

OVER 4.4 MILLION INTERNATIONAL TOURISTS VISITED BRAZIL IN NINE MONTHS



which increased by 1.8%.

The Institute of Geography and Statistics (IBGE) has released the latest data that indicates the remarkable growth of the Brazilian tourism industry throughout 2023. As per the Monthly Survey of Services (PMS), the tourism activities index surged 7.9% from January to September compared to the same period in 2022. The report emphasized the noteworthy growth in passenger transport,

All 12 of the country regions reported positive tourism data, with more strength in the states of São Paulo (6.3%), Rio de Janeiro (11.8%), Minas Gerais (17.5%), Bahia (13.9%) and Paraná (12.9%). In September 2023, the sector increased by 6.4% compared to the same month in 2022, marking the 30th consecutive month of growth.

The Brazilian tourism industry experienced 1.5% growth in September 2023. The tourism sector is currently 6.1% higher than it was in February 2020, which was the month when the COVID-19 pandemic began. The industry is now only 1.4% below its peak in February 2014.

Tourism Initiatives

The Ministry of Tourism has recently launched programs focusing on the sector's development. One of these programs is Meet Brazil: Flying, a partnership with the Ministry of Ports and Airports and airlines. The aim is to make travel within the country easier. The initiative involved the creation of 94 new air routes, which will reach 43 destinations in 17 Federation Units.

Another initiative organized by MTur is "Meet Brazil". This program also partners with the Ministry of Ports and Airports and Banco do Brasil. The joint work provides easy credit availability to account holders of the financial institution, making it easier for them to travel.

Tourism growth

The recent statistics from IBGE support the notion that national tourism is thriving. In September of this year, foreign visitors spent a whopping US\$566 million in Brazil, the highest amount recorded since 1995, when the Central Bank started keeping such records. To date, the total expenses of these visitors exceed R\$24.6 billion.

According to the Ministry of Tourism's survey, Embratur, and the Federal Police, more than 4.4 million international tourists visited Brazil from January until September 2023, marking a 79% growth from the total number of tourists in 2022.

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