

INCOMING BRASIL

Country and people¹

Capital	Brasilia (3,599,00 inhabitants)
Area	8,514,877 km ²
Inhabitants	205.8 million (growth rate 0.8%) (2016 est.) 214 million (forecast 2025)
Mean age	31.6 years
Economy	GDP per capita: 8,118 US\$ (GDP – real growth rate -1.0% 2016 est.)
Unemployment rate	5.6% (2015)
Inflation rate	8.9% (2015 est.)

GENERAL TRAVEL BEHAVIOUR

- Intensity of travel abroad: 4.2% (resident population from 15 years on)

European Destinations of trips abroad in 2016

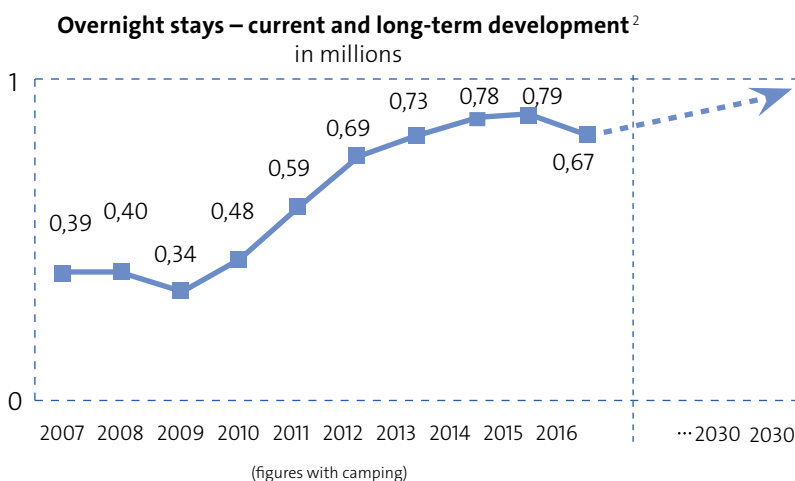
rank 1 – Portugal

rank 2 – Spain

rank 3 – Italy

rank 4 – Germany

DESTINATION GERMANY



- Year 2016: 266,850 arrivals from Brasil / 670,403 overnight stays (camping included)
- Volume of overnight stays: increase 2007–2016 by +73.4%; growth 2015–2016: -15.6%; average annual rate of change 2007–2016: +5.9%
- DZT forecast until 2030: 1.7 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

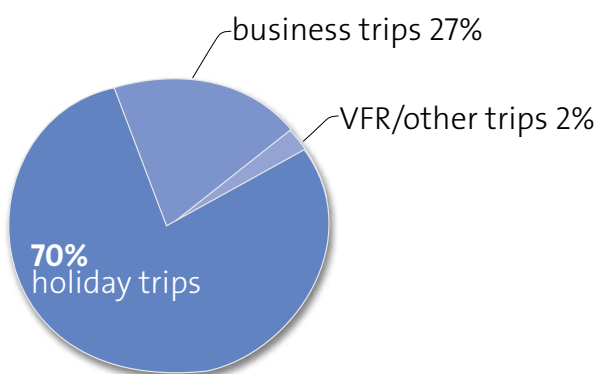
Federal states ²	Cities ² (more than 100,000 inhabitants)
rank 1: Berlin with 31.4% of all overnight stays	rank 1: Berlin with 210,621 overnight stays
rank 2: Bavaria with 26.5% of all overnight stays	rank 2: Munich with 107,386 overnight stays
rank 3: Hesse with 11.1% of all overnight stays	rank 3: Frankfurt with 52,517 overnight stays
rank 4: Baden-Württemberg with 9.8% of all overnight stays	rank 4: Cologne with 23,817 overnight stays

Purpose of all incoming trips

- 70% holiday trips, ■ 27% business trips, ■ 2% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)

Booking-behaviour, main mode of transport, accommodation for incoming trips

- Booking primarily via internet (75%), followed by bookings via travel agencies (48%)
- Plane as main mode of transport
- Mainly hotel accommodation (70%)



CONTACT

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REFERENCE

World Travel Monitor 2016, IPK International; also:

¹ www.cia.gov, www.gtai.de

² German Federal Statistics Office 2008-2017 / German State Offices 2017

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