

FOREIGN TOURISTS SPENT 6% MORE IN BRAZIL



According to data released by the Central Bank of Brazil, between January and October, foreign tourists visiting the country spent USD 5.915 billion dollars. This figure represents an increase of 6.21% compared to the first ten months of last year, when spending amounted to USD 5.569 billion.

In October, the foreign exchange earned from spending by foreign tourists in Brazil was USD 487.5 million, **a decrease of 8.6% compared to USD 533.4 million recorded in the same month in 2013.**

Coming during a bad year for the global economy, the positive results accumulated up to October were influenced by foreign tourists who arrived in Brazil in June and July for the World Cup.

During June and July, foreign visitors spent USD 1.586 billion, according to data released by the Central Bank. In the month of July, tourist arrivals brought in record revenues for the month, amounting to USD 789 million, slightly less than USD 797 million recorded in June. **Compared to the same period in 2013, this was an increase of 60%.**

From 2003, when Embratur began to focus exclusively on the overseas promotion of Brazil as a tourist destination, until 2013, the country managed to double to 170.63% its foreign exchange revenues from spending generated by international tourists. For the World Trade Organization, global spending recorded during this period averaged 119%.

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