

INTERNATIONAL TOURISM IN BRAZIL BREAKS RECORDS



Brazil's international tourism industry is thriving in 2023, with a record-breaking influx of visitors. Between January and July, these visitors contributed \$3.8 billion to the economy, surpassing the \$3.674 billion generated during the same period in 2019 before the pandemic. July of this year saw foreign tourists spending \$567 million in Brazil, marking the third-highest spending amount in the past 28 years, trailing behind only 2014 (\$785 million) during the World Cup and 2019 (\$598 million).

Brazil's image has been restored to the world, allowing foreign tourists to visit again. President Lula's efforts to resume environmental commitments, consolidate the country's democracy, and respect human rights and diversity have contributed to this. Additionally, Embratur, an independent agency under the Ministry of Tourism, has successfully reconnected our country with global tourism players and developed air connections in partnership with domestic and foreign companies. Marcelo Freixo, the President of Embratur, expressed these achievements, highlighting the agency's focus on advertising, marketing, and sales of tourism services, products, and destinations in Brazil since 2003.

According to data collected by the central bank since 1995, international tourism in Brazil has recovered. In the first six months of 2022, foreign visitors spent \$2.4 billion in Brazil, a 46% increase compared to the previous year. The federal government is credited with restoring the country's image compared to other nations. Tourism Minister Celso Sabino expressed his joy, stating that Brazil has much to offer, from its natural beauty to its diverse culture, history, and gastronomy. The government plans to spread the word about these unique experiences to the rest of the world.

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