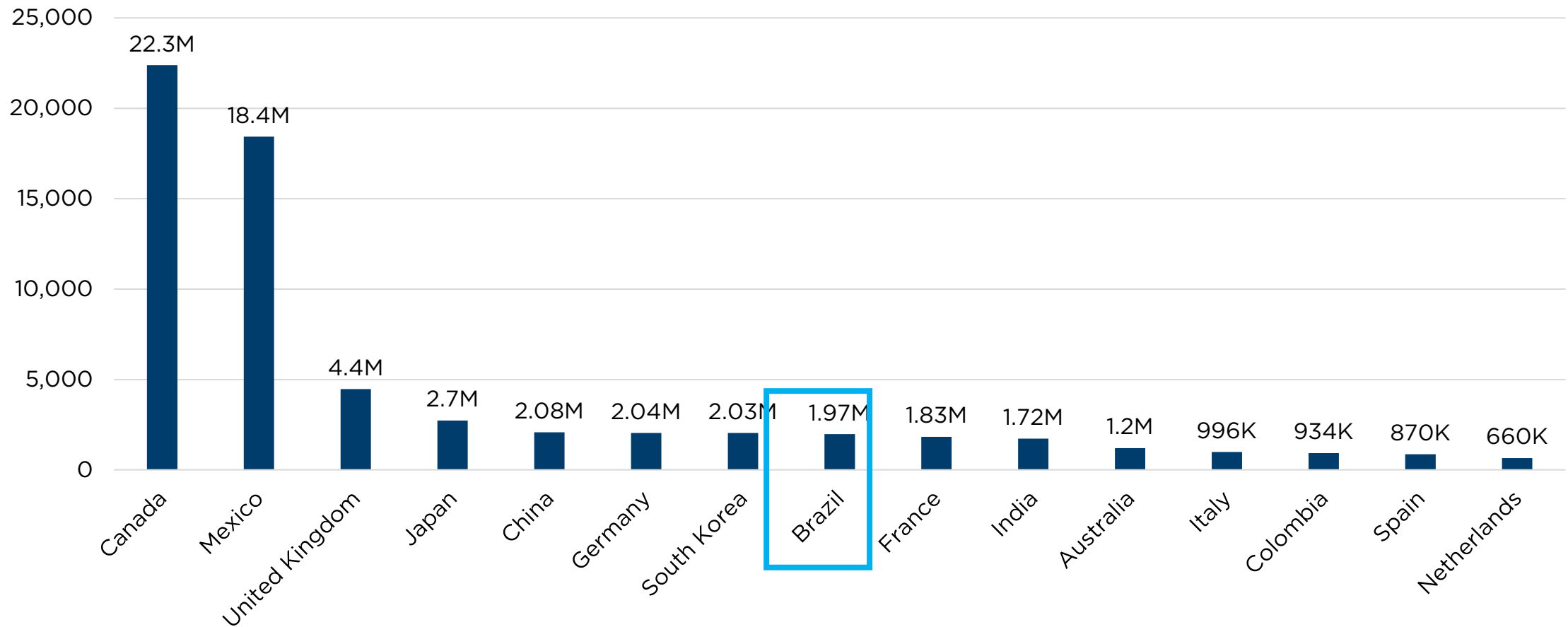
- Brand USA Brazil Research update
- Brazil Market update
- Brand USA Colombia Research update
- Colombia Market update



Brazil

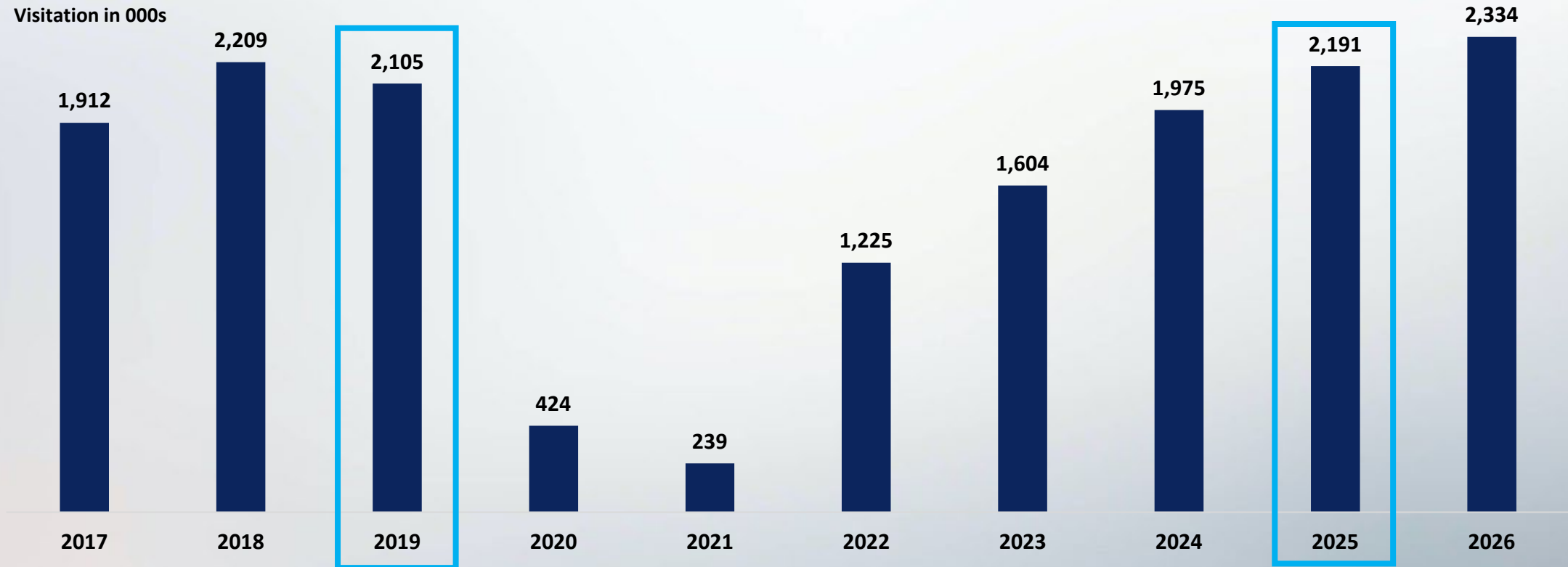
Brand USA's Brazil & Colombia Trade Market update

2024 Inbound Travel Projections: Top 15 Markets



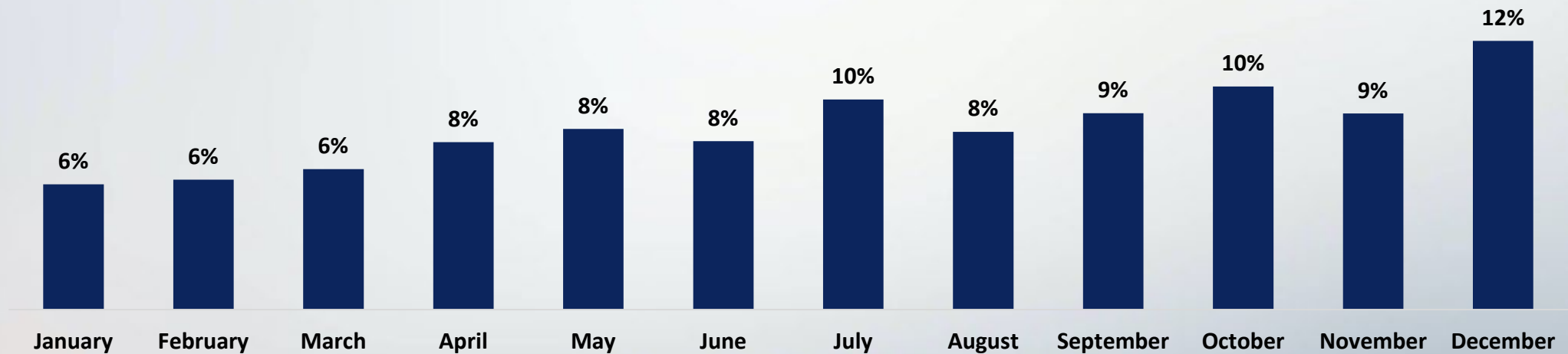
Trade Updates

Brazil: USA inbound travel



Source: NTTO, Tourism Economics, November 2023

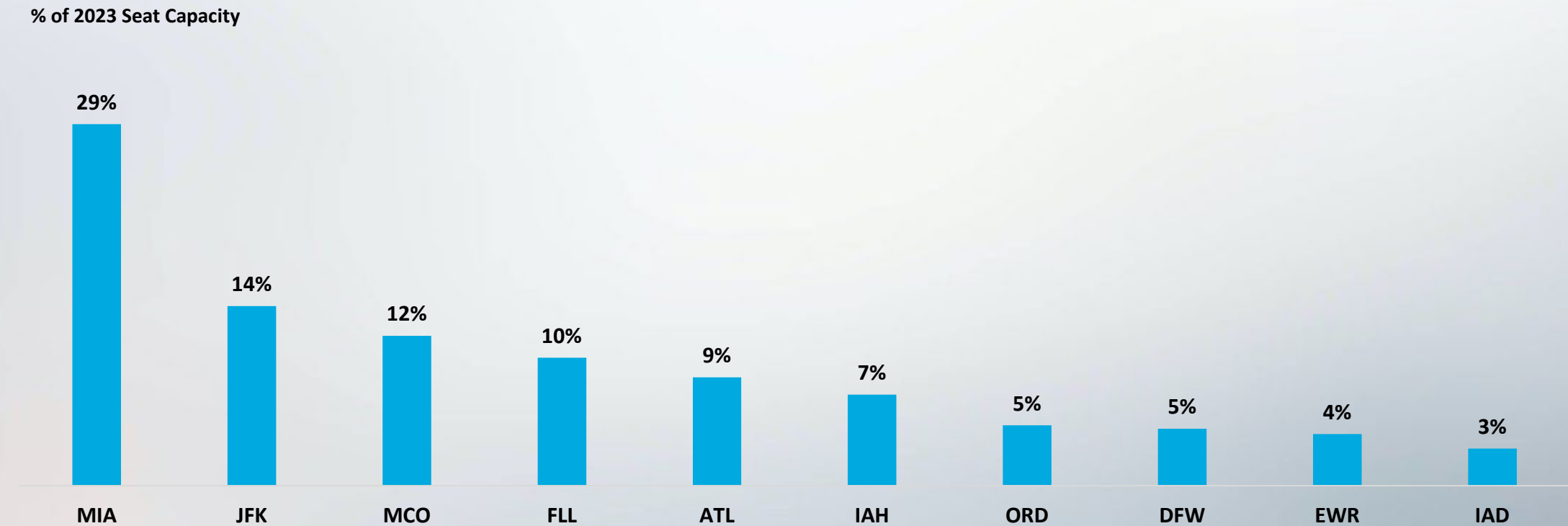
Brazil: Month of travel to the USA in 2022



Trade Updates



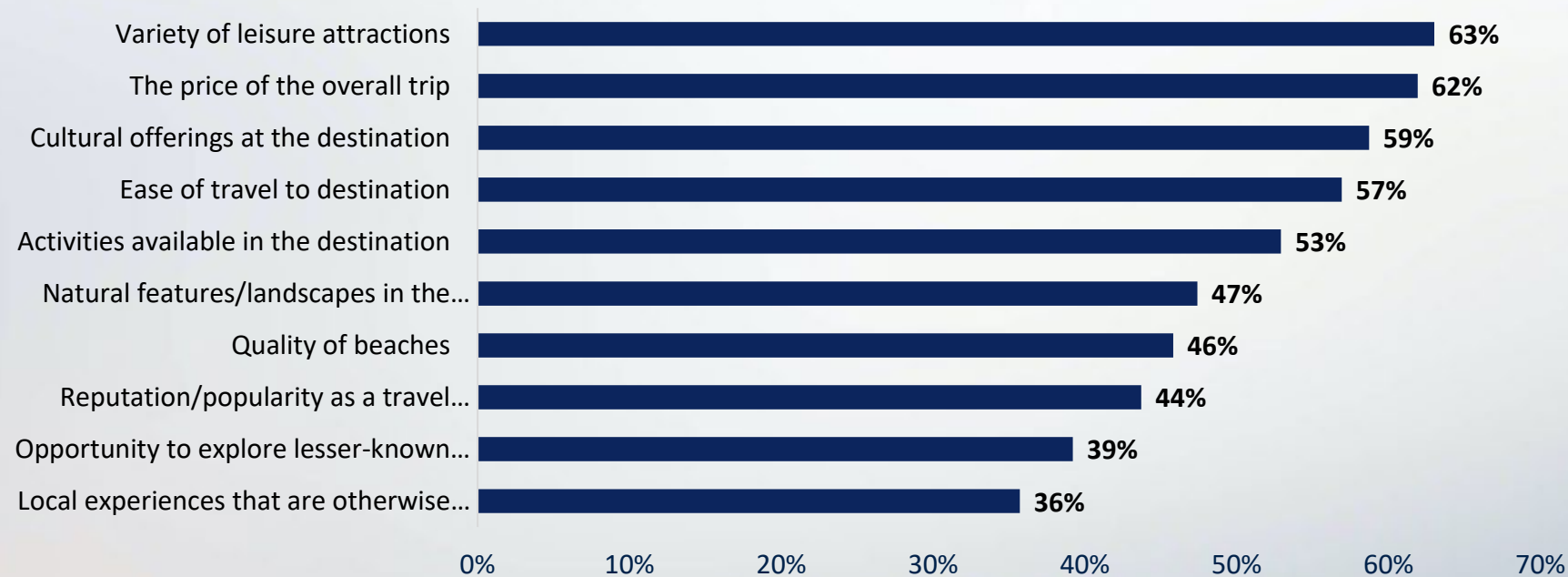
Brazil: 2023 operating air capacity – top 10 arrival airports



Source: Sabre, November 2023

Trade Updates

Brazil: Importance of destination considerations



Q: When you choose to visit a destination for an international overnight leisure trip, which of the following are most important?

Base: All respondents, N=1,010

Source: Brand USA Market Intelligence Survey, September 2023





Lizandra Pajak, Trade Director Brand USA Brazil



Reasons to participate in Brand USA's travel trade programs in Brazil

- A. Brazil represents the largest overseas source of LATAM visitors to the U.S. with YTD arrivals of 1.1M visitors and with yearly projections of 1.7M visitors for 2024.
- B. Brazil has a total of 162 weekly direct flights to the U.S., with 588 total flights including connecting flights.
- C. Brazilian travelers are known for their active and extensive use of social media platforms. Social media has become an integral part of Brazilian society, influencing various aspects of life, including communication, entertainment, business, and politics.
- D. Brazilian travelers are interested in visiting cities and attractions, offering a mix of cultural, shopping, entertainment, culinary, and outdoor experiences.

Air connectivity between Brazil and the USA

AIRLINES	U.S. DESTINATION	FLIGHTS/ WEEK
 DELTA	Atlanta	21
	New York	
	Atlanta	
 Azul	Fort Lauderdale	24
	Orlando	
	Fort Lauderdale	
	Fort Lauderdale	
	Orlando	
 LATAM	Miami	34
	Orlando	
	New York	
	Miami	
	Boston	
	Los Angeles	
 American Airlines	Miami	39
	New York	
	Dallas	
	Miami	
	New York	
	Miami	

AIRLINES	U.S. DESTINATION	FLIGHTS/ WEEK
 UNITED AIRLINES	Chicago	21
	Newark	
	Houston	
	Washington	
	Houston	
 GOL	Miami	24
	Orlando	
	Miami	
	Miami	
 Copa Airlines	San Francisco	206 <small>*through Panama</small>
	Las Vegas	
	Los Angeles	
	Denver	
	Chicago	
	D.C.	
	Atlanta	
	New York	
	Boston	
	Tampa	
	Orlando	
	Fort Lauderdale	
	Miami	
	Baltimore	
	Austin	

Current weekly flights: 162*
No new routes were announced for 2024.

Trade Updates

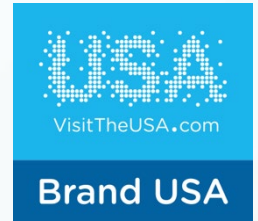
In-Market trade events FY 2023

- World Cup event – Tour operators, USA partners and media
- Thanksgiving event – Tour operators and media
- Sales Campaign with Teresa Perez + FAM Tour prize – Travel agents
- Sales Mission Brazil, Colombia, Argentina and Chile – Tour operators, travel agents and media
- WTM Into Nature's Wild movie launch - Tour operators, travel agents, USA partners and media
- 4th of July event - Tour operators, USA partners and media

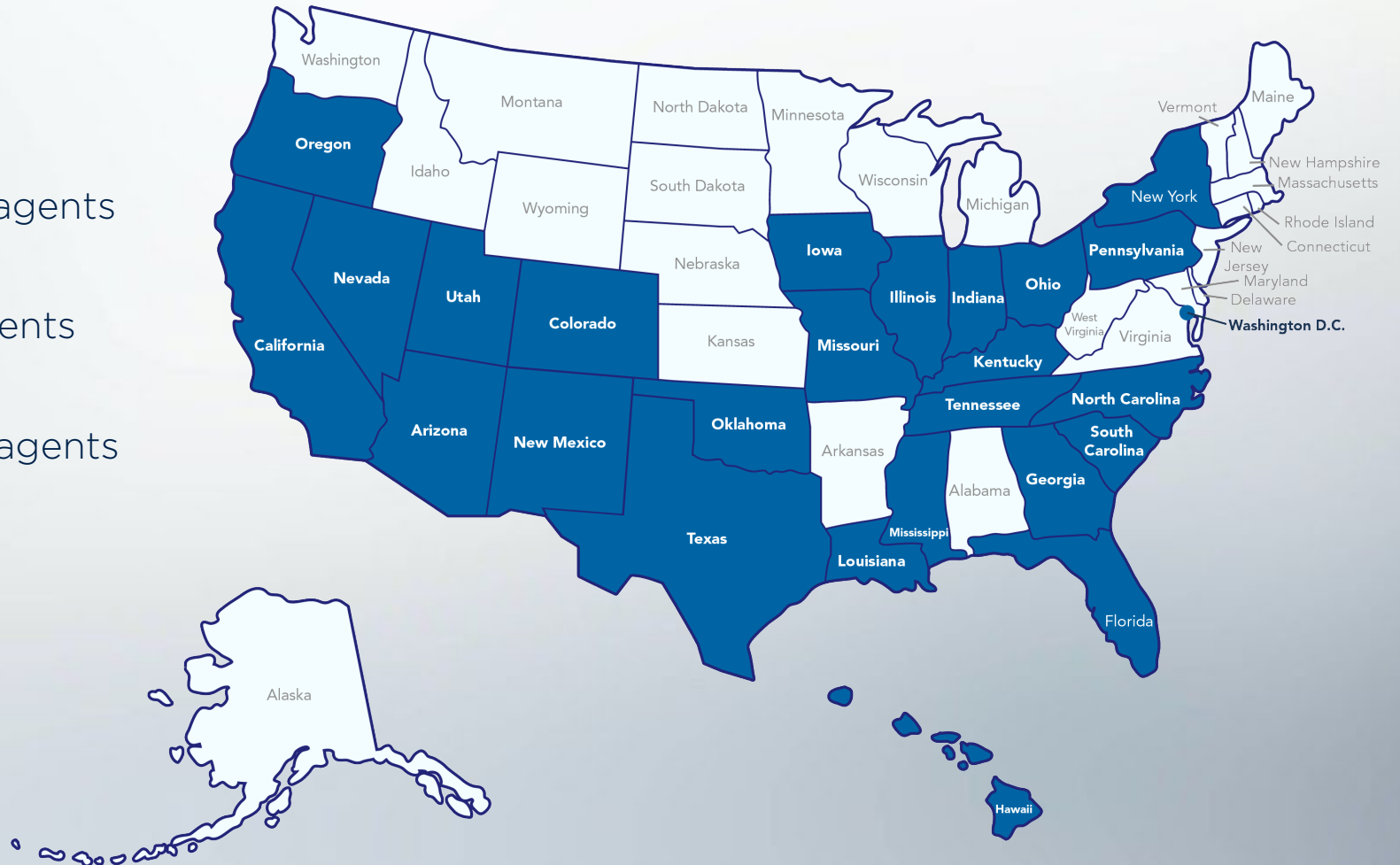


Trade Updates

In-Market trade events FY 2023



- USA Day with Diversa - 130 travel agents
- USA Day with BWT - 252 travel agents
- USA Day with Orinter - 250 travel agents



Destinations promoted by product development for the USA Days

USA Discovery Program evolution

- 67 courses in Portuguese
- 6,896 active users
- 14,637 passed badges
- Revamped and re-launched on the spring of 2024

 DISCOVERY PROGRAM

Comece em 10 segundos!

[Crie sua conta](#)

[Entrar](#)

Bem vindo ao USA Discovery Program!

Criado e gerenciado pelo Brand USA, esse inovador e interativo curso de treinamento online proporcionará a você o conhecimento e habilidades necessárias para vender viagens aos Estados Unidos com mais eficiência aos seus clientes.

Você pode se tornar um especialista em Estados Unidos!



Seja um especialista

Como um Especialista em Estados Unidos, você será reconhecido e considerado pelas suas qualificações e conhecimento.



Socialize

Faça parte da comunidade onde você pode dividir conhecimento e fazer perguntas. Aproveite os eventos e webinars exclusivos.




Tenha vantagens

Receba convites para eventos exclusivos, roadshows, e chances de participar de viagens.



Fique informado

Fique informado com as últimas notícias enviadas diretamente para sua caixa de mensagens e aproveite as informações que estão facilmente acessíveis.

 DISCOVERY PROGRAM

[Mapa](#)

[Treinamento](#)

[Locais](#)

[Experiências](#)

[Conteúdo adicional](#)

[Fórum de conhecimento](#)

[Ideias de itinerários](#)

Visualizar por:

[Região](#)

[Estado](#)

[O Agito das Grandes Cidades](#)

[Férias no Litoral](#)

[Férias com a Família](#)

[Fly-Drive](#)

[Comidas e bebidas](#)

[Luxo](#)

[Música, cultura e tradição](#)

[Parques Nacionais](#)

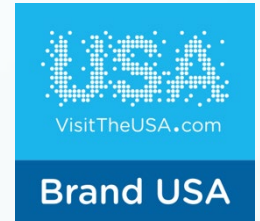
[Os Maravilhosos Espaços ao Ar Livre](#)

É este o caminho que queremos seguir.

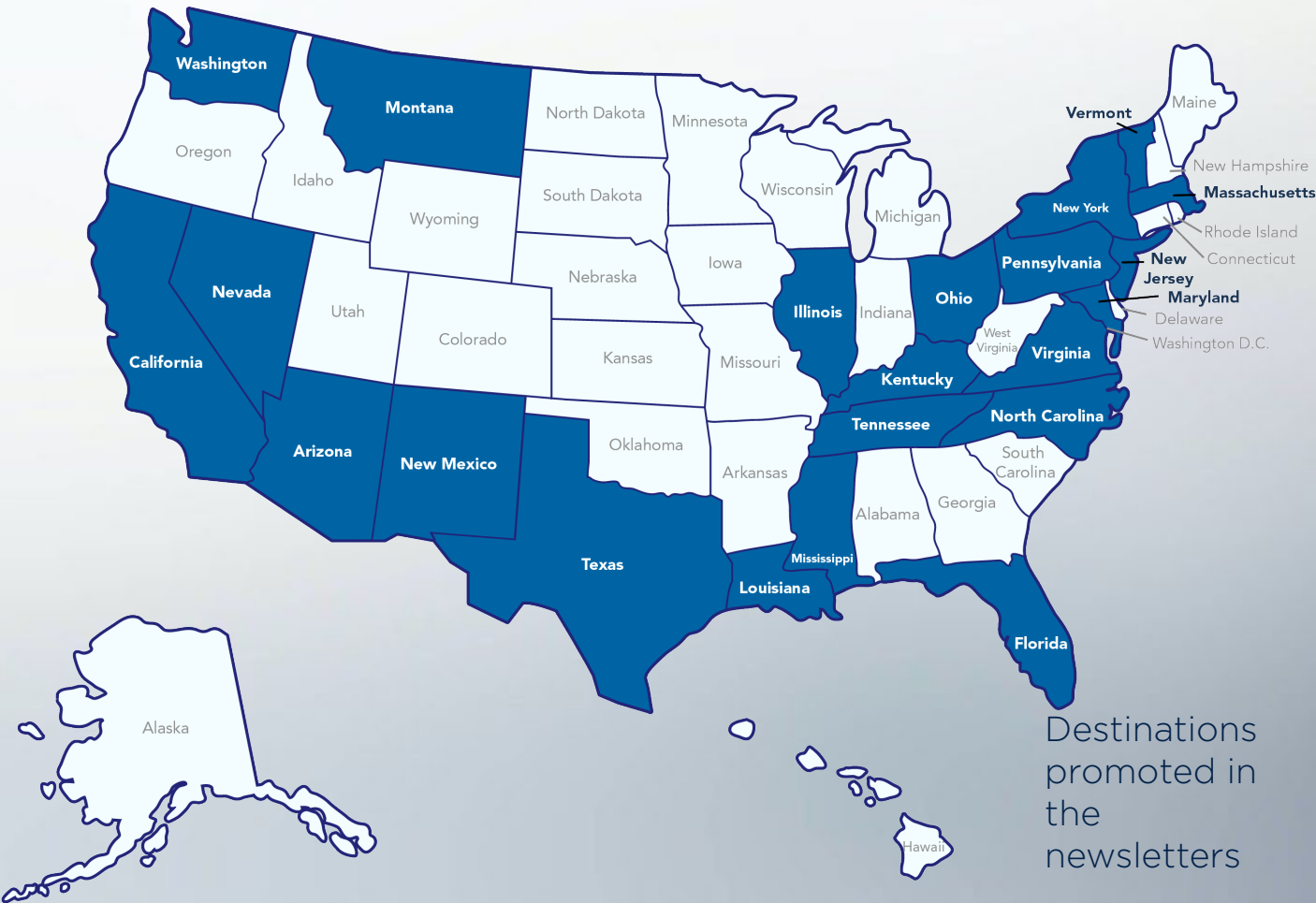


Trade Updates

Newsletter topics in FY 2023



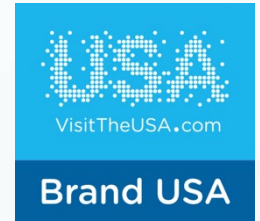
- OCT - Know the USA through local community initiatives
- NOV - Sports in the USA - Calendar of sports in 2023
- FEB - American football: one of the greatest spectacles in the USA
- MAR - USA: The country with the best festivals in the world!
- APR - Culinary trip across the United States
- MAY - LGBTQIAP+ USA travel guide
- JUN - Discover 5 U.S. movie destinations
- JUL - Washington D.C., Virginia and Maryland: 4 seasons of adventures
- AUG - World heritage sites in the USA
- SEPT - In the rhythm of Elvis Presley - The journey of the King of Rock in three destinations in the United



Destinations promoted in the newsletters

Trade Updates

Brand USA trade opportunities FY 2024



- Trade fam tours
- USA Days with tour operators – participate with trainings, sponsorship opportunities that include branding (ex: activations, event lunch, closing party, pool party, and so on)
- Niche events – sports events, gastronomy events, luxury, LGBTQ+ etc
- USA Discovery Program campaigns
- Trade webinars

Why join Brazil & Colombia Sales Mission 2024?

In-person
connections
with the trade

Individual meetings
with key tour
operators

Opportunity to train
travel agents on
your destination or
product

Greater visibility
in market

Opportunity to
inform the trade
media on all your
highlights and
news

Lower investment
and higher return

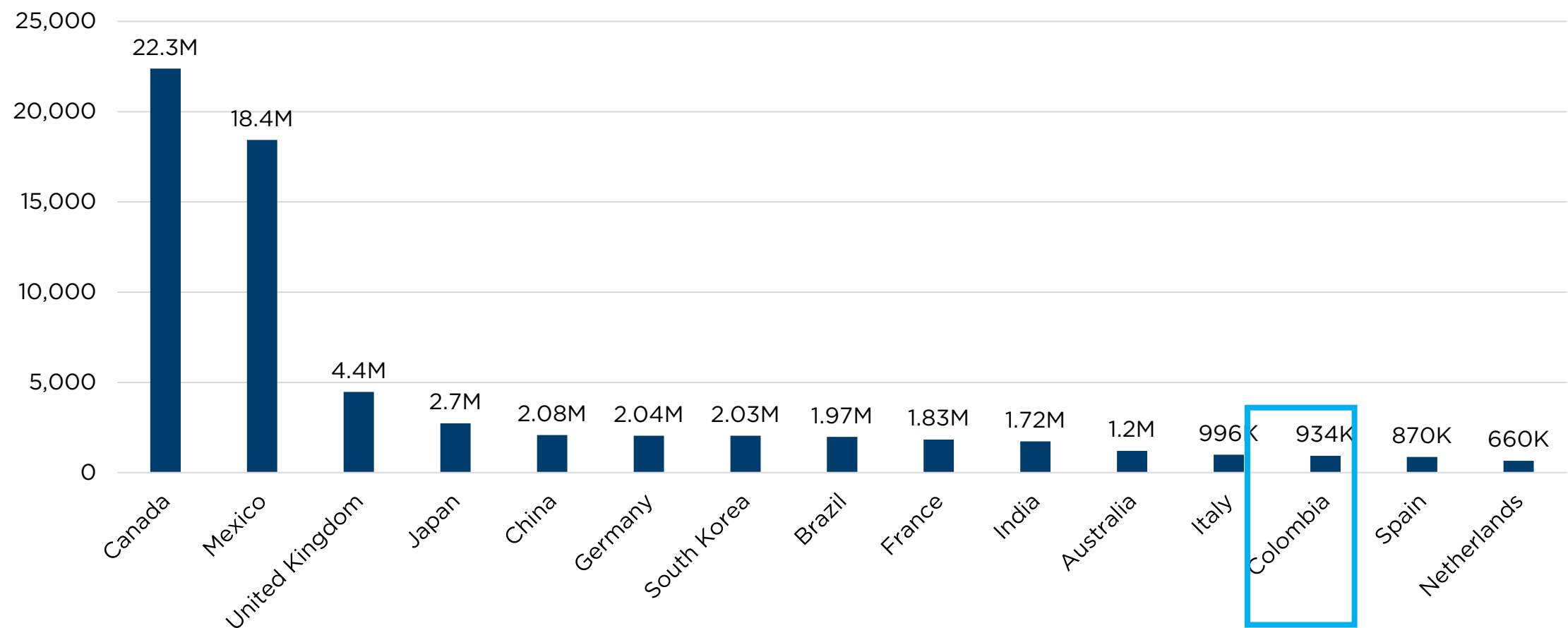


Colombia

Brand USA's Brazil & Colombia Trade Market update



2024 Inbound Travel Projections: Top 15 Markets



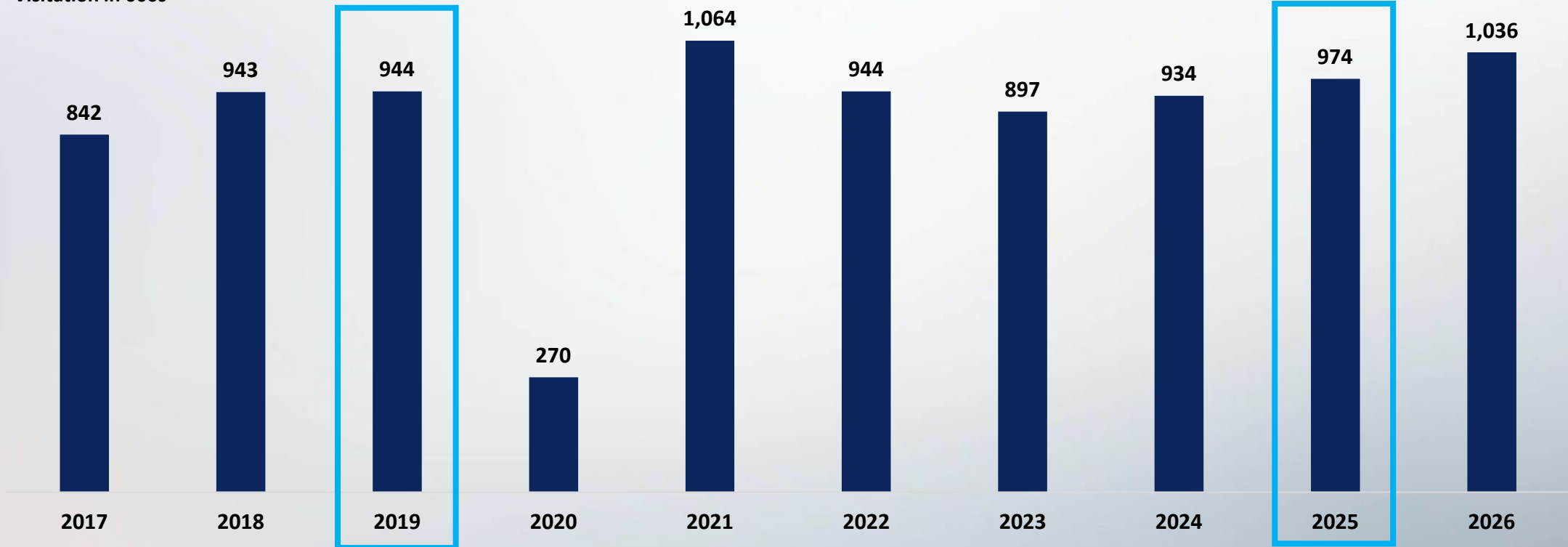
Source: Tourism Economics, October 2023.

Trade Updates

Colombia: USA inbound travel



Visitation in 000s

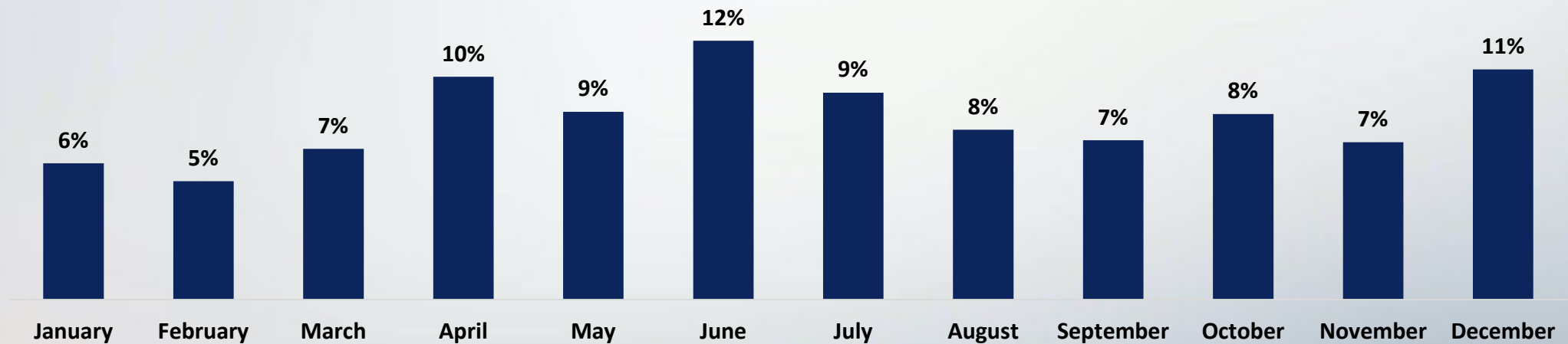


Source: NTTO. Tourism Economics, November 2023

Trade Updates



Colombia: Month of travel to the USA in 2022

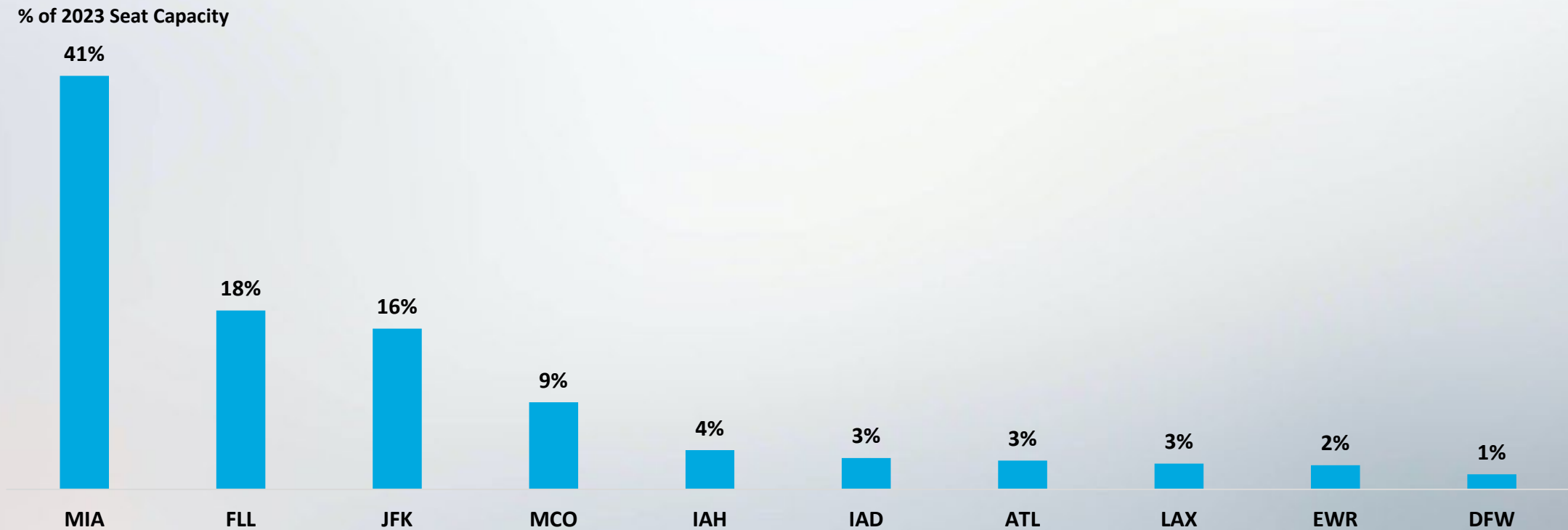


Source: NTT. November 2023

Trade Updates



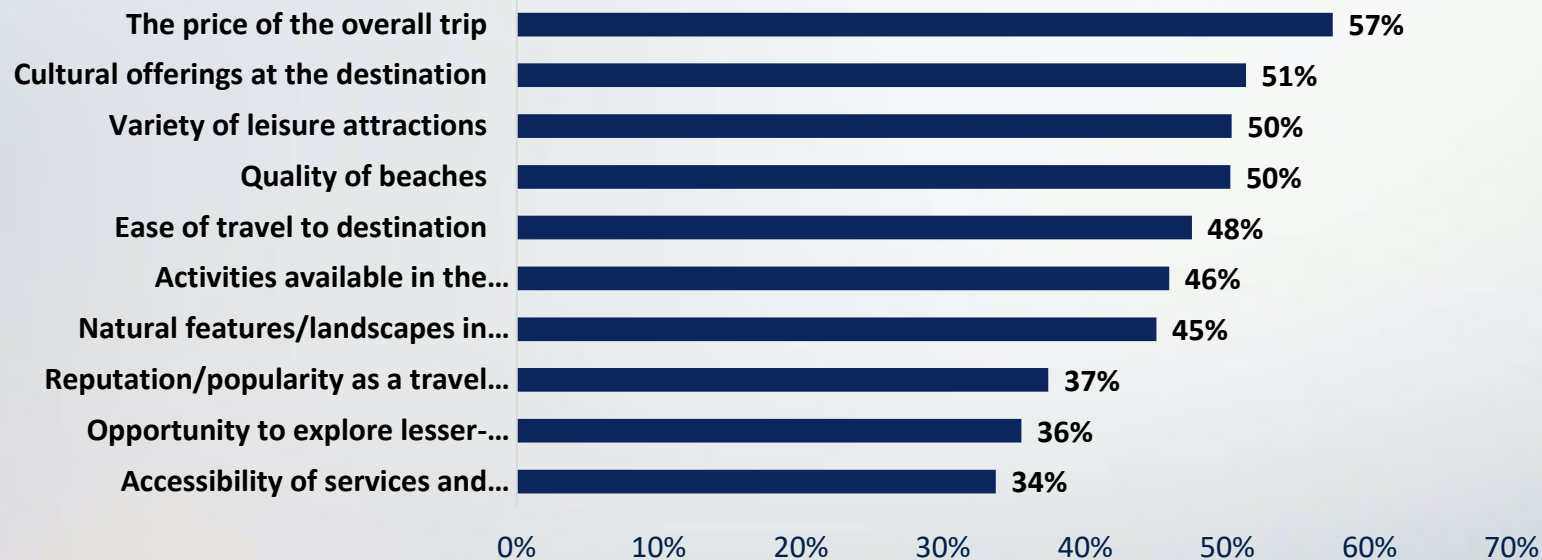
Colombia: 2023 operating air capacity – top 10 arrival airports



Source: Sabre, November 2023

Trade Updates

Colombia : Importance of destination considerations



Q: When you choose to visit a destination for an international overnight leisure trip, which of the following are most important?
Base: All respondents, N=1,010
Source: Brand USA Market Intelligence Survey, September 2023





Carlos Valbuena, General Manager AVIAREPS Colombia



Brand USA's Brazil & Colombia Trade Market update

Reasons to participate in Brand USA's travel trade programs in Colombia

- A. Colombia is the second largest source of LATAM visitors to the U.S., following Brazil.
- B. The U.S. is the number one aspirational destination and the most visited international destination for Colombians.
- C. There are a total of 311 weekly **direct** flights from Colombia to the U.S.
- D. Airlines have increased air capacity and new connections from the following cities: Cartagena, Pereira, Bucaramanga, and Armenia.
- E. Colombian travelers book trips to the U.S. for an average of 8-10 days, visiting 2 to 3 cities/states.
- F. The appreciation of the Colombian peso against the U.S. dollar makes Colombians more interested in traveling to the U.S.

Trade Updates

Market overview



Travel Updates

Colombian traveler profile



2-3 CITIES VISIT

Combine several cities in a trip.



15 PAID

vacation days each year



FOP

53% Credit Card

36% Debit/cash

11% Others



COLOMBIAN TRAVELER PROFILE



40%

1 Month prior the trip

18 PUBLIC HOLIDAYS

in 2024



BOOKING BEHAVIOR

Airline website

Travel agencies/
OTA



Trade Updates

Air Connectivity Between Colombia and USA



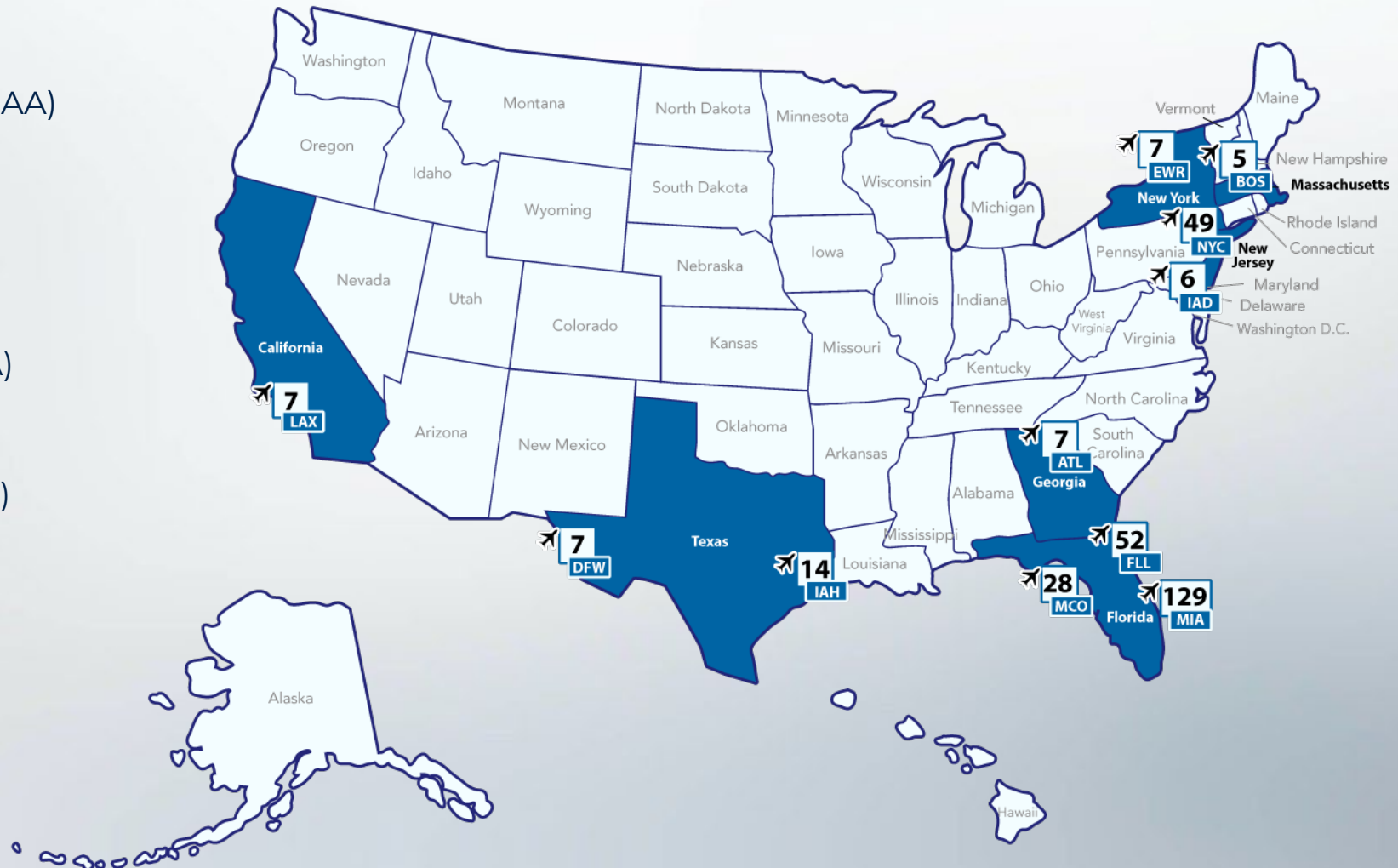
Trade Updates

Air connectivity between Colombia and USA



- American Airlines (AA)
- Avianca (AV)
- JetBlue (B6)
- Spirit Airlines (NK)
- United Airlines (UA)
- Delta Airlines (DL)
- LATAM Airlines (LA)

**+ 310 Nonstop
weekly flights**



Brand USA Colombia, Argentina, Chile & Brazil Sales Mission 2023 March 27th – April 4th

- U.S. partners: 13
- Travel agents trained: 129
- Tour operators: 213
- Total of trade appointments: 2,769
- Trade Interviews: 5



UPCOMING TRADE OPPORTUNITIES 2024

Brand USA 2024 South America Sales Mission

March 11-15, 2024

- Brazil, São Paulo

Tour operators / Travel agents from São Paulo, Rio de Janeiro, Campinas, Curitiba, and Porto Alegre)

- Colombia, Bogotá

Tour operators / Travel agents from Bogotá, Medellín, Cali, Barranquilla

FAM Trips:

- Luxury (High End) - Exploring New England, April 2024
- Outdoors, June 2024
- Sports + Gastronomy, September 2024



Quick Poll



What types of trade programs are you most interested in participating in this coming year?
(select all that apply)

- A. South America Sales Mission (Brazil & Colombia)
- B. Host a Brazilian FAM
- C. Host a Colombian FAM
- D. Join the USA Discovery Program
- E. Participate in any in-market programs (USA Days, Co-Ops, webinars)



Thank you!

Brand USA's Brazil & Colombia Trade Market update