

CHARACTERISTICS OF TRAVELERS FROM BRAZIL TO CALIFORNIA - 2010

Brazil was one of California's smaller overseas markets with approximately 112,000 visitors to California in 2010. Collectively visitors from Brazil spent approximately \$232 million in California.

Brazilian visitors to California during 2010 reported spending \$159 per day during an 11.5 night average stay or approximately \$2,067 per visitor. The average spending for all overseas visitors to California was about \$1,209 (\$107 per day; 11.3 nights in California).

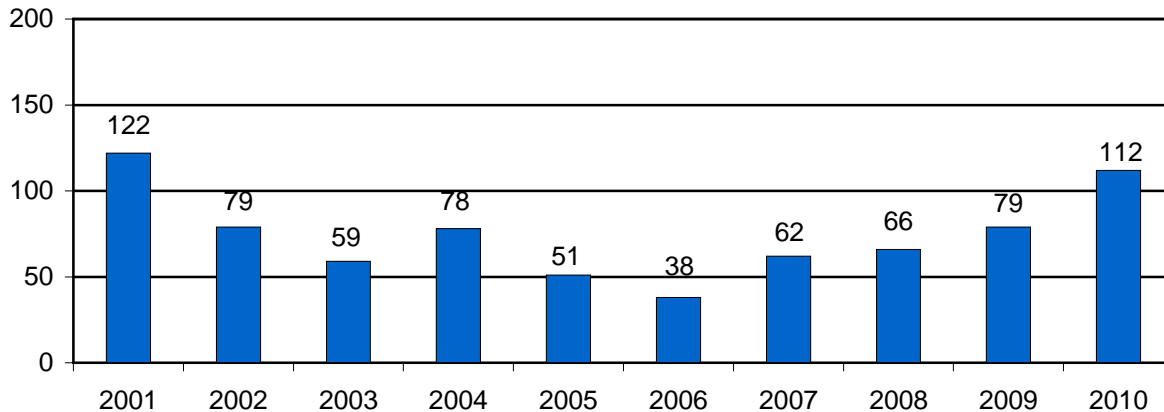
Visitors From Brazil

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
2000	737,245	16.1%	119,000
2001	551,406	22.1%	122,000
2002	405,094	19.4%	79,000
2003	348,945	17.0%	59,000
2004	384,734	20.2%	78,000
2005	485,373	10.5%	51,000
2006	525,271	7.3%	38,000
2007	636,431	9.7%	62,000
2008	769,232	8.6%	66,000
2009	892,611	8.9%	79,000
2010	1,197,866	9.3%	112,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

Number of Visitors from Brazil to CA, 2001-2010 (in 000s)



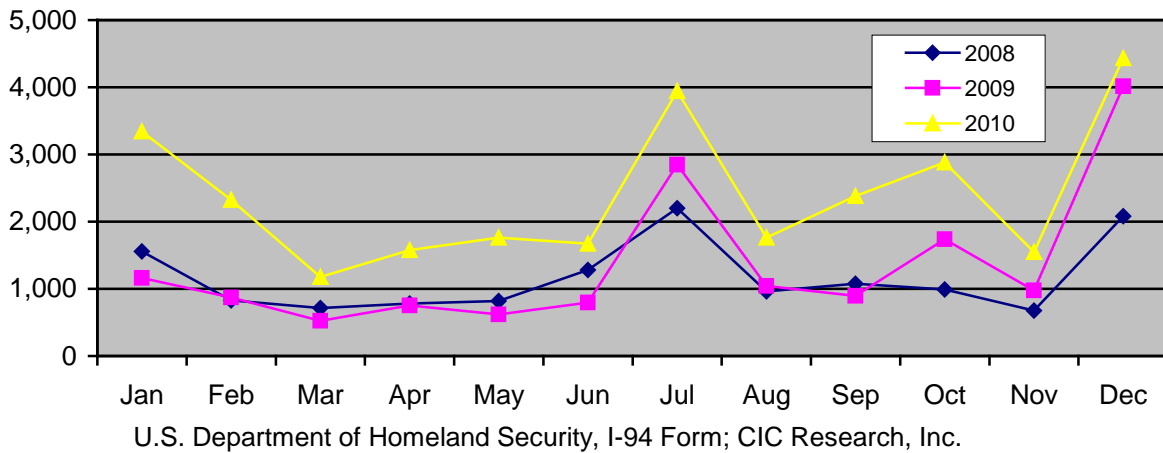
Source: International Trade Administration, Office of Travel and Tourism Industries.

Since 1997 visitor volume to California from Brazil has dropped from 178,000 to a low of just 38,000 in 2006. By 2010 the number of visitors to California from Brazil had risen to 112,000. Brazil is a large market, but it is subject to big swings in its economy and the total volume of Brazilians visiting the U.S. Almost one million residents of Brazil visited the U.S. in 1997, but by 2003 total U.S. arrivals had dropped 63% to about 350,000. In 2010 it had risen back up to 1.2 million.

Brazilian Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Brazil to California were higher during each month of 2010 than in previous years. In general, Brazilian resident arrivals at California ports-of-entry tended to peak in July and December. For 2010, the lowest volumes were recorded in March and November.

**Residents of Brazil
Monthly Port of Entry Arrivals to CA
2008-2010**



Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from Brazil are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from Brazil are more likely to:

- Make use of travel agents when planning their trip
- Select an airline due to airfare
- Fly in economy/tourist/coach class
- Visit New York City and San Diego as part of their trip
- Experience activities that are more leisure-oriented, such as visiting historical places and amusement/theme parks,
- Use airlines for transportation while in the U.S.
- Spend a higher percentage of their travel dollar on gifts/souvenirs
- Work in a managerial/executive position

Conversely, visitors from Brazil are less likely to:

- Travel to California to visit friends or relatives
- Use a personal computer to book their air travel
- Go on guided tours or tour the countryside

Characteristics of Travelers from Brazil to California, 2010

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Brazil (n = 219)	Leisure Visitors from Brazil (n = 136)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	48%	56%	83%
Visit Friends/Relatives	22%	11%	17%
Business/Professional	21%	18%	-
Convention/Conference	5%	7%	-
Other Purpose	5%	8%	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	67%	71%	88%
Visit Friends/Relatives	39%	24%	26%
Business/Professional	24%	22%	2%
Convention/Conference	9%	8%	-
Sources Used to Plan Trip**			
Personal Computer	44%	38%	41%
Travel Agency	40%	53%	51%
Airlines Directly	23%	27%	29%
Friends/Relatives	17%	25%	24%
Travel Guides	10%	11%	16%
Corporate Travel Department	8%	5%	-
Tour Company	5%	8%	8%
State/City Travel Office	4%	1%	-
Newspapers/Magazines	3%	6%	10%
Advance Planning for Trip			
7 days or less	6%	6%	3%
8 - 30 days	28%	21%	15%
31 - 60 days	20%	16%	16%
61 - 90 days	12%	17%	20%
More than 3 Months	34%	41%	46%
Total	100%	100%	100%
Average Planning Time in Days	98 days	98 days	107 days
Advance Airline Reservations			
7 days or less	12%	8%	3%
8 - 30 days	38%	34%	30%
31 - 60 days	17%	21%	25%
61 - 90 days	10%	20%	23%
91 - 120 days	7%	9%	12%
121 - 180 days	10%	7%	6%
6 Months or More	7%	1%	1%
Total	100%	100%	100%
Average Booking in Days	68 days	62 days	69 days

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

** Multiple response question. Table may add to more than 100%.

Sources: International Trade Administration Office of Travel and Tourism Industries
"Survey of International Air Travelers."

**Characteristics of Travelers from Brazil to California
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Brazil (n = 219)	Leisure Visitors from Brazil (n = 136)
Means of Booking Air Trip			
Travel Agent	46%	52%	51%
Personal Computer	26%	13%	13%
Airlines Directly	13%	19%	21%
Corporate Travel Department	8%	6%	5%
Tour Operator	4%	7%	5%
Other/Don't Know	2%	3%	4%
Travel Club	1%	1%	1%
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	29%	42%	41%
Schedule	14%	11%	10%
Non-Stop Flight	14%	14%	19%
Mileage Bonus/Frequent Flyer Program	10%	17%	13%
Previous Good Experience	9%	3%	5%
Safety Reputation	8%	8%	9%
Airline Loyalty	4%	1%	-
In-flight Service	4%	1%	-
Employer policy	3%	1%	-
Other	6%	3%	3%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	84%	91%	92%
Executive/Business	15%	9%	8%
First Class	2%	1%	-
Total	100%	100%	100%
Use of Package			
Yes	14%	12%	15%
No	86%	88%	85%
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	8%	-
8 - 30 days	27%	24%	19%
31 - 60 days	15%	3%	5%
61 - 90 days	10%	44%	52%
91 - 120 days	11%	2%	-
121 - 180 days	20%	17%	24%
6 Months or More	14%	2%	-
Total	100%	100%	100%

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**Characteristics of Travelers from Brazil to California
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Brazil (n = 219)	Leisure Visitors from Brazil (n =136)
Travel Companions**			
Traveling Alone	39%	43%	31%
Spouse	27%	27%	38%
Family/Relatives	25%	25%	32%
Friends	11%	14%	17%
Business Associates	8%	4%	3%
Tour Group	2%	3%	3%
Average Travel Party Size	1.6	1.4	1.5
Median Travel Party Size	1.0	1.0	1.0
Type of Lodging**			
Hotel / Motel	78%	76%	82%
Private Home	29%	29%	21%
Other	4%	5%	3%
Length of Stay			
Mean Nights in the U.S.	22.8 nights	21.1 nights	16.0 nights
Mean Nights in California	11.3 nights	11.5 nights	8.9 nights
% of California Nights	50%	55%	56%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	27%	25%	30%
Average Trips to the U.S. in Past Year	1.8 trips	1.7 trips	1.6 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	4.4 trips	3.8 trips
Average Number of States Visited	2.1 states	2.2 states	2.1 states
Average Number of Destinations Visited	3.0 dest.	3.0 dest.	3.1 dest.
Places Visited in the U.S.**			
Los Angeles	60%	56%	71%
San Francisco	47%	45%	42%
Las Vegas	29%	31%	40%
New York City	16%	27%	28%
San Diego	14%	24%	22%
Flagstaff	8%	3%	3%
Anaheim-Santa Ana	7%	7%	5%
Grand Canyon	5%	2%	2%
San Jose	5%	5%	2%
DC Metro Area	5%	2%	-
Yosemite	4%	1%	2%
Chicago	4%	1%	-
Monterey-Salinas	4%	6%	10%
Miami	4%	12%	15%
Riverside/San Bernardino	4%	6%	7%
Seattle	3%	2%	-
Sacramento	3%	2%	3%

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**Characteristics of Travelers from Brazil to California
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from Brazil (n = 219)	Leisure Visitors from Brazil (n = 136)
Activities Experienced While in the U.S.**			
Shopping	88%	90%	92%
Dining Out	85%	91%	90%
Sightseeing in Cities	57%	58%	60%
Historical Places	47%	59%	63%
Amusement/Theme Parks	40%	64%	70%
National Parks	38%	31%	33%
Visiting Small Towns	38%	39%	45%
Cultural Heritage Sites	31%	31%	28%
Touring Countryside	31%	18%	17%
Art Gallery/Museum	26%	35%	29%
Casinos/Gambling	25%	27%	36%
Guided Tours	23%	13%	17%
Transportation While in the U.S.**			
Rented Auto	41%	47%	59%
Taxi/Limousine	39%	36%	41%
Airlines in U.S.	37%	59%	68%
Company or Private Auto	28%	23%	19%
City Subway/Tram/Bus	25%	27%	30%
Railroad between Cities	12%	10%	10%
Bus between Cities	10%	9%	8%
Motor Home/Camper	2%	-	-
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,797	\$4,780	\$5,921
Per Visitor/Trip (U.S.)	\$2,435	\$3,350	\$3,912
Per Visitor Per Day	\$107	\$159	\$245
Per Visitor/Trip (California)	\$1,209	\$1,829	\$2,181
Spending by Category (Per Visitor/Trip)			
Lodging	\$661	\$724	\$907
Food/Beverages	\$514	\$498	\$537
Gifts/Souvenirs	\$421	\$1,141	\$1,470
Transportation in the U.S.	\$384	\$383	\$418
Entertainment	\$243	\$360	\$437
Expenses at the Airport	\$34	\$45	\$41
Other	\$179	\$199	\$101
Total Spending Per Visitor/Trip	\$2,435	\$3,350	\$3,912

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**Characteristics of Travelers from Brazil to California
(2010 - cont.)**

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Payment Method for Trip Expenses			
Credit Cards	52%	54%	51%
Cash	39%	40%	44%
Debit Cards	7%	5%	4%
Travelers Checks	1%	2%	1%
Total	100%	100%	100%
Age			
Average Age - Males	43 years	41 years	43 years
Average Age - Females	40 years	38 years	40 years
Occupation			
Professional/Technical	33%	32%	31%
Manager/Executive	29%	40%	37%
Student	10%	8%	7%
Retired	9%	6%	8%
Clerical/Sales	8%	4%	5%
Other	12%	10%	13%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	8%	14%	13%
\$20,000 - \$39,999	13%	18%	12%
\$40,000 - \$59,999	14%	9%	8%
\$60,000 - \$79,999	13%	13%	17%
\$80,000 - \$99,999	11%	7%	10%
\$100,000 - \$119,999	11%	5%	4%
\$120,000 - \$139,999	7%	6%	7%
\$140,000 - \$159,999	6%	6%	3%
\$160,000 - \$179,999	3%	1%	1%
\$180,000 - \$199,999	3%	4%	5%
\$200,000 and over	13%	18%	21%
Total	100%	100%	100%
Average Annual Income	\$96,200	\$95,100	\$102,100

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