

# Lodging (Destination) in Brazil

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hotels show recovery in terms of occupancy, but face challenges in terms of value recovery  
Long-term rentals gaining space, facilitated by short-term rental platforms, but still face setbacks

PROSPECTS AND OPPORTUNITIES

As travellers become more connected, the trend in lodging is towards greater investment in media presence and technological tools  
Investment in workforce qualification is crucial to keep up with sector's recovery

CATEGORY DATA

- Table 1 - Lodging (Destination) Sales: Value 2018-2023
- Table 2 - Lodging (Destination) Online Sales: Value 2018-2023
- Table 3 - Hotels Sales: Value 2018-2023
- Table 4 - Hotels Online Sales: Value 2018-2023
- Table 5 - Other Lodging Sales: Value 2018-2023
- Table 6 - Other Lodging Online Sales: Value 2018-2023
- Table 7 - Lodging (Destination) Outlets: Units 2018-2023
- Table 8 - Lodging (Destination) Rooms: Number of Rooms 2018-2023
- Table 9 - Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023
- Table 10 - Hotels NBO Company Shares: % Value 2018-2022
- Table 11 - Hotel Brands by Key Performance Indicators 2023
- Table 12 - Forecast Lodging (Destination) Sales: Value 2023-2028
- Table 13 - Forecast Lodging (Destination) Online Sales: Value 2023-2028
- Table 14 - Forecast Hotels Sales: Value 2023-2028
- Table 15 - Forecast Hotels Online Sales: Value 2023-2028
- Table 16 - Forecast Other Lodging Sales: Value 2023-2028
- Table 17 - Forecast Other Lodging Online Sales: Value 2023-2028
- Table 18 - Forecast Lodging (Destination) Outlets: Units 2023-2028

Travel in Brazil - Industry Overview

EXECUTIVE SUMMARY

Travel in 2023  
Federal programme targeting low-income travellers catches the attention of airlines  
Lack of investment and workforce training remains, impairing the performance of hotels  
Record number of passenger boardings for both domestic and international trips mark the year for intermediaries  
What next for travel?

MARKET DATA

- Table 19 - Surface Travel Modes Sales: Value 2018-2023
- Table 20 - Surface Travel Modes Online Sales: Value 2018-2023
- Table 21 - Forecast Surface Travel Modes Sales: Value 2023-2028
- Table 22 - Forecast Surface Travel Modes Online Sales: Value 2023-2028
- Table 23 - In-Destination Spending: Value 2018-2023
- Table 24 - Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/lodging-destination-in-brazil/report](http://www.euromonitor.com/lodging-destination-in-brazil/report).