

## CHARACTERISTICS OF TRAVELERS FROM BRAZIL TO CALIFORNIA - 2009

Brazil was one of California's smaller overseas markets with approximately 80,000 visitors to California in 2009. Collectively visitors from Brazil spent approximately \$104 million in California.

Brazilian visitors to California during 2009 reported spending \$102 per day during a 12.8 night average stay or approximately \$1,306 per visitor. The average spending for all overseas visitors to California was about \$1,205 (\$103 per day; 11.7 nights in California).

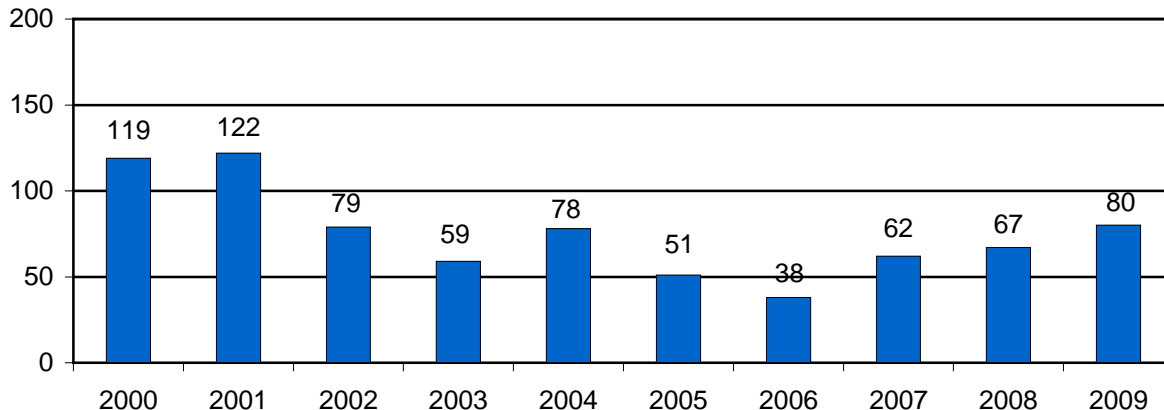
### Visitors From Brazil

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
1999	665,013	21.7%	144,000
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	8.7%	67,000
2009	892,611	9.0%	80,000

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, 2000-2009 (in 000s)



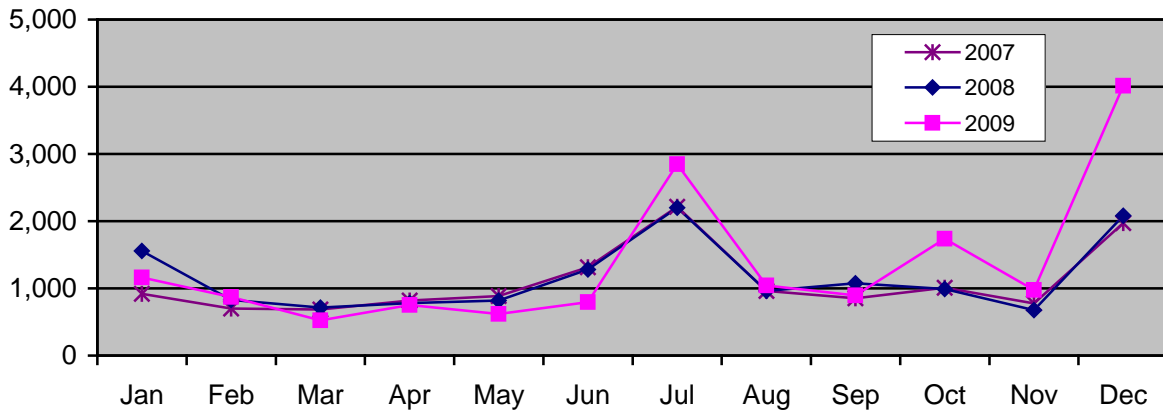
Source: International Trade Administration, Office of Travel and Tourism Industries.

Since 1997 visitor volume to California from Brazil has dropped from 178,000 to a low of just 38,000 in 2006. By 2009 the number of visitors to California from Brazil had risen to 80,000. 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 2009 it had risen back up to about 890,000.

### Brazilian Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from Brazil to California varied during the years of 2007 to 2009. In 2009, Brazilian resident arrivals were very similar to those in 2008 and 2007 except for the months of July, October and December where they were higher. In general, Brazilian resident arrivals at California ports-of-entry tended to peak in July and December. For 2009, the lowest volumes were recorded in February, March, and November.

**Residents of Brazil  
Monthly Port of Entry Arrivals to CA  
2007-2009**



U.S. Department of Homeland Security, I-94 Form; CIC Research, Inc.

## 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
- Have a shorter advance airline reservation timeline
- Select an airline due to the Mileage Bonus/Frequent Flyer Program
- 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, amusement/theme parks, and art galleries and museums
- Use airlines and rented autos for transportation while in the U.S.
- Spend a higher percentage of their travel dollar on gifts/souvenirs
- Work in a managerial/executive position
- Have a lower annual household income

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, visit national parks, or tour the countryside
- Use a company or private auto for transportation while in the U.S.

**Characteristics of Travelers from  
Brazil to California, 2009**

<b>Trip &amp; Traveler Characteristics</b>	<b>All Overseas Visitors* (n = 7,255)</b>	<b>All Visitors from Brazil (n = 170)</b>	<b>Leisure Visitors from Brazil (n = 102)</b>
<b>Primary Purpose of Trip</b>			
Leisure/Recreation/Holidays	47%	52%	85%
Business/Professional	22%	22%	-
Visit Friends/Relatives	21%	10%	16%
Convention/Conference	6%	8%	-
Other Purpose	5%	9%	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Leisure/Recreation/Holidays	65%	69%	89%
Visit Friends/Relatives	37%	17%	20%
Business/Professional	26%	29%	4%
Convention/Conference	8%	9%	2%
<b>Sources Used to Plan Trip**</b>			
Airlines Directly	23%	22%	27%
Corporate Travel Department	8%	5%	-
Personal Computer	43%	41%	56%
Friends/Relatives	18%	21%	26%
Newspapers/Magazines	3%	5%	7%
State/City Travel Office	4%	1%	-
Tour Company	7%	6%	6%
Travel Agency	40%	60%	56%
Travel Guides	10%	10%	17%
<b>Advance Planning for Trip</b>			
7 days or less	7%	6%	4%
8 - 30 days	28%	22%	16%
31 - 60 days	19%	12%	12%
61 - 90 days	12%	19%	17%
More than 3 Months	34%	41%	52%
Total	100%	100%	100%
Average Planning Time in Days	100 days	95 days	112 days
<b>Advance Airline Reservations</b>			
7 days or less	13%	8%	7%
8 - 30 days	38%	40%	32%
31 - 60 days	16%	17%	16%
61 - 90 days	10%	21%	24%
91 - 120 days	6%	10%	16%
121 - 180 days	10%	2%	3%
6 Months or More	7%	1%	2%
Total	100%	100%	100%
Average Booking in Days	67 days	57 days	66 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  
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Brazil (n = 170)	Leisure Visitors from Brazil (n = 102)
<b>Means of Booking Air Trip</b>			
Airlines Directly	13%	16%	21%
Corporate Travel Department	9%	8%	7%
Personal Computer	25%	13%	18%
Travel Agent	46%	54%	43%
Travel Club	1%	3%	5%
Tour Operator	5%	6%	6%
Other/Don't Know	2%	1%	1%
Total	100%	100%	100%
<b>Main Factor in Selecting Airline</b>			
Airfare	32%	41%	32%
Schedule	13%	11%	19%
Non-Stop Flight	12%	13%	9%
Mileage Bonus/Frequent Flyer Program	10%	20%	22%
Previous Good Experience	9%	4%	6%
Safety Reputation	6%	8%	9%
Airline Loyalty	4%	1%	1%
In-flight Service	5%	-	-
Employer policy	3%	1%	-
Other	6%	2%	2%
Total	100%	100%	100%
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	81%	92%	95%
Executive/Business	17%	8%	5%
First Class	2%	1%	-
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	14%	7%	10%
No	86%	93%	90%
Total	100%	100%	100%
<b>Advance Package Booking</b>			
7 days or less	4%	18%	-
8 - 30 days	24%	9%	10%
31 - 60 days	13%	21%	25%
61 - 90 days	13%	41%	50%
91 - 120 days	8%	-	-
121 - 180 days	18%	12%	15%
6 Months or More	20%	-	-
Total	100%	100%	100%

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**Characteristics of Travelers from Brazil to California  
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Brazil (n = 170)	Leisure Visitors from Brazil (n = 102)
<b>Travel Companions**</b>			
Business Associates	8%	4%	4%
Family/Relatives	25%	22%	25%
Friends	11%	15%	22%
Spouse	28%	31%	44%
Tour Group	2%	2%	3%
Traveling Alone	38%	42%	27%
<b>Average Travel Party Size</b>	1.6	1.4	1.6
<b>Median Travel Party Size</b>	1.0	1.0	1.0
<b>Type of Lodging**</b>			
Hotel / Motel	76%	75%	77%
Private Home	30%	29%	27%
Other	4%	6%	4%
<b>Length of Stay</b>			
Mean Nights in the U.S.	22.4	26.0	19.7
Mean Nights in California	11.7	12.8	12.7
% of California Nights	52%	49%	64%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	28%	25%	30%
Average Trips to the U.S. in Past Year	1.7 trips	1.6 trips	1.5 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	4.6 trips	4.1 trips
<b>Average Number of States Visited</b>	2.1 states	2.3 states	2.2 states
<b>Average Number of Destinations Visited</b>	3.0 dest.	3.2 dest.	3.5 dest.
<b>Places Visited in the U.S.**</b>			
Los Angeles	55%	52%	69%
San Francisco	48%	49%	53%
Las Vegas	30%	28%	30%
New York City	18%	35%	36%
San Diego	13%	27%	28%
Anaheim-Santa Ana	7%	9%	8%
Grand Canyon	7%	1%	-
San Jose	6%	4%	3%
Yosemite	4%	3%	5%
Chicago	4%	2%	1%
DC Metro Area	4%	2%	2%
Monterey-Salinas	4%	8%	14%
Riverside/San Bernardino	4%	7%	7%
Seattle	3%	4%	-
Sacramento	3%	4%	5%
Santa Barbara	3%	3%	4%
Oakland	2%	-	-

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**Characteristics of Travelers from Brazil to California  
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Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from Brazil (n = 170)	Leisure Visitors from Brazil (n = 102)
<b>Activities Experienced While in the U.S.**</b>			
Shopping	87%	88%	87%
Dining Out	86%	92%	90%
Sightseeing in Cities	56%	54%	58%
Historical Places	45%	59%	70%
National Parks	39%	28%	36%
Amusement/Theme Parks	39%	61%	71%
Visiting Small Towns	38%	36%	45%
Cultural Heritage Sites	32%	27%	27%
Touring Countryside	31%	14%	14%
Casinos/Gambling	27%	29%	28%
Art Gallery/Museum	26%	39%	37%
Guided Tours	24%	10%	11%
<b>Transportation While in the U.S.**</b>			
Airlines in U.S.	39%	68%	71%
Taxi/Limousine	39%	36%	36%
Rented Auto	38%	50%	56%
Company or Private Auto	29%	18%	16%
City Subway/Tram/Bus	26%	28%	30%
Railroad between Cities	11%	10%	8%
Bus between Cities	10%	8%	10%
Motor Home/Camper	2%	1%	1%
<b>Visitor Spending in the U.S.</b>			
Per Travel Party Per Trip (U.S.)	\$3,584	\$3,704	\$4,820
Per Visitor/Trip (U.S.)	\$2,308	\$2,645	\$3,109
Per Visitor Per Day	\$103	\$102	\$158
Per Visitor/Trip (California)	\$1,205	\$1,306	\$2,006
<b>Spending by Category (Per Visitor/Trip)</b>			
Lodging	\$660	\$543	\$600
Food/Beverages	\$463	\$408	\$443
Gifts/Souvenirs	\$395	\$941	\$1,239
Transportation in the U.S.	\$348	\$303	\$363
Entertainment	\$234	\$295	\$380
Expenses at the Airport	\$34	\$41	\$33
Other	\$174	\$114	\$51
<b>Total Spending Per Visitor/Trip</b>	<b>\$2,308</b>	<b>\$2,645</b>	<b>\$3,109</b>

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<b>Payment Method for Trip Expenses</b>			
Credit Cards	50%	54%	47%
Cash	41%	39%	50%
Debit Cards	7%	4%	3%
Travelers Checks	2%	3%	1%
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	43 years	42 years	44 years
Average Age - Females	39 years	35 years	37 years
<b>Occupation</b>			
Professional/Technical	35%	33%	32%
Manager/Executive	28%	40%	35%
Student	10%	8%	7%
Retired	8%	6%	10%
Clerical/Sales	7%	6%	7%
Other	13%	8%	10%
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	9%	13%	7%
\$20,000 - \$39,999	14%	15%	13%
\$40,000 - \$59,999	14%	12%	17%
\$60,000 - \$79,999	13%	13%	12%
\$80,000 - \$99,999	11%	14%	20%
\$100,000 - \$119,999	9%	6%	4%
\$120,000 - \$139,999	6%	5%	6%
\$140,000 - \$159,999	5%	6%	3%
\$160,000 - \$179,999	3%	1%	1%
\$180,000 - \$199,999	3%	5%	7%
\$200,000 and over	12%	12%	10%
Total	100%	100%	100%
Average Annual Income	\$94,800	\$89,300	\$91,900

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