

FOREIGN TOURISTS SPENDING IN BRAZIL GOING UP



According to Embratur (Brazilian Agency for International Tourism Promotion), the offer of international flights is virtually recovered from the pre-pandemic period and is expected to grow more next year.

A survey by the Ministry of Tourism reveals that **foreign tourist spending in Brazil increased by 84% from January to July this year**, compared to the same period in 2021. Total spending by foreign travelers reached \$2.7 billion.

The numbers are very positive for the sector, which has already noticed increasing numbers of tourists from abroad. At airports, the number of international landings rose to 4,200 in September, the highest over the last two years. Compared to the same month in 2021, it was more than twice as high.

Embratur reported that the offer of international flights is virtually recovered from the impacts of the pandemic and that it is expected to continue growing next year. New routes linking northeastern capitals and Santa Catarina to the Argentine territory should contribute to the arrival of more foreign visitors.

Overall, the demand for travel has been growing since January, but it has jumped since September. The end of the COVID restriction policies and the resumption of direct air routes help to boost foreign travel and foreign tourists spending. **With the real devalued against the dollar, the country becomes cheaper for foreigners, while also supporting domestic tourism.**

The expectation of the Ministry of Tourism is that by the end of the year, about 4.2 million foreign tourists will visit the country.

Fair to say, the arrival of foreigners visiting Brazil is still very modest when compared to other countries or tourist cities around the world. Only New York and Paris alone receive more than 30 million tourists every year.

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