Activities Report Summary

Brazil

NOVEMBER 2013

South Marketing International
Market Overview

São Paulo and Rio de Janeiro represent more than 60% of trips to Switzerland

In 2012, about 84,000 Brazilians visited Switzerland. São Paulo and Rio de Janeiro represent, together, 63% of stays in the European country – 42.5% from São Paulo and 21.3% from Rio de Janeiro. These figures were informed by the Tourism Office of Switzerland.

According to the manager of Tourism Office of Switzerland, Adrien Genier, they intend to increase, by 2016, 45% in the number of stays.

Source: Panrotas
Date: Nov 11, 2013


 Brazilians spending more time and money in Texas

According to Texas Tourism, in 2012 Brazil reached the fifth position among all international markets in the number of passengers traveling to Texas and registered 99 thousand visitors. The other four countries are Mexico, Canada, United Kingdom and Germany.

In terms of shopping, Brazilian tourists spend more and more: US$ 167 million were spent in 2012 (a significant increase compared to US$ 135 million in 2011), an average of US$ 176 daily. The country is behind Mexico and Canada only and surpassed markets like Germany, United Kingdom, France and Australia.

Brazilian tourists also spent more time in Texas in 2012. On average, they spent 9.6 nights in the state – in 2011, they spent only 2 nights on average.

Source: Panrotas
Date: Nov 5, 2013


Chile wants to attract 400,000 Brazilians in 2013

The National Tourism Board of Chile has just launched the 2013/2014 season for the region of Magallanes and the Chilean Antarctic. According to the regional director of National Tourism Board of Magallanes, Andrea Tellez, Brazil is a priority to promote tourism in Chile. “In 2012, we registered an increase of over 15% in the number of Brazilians in Chile. This year, we hope we can reach around 400,000 Brazilians in Chile.

Source: Panrotas
Date: Nov 5, 2013


France intends to welcome 670,000 Brazilians this year

The number of Brazilians in France is growing. According to the director of Atout France in Americas, Jean-Phillipe Pérol, they expect to register a growth of 8% compared to last year, reaching 670,000 visitors. Last year, there were 612,000 Brazilians visiting the country.

ALSO

The director of Atout France has also launched a blog in which he will give tourists some tips about France and Brazil, besides commenting on the market and the new trends. Pérol intends to post at least twice a week (Le Blog do Pérol).
Brazilians spending more money while traveling

China will probably lead the ranking of countries whose tourists spend the most while traveling, according to a report presented by the World Tourism Organization. The data include the expenses from January to September, when the Chinese spent 30% more than the first nine months of 2012. Brazil, which was 12th in the ranking, might have a better position this year, as Brazilians spent €17.3 billion, an increase of 14.6% in comparison to the same period in 2012.

Check the ranking and the variation of expenses from January to September 2013, compared to the same period of 2012:

1 – China: + 30.6%
2 – United States: + 1.4%
3 – Germany: + 0.4%
4 – United Kingdom: + 1.9%
5 – Russia: + 28.2%
6 – France: + 1.6%
7 – Canada: + 3.6%
8 – Japan: - 5 %
9 – Australia: - 0.7%
10 – Italy: - 2.6%
11 – Singapore: + 4.1%
12 – Brazil: + 14.6%
13 – Belgium: + 24%
14 – The Netherlands: - 1.3%
15 – South Korea: + 7.6%

Copa Airlines believes Brazil is a great market for its flights to Nassau

Copa Airlines intends to fly more frequently between Panama City and Nassau. Currently the company operates this flight four times a week. João Batista Ribeiro, the airlines’ sales representative, says that “Nassau is as beautiful as Punta Cana and we expect our agents to experience this beauty so that they can transmit it to our customer, sell the destination and thus having more passengers flying to Nassau.”

Ribeiro also explains that the airline encourages trips to the Caribbean as a whole. “All our flights are nonstop to Panama and from there they take off to different parts of the world – there are 66 destinations in 29 countries. We just purchased our 90th aircraft in November 2013.”
AA starts route to CWB and POA; photos of the first flight

American Airlines has just started its daily route Porto Alegre – Curitiba – Miami. According to AA’s director of sales in Brazil, José Roberto Trinca, the average occupancy of AA 203 is 70%. The Sales, according to him, are balanced between Curitiba and Porto Alegre.

Source: Panrotas
Date: Nov 22, 2013


Communications

This month 32 online and 12 printed articles have been published. The advertising value of them together is US$3’370,340,21.

The full PR agency and Clipping Reports are loaded on Share.

NEWSPAPERS, MAGAZINES AND WEB PUBLISHED

Intelog
Public: general consumers/ consumers interested in tourism
Date: 11/02
Pageviews: 1766666
Type: website

Panrotas
Public: general consumers/ consumers interested in tourism
Date: 11/07
Pageviews: 14 994
Type: website

Guia da Semana
Public: general consumers/ consumers interested in tourism
Date: 11/06
Pageviews: 433333
Type: website

Folha de S.Paulo
Public: general consumers/ consumers interested in tourism
Date: 11/03
Pageviews: 321535
Type: newspaper

Viaje Mais
Public: general consumers/ consumers interested in tourism
Date: 10/01
Print run: 55000
Type: magazine
Taste
Public: general consumers/ consumers interested in tourism
Date: 10/31
Print run: 150000
Type: magazine

Zero Hora
Public: general consumers/ consumers interested in tourism
Date: 11/15
Pageviews: 1253925
Type: website

Época
Public: general consumers/ consumers interested in tourism
Date: 11/18
Print run: 480000
Type: magazine

Terra
Public: general consumers/ consumers interested in tourism
Date: 11/15
Pageviews: 69686133
Type: website

Folha de S.Paulo
Public: general consumers/ consumers interested in tourism
Date: 11/14
Print run: 297927
Type: newspaper

Valor Econômico
Public: general consumers/ consumers interested in tourism
Date: 11/14
Pageviews: 656666
Type: website

Valor Econômico
Public: general consumers/ consumers interested in tourism
Date: 11/14
Print run: 56935
Type: newspaper

Folha de S.Paulo
Public: general consumers/ consumers interested in tourism
Date: 11/14
Pageviews: 1691934
Type: website

Vitrine Turismo
Public: general consumers/ consumers interested in tourism
Date: 11/13
Pageviews: 0
Type: website
Diário do Grande ABC
Public: general consumers/ consumers interested in tourism
Date: 11/14
Pageviews: 116666
Type: website

Diário do Grande ABC
Public: general consumers/ consumers interested in tourism
Date: 11/14
Print run: 31000
Type: newspaper

Multishow
Public: general consumers/ consumers interested in tourism
Date: 11/08
Pageviews: -
Type: TV Channel/ website

Promoview
Public: general consumers/ consumers interested in tourism
Date: 11/12
Pageviews: 29988
Type: website

O Vale
Public: general consumers/ consumers interested in tourism
Date: 11/08
Pageviews: -
Type: website

Folha de S.Paulo
Public: general consumers/ consumers interested in tourism
Date: 11/08
Pageviews: 1691934
Type: website

TN Notícias
Public: general consumers/ consumers interested in tourism
Date: 11/08
Pageviews: 10
Type: website

Diário do Nordeste
Public: general consumers/ consumers interested in tourism
Date: 11/09
Pageviews: 464864
Type: website

Panrotas
Public: general consumers/ consumers interested in tourism
Date: 11/07
Pageviews: 14994
Type: website
**Multishow**  
Public: general consumers/ consumers interested in tourism  
Date: 11/22  
Pageviews: -  
Type: website  

**A Crítica**  
Public: general consumers/ consumers interested in tourism  
Date: 11/20  
Pageviews: 25000  
Type: newspaper  

**BOL**  
Public: general consumers/ consumers interested in tourism  
Date: 11/25  
Pageviews: 10326666  
Type: newspaper  

**UOL**  
Public: general consumers/ consumers interested in tourism  
Date: 11/25  
Pageviews: 151346666  
Type: newspaper  

**Motor Dream**  
Public: general consumers/ consumers interested in tourism  
Date: 11/25  
Pageviews: 29 500  
Type: website  

**Brasil Econômico**  
Public: general consumers/ consumers interested in tourism  
Date: 11/25  
Pageviews: 100.000  
Type: website

**Terra**  
Public: general consumers/ consumers interested in tourism  
Date: 11/26  
Pageviews: 69686133  
Type: website  

**Jornal de Turismo**  
Public: general consumers/ consumers interested in tourism  
Date: 11/27  
Pageviews: 2954  
Type: website  

**Jornal de Turismo**  
Public: general consumers/ consumers interested in tourism  
Date: 11/27  
Pageviews: 2954  
Type: website  
Folha de S.Paulo
Public: general consumers/ consumers interested in tourism
Date: 11/28
Print run: 297927
Type: website

A Tribuna - Santos
Public: general consumers/ consumers interested in tourism
Date: 11/24
Pageviews: 42000
Type: website

Hôtelier News
Public: general consumers/ consumers interested in tourism
Date: 11/28
Pageviews: 240
Type: website

AT Revista
Public: general consumers/ consumers interested in tourism
Date: 11/24
Pageviews: 42000
Type: magazine

Olhar Direto
Public: general consumers/ consumers interested in tourism
Date: 11/11
Pageviews: 150000
Type: website

O Fluminense
Public: general consumers/ consumers interested in tourism
Date: 11/11
Pageviews: 8019
Type: website
**Mobility Online** - The first company specialized in the car rental sector in Brazil and abroad, maintaining contracts with the major rental companies in the world. Their Mobility Select department also offers exclusive products such as bike rentals, motorhomes and upscale cars.

Sales Calls – São Paulo

Maktour – November 11th
Meeting with Mr. Marcus Di Tommaso (Director) – Ski FAM invitation

Nascimento Turismo – November 11th
Meeting with Melissa Rosa (Product Manager)

CI Turismo – November 12th
CA training for 35 people

Designer Turismo – November 12th
CA training for 35 people

TAM Viagens – November 13th
Meeting with Aline Fregnani (Marketing)
We are organizing a promotion including California Expert

Decolar.com – November 13th
Meeting with Mônica Ordóñez B. (Business Coordinator)

MMT Gapnet – November 13th
CA training for 36 people

New Monthly Newsletter – Winter in California

All electronic flyers are broadcasted to a data over 9,000 travel agents e-mail addresses from all over Brazil.