



# Why Brazil?

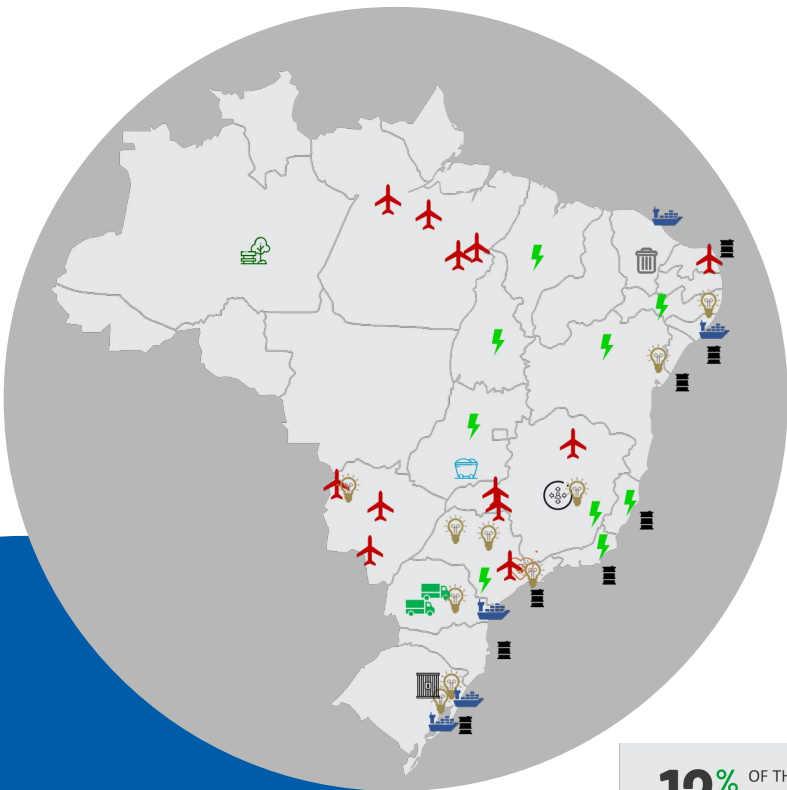
*Data about the Brazilian economy*



*Wind turbines  
Rio Grande do Norte*

## Why Brasil

- With a **population of 203 mi**, and a **rising GDP**, the pax per capita is still **less than 0.5**
- Since 2023, Brasil is **leading the sustainable development** agenda, fostering **new investments and economic resilience**
- Brasil's **touristic potential is immense**, and air access is one of the bottlenecks
- ANAC has evolved the authorization process and is ready to **approve new airlines within 30 days**



# Economic expectations

	2023		2024		
	Forecast in JAN 06/23	Actual	Forecast in JAN 06/23	Forecast in MAR 02/24	
<b>CONSUMER INFLATION %</b>	5,36	4,62	3,70	3,77	↔
<b>GDP %</b>	0,78	2,95*	1,50	1,78	↑
<b>BRL/USD FX RATES</b>	5,28	4,84	5,30	4,93	↓
<b>INTEREST RATES %</b>	12,25	11,75	9,25	9	↓

\*Market forecasts as of Feb 2nd, 2024

**USD 14 bn**  
investments in 2023

**12%** OF THE PLANET'S FRESH WATER RESERVES, THE LARGEST RAINFOREST AND BIODIVERSITY

BRAZIL HOLDS **4TH PLACE** IN THE RANKING OF FOREIGN DIRECT INVESTMENT IN 2022 (OECD).

LEADS (**RANK 1**) THE WBG PRIVATE PARTICIPATION IN INFRASTRUCTURE DATABASE WITH 1,088 PROJECTS AND **US\$447 BILLION** IN INVESTMENT.



# USD 12.6 million invested by Visit Brasil in 2023

- **Attended all major Tourism Fairs in our priority markets in Europe and Americas**
  - FITUR, T&AS, BTL, ITB, Seatrade, IMEX World, FIEXP0, FIT, IFTM, TTG, FITPAR, IMEX Americas, NYITS, WTM, ILTM
- **First time of Visit Brasil's stand at World Routes**
- **Online campaigns with key TO partners and airlines in our priority markets**
  - Viajes El Corte Inglés, Despegar, Odigeo eDreams, TripAdvisor, Skyscanner, Solférias, Abreu, SKY Airline, JetSMART
- **USD 1 million invested by third-party partners in cooperated campaigns**
  - Increasing Visit Brasil's audience reach and solidifying the partnership with international Tour Operators

# Learn more

[www.embratur.com.br/editalvoos](http://www.embratur.com.br/editalvoos)  
*opens March 20th 2024*

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