

# BRAZILIAN CARNIVALS 2018 SHOULD INJECT US\$ 3.5 BILLION INTO THE ECONOMY



The government estimates that 10.6 million Brazilians and 400.000 foreigners will come to enjoy the Brazilian carnivals of this year. Rio de Janeiro, São Paulo, Belo Horizonte, Salvador, Recife and Olinda are the cities expecting big revenues from the festivities.

After a year of crisis, during which some cities reached the point where they had to cancel the carnivals in 2017, this year the ministry of tourism industry expects a revenue of R\$ 11.14 billion (about US\$ 3.5 billion) from the Brazilian carnivals.

According to the government, **10.6 million Brazilians will travel between the 9th and the 13th of February and 400.000 foreigners are expected to enjoy the country's festivities.**

Six cities are accountable for attracting the largest number of revelers. Rio de Janeiro, São Paulo, Belo Horizonte, Salvador, Recife and Olinda represent 65% of all tourist revenues during the carnivals.

“We currently expect the best carnival in history for the tourism industry. This is the outcome of our long-term projects whose intent is to prepare even more destinations for receiving visitors from all over Brazil and the world, with an improved infrastructure and services,” stated the Minister of Tourism, Marx Beltrão.

The estimate of the Brazilian Association of Travel Agencies (ABAV) is that the sales of travel packages will increase 15%, when compared to the same period in 2017, until the end of the Brazilian carnivals. Adding to the cities already popular for its festivities, Foz do Iguaçu (PR) and the cruises are also on the list of most popular options during this time of the year.

In Rio de Janeiro, a city famous for its samba school parades in the Sapucaí, and for its sturdy street carnival, the Ministry expects 6.5 million revelers during the carnival – 1.5 million of those will be tourists. Between residents and visitors, the carioca revelry should move R\$ 3.5 billion (about US\$ 1.1 billion) in the capital's economy.

The hotels expect to reach the mark of 85% of overall occupancy in the city, according to the Ministry of Tourism – an increase of 7% compared to last year. According to SindHotéis Rio, so far, about 78% of the hotel rooms located in the south of the capital – in the neighborhoods of Copacabana, Leme, Ipanema, Leblon, Flamengo, Botafogo and Centro – are already booked. In Barra da Tijuca, the booking index is already 70%.

In São Paulo the carnival should move R\$ 464 million (about US\$ 150 million) in the local economy, with tourists and residents appreciating the parades at the Sambadrome and its street carnival. The hotel occupancy in the coastal region of São Paulo will reach 90%, according to São Paulo Turismo (SPTuris).

Salvador and its trio elétricos should welcome 770 000 tourists, with 400 000 coming from the interior of Bahia and 300 000 from states like Rio de Janeiro, São Paulo and Minas Gerais. When it comes to international tourists, 70 000 visitors are expected from countries like Argentina, France, United Kingdom, Germany and Uruguay.

**The Bahian capital will probably amass R\$ 1.7 billion ( about US\$ 0.54 billion) with the carnival.**

Hotels, scattered throughout the city, should reach an occupancy rate of 98%, reaching 100% in the establishments close to the circuits of Barra and Ondina. According to the Ministry of Tourism Industry, during the carnival, the national tourists spend on average R\$ 4.915 and the foreigners R\$ 3.500.

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