

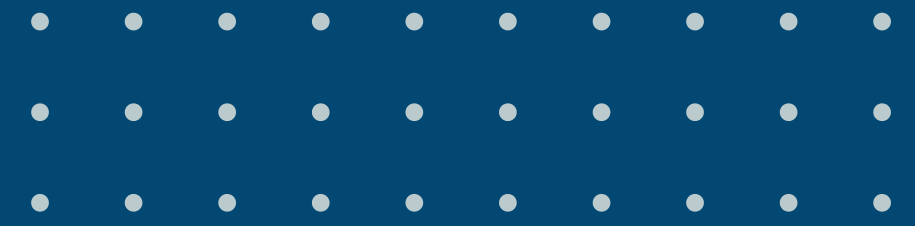


# Latin America

OPPORTUNITIES AHEAD

APRIL 2023





IT IS SIMPLE AS THAT

*“Risk comes from not knowing  
what you’re doing..”*

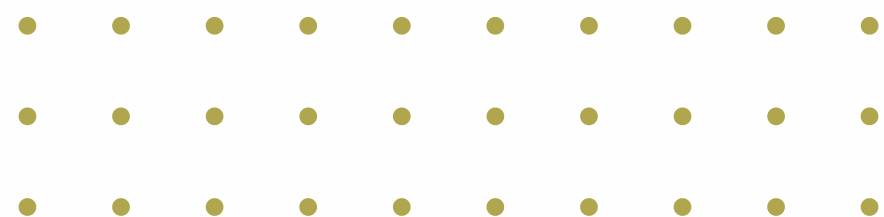
Warren Buffett

**01.** **LATIN AMERICAN OVERVIEW**  
*top 5 travel markets from the region*

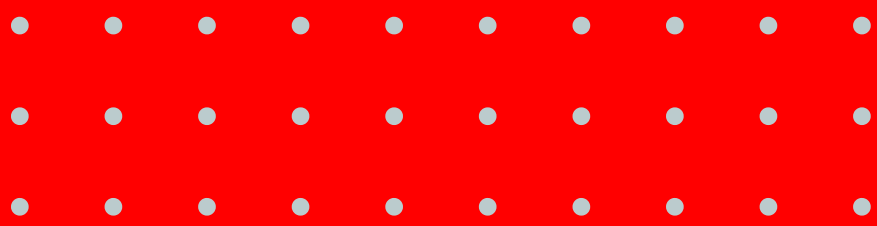
**02.** **BRAZILIAN TRAVEL INDUSTRY**  
*the big picture*

**03.** **BUSINESS OPPORTUNITIES**  
*trade, media, social media*

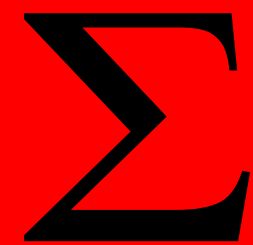
**04.** **CURIOSITIES**  
*and Q&A*



# TABLE OF CONTENT



486.010.0000



Population TOP 5 Travel Markets from Latin America

2.430.0000

0.5% Population TOP 5 Travel Markets from Latin America

# MAIN MARKETS

## 2021 DATA

### ARGENTINA

**Population**  
45.84million  
**GDP**  
455.17 trillion

### BRASIL

**Population**  
213.32million  
**GDP**  
1,645 trillion

**3X Argentina**  
**4X Chile**  
**5X Colombia**

### CHILE

**Population**  
19.72million  
**GDP**  
331.25billion

### COLOMBIA

**Population**  
51.05million  
**GDP**  
300.79billion

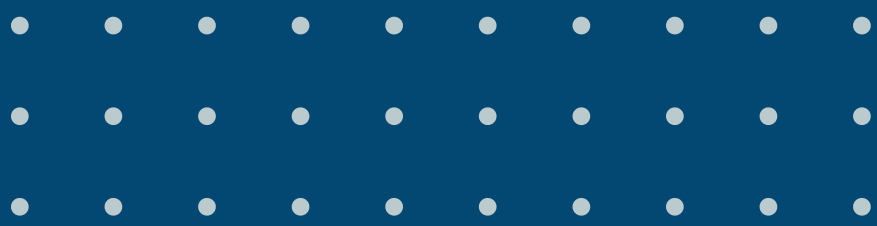
### MEXICO

**Population**  
128.97million  
**GDP**  
1,269 trillion

# LATIN AMERICA TRAVEL OVERVIEW

Outbound tourism numbers reached /close to 2019 levels, before Covid-19.

More than **50 million people** traveled internationally from Argentina, Brazil, Chile, Colombia, and Mexico combined in 2022.



# 12.000.000

TOP 5 Travel Markets Outbound Passangers to Europe

OUTBOUND TRAVEL MARKET SHARE TO EUROPE  
average 25-30%

REALITY is **6X** our very conservative estimate

# TRAVEL SECTOR HIGHLIGHTS



## ARGENTINA

In 2022, an increase of **74.5%** was registered compared to 2021

## BRASIL

US\$ 12 billion spent in international travel in 2022. Growth of **68%** compared to the previous year

## CHILE

As of August 2022, there were **50%** increase in Chileans abroad for tourism reasons, compared to the same period of 2021.

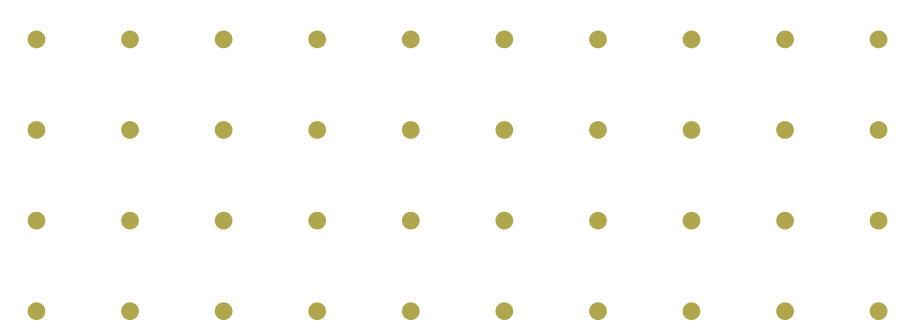
## COLOMBIA

2022 registered a **10%** increase compared to the year 2019 before the pandemic

## MEXICO

**31.2%** increase from Jan–Aug 2022, compared to the same period in 2021.

# LATIN AMERICA TRAVEL PROFILE



## MAIN REASONS TO TRAVEL

28% looking for new and exotic experiences,  
27% focus on creating good memories  
25% recharge energy through new adventures.

## USED FOR TRAVEL IDEAS

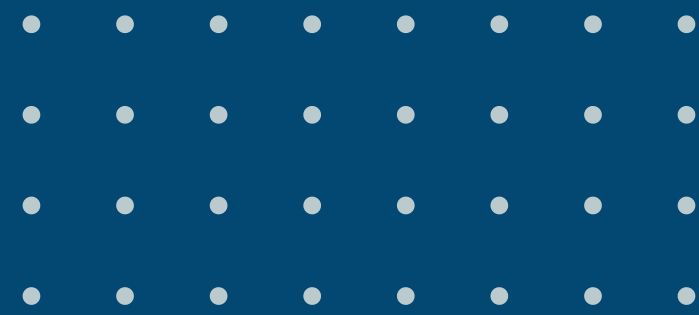
travel agencies (49%)  
airline sites (40%)  
hotel sites (38%)  
physical travel agencies (28%)  
instagram or search tools (28%)

## LOOKING FOR IN A DESTINATION

WELLNESS | SHOPPING  
CULTURE | NATURE

## CURIOUS FACT

53% HAVE SET BUDGET  
80% OF TRAVEL EXPENSES  
ARE PAID BEFORE THE TRIP



# BRAZILIAN TRAVEL INDUSTRY

# BRAZILIAN ' S EXPENDITURES INTERNATIONAL TRANSACTIONS

(INCLUDES TRAVEL AND OTHER PURCHASES)

2022: US\$ 12 BILLION (ONLY TRAVELS)

2021: US\$ 5.2 BILLION

2020: US\$ 5.3 BILLION

2019: US\$ 17.6 billion

2018: US\$ 18.26 billion

2017: US\$ 19 billion

2016: US\$ 14.5 billion

2015: US\$ 17.36 billion

2014: US\$ 25.57 billion



Source: Banco Central do Brasil (Brazil Federal Bank)  
Panrotasbrazilianoverview20222023



# TRAVEL SECTOR HIGHLIGHTS

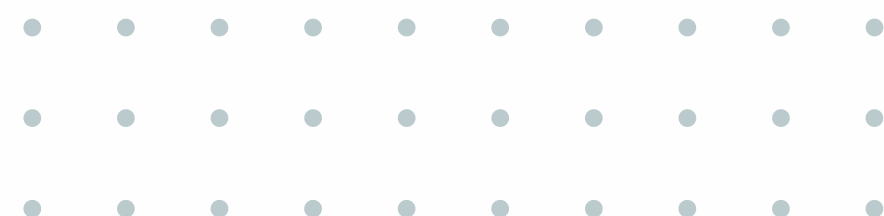
## EASY OF ACCESS

### WEEKLY FLIGHTS TO BRAZIL ONLY DIRECT FLIGHTS

Destination	Flights	% Share	Seats	% Share
Latin America	400	49,63%	72.267	37,20%
Europe	222	27,54%	68.058	35,04%
North America	157	19,48%	42.862	22,07%
Africa	6	0,74%	1.689	0,87%
Asia	21	2,61%	9.373	4,83%
<b>Total</b>	<b>806</b>	<b>100,00%</b>	<b>194.249</b>	<b>100,00%</b>

## EUROPE

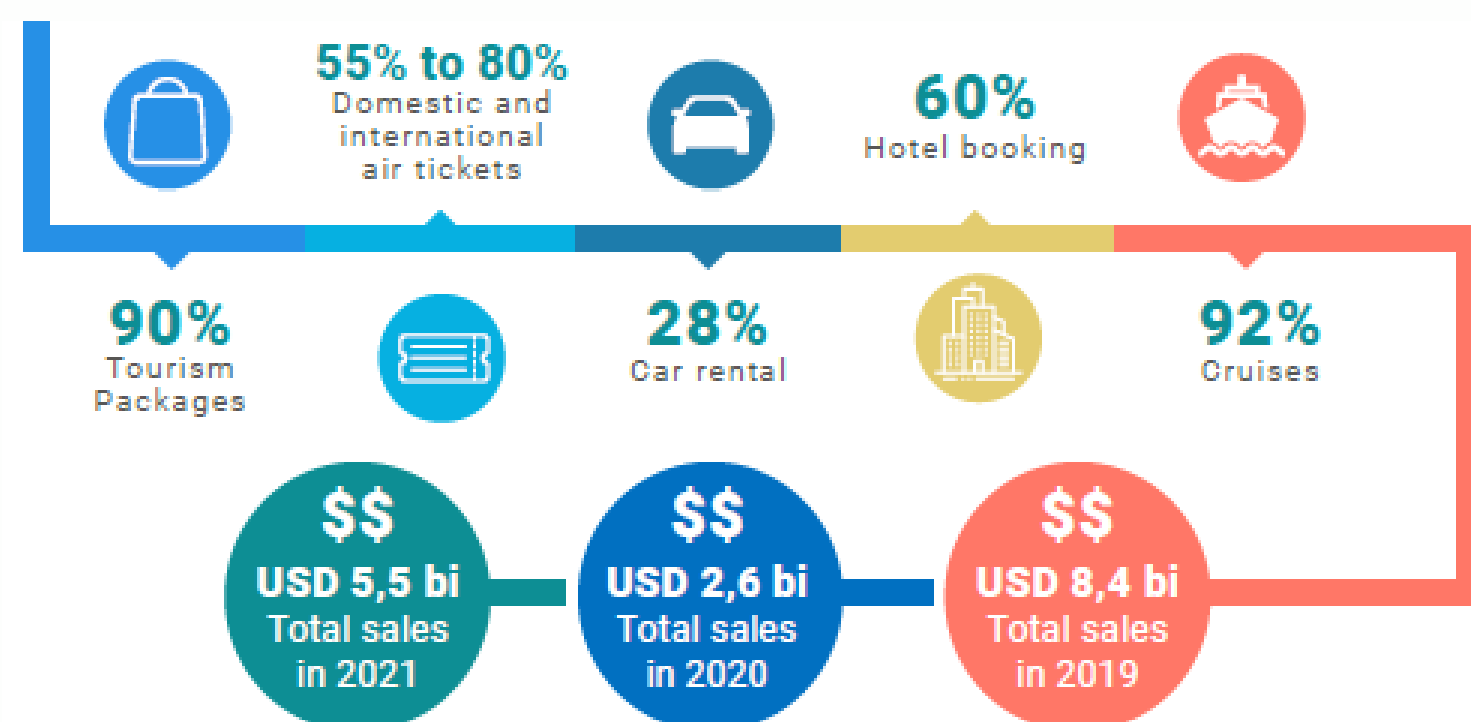
Destination	Flights
Amsterdam	14
Barcelona	4
Frankfurt	14
Istambul	7
Lisbon	87
London	19
Madrid	24
Milan	4
Munich	5
Paris	27
Porto	2
Rome	8
Zurique	7
<b>Total</b>	<b>222</b>



# TRAVEL SECTOR HIGHLIGHTS

ABAV (Brazilian Travel Agency Association)  
www.abav.com.br

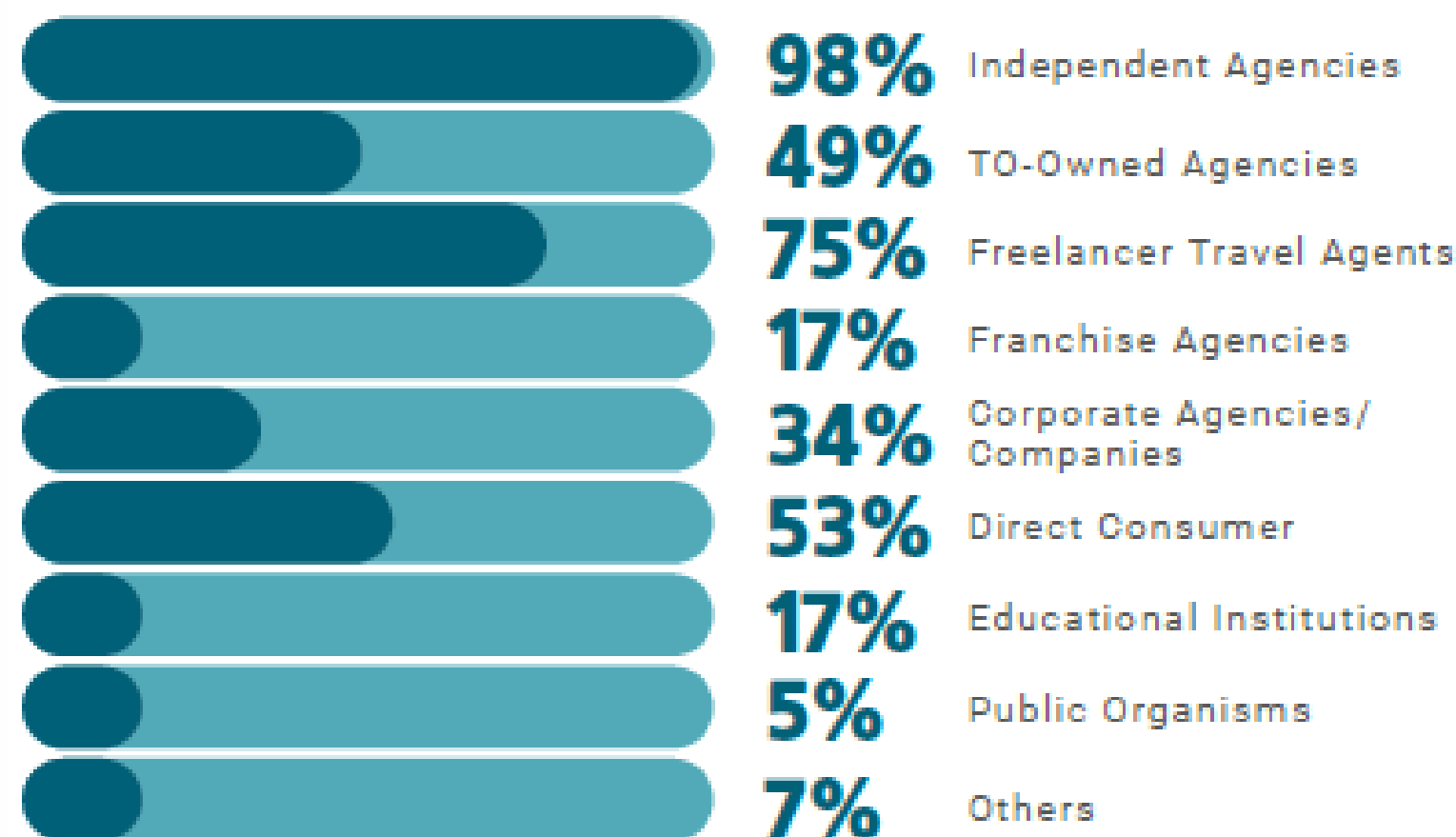
2.100+ MEMBERS – 80% TRAVEL SALES



## TRADE STRUCTURE

BRAZTOA (Brazilian Tour Operator Association)  
www.braztoa.com.br

49 TOUR OPERATORS



# TRAVEL SECTOR HIGHLIGHTS

## TRAVEL NETWORKS






## TRADE STRUCTURE

## TRAVEL ASSOCIATIONS



# TRAVEL SECTOR HIGHLIGHTS



 43,000+ FOLLOWERS  
 73,000+ LIKES  
 8,000+ TRAVEL PROFESSIONALS



 14,000+ FOLLOWERS  
 40,000+ LIKES

## TRADE MEDIA



 26,000+ FOLLOWERS  
 35,000+ LIKES

# TRAVEL SECTOR HIGHLIGHTS

• • •  
• • •  
• • •  
• • •  
• • •  
• • •  
• • •  
• • •  
• • •  
• • •

## MAIN TRAVEL EVENTS BRAZIL

### LACTE

February | Sao Paulo

### FORUM PANROTAS

March | Sao Paulo, SP

### WTM LATIN AMERICA

April | Sao Paulo, SP

### ILTM LATIN AMERICA

May | Sao Paulo, SP

### LGBTQIA+ TRAVEL CONFERENCE

June | Sao Paulo, SP

### ABROAD MICE

many dates/many cities

### EXPO SKI

September | Sao Paulo, SP

### ABAV EXPO

September | Rio de Janeiro, RJ

### BTM BRAZIL TRAVEL MARKET

October | Fortaleza, CE

### FESTURIS 2023

November | Gramado, RS

# TRAVEL SECTOR HIGHLIGHTS

## TOP TRAVEL SEGMENTS

### LUXURY/WELLNESS

epic experiences, resorts, spas, shows, events

### CULTURE

history, traditions, food community based

### ROMANCE

wedding, honeymoon, celebrations

### NATURE/ADVENTURE

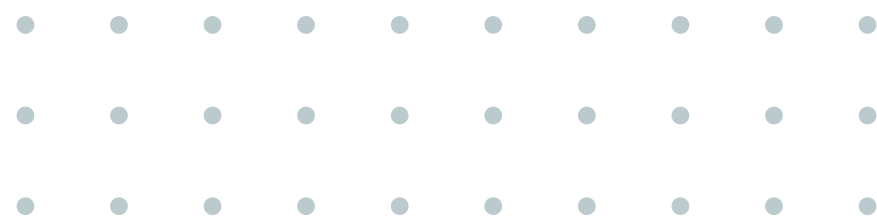
experiential travel, retreats, sports

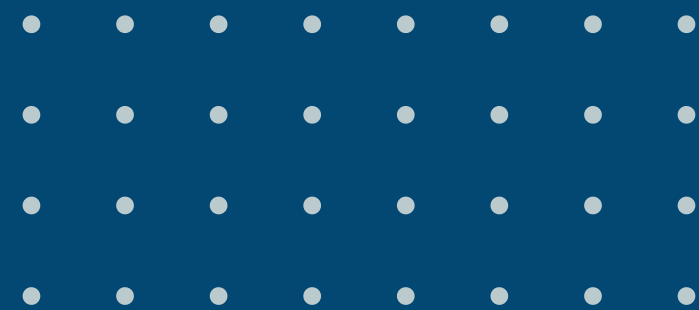
### FAITH-BASED

spiritual, pilgrimages

### #LGBTQ

singles, couples, families





# BUSINESS OPPORTUNITIES

# CHALLENGES

01. *Fear of covid resurgence*

02. *Higher cost of air tickets*

03. *High currency exchange rates (dollars and euros)*

04. *Fewer seats in international flights (compared to 2019)*

05. *Inflation and financial challenges after pandemic*

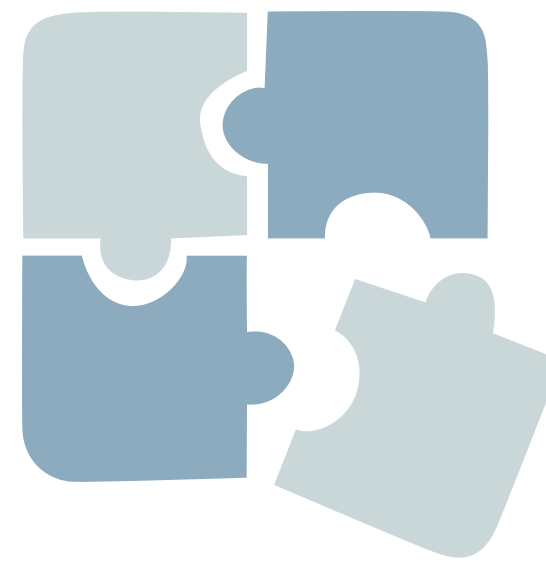
06. *War in Eastern Europe*

07. *Travel policies still with restrictions for corporate trips in big organizations*

08. *Fear of crowded attractions and destinations*

09. *Fear of traveling with big groups and interacting with people outside their bubbles*

10. *Some reservations are very difficult, as the pent-up demand comes strongly*



# OPPORTUNITIES

- ✓ Luxury travel with options to relax, reconnect, enjoy great moments with family, friends and lovers, or even alone
- ✓ Solo travel
- ✓ Niche travels. Brazilians love sports, culinary trips, bike trails, cruises, skiing, well-being, nature, concerts and musicals, theme parks, family travel
- ✓ Added value itineraries to minimize the impact of higher prices
- ✓ Revenge travel. YOLO/You only live once
- ✓ Alternative hotels, retreats, special accommodations. Brazilians really care for where they will sleep and spend some time during the trip.
- ✓ Bleisure and digital nomads – Brazilians really are open to those options
- ✓ Slow travel & secondary cities/destinations

# TRADE HIGHLIGHTS

- 01.** **Players' Dinamics**  
*TOs, TAs, Freelancers segments/interests*
- 02.** **Nationwide Potential**  
*all regions/ all seasons*
- 03.** **Networks / Associations**  
*support to build reference...*
- 04.** **Massive Social Media Use**  
*maximize content on BiH*

**NORWAY**  
**Product Inventory**  
**2022/2023**

Selling: **xx** TOs  
Potential: **xxx+** TOs /TAs



# TRADE ACTIVITIES

## ROADSHOW

selected markets  
qualified buyers  
relationship building  
co-op/sales campaings

## DIGITAL EVENTS

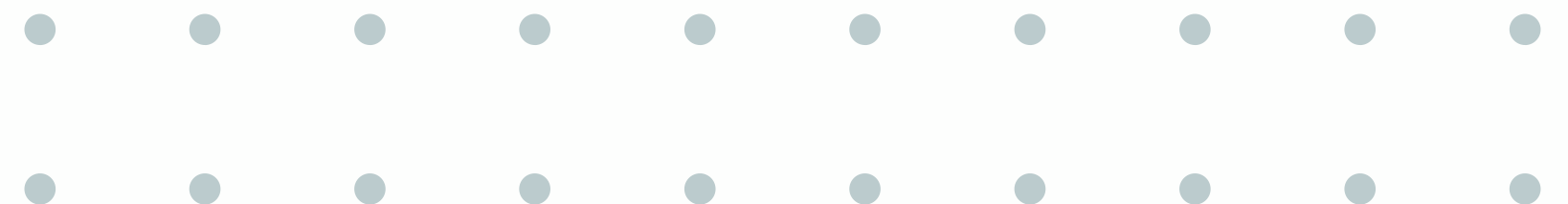
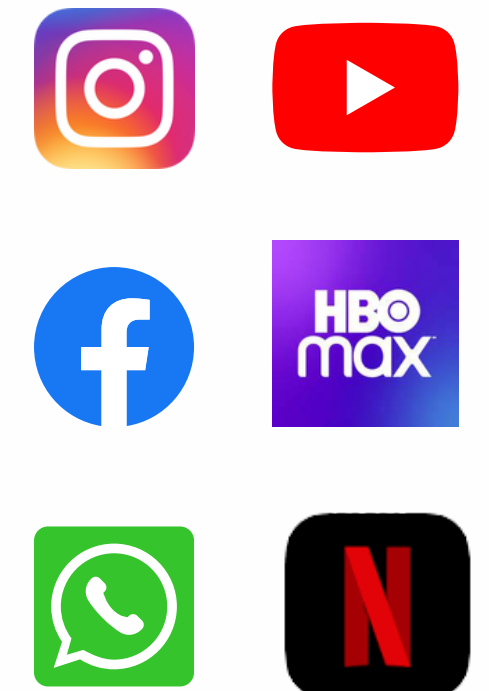
networking constancy  
maximized reach  
dirversity of content  
co-op/sales campaings

## FAM TRIPS

brand ambassadors  
strengthen partnerships  
increase understanding  
intensify sales

# MEDIA & PR HIGHLIGHTS

- 01.** Traditional & New Media  
*maximize distribution/reach*
- 02.** Segmentation  
*audience / interest / season*
- 03.** Diversity of formats  
*ads, editorial, apps, events*
- 04.** "Connect" Norway to Brazilians  
*personalized narratives*









# SOCIAL MEDIA HIGHLIGHTS

**01.** *171.5 million active users on social networks*  
*79.9% of the Brazilian population*

**02.** *highest average time spent on apps*  
*maximize distribution/reach*

Source: Digital 2022 Global Overview Report by We Are Social and Hootsuite

-  1. WhatsApp – 165 million
-  2. YouTube – 138 million/monthly.
-  3. Instagram – 122 million
-  4. Facebook – 116 million active users
-  5. TikTok – 73.5 million
-  6. Facebook Messenger – 65.5 million people
-  7. LinkedIn – 56 million people and companies.
-  8. Pinterest – 46 million / most of them female
-  9. Twitter – 19 million
-  10. Snapchat – 7.6 million users



NEW /SOCIAL MEDIA OPPORTUNITIES

Brazil is the second country that most follows influencers (44.3% of internet users).

Source: Hootsuit and We Are Social Survey

ALLOW BiH TRAVEL ENTITIES TO BE A PROTAGONIST!

unknown ??
small or no budget??
the underdog??

STOP COMPETING WITHIN THE TRAVEL INDUSTRY



TOP 3 RULES

- Analyze the audience
Use visual resources
Have constancy

# STRATEGIC CONSIDERATIONS

C

CLARIFY  
MISSPERCEPTIONS

D

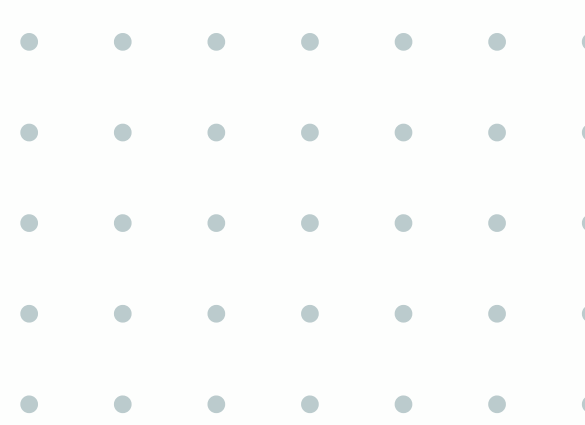
DIVERSIFY  
YOUR ACTIVITIES

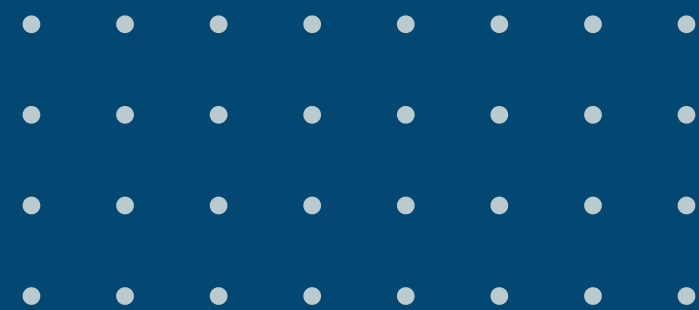
FOCUS ON QUALIFIED  
PROMOTIONAL  
OPPORTUNITIES

Q

PRIORITIZE  
SUSTAINABLE  
PARTNERSHIPS

S





# CURIOSITIES

# SOCIAL MEDIA IN LATIN AMERICA

Few (6) Latin American countries together added more than **48 million** social media posts in 2021. This is a market that uses social media frequently and interacts with relevant content.

País	Publicaciones	Interacciones	Interacción promedio por Post
Argentina	8.1 millones	4.8 billones	605
Brasil	10 millones	13.4 billones	990
Chile	3.5 millones	1.2 billones	320
Colombia	5.4 millones	1.8 billones	304
México	17.6 millones	6.1 billones	345
Perú	3.5 millones	1.5 billones	373

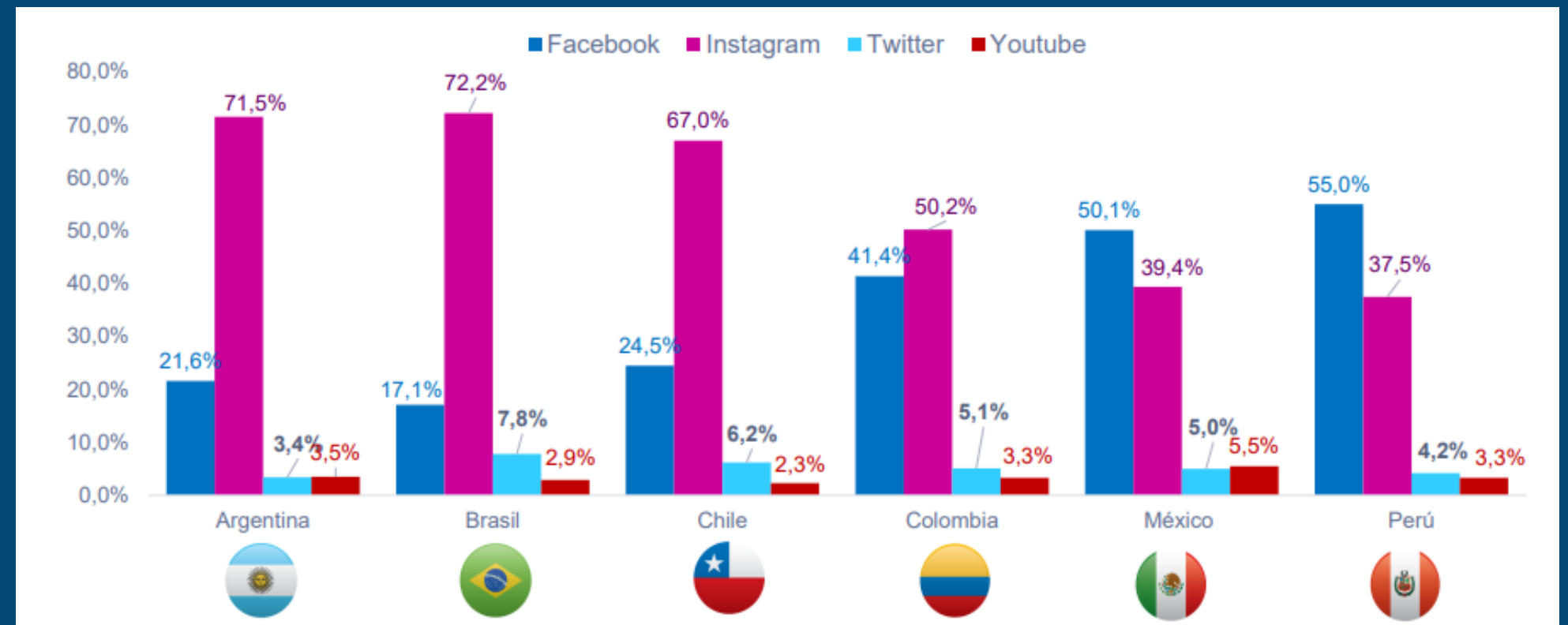
# SOCIAL MEDIA IN LATIN AMERICA

Latin America is the **second fastest growing streaming market in the world** right now

Source: Beyond Borders Study by EBANX.

**40,5%** of Latin Americans trust **social media as their main source of information**

Source: Research on the Impact of the Pandemic on Newsrooms in Latin America, by Latam Intersect PR



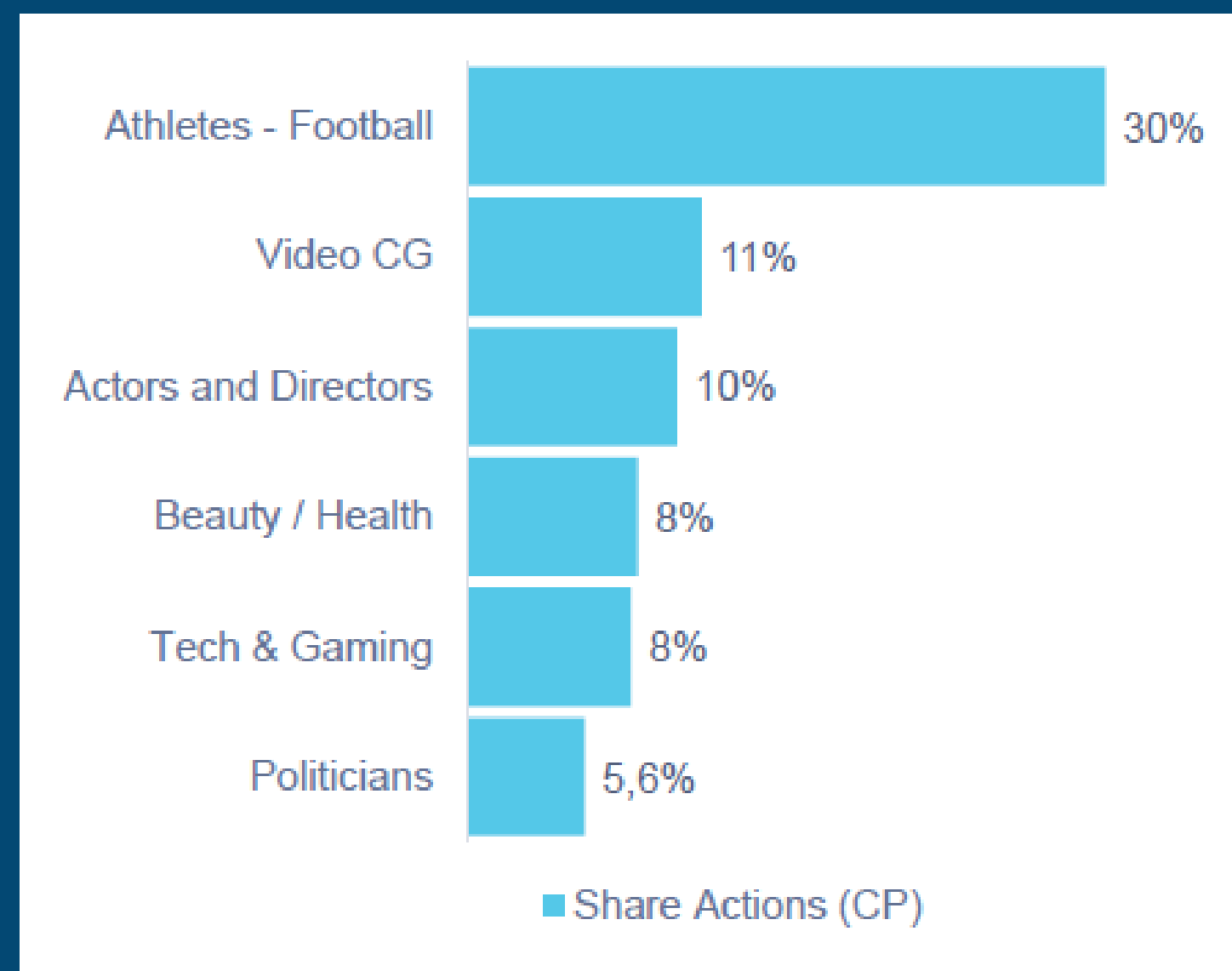
Instagram is the most used network in countries like Argentina, Brazil and Chile. In Mexico and Peru Facebook still has a larger audience, but Instagram has been growing gradually in these countries as well. The presence of a brand in more than one network ends up reaching different audiences and having a wider reach.

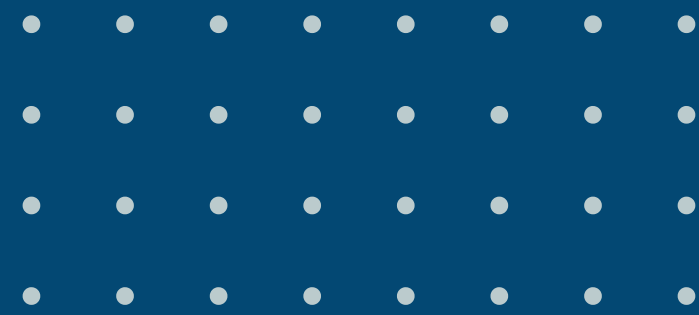
# SOCIAL MEDIA IN LATIN AMERICA

The role of an influencer in digital campaigns shows the relevance of these professionals in actions with the consumer.

- Publications with influencers represented **8.7%** of the total in Latin America
- They responsible for **49%** of all interactions in this region.

6 categories of influencers with the most interaction in Latin America





# REFERENCES

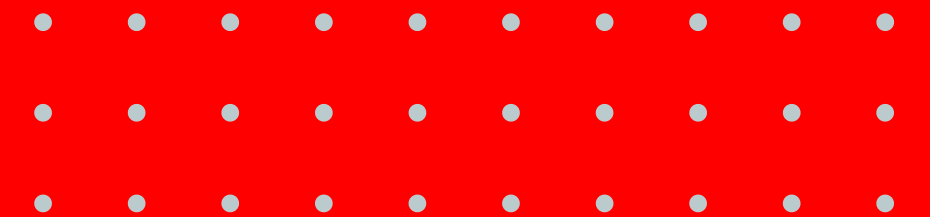
# RESOURCEFUL MATERIALS



COMSCORE RESEARCH  
SOCIAL MEDIA IN  
LATIN AMERICA 2022



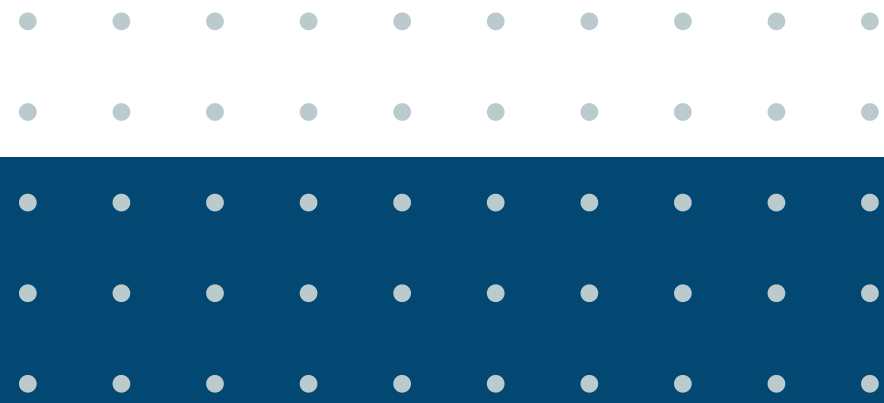
PANROTAS  
BRAZILIAN  
OVERVIEW  
2022/2023



# RESOURCEFUL ARTICLES



- <https://www.visa.com.br/sobre-a-visa/noticias-visa/nova-sala-de-imprensa/novas-tendencias-de-viagem-dos-viajantes-na-america-latina-e-caribe.html>
- <https://forbes.co/2023/01/17/actualidad/el-2022-marco-record-en-cifras-de-colombianos-que-viajaron-al-exterior>
- <https://www.eltiempo.com/vida/viajar/cuales-son-los-destinos-internacionales-preferidos-por-los-colombianos-689006>
- <https://www.elespectador.com/turismo/cuales-son-los-destinos-internacionales-mas-elegidos-por-los-colombianos/>
- <https://visitebrasil.com.br/noticias/visa-revela-as-mais-novas-tendencias-de-viagem-que-estao-definindo-o-comportamento-dos-viajantes-na-america-latina-e-caribe>
- [https://www.mercadoeventos.com.br/\\_destaque\\_/slideshow/estudo-revela-os-principais-motivos-para-viajar-em-2023/](https://www.mercadoeventos.com.br/_destaque_/slideshow/estudo-revela-os-principais-motivos-para-viajar-em-2023/)
- <https://www.argentina.gob.ar/argentinosenelmundo>
- <https://www.ambito.com/economia/turismo/internacional-85600-argentinos-viajaron-al-exterior-diciembre-n5370169>
- <https://www.metropoles.com/distrito-federal/economia-df/brasileiros-gastaram-us-128-bilhoes-no-exterior-em-2022>
- <https://infograficos.estadao.com.br/focas/planeje-sua-vida/brasileiros-voltam-a-planejar-viagens-nacionais-e-para-o-exterior>



# THANK YOU



Have any question?

Gisele Abrahao

+ 1 410 320 5258

+ 55 11 996273160

[gisele@globalvisionaccess.com](mailto:gisele@globalvisionaccess.com)