



VISITOR FORECAST



111,900
Arrivals (Target)

Source: DC Research Estimates

Wealthy Brazilians are globetrotters

Brazil boasts an immediate potential of 1.8M travellers, many of whom are willing to spend big. Among Brazilians that travelled to Canada in 2016, they spent an average of over \$2,000 per trip.

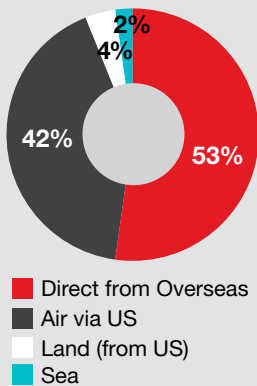
Travel is social currency for Brazilians

Among Brazilians, destination desirability is linked to spending quality time with family and friends, and being a place of pride to visit. They are also attracted by Canada's cultural experiences as well as exploring and soaking in the friendly atmosphere find in Canada's cities. Advertising the uniqueness of Canada's experiences is key to raising our profile in this market.

Students love us

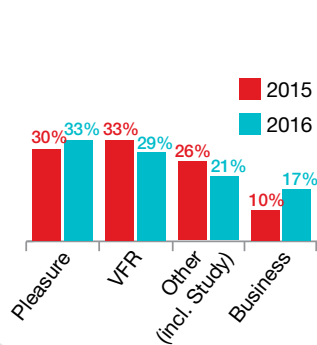
Canada is the No. 1 destination for Brazil's student travellers, according to the Brazilian Educational & Language Travel Association. What's more, the students who travel abroad are typically upper or emerging middle class. This is an opportunity to capitalize on visits from family and friends, and promote our best products tailored to students.

MODE OF ENTRY



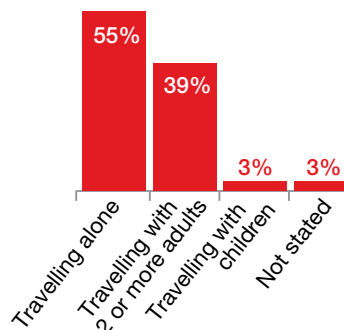
Source: Statistics Canada, Frontier Counts, 2016

MAIN TRIP PURPOSE



Source: Statistics Canada, International Travel Survey

LEISURE TRAVEL PARTY COMPOSITION, 2015



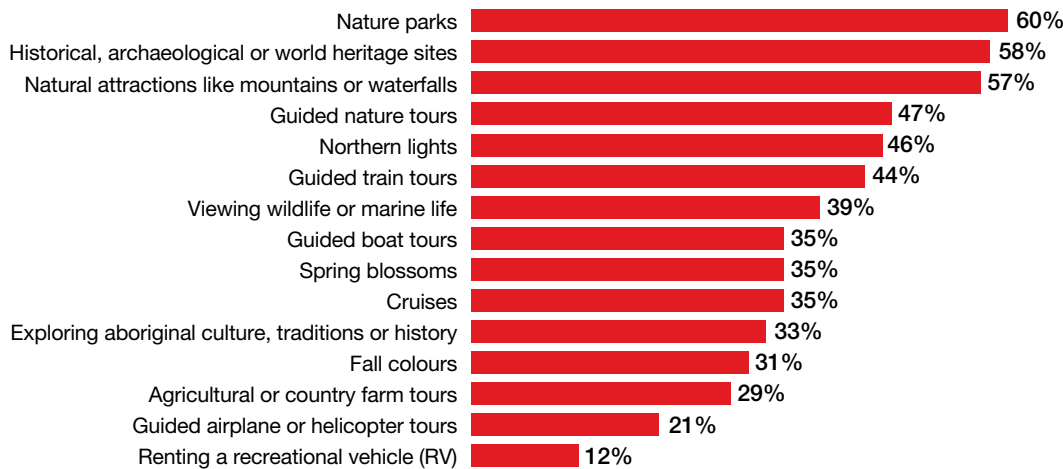
AGE DISTRIBUTION, 2015

Age Groups	Total	Business	Leisure*
<19	6%	0%	7%
20-34	46%	37%	48%
35-44	9%	21%	7%
45-54	14%	36%	11%
55-64	17%	6%	19%
>65	5%	0%	6%
Not Stated	2%	0%	3%

*"Leisure" is defined as travellers who stated their main trip purpose was either for pleasure/recreation, visiting family & friends, or other personal reasons (incl. study, medical and transit).

ACTIVITIES TRAVELLERS ARE INTERESTED IN - THINGS TO SEE & DO

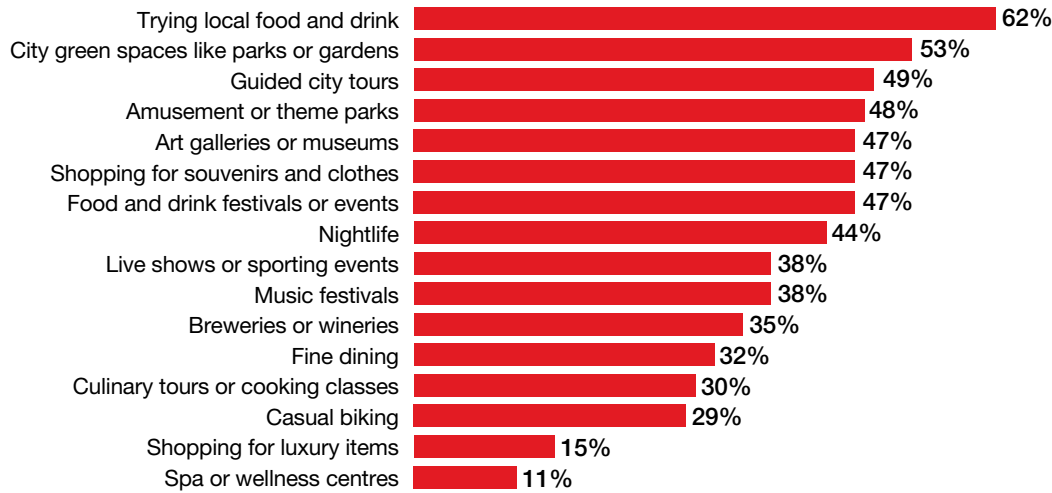
Source: Global Tourism Watch, 2016. Long-haul pleasure travellers (past 3 years or next 2 years) (n=1,502)





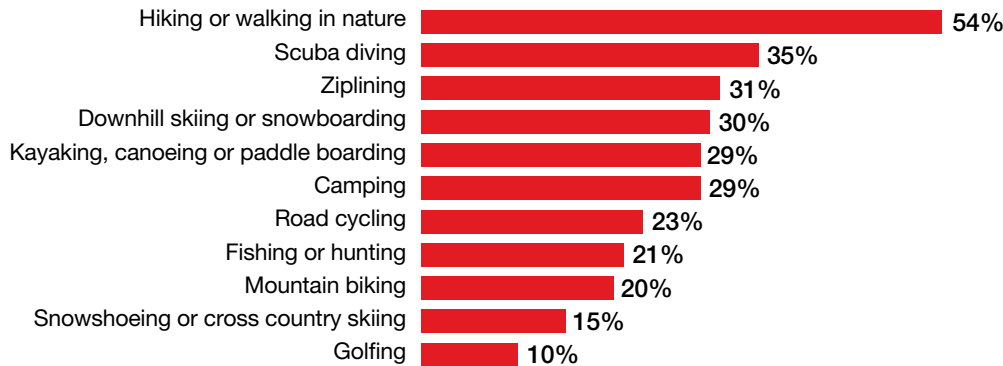
ACTIVITIES TRAVELLERS ARE INTERESTED IN – CITIES

Source: Global Tourism Watch, 2016. Long-haul pleasure travellers (past 3 years or next 2 years) (n=1,502)



ACTIVITIES TRAVELLERS ARE INTERESTED IN – OUTDOORS

Source: Global Tourism Watch, 2016. Long-haul pleasure travellers (past 3 years or next 2 years) (n=1,502)



For further information, please contact:

Sheila Nassar
Managing Director
General Sales Agent, Brazil
Vertebratta
 São Paulo, Brazil
sheila@vertebratta.com

Ana Carolina
Travel Trade Manager
General Sales Agent, Brazil
 Vertebratta São Paulo, Brazil
atendimento@vertebratta.com