

TOURISM IN BRAZIL CONTINUES TO HEAT UP



Tourism in Brazil is showing strong growth, with the sector expanding by 14.9% in the first half of the year, according to data from FecomercioSP (São Paulo State Federation of Trade in Goods, Services and Tourism). Furthermore, this trend is reinforced by the airline network. Latam reported an 18% increase in the number of domestic passengers in the country over the last nine months compared to the same period in 2022.

According to reports, Latam Brasil transported over 24.3 million passengers on domestic flights from January to September, exceeding the number of passengers transported during the same period in 2022, which was 20.6 million. Aline Mafra, Sales and Marketing Director at Latam Brasil stated that the company has made sustainable and strategic investments in its operations to grow in areas with potential demand. This is part of their efforts to make flying accessible to more Brazilians.

Sustainable growth

Latam has expanded its codeshare agreement with Voepass, which has enabled the airline to offer tickets to at least 16 additional regional destinations in Brazil.

The airline has launched several new routes internationally. It carries more than 30 million passengers annually on domestic flights and 3 million on international flights. The Brazilian market has 700 flights daily, 650 domestic and 50 international.

In September, passenger demand across the group increased by 17.7% compared to the same month in the previous year. During the same period, the airline increased its seat supply by 16.4%. The company also raised its cargo capacity by 10.8% compared to the previous year.

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