

BRAZIL WELCOMED 12.9% MORE FOREIGN TOURISTS



According to official data, Brazil experienced a 12.9% increase in visitors during the first 11 months of 2024 compared to the previous year. In November alone, a month before the start of the summer season and the peak tourism season, Brazil welcomed 560,732 foreign visitors. This figure represents an 11.2% increase from the same period last year.

November 2024 recorded **the second-highest number of foreign tourists in Brazil since 2015, when 573,000 visitors arrived during a similar timeframe**, just before the World Cup 2014 and the 2016 Rio de Janeiro Olympic Games.

Marcelo Freixo, the president of the Brazilian Agency for International Tourism Promotion (Embratur), stated that Brazil has moved beyond recovery from the pandemic and is now entering a growth phase in international tourism.

"This indicates that our international promotional efforts are effective, and our strategy to focus on specific markets such as Chile, Paraguay, France, and Portugal is yielding positive results," said Freixo.

As of November, Argentina remains the leading source of tourists visiting Brazil, with 1.71 million visitors. The United States ranks second, contributing 640,579 visitors. Following them are Chile, Paraguay, and Uruguay, which collectively sent 1.33 million tourists to Brazil.

According to official data, foreign tourists who visited Brazil in the first nine months of the year spent 30.8 billion reais (approximately 4.91 billion euros) in the country, marking a 25% increase compared to the same period in 2023.

Experts predict Brazil will conclude the year with a record 6.8 million foreign tourists. This figure surpasses the previous record of 6.3 million foreign tourists who visited in 2019, before the crisis caused by the COVID-19 pandemic.

The Brazilian government anticipates that approximately seven million foreign tourists will visit the country by 2025. The tourism minister stated that authorities are working "with great vigor and determination" to improve these numbers.

One of the significant challenges facing tourism in Brazil is the distance from key markets with the highest number of travelers, as "most tourists tend to travel within a radius of 500 kilometers" from their homes.

Additionally, the tourism minister highlighted that Brazil will host significant events in 2025, including the UN Climate Summit and COP30 in Belém, as well as international concerts.

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