

# BRAZIL: THE FIFTH MOST DEVELOPED DESTINATION IN AMERICAS



Brazilian tourism is doing quite well despite the global crisis. According to the World Economic Forum Travel and Tourism Competitiveness Report 2009 it is the 5th most attractive destination in the Americas.

Brazil Tourism industry is developing fast which is also reflected in the recent Travel and Tourism Competitiveness Report 2009. The report ranks 133 countries according to their environments' attractiveness for developing the travel and tourism industry. According to this paper, Brazil has ranked as **5th in the Americas** and 45th overall.

Brazil is often praised for its natural and cultural resources. After all this Latin American country has quite a few UNESCO World Heritage Sites and it reportedly boasts with the most diverse fauna in the world.

However, the report pointed out several deficiencies that influence the local travel trade. The Brazilian ground transport is rather underdeveloped. Also the quality of local roads, ports and railways has been ranked not very well. Furthermore, there are serious safety concerns, in this respect the country ranked as the 130th.

In spite of that the Brazilian tourism industry is doing well despite the global economic situation. According to the country's officials the tourism industry **revenue grew 20 per cent** in the first two months of this year. The drop in international travelers is balanced by the **growth in domestic travel**. Most of the foreign visitors come from Argentina, the U.S., Portugal, Italy, Chile, Uruguay and from Spain. Hotel occupancy increased by 23 per cent when compared with the same period last year. Among the major attractions undoubtedly belongs the famous Carnival that has brought many tourists in Rio de Janeiro and most of the local hotels were during the event full.

The tourism industry is very important for the country's economy especially for some regions. The industry represents approximately 2.6 per cent of Brazilian GDP and it also creates some 7 per cent of the country's jobs.

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Date: 2009-03-23

Article link: <https://www.tourism-review.com/brazil-tourism-growing-news1499>