

## **Domestic tourism in Brazil increases 32%**

Submitted by AnnaMonreal on Wed, 04/04/2018 - 16:39

**São Paulo, 4 April 2018.** [Hotelbeds Group](#), the leading bedbank worldwide and provider of business-to-business services to the global travel industry, has confirmed today during *World Travel Market Latam*, which takes place from 3-5 April in São Paulo, that Brazil has increased its domestic tourism by 32% in room nights during the Group's present financial year. [\[1\]](#)

This significant increase in the number of domestic nights booked by Brazilians through Hotelbeds Group's bedbank platform - which include the Hotelbeds, Tourico Holidays and GTA brands - is accompanied by impressive results for Brazil as a source market in the worldwide ranking of reservations through the Group's platform, rising two rankings to become the seventh biggest globally, and remaining the biggest market in Latin America for the Group.

According to Hotelbeds Group data domestic tourism destinations for Brazilians by order of popularity are Natal, Maceio, São Paulo, Salvador da Bahia and Joao Pessoa; whilst international destinations this year for Brazilians are, in order of popularity, Orlando, Lisbon, Santiago de Chile, Buenos Aires and Cancun.

**Lauren Volcheff, Responsible for Sales Americas of Hotelbeds Group** commented "The increase in the number of Brazilian tourists travelling domestically can be attributed to several measures to promote tourism in the country. On the one hand, the recent opening of new air routes has improved mobility inside the country; but this also acts as a benefit for those visiting Brazil from outside, as this year we are also registering an outstanding increase in the number of tourists coming from the United States - with 69% growth in room nights. On the other hand - as part of the government's Tourism Plan - the boost of ecotourism and regional tourism are pushing the development of domestic tourism by making known internal destinations unknown to date by the Brazilians."

Hotelbeds Group is present this week at the World Travel Market Latam trade show from 3-5 April, with its three leading brands for the wholesale channel - Hotelbeds, Tourico Holidays and GTA - all participating together on stand 059.

### **About Hotelbeds Group**

Hotelbeds Group is a business-to-business provider of services to the travel industry globally and the world's leading bedbank.

The Group's proprietary technology helps providers of travel services distribute their offering to travel sellers globally via an easy-to-use, advanced technology platform that increases reach, revenue and yield for both the provider and the seller.

Operating mainly under the Hotelbeds, Tourico Holidays and GTA brands, the company connects over 60,000 travel intermediaries across more than 185 source markets globally with travel providers in over 200 countries representing more than 170,000 hotels, 22,000 transfer routes and 16,000 activities.

Additionally the Group also operates a Destination Services division offering in-bound destination services, such as tours or transfers, in around 40 countries. The Group also owns several other B2B travel brands such as Pacific World (focusing on the MICE area), Intercruises (shore side cruise solutions) and more.

In September 2016 the company became independent under the ownership of Cinven and the Canadian Pension Plan Investment Board (CPPIB). In June 2017 Tourico Holidays became part of Hotelbeds Group, followed by GTA also joining the Group in October; both companies remain independent brands whilst they are being integrated into the Group.

The Group is headquartered in Palma de Mallorca, Spain.

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[\[1\]](#)

All figures and data quoted are year-to-date from the current fiscal year of Hotelbeds Group's bedbank platform, which includes Hotelbeds, Bedsonline, Tourico Holidays and GTA, starting from October 1, 2017.

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São Paulo, 3-5 April 2018

