

# BRAZIL

Market information about our  
Visitors and our Active Considerers

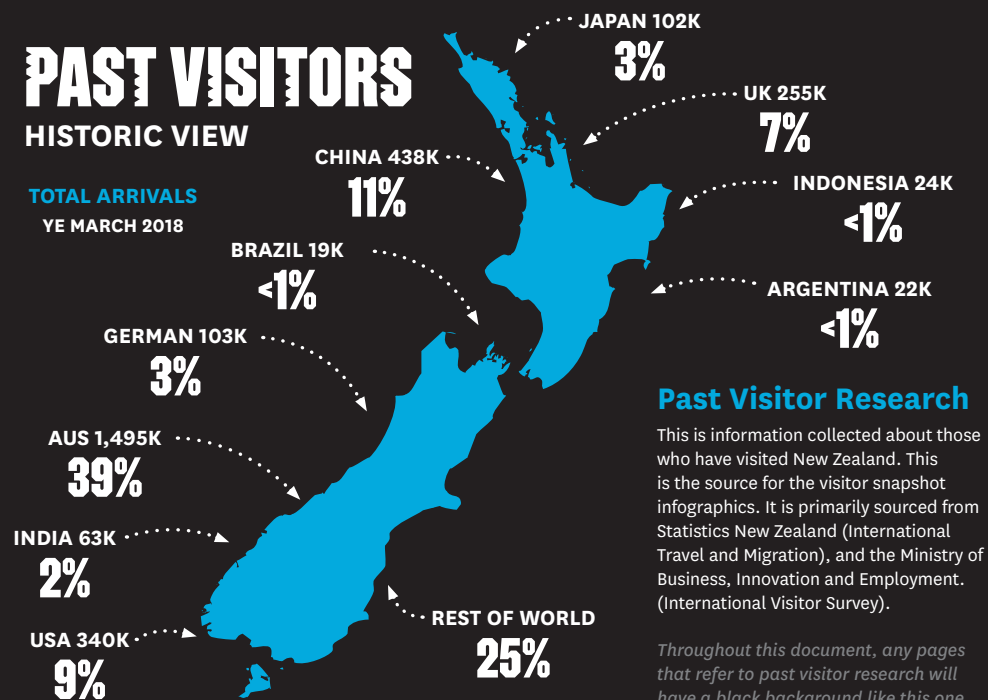




# PAST VISITORS

## HISTORIC VIEW

TOTAL ARRIVALS  
YE MARCH 2018



### Past Visitor Research

This is information collected about those who have visited New Zealand. This is the source for the visitor snapshot infographics. It is primarily sourced from Statistics New Zealand (International Travel and Migration), and the Ministry of Business, Innovation and Employment. (International Visitor Survey).

Throughout this document, any pages that refer to past visitor research will have a black background like this one.



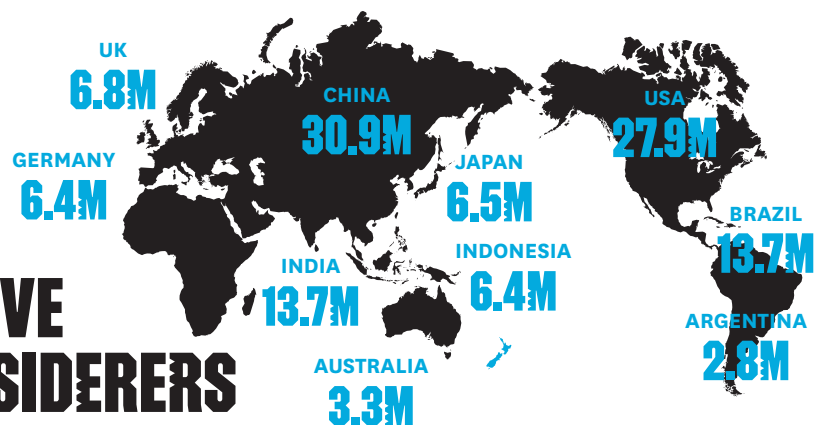
# BRAZIL

## PAST VISITORS

Current arrivals from Brazil are 19K but arrival growth has accelerated recently

# ACTIVE CONSIDERERS

## FUTURE VIEW



### Active Considerer Research

An Active Considerer is someone who is considering coming to New Zealand for their next holiday, and New Zealand is one of their top five destinations they would most like to visit. Tourism New Zealand commissions ongoing research (Kantar TNS), to understand who these people are, and what their motivations and barriers are; this research is the key information source for understanding our future visitors. To ensure we gather information from a relevant audience in the Emerging Markets, we only survey those respondents that are in a higher socio-economic position.

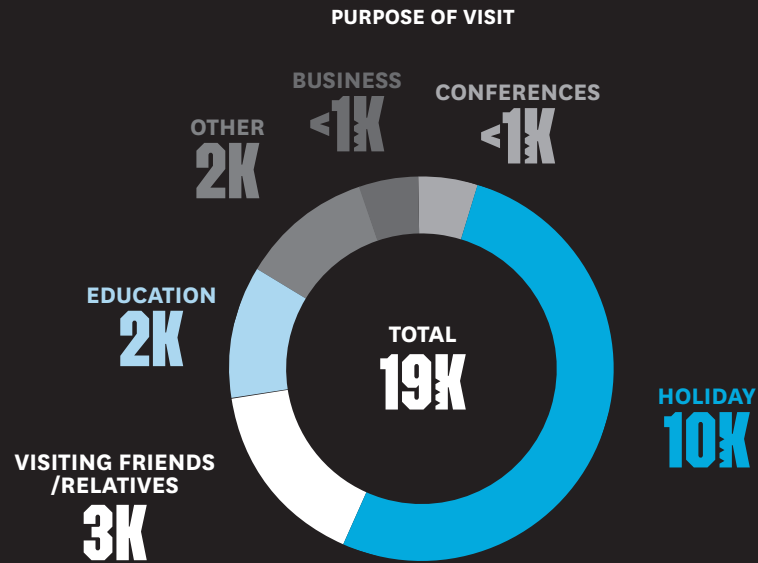
Throughout this document, any pages that refer to Active Considerer research will have a white background like this one.



# BRAZIL

## VISITOR SNAPSHOT

Brazil is a fast growing market with holiday visitors driving the growth



### AVERAGE LENGTH OF STAY



HOLIDAY STAY  
DAYS 145k

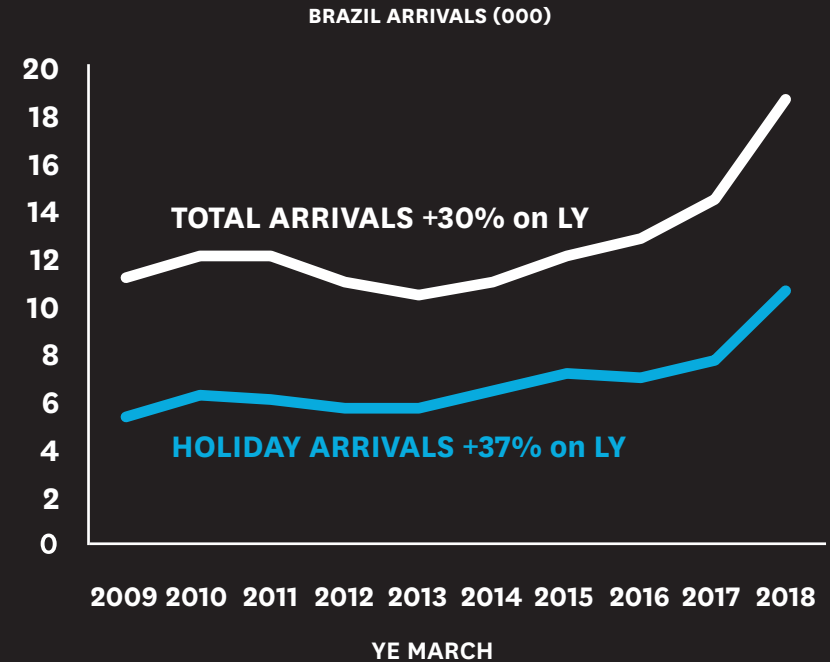
TOTAL STAY  
DAYS 535k

SOURCES: STATISTICS NEW ZEALAND INTERNATIONAL TRAVEL AND MIGRATION



## VISITOR GROWTH TREND

Brazil has moved from modest to strong growth in the last two years



# BRAZIL

## VISITOR PROFILE

Independent Professionals account for nearly two thirds of Brazil holiday visitors

### AGE PROFILE OF HOLIDAY VISITORS



9%

YOUTH  
Ages 18-24



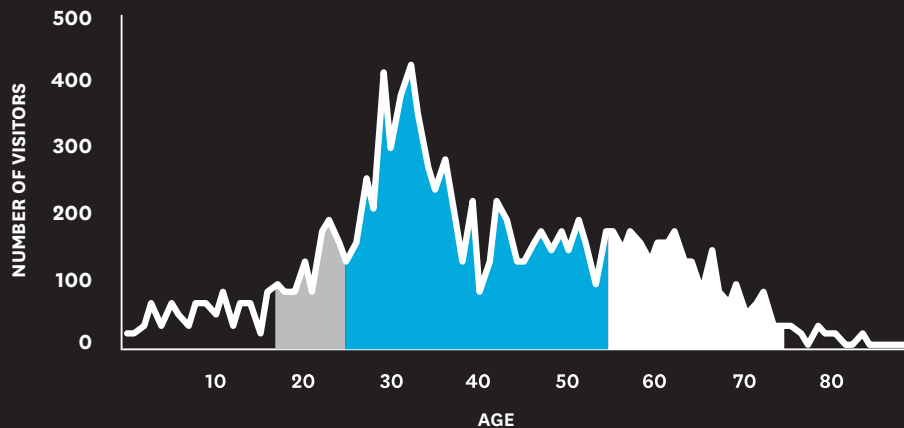
60%

INDEPENDENT PROFESSIONALS  
Ages 25-54



22%

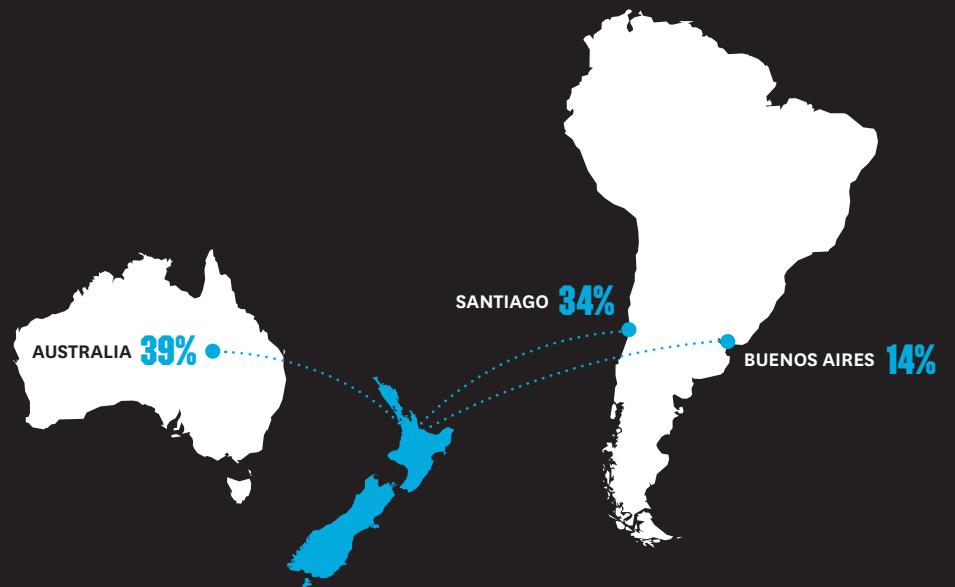
ACTIVE BOOMERS  
Ages 55-74



## VISITOR ROUTES

With no nonstop flight between Brazil and New Zealand, visitors come via Australia or use nonstop services from Chile and Argentina

### THREE QUARTERS OF HOLIDAY ARRIVALS COME VIA AUSTRALIAN PORTS OR VIA SANTIAGO, CHILE





# BRAZIL

## VISITOR TRAVEL SEASONS

Holiday visitors from Brazil tend to favour summer but over 40% do visit in the shoulder seasons

### HOLIDAY VISITOR ARRIVALS BY SEASON



ARRIVE IN  
SUMMER

**42%**



ARRIVE IN  
AUTUMN

**19%**



ARRIVE IN  
WINTER

**15%**

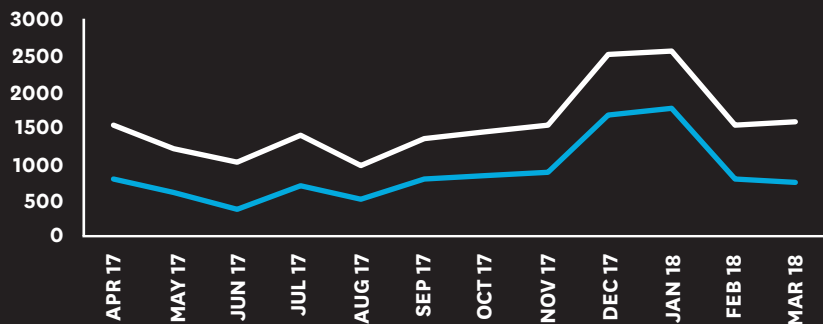


ARRIVE IN  
SPRING

**25%**

### MONTH OF ARRIVAL

— TOTAL — HOLIDAY



# BRAZIL

## ACTIVE CONSIDERERS

Active Considerers are what we call our target audience. These people are aged 18-74, they are classified as being in a higher socio economic position, they are aware of New Zealand, and it is a preferred destination to visit for a holiday in the next three years. They also indicate that they are prepared to spend BRL 8,000 per person on their holiday.

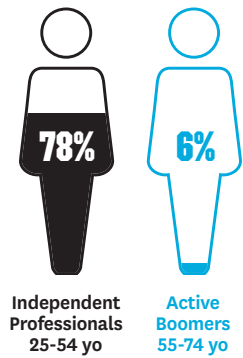


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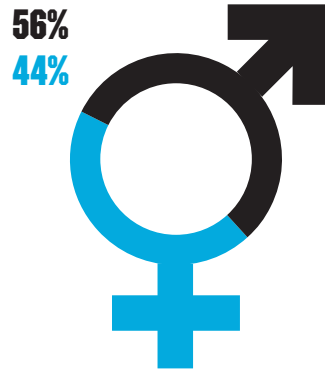
## ACTIVE CONSIDERER PROFILE

Brazilian Active Considerers = 13.7m

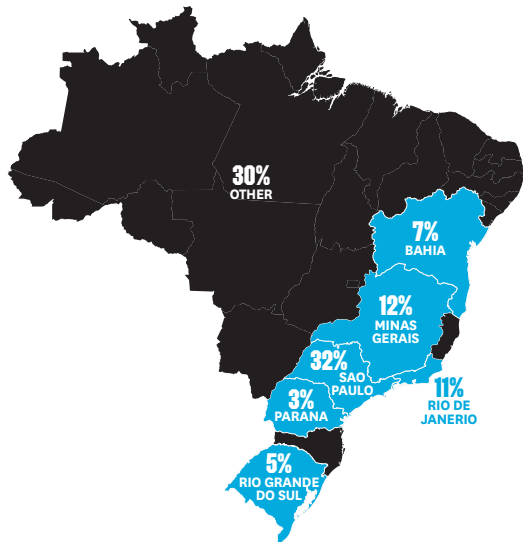
### MOST ACTIVE CONSIDERERS ARE INDEPENDENT PROFESSIONALS



### GENDER SKEWS MALE



### ACTIVE CONSIDERERS LIVE IN THE FOLLOWING REGIONS



### WHAT DO THEY NEED MORE INFORMATION ABOUT?



### HOW TO INTERPRET THIS DATA

41% of Active Considerers said they wanted to know more about how welcoming the locals are



## ACTIVE CONSIDERER PROFILE

For our Brazilian Active Considerers, New Zealand is in the competitive set including destinations such as the USA, Australia, Italy, France and Japan. Our strengths are our range of adventure and clean & unpolluted environment.

### WHAT BRAZILIANS KNOW US FOR



### MESSAGES WE NEED TO COMMUNICATE MORE

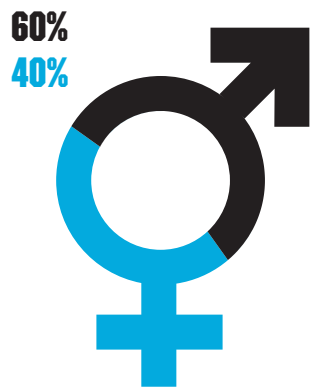


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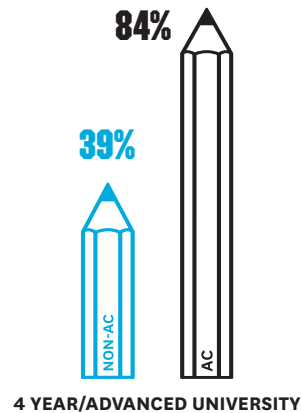
## ACTIVE CONSIDERER INDEPENDENT PROFESSIONAL PROFILE

Independent Professionals are people aged 25-54 years old. They are the largest segment within our Active Considerer target audience, making up 78% of our target audience.

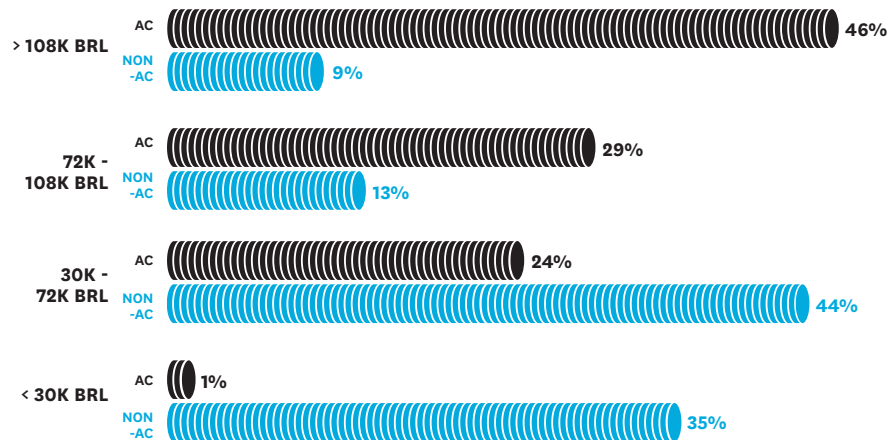
### GENDER SKEWS MALE



### INDEPENDENT PROFESSIONALS ARE MORE LIKELY TO BE TERTIARY QUALIFIED



### INDEPENDENT PROFESSIONALS ARE MORE LIKELY TO HAVE HIGHER HOUSEHOLD INCOME



# NOTES



### WHAT DO THEY NEED MORE INFORMATION ABOUT?



### HOW TO INTERPRET THIS DATA

40% of Active Considerers said they wanted to know more about how welcoming the locals are

**100% PURE**  
**NEW ZEALAND**  
[newzealand.com](http://newzealand.com)