



# tourism market insights

Brazil

**WesGRO**  
cape town & western cape  
research

2020

an inspiring place to know

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# 1. Overview of Brazil

## About Brazil

Where is Brazil?	Brazil is the biggest country in South America and it shares borders with Venezuela, Guyana, Suriname, French Guiana, Colombia, Bolivia, Peru, Argentina, Paraguay and Uruguay. Its coastline meets the Atlantic Ocean.
Population (millions)	211 (2019)
Time Difference	South Africa is 4 hours ahead of Brazil.
Language	Portuguese is the official language
Economy	Brazil's economy is expected to contract substantially in 2020 as a result of the coronavirus pandemic. Assuming the pandemic is contained, the Brazilian economy should bounce back in 2021, with real GDP growth of 3.2% in 2021, and annual growth averaging around 2.4% per year in 2025-2027.
Formal Greeting	Hello, how are you? 'Olá, Como está?' (olah, komu eshta?)

### Punctuality

Brazilians value punctuality for both professional and casual gatherings.

### Restaurants

It is respectful to say 'bom apetite' before you begin eating. Brazilians don't often drink from a bottle or can, but prefer for drinks to be poured into a glass.

### Table Manners

Brazilians will often use cutlery for all types of food, even pizza and chips. Eating with hands is considered unhygienic. Brazilian guests will probably leave their cutlery resting on their plates when not in use.

### Brazilian Etiquette

Brazilians may use toothpicks at the table, but will do so discreetly. Belching at table is considered extremely rude and guests are expected to visit the bathroom to blow their nose. After each sip of a drink or mouthful of food, a serviette is usually used to wipe the mouth.

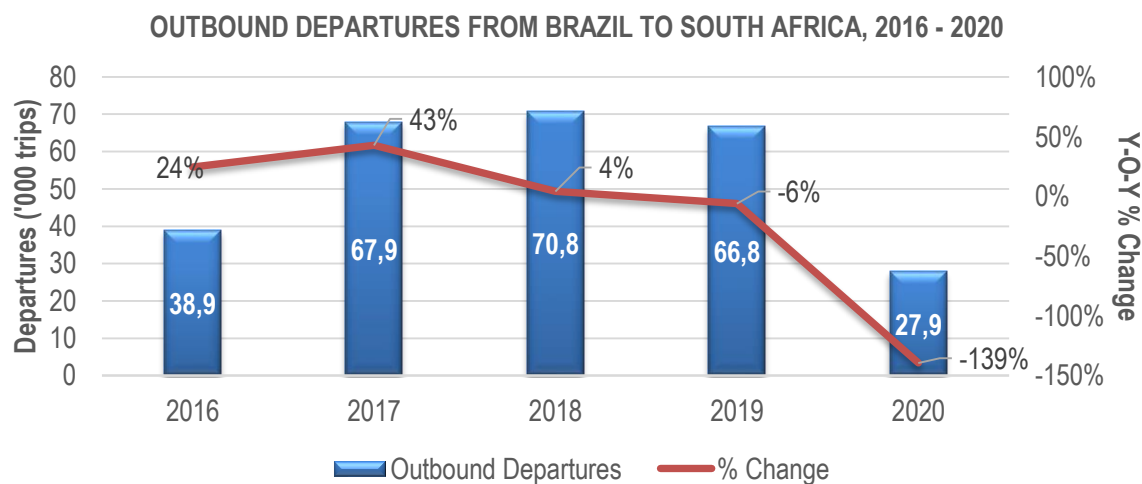
### General

Black or purple gifts are frowned upon as these are the colours of mourning. Brazilians prefer to interact with individuals rather than companies, so try to establish relationships of trust. Good conversation topics include soccer, family and children. Avoid discussing Argentina, politics, poverty, religion and the rain forest.

## 2. Overview of the Brazilian Travel Market

### Brazil Travel Market

Largest Cities % of total population, number of people	<ol style="list-style-type: none"> <li>1. Sao Paulo: 5,8% (12.2 million)</li> <li>2. Rio de Janeiro: 3,3% (6.9 million)</li> <li>3. Brasilia: 1.4% (2.9 million)</li> <li>4. Salvador: 1,4% (2.9 million)</li> <li>5. Fortaleza: 1,3% (2.7 million)</li> </ol>
Disposable income Per capita, US\$ 2019	6,303
Savings As % of disposable income	12.1%
Median Age	33.1 years
Paid Holidays (2020)	30.0
Public Holidays (2020)	13.0
Annual Leave (2020)	43.0
Outbound Departures ('000 trips)	<ol style="list-style-type: none"> <li>1. 2016: 9,365.3</li> <li>2. 2017: 11,050.8</li> <li>3. 2018: 11,752.2</li> <li>4. 2019: 11,814.6</li> <li>5. 2020: 4,978.8</li> </ol>
Top 5 Outbound Destinations ('000 trips, 2020)	<ol style="list-style-type: none"> <li>1. USA: 854.7</li> <li>2. Argentina: 559.9</li> <li>3. France: 505.8</li> <li>4. Portugal: 237.6</li> <li>5. Spain: 214.3</li> </ol>
Type of Outbound Trips	Leisure: 81% Business: 19%



# 3. Brazilian Traveller Trends

## 3.1. Outbound travel trends

Brazil has been among the worst-affected countries in the world by the COVID-19 virus. The pandemic in the country is expected to affect important economic indicators, such as unemployment rates, business bankruptcies and consumers' average income, in the medium-to-long term.

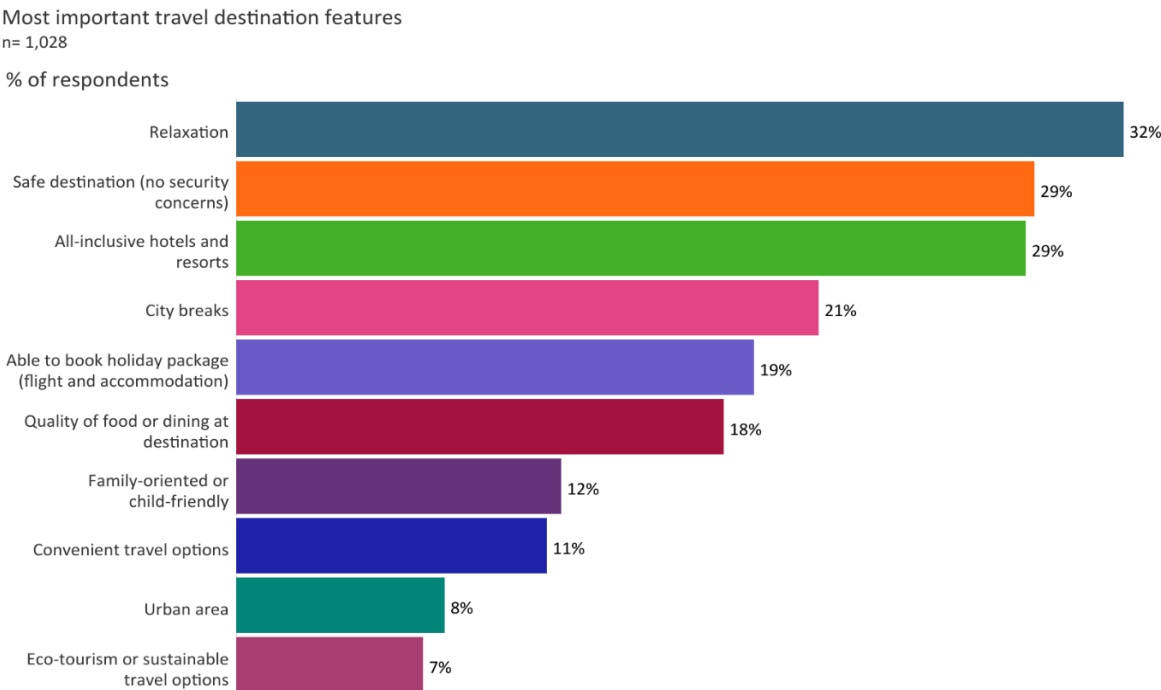
Outbound departures reached 4 978 800 trips in 2020, declining by 58% from 2019. By 2023 the number of outbound trips is expected to recover to 2019 levels with a forecast expenditure of BRL 115 526 600.

## 3.2. Needs of the Brazilian traveller

Brazilians enjoy gathering with family and friends to enjoy experiences together: According to the September 2020 Euromonitor Lifestyles Survey, two thirds of respondents socialized with friends in person at least weekly prior to COVID 19.

The desire for experiences is strong in Brazil, and 62% of survey respondents agree that is it important to spend money on them. However, only 16% said they take at least four domestic trips a year, while 43% (compared with a higher 54% of their global counterparts) travel abroad at least annually.

Relaxation (32%) ranked as their top travel destination feature followed by safety in the destination and all-inclusive hotels & resorts (29% respectively). Additional destination features in the top five included city breaks (21%) and the ability to book holiday packages (19%).



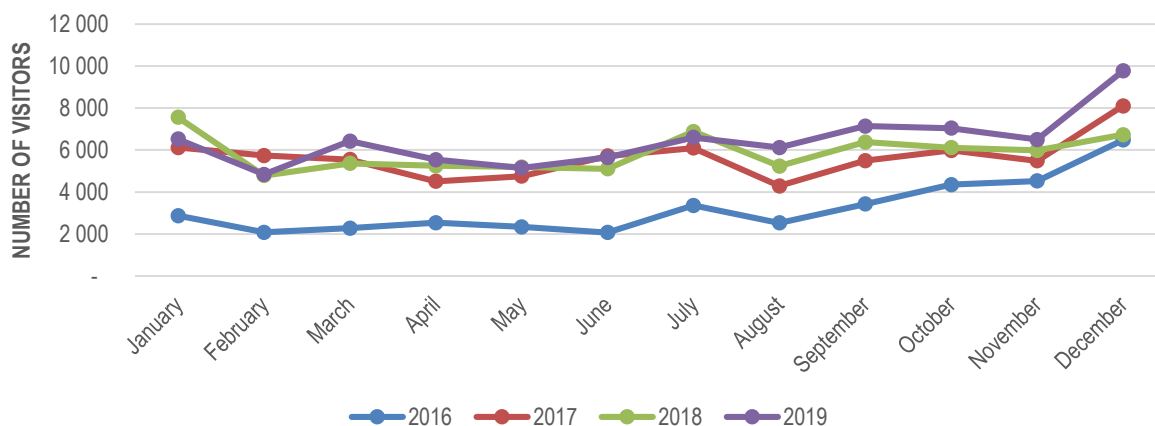
Source: Euromonitor International Lifestyles Survey 2020

## 4. The Brazilian traveller to South Africa

### Brazil Travel Market

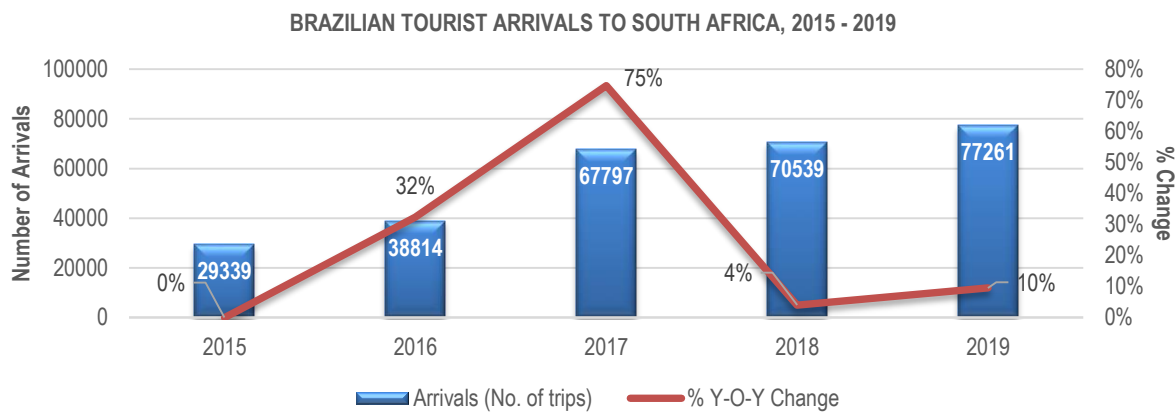
Number of Arrivals	2016: 38 814 2017: 67 797 2018: 70 539 2019: 77 261
Purpose of visit to South Africa (2019)	Holiday (68,1%) Business (9,6%) MICE (7,8%)
Average length of stay in South Africa (Number of nights)	2017: 15,2 2018: 16,9 2019: 17,0
Age profile (2019)	18 – 24 yrs (20,8%) 25 – 34 yrs (47,3%) 35 – 44 yrs (23,3%)
Repeater Rate of Brazilian Travellers (2019)	1. First Time: 73,9% 2. 2 -3 times: 13,2%
Accommodation Usage (2019)	1. Hotels 2. Friends & Family 3. Self-catering
Total Foreign Direct Spend in South Africa (R in millions)	2017: R 984 2018: R 1 232 2019: R 1 023
Average Spend in South Africa	2017: R 15 700 2018: R 18 600 2019: R 17 300

SEASONALITY PATTERNS: BRAZILIAN TRAVELLERS TO SOUTH AFRICA BY MONTH, JAN - DEC 2016 - 2019



# 4. The Brazilian traveller to South Africa

## 4.1. Visitor Arrivals to South Africa

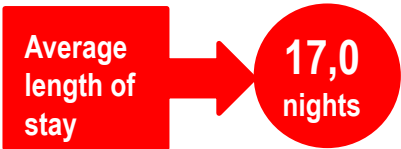


## 4.2. Purpose of visit to South Africa

Brazilians travelling to South Africa are predominantly visiting for holiday purposes. A fair amount are also visiting for Business and Meetings, Incentives, Conferencing and Events (MICE). In addition, 7,7% visited family and friends in 2019.

In 2019, Brazilian travellers stayed in South Africa for an average length of 17 nights

Top reasons for travel to SA
Holiday (53,6%)
Business (9,6%)
MICE (7,8%)



## 4.3. Activities in South Africa

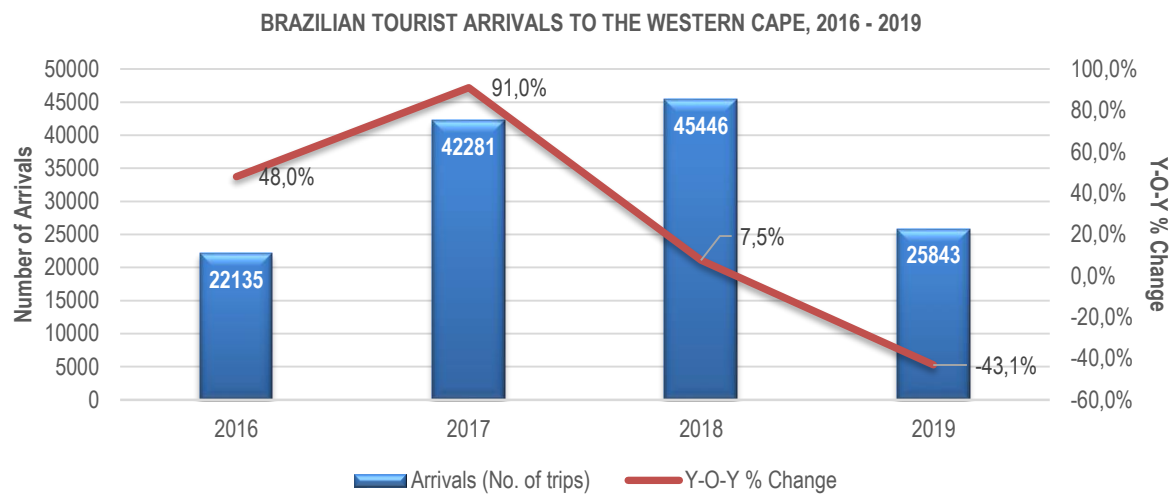
Top activities undertaken
1. Shopping
2. Visiting natural attractions
3. Wildlife
4. Culture & heritage
5. Beaches

Shopping, visiting natural attractions, wildlife, culture and heritage, and beaches were amongst the top activities undertaken by Brazilian tourists while in South Africa.

They are more likely to book Hotel accommodation. Many Brazilians also make use of Backpackers and Self-Catering accommodation. Staying with family and friends is also a typical option for Brazilian travelers to the country.

## 6. The Brazilian traveller to the Western Cape

### 6.1. Visitor Arrivals to the Western Cape

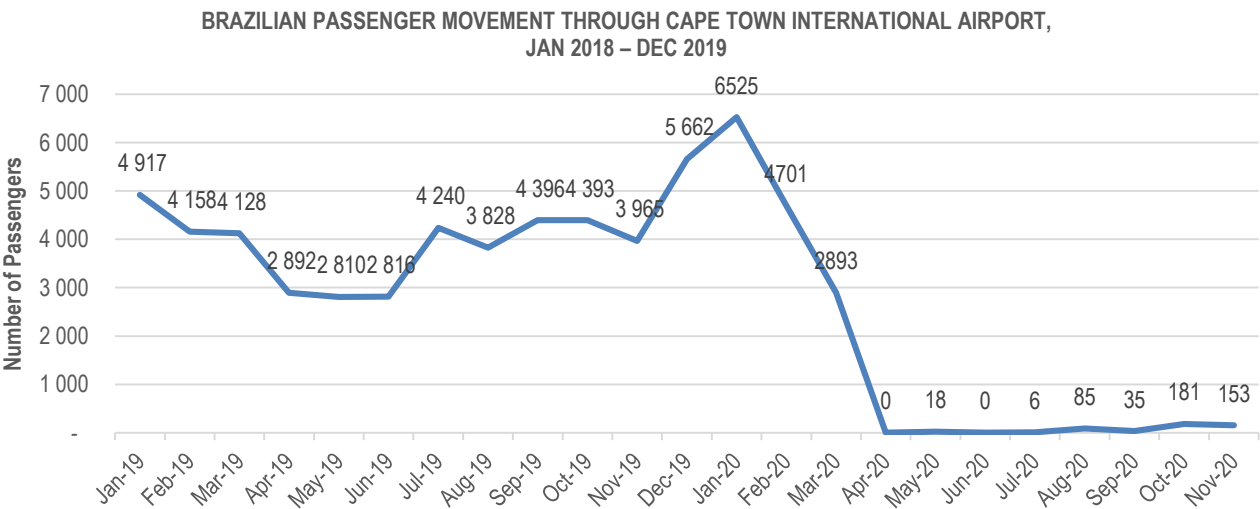


Source: South African Tourism, 2020

### 6.2. Passenger Traffic through Cape Town International Airport

Brazilian visitor arrivals to the Western Cape grew significantly from 2016 to 2018 increasing by 91% in 2017 and a further 7,5% in 2018. A decline of 43,1% followed in 2019, which could be attributed to an economic downturn in Brazil.

Brazilian passengers through Cape Town International Airport grew by 32,7% in January and 13,1% in February 2020 when compared to the same period in 2019. However, due to travel restrictions brought on by the COVID-19 pandemic, passenger arrivals decreased dramatically throughout the rest of 2020.



Source: OAG Traffic Analyser, 2020



## 6. Key Findings

- Brazil has been among the worst-affected countries in the world by the COVID-19 virus. The pandemic in the country is expected to affect important economic indicators, such as unemployment rates, business bankruptcies and consumers' average income, in the medium-to-long term.
- Outbound departures declined by 58% in 2020 from the previous year. By 2023 the number of outbound trips is expected to recover to 2019 levels.
- Brazilians enjoy gathering with family and friends to enjoy experiences together which they are eager to spend money on. Relaxation, safety in the destination, all-inclusive hotels & resorts, city breaks, and the ability to book holiday packages are among their top travel destination features.
- Brazilians travelling to South Africa are predominantly visiting for holiday purposes. A fair amount are also visited for Business and Meetings, Incentives, Conferencing and Events (MICE) in 2019.
- Brazilian travellers stayed in South Africa for an average length of 17 nights in 2019.
- Shopping, visiting natural attractions, wildlife, culture and heritage, and beaches were amongst the top activities undertaken by Brazilian tourists while in South Africa.
- They are more likely to book Hotel accommodation. Many Brazilians also make use of Backpackers and Self-Catering accommodation. Staying with family and friends is also a typical option for Brazilian travelers to the country.
- Brazilian passengers through Cape Town International Airport grew by 32,7% in January and 13,1% in February 2020 when compared to the same period in 2019. However, due to travel restrictions brought on by the COVID-19 pandemic, passenger arrivals decreased dramatically throughout the rest of 2020.

## 7. List of sources

1. South African Tourism
2. Euromonitor International
3. OAG Airline Passenger Traffic Analyser

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