

60% OF BRAZILIANS PLAN TO TRAVEL IN THE NEXT 12 MONTHS



The tourism sector suffered greatly in Brazil during the COVID-19 pandemic but has recovered strongly since the gradual resumption of economic and social activities. Due to pent-up demand for travel and reasonable ticket prices, many Brazilians plan to travel in the next 12 months. 2,070 people from all regions of Brazil were surveyed in September this year. The results are encouraging: 60% of Brazilians intend to take at least one leisure trip, and 25% plan to take two or more trips during this period.

According to a recent study, 67% of people who plan to travel will visit other Brazil regions, while 25% will travel outside the country, 19% will stay within their state, and 3% have yet to decide on their destination.

Regarding transportation, 65% of respondents plan to travel by plane, 26% by car, 15% by bus, 7% by rental car, 3% by train, and 3% by ship/cruise.

The study also revealed that hotels and resorts are the most popular accommodation choice for those planning to travel in the next 12 months (55%), followed by staying with friends and relatives (24%), vacation rentals (23%), inns (22%), hostels (5%), and camping/motorhome/RV tents (2%).

Travel decisions

When Brazilians decide on a destination for their leisure trips, the primary factor that influences their decision is price, according to 56% of respondents. Other factors that were mentioned include good destinations to rest (47%), destinations that provide an opportunity to experience different cultures (44%), good accommodation options (41%), infrastructure and logistics (31%), and ease of finding information on the internet (22%), among others.

Travelers rely on Google to search for information before and during their trips. However, they search for tickets directly on transport company websites when purchasing tickets or booking accommodation. They prefer to use specialized websites and apps such as Decolar, Kayak, or Booking.com for accommodation.

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