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INDUSTRY

ASSOCIATION NEW ZEALAND

GET READY FOR BRAZILIAN VISITORS



Brazil

CULTURAL BRIEF



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Brazil is an important emerging visitor market for New Zealand. Together with other Latin American nations, Brazil is forecast to provide enormous opportunities for growth in the longer term.

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This Brazil Cultural Brief is produced by the Tourism Industry Association New Zealand (TIA) and is available free to our members. See our website [www.tianz.org.nz](http://www.tianz.org.nz) (News & Media – publications).

Sources include: Tourism New Zealand's Brazilian Market Visitor Profile; August 2014; Doing business in Brazil – 2015; Emerging Considerers Brazil 2013.

# Why the Brazil market is important

With a population of some 202 million people, Brazil is the sixth most populous country in the world and amongst the top ten economies.

Economic expansion has been matched by a fast growing middle class and a growing propensity for offshore travel. Brazil is currently New Zealand's 26th largest visitor market, with 12,000 arrivals in 2014, up 15% on 2013. Tourism New Zealand has identified Latin America including Brazil as one of three "emerging markets", forecast to provide enormous opportunities for growth over the longer term.

Travel here is being stimulated by the New Zealand government's 90 day free visa agreement with Brazil and the opening of Tourism New Zealand's first Latin American office in Sao Paulo, Brazil's most populous and wealthiest city. Stronger air links between Latin America and New Zealand will also support stronger growth. This includes increased capacity on the existing LAN services from Santiago, Chile and Air New Zealand's new flights from Buenos Aires, Argentina, starting December 2015.



## Understand politics and history

After more than 300 years under Portuguese rule, Brazil gained its independence in 1822. It maintained a monarchical system of government until the abolition of slavery in 1888, becoming a republic one year later. The country underwent more than 50 years of populist and military government until 1985, when the military regime ceded power to civilian rulers. While Brazil still has some pressing problems, the past 30 years have seen the country grow into a large modern economy and the most powerful democracy in South America.

# About the Brazilian visitor

## Facts & figures

- 62% are holidaymakers
- 17% are visiting friends and family
- 17% are international students
- 20% come in January
- 92% are independent travellers
- 8% come in groups
- 98% visited another country on their trip to New Zealand
- 82% are first time visitors

## Who they travel with

- 47% come alone
- 16% with partners
- 15% with family
- 13% with friends
- 9% with business associates

Brazilian visitors use a range of transport options to see the country. The most popular modes of travel are coach, taxi/car tour, air, cars or vans.

The most popular accommodation types are hotels (68%), backpackers/hostels (37%), private homes (15%), motels (6%).



## Emerging Considerers

Around 6.3 million Brazilians could be considered Emerging Considerers. Based on Tourism New Zealand research, this is a high socio-economic group, travel decision-makers who have travelled internationally in the past five years and find New Zealand an appealing destination.

Emerging Considerers fall into three distinctive groups – youth segment, a more family oriented segment and an older traveller segment. They like relatively passive activities and natural activities. Older segments are also interested in cultural activities.

Emerging Considerers are big users of social media, especially Facebook and Twitter, and also make use of social media to follow brands.

Word of mouth is also a great source of information between Brazilian travellers and plays a key role in creating awareness of the destination and generating referrals. Traditional media including guide books and newspaper or magazine articles play an important role in providing information on what to see and do and getting around.

# Opportunities

Brazilians enjoy indulgence and are likely to spend more for quality experiences when travelling.

Providing key marketing and information material in Brazilian Portuguese would enhance the visitors' experience of the places visited and would help reach a wider audience.

The youth market, including students, can be strong advocates, influencing friends and family to travel to New Zealand.

Our target audience in Brazil most strongly associates New Zealand with scenic landscapes followed by a destination that holds a sense of excitement, and outdoor and adventure activities.

As well as landscapes, it's also important to market the type of holiday they can have – having fun, relaxing, interacting with friendly, local people.

Although only a small proportion of Emerging Considerers travel specifically to undertake an activity, there are some niches New Zealand could exploit such as biking, walking and hiking. Specifically highlight these activities in communication and create itineraries involving these activities.

New Zealand needs to work hard to differentiate itself from competitors such as Australia, but keep in mind that it is a strong ally for dual destination travel.

## Top 10 activities:

- Walking and hiking
- Museums and galleries
- Botanical gardens
- Boating
- Volcanic/geothermal attractions
- Visiting friends and relatives
- Heritage attractions
- Other sports
- Cultural attractions
- Bungy jumping

## Emerging Considerers enjoy:

- Taking photos
- Bathing in geothermal pools
- Scenic drives
- Scenic train rides
- Beaches
- Visiting national parks
- Scenic boat rides/cruises



# Customer needs and expectations



## SERVICE

Attentive, high quality service, cleanliness and friendliness are highly appreciated.

Brazilian people are open and happy to build relationships. They love to engage in social conversations. Showing an enthusiastic response will have a positive impact.

- Acknowledge your Brazilian visitors as soon as you see them
- Use strong eye contact
- Value the older generation
- Pay attention to body language - Brazilians are very expressive and overt signs of emotions should be taken as a deeply felt belief of the speaker
- Brazilians are very tactile and tend to speak to men and women in close proximity
- In relaxed situations humour is welcomed and seen as entertaining
- Be careful when using humour in serious situations as it can be seen as not taking the situation seriously

## FOOD

Trying local cuisines and delicacies is considered a valued part of the Brazilian visitors' travel experience and they have high expectations both in terms of service and quality.

They enjoy going to cafes, restaurants, bars and clubs when visiting other countries.

Brazilians eat dinner late, rarely before 9pm. Lunch is their main meal of the day.

While alcohol consumption is becoming more common, especially amongst younger travellers, Brazilians are not considered big alcohol consumers. The most popular beverage is beer, and there is an increasing appreciation for wines and craft beer.

- Recommend local foods to try
- Recommend local beers on your menu
- Explain beer or wine matches with your meals
- Recommend New Zealand winery and brewery tours





## SHOPPING

Brazilians are used to bargaining at home and they may try and bargain when they are in New Zealand. Value for money is a major consideration for travellers. To cater for this incorporate flexibility into your pricing and allow for discounts and added value.

Brazilians enjoy discovering local crafts and cultures. They are interested in visiting craft markets and discovering local handicrafts.

## LANGUAGE

Brazilians are proud of their uniqueness in South America as non-Spanish speakers.

While Portuguese is the main language spoken many younger Brazilians have a good understanding of English. When speaking to your Brazilian visitors use simple plain English and speak slowly.

Be aware that Brazilian Portuguese is a different dialect to European Portuguese so make sure your translation is correct.

Although Brazilians may understand some simple English, learning everyday Portuguese terms and greetings will enhance your visitors' experience.

- good morning *bom dia*
- good afternoon *boa tarde*
- good evening *boa noite*
- hi, how are you? *oi, como vai? or oi, tudo bem?*
- please *por favor*
- sorry *desculpe*
- thank you *obrigado (said by men)*  
*obrigada (said by women)*

Latin vowels are pronounced differently to English ones:

**a** - as in car

**e** - as in bed

**i** - as in see

**o** - Paul

**u** - as in foot



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Here are some links your Brazilian visitors might find useful:

[www.camping.org.nz](http://www.camping.org.nz)

[www.drivesafe.org.nz](http://www.drivesafe.org.nz)

[www.newzealand.com/br/](http://www.newzealand.com/br/)

FOR MORE INFORMATION ON THE SERVICES OFFERED BY TIA

**E** [info@tiaz.org.nz](mailto:info@tiaz.org.nz)

**P** 0800 TIA HELP (0800 842 4357)

**W** [www.tiaz.org.nz](http://www.tiaz.org.nz)