

Brazil Tourism Report Q4 2016

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Abstracts

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BMI View: This quarter will be key for Brazil's tourism market, as we expect the bulk of arrivals and receipts to be centred on the Rio Olympic Games in August. However, after this event we forecast a period of moderation 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 4.8% in 2016, bolstered by the Olympics, before then moderating to around 4% over the rest of the forecast period.

We expect hotel growth to remain steady over the forecast period, indicating ongoing confidence in the Brazilian tourist industry beyond the 2016 Olympics.

We expect outbound tourism to pick up pace from 2017, as many Brazilians travel abroad again after remaining at home for the 2014-2016 sporting events.

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