

A Profile of Brazilian Visitors to Louisiana

- 49.2% of Brazilian Visitors entered the United States through Miami, followed by Dallas (11.2%), and Atlanta (8.8%)
- Brazilian visitors spent on average 13.2 nights in the USA and 7.6 of those in Louisiana
- Brazilian visitors to Louisiana also visited primarily Florida (39.2%), Texas (20.7%), and New York (8.9%)
- Pleasure (41.6%), visiting friends and relatives (22.5%), and attending a convention/trade show (18.3%), were the main purposes of visit for Brazilian travelers
- Brazilian visitors characterized their trip as “Individual but planned in advance” (55.9%), “Individual and independent” (30%), and “Organized group tour” (14.1%)
- 51.1% of Brazilian visitors reported using a travel agent in planning their trip
- 23% of Brazilian visitors reported using the Louisiana Tour Guide
- 35.7% of Brazilian visitors reported visiting a State Visitor Center in Louisiana
- Flying (80.9%) was the most common means of transportation for Brazilian visitors to come to Louisiana, followed by rental car (9.9%), and public bus (4.2%)*
- Once in Louisiana, Brazilian travelers used mostly rental cars (47.8%), public (17.6%) and chartered (11.4%) buses
- Brazilian visitors’ most preferred night accommodations were hotel/motel (71.8%), followed by staying with friends and family (21.2%), and Bed and Breakfast (6.9%)*
- Brazilian visitors’ mean party size is 2.7
- Total average expenditures for Brazilian visitors is \$302.25 per day
- 57.5% of Brazilian visitors were aware of the Louisiana Tax Free Shopping (LTFS) program before their trip
- 70.9% of Brazilian visitors took advantage of the LTFS program
- 48.3% of Brazilian visitors indicated that they spent more money on shopping because of LTFS
- The five most popular activities engaged in by Brazilian visitors were shopping (78%), dining out (66.8%), sightseeing in cities (52.1%), visiting nightclubs and bars (52.1%), and visiting historical places (40.5%)*
- 50% of Brazilian visitors felt very safe in Louisiana, 30.3% felt somewhat safe, and 3.7% felt very unsafe
- 75.6% of Brazilian visitors were very satisfied with their visit to Louisiana, 14.7% were somewhat satisfied, and 6.6% were very dissatisfied
- Those who were not “very satisfied,” indicated insecurity (35.7%) as a concern, littered streets (26.2%), and unfriendly people (14.3%)
- 44.4% of Brazilian visitors are very likely to return to Louisiana in the next five years; 33.2% are likely to return, and 8.6% indicated that they were very unlikely to return
- The primary reasons why Brazilian visitors would return to Louisiana are to visit friends and family (27.2%), to conduct business or attend a convention (16.6%), and because Louisiana is a fun place to visit (15.4%),
- The primary reasons why Brazilian visitors would not return to Louisiana are that it is dirty (25%), because of crime (18.2%), and because it is too expensive (13.6%)
- The top three Louisiana locations visited by Brazilian visitors are New Orleans (97.5%), Baton Rouge (18.9%), and Lafayette (8.6%)*
- The locations where at least one night was spent by Brazilian visitors are New Orleans (96.6%), Baton Rouge (7.1%), and Lafayette (2.9%)*
- Most Brazilian visitors are professional/technical (27.6%), and in marketing and sales or in administrative/managerial positions (13% each)
- The mean age of Brazilian visitors to Louisiana is 37 years old
- Annual household income of Brazilian visitors to Louisiana is between \$25,000 - 49,000 (22%), \$50,000 – 74,000 (22%), and \$75,000 – 99,000 (19.7%).

* Total may not equal 100% because multiple answers were allowed