

Brazil Tourism Report Q3 2016

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Abstracts

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BMI View: The next quarter will be a key one for Brazil's tourism market, which will expect the bulk of arrivals and receipts to be centred around the Rio Olympic Games in August. However, after this event we forecast a period of stagnation for the industry, with a post-event lull combining with domestic economic weakness to lower demand and investment.

Key Updates And Forecasts:

We forecast tourist arrivals to grow by 7.4% in 2016, bolstered by the Olympics, before then moderating to around 3% over the rest of the forecast period.

Tourism receipts will grow by 2.9% in 2016, to USD6.25bn, and then continue growing strongly over the forecast period, even as arrivals moderate.

We expect arrivals from Europe to grow by 8.9% in 2016, reflecting the region's interest in the Olympics and Brazil's success in marketing itself as a holiday destination.

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