

GOVERNMENT TO INVEST IN NEW INTERNATIONAL FLIGHTS IN BRAZIL



Last week, the Brazilian federal government launched the first public notice of the International Tourism Acceleration Program (PATI). The program aims to expand the number of seats and international flights to Brazil through a public-private partnership with airlines and airports.

Embratur runs the program, which is funded by the National Civil Aviation Fund (FNAC). The FNAC is a partnership between the Ministry of Ports and Airports and the Ministry of Tourism.

The program is currently in its testing and adjustment phase. **The investment forecast is at least R\$7 million (about US\$1.4 million), half of which will be funded with public resources.**

New Destinations

The public notice invites airlines and airports to launch new international flights to Brazil in partnership with companies. Interested parties can present proposals for investment in promotion, such as advertising campaigns in the flight's country of origin. Promotional trips with journalists, digital influencers, and foreign tour operators are also possible.

Embratur, the Brazilian Tourism Board, will fund some actions to promote the new air routes. The agency will provide R\$ 40 (about US\$8) for each seat on a new flight that lands in Brazil between October 27, 2024, and March 29, 2025.

The public notice will provide scores for proposals showing greater private investment than public investment. Proposals with counterparts lower than the amount invested by Embratur will receive a penalty. The achievement of international tourism growth goals in Brazil is closely associated with air connectivity, which is a market factor.

Induction of New International Flights

To receive the resources, the company must ensure an increase in the air network compared to the 2023-2024 season. Furthermore, the resources will be tethered to new seats.

The PATI's notice also outlines specific criteria that empower flights taking off from countries considered "strategic markets," either because they already send many tourists to Brazil or are major international emitters. This is even though these countries do not currently have great relevance for Brazil's tourism.

For example, Germany and China are the second and third largest global tourist source markets, respectively, but they only occupy the eighth and 20th positions among those who most visit Brazil. In 2023, more than 60% of German tourists who visited Brazil came on flights with connections to other European countries, highlighting the low connectivity with this country. Flights from China to Brazil will resume only in May this year.

PATI is considering proposals to create new flight routes to promote better connectivity between different countries and destinations in Brazil. Even airports that don't currently offer direct flights to

Brazil or countries that don't have direct flights to Brazilian airports are welcome to participate.

To be successful, the proposals should include flights with a higher weekly frequency and convenient arrival and departure times, preferably between 9 a.m. and 6 p.m. This will make Brazil more attractive to international tourists.

Furthermore, **proposals to use modern aircraft with lower carbon emissions will be given priority**. Companies committed to the UN 2030 Agenda in achieving the Sustainable Development Goals (SDGs), with policies on sustainability and the environment, combating human trafficking, supporting women's rights, social inclusion, and diversity, will also receive better rankings.

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