



**Euromonitor
International**

Travel in Brazil

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Domestic demand drives growth in Brazilian travel

In-destination spending dominates as experiences drive value

Price-sensitive families fuel short breaks as premium travellers seek exclusivity

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Middle-income travellers to expand leisure spending as disposable income rises

Digital personalisation and AI to become core differentiators for travel companies

Experience-led travel and demographic shifts to reshape business models and competition

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

LATAM expands capacity to consolidate leadership in value sales

Digital ecosystems and experience-led business models drive innovation in travel booking

PRODUCTS

LATAM Airlines leverages events to boost leisure demand

Airbnb enhances value through unique experience-led offerings

Decolar drives digital ecosystem growth with targeted promotions

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

CONUNTRY REPORTS DISCLAIMER

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