

97% of Tourists Say they Want to Return to Brazil

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The construction of hotels, apart-hotels and resorts is going to receive investment of US\$ 1.8 billion in Brazil up to 2008. The forecast is that 132 new enterprises be built in the period, which should generate over 15,000 new jobs.

Of all the projects, 31% will be hotels, 11% apart-hotels and 58% resorts. Figures supplied by the Brazilian Central Bank have been presenting strong growth. Brazil received US\$ 3.22 billion in funds from foreign travellers in 2004, US\$ 3.86 billion in 2005 and the forecast is that the figure should reach US\$ 8 billion by 2008.

According to the study executed by Brazilian Micro and Small Business Support Service (Sebrae) and the Ministry of Tourism Ministry, the hospitality sector generates 240,000 direct jobs and 300,000 indirect jobs per year, as well as producing revenues of US\$ 2.2 billion.

According to the executive secretary at the Ministry of Tourism, Márcio Favilla, the hotel sector is one of the sectors that employs most in the country. For every 100 direct jobs, it generates another 26 indirect jobs in other sectors of the Brazilian economy.

The forecast is that up to the end of this year, over 310,000 formal and informal jobs should be created, and that the sector should end the year with 1.1 million employees.

The number of foreign tourists is also growing in the country. In 2004, a total of 4.7 million tourists visited Brazil. Last year this figure rose to 5.4 million, which was a record for the country. For this year, the forecast is that around six million foreign tourists should visit Brazilian cities.

According to Favilla, 86.3% of the foreigners who visited Brazil last year stated that the country complied fully with their expectations.

Of 43,203 foreign tourists interviewed at 12 international boarding gates in Brazil, 97% stated that they plan to return to the country.