



UNDERSTANDING  
THE LATIN  
AMERICAN  
MINDSET IN  
EUROPE

# A LATAM LOVE AFFAIR

Last year, over 2.9 million Brazilians travelled to Europe. That's nearly 8000 travellers per day... that's 5 travellers per minute!

This year, between January and August, the number of Brazilian travellers in Spanish territory grew 31% compared to 2016. Now consider that, with a population of 207 million, Brazilians make up just 32% of the consumers in Latin America and you start to understand why Europe's smartest travel brands are waking up to the huge potential of one of the fastest growing luxury travel markets on earth.

According to European Tourism in 2017: Trends & Prospects Quarterly Report (Q2/2017) Europe claimed 35% of all tourism from Brazil in Q1&2 of 2017 and, of those, 15% chose Southern Europe as their destination.

The following report examines the numbers behind the explosion of Latin American tourism in Europe and research conducted with ILTM Latin America buyers to discover LATAM's favourite destinations, activities and reasons behind their purchasing decisions.

ILTM Latin America is the number 1 event in the world connecting Latin America's premium travel advisors with the world's best luxury travel brands.



“The same language, similar culture, the excellent Spanish wine, the gastronomy and the people... these are the values that attract Venezuelans to Spain”  
Juan Carlos Daboin,  
Souvenir Tours,  
Caracas.

# BRAZILIANS IN SOUTHERN EUROPE AND CATALONIA

From the fusion of art and architecture, to the idiosyncratic union of gastronomy and afterhours culture, Catalonia ticks all the boxes for many Brazilian travellers. Barcelona was voted no.4 in Conde Nast's Best Cities in the world, it is the city's unique ability to blend sun, sea and sand with a thriving contemporary art scene and history and heritage that positions it so perfectly for the Brazilian market place.

*"The Latin American market is very upscale, exclusively luxury, compared to other markets – they spend a lot on a very wide range of services, especially shopping."*  
Virginia Irurita, Made for Spain & Portugal.

Brazilian tourists spent 34.6% more in Spain between January and August 2017 compared to the same period last year (Central Bank of Brazil). This compares to a 21.6% increase globally, showing that while the heritage in Spain and Portugal have always been an important part of the LATAM fascination with Southern Europe, the region is experiencing a surge in popularity.

Surprisingly, above shared language, heritage and visiting friends and family, Brazilians state architecture as the key reason behind their choice to travel to Southern Europe. Brazilians want authentic, historic

destinations that offer cool restaurants alongside a laid back beach vibe.

50% of Brazilians quote Spain as a top 5 destination, alongside Italy, France, Portugal and Greece. Barcelona, is the most popular destination for Brazilians in Spain, followed by Madrid, Ibiza, Seville and Costa Brava.

*"Almost every single family or couple have a special interest in Spain due to the unexplained atmosphere at the destination."*  
Teresa Perez Tours.

The average length of a trip is 10 days. Brazilians will tend to visit 2 countries on one trip – all May to September – and Portugal and Italy are the most common combined itineraries.

*"Architecture is a main aspect and selling point, with the heritage of Gaudi, as well as the gastronomic aspect. Secondly, the historic / medieval villages are also an interesting selling point"*  
Next2 Travel.

Statistics on Tourist Movement on Borders by FRONTUR (September 2017) show that the number of Brazilian overnight stays also increased, reaching 762.5 thousand in the first 8 months of 2017, representing an increase of 31.4% YOY.

The most popular hotel brands among Brazilians

in Catalonia are Mandarin Oriental, Hotel Arts Majestic and W Hotel. In fact, availability of their favourite hotel in their chosen location is consistently cited as Brazilians main consideration when organizing their trip, influencing factors also include availability of the best city tours and top restaurant reservations.

*"Early check in and late check out, free nights promotions, effective concierge team and service, and efficient contact and support are all values that a brand wishing to attract my clients should emphasize in their marketing"*  
Formula Turismo.

Premium flights from Brazil were also up 15-25% for Barcelona and 40-60% for Madrid YOY. Plus a revenue increase overall of 40% to Madrid and 25% to Barcelona according to the IATA Domestic and international traffic report (June, 2017).

The Brazilians researched were slightly more sensitive to terrorism than other LATAM travellers; however, the situation in Catalonia hasn't affected its popularity and overall, the destination is increasing in popularity YOY.

*"Barcelona did not suffer much. Other destinations that had more attacks ended up absorbing the effects. Portugal and Italy (combined itinerary) benefitted."*  
Teresa Perez Tours.

31%  
growth in  
Brazilian  
tourists to  
Spain from  
2016-2017

35%  
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Brazilian  
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Spain from  
January  
to August  
2017

“Our clients, especially the younger ones are sooo millennial. They love contemporary art and architecture. The best tour guides and out of the ordinary tips on where to eat and where to shop. Top activities for our clients in Spain are guided private tours, wine, food and culture. Mexicans are fed up with politics, stay away from the negative and put your energy into the positive.”

says Paula Gamas, ITG, Mexico City

## SPOTLIGHT ON MEXICO

**M**exicans do not scare easily. Its high end clients are used to a high level of privacy when they travel and not entering crowds or lines. Far from being sensitive to attacks, Mexicans are far more likely to view this as an opportunity to be able to travel with less people and good deals. Mexicans favour Madrid over Barcelona and many have friends, family and homes in the city. Unlike Brazilians, Mexicans usually visit just one country destination and stay for 2 weeks. They travel in the Summer and Autumn months and, due to the high proportion of millennial luxury travellers, contemporary art, cool restaurants and shops are their top considerations when organizing a trip to Europe.



FIG 1

FAVORITE DESTINATION OF MEXICAN LUXURY TRAVELERS

\*Aeromexico has direct flights to both London and Madrid and Air France flies direct with an A380.



# SPOTLIGHT ON VENEZUELA

For Venezuelans, the most important destination in Europe is undoubtedly Spain. Characterized by a feeling of 'a home away from home', Venezuelans are independent, resourceful and resilient travellers through the country, valuing the same language, similar culture, the excellent wine and gastronomy and the friendly nature of the people. Partying is high on the agenda for this young crowd and the weather, the concerts and the top 5 restaurants are their top considerations when planning their trips. Preferring Madrid to Barcelona, Venezuelans also regularly request itineraries that include Seville, Grenada and Malaga.



FIG 2:1  
TOP 5 EUROPEAN DESTINATIONS REQUESTED BY VENEZUELAN



FIG 2:2  
TOP ACTIVITIES REQUESTED

“In general, my clients have a lot of family and friends in Spain so all year is perfect to travel there, however, the best is after summer from September to October. The most important considerations for my clients are the weather, the parties, the concerts, and the top 5 restaurants of the moment”

says Juan Carlos Daboin, Souvenir Tours, Caracas.



“If you want to attract Colombians, the most important value for your brand to emphasize is 24/7 service – always! We like city tours, museums, beaches and shopping and we usually travel to 3 countries in a single trip. Colombian people aren’t fazed by terrorist attacks... Interest in Spain and Catalonia has only increased in the past 5 years”

says Bruny Correal Martinez, bcm viajes, Bogota

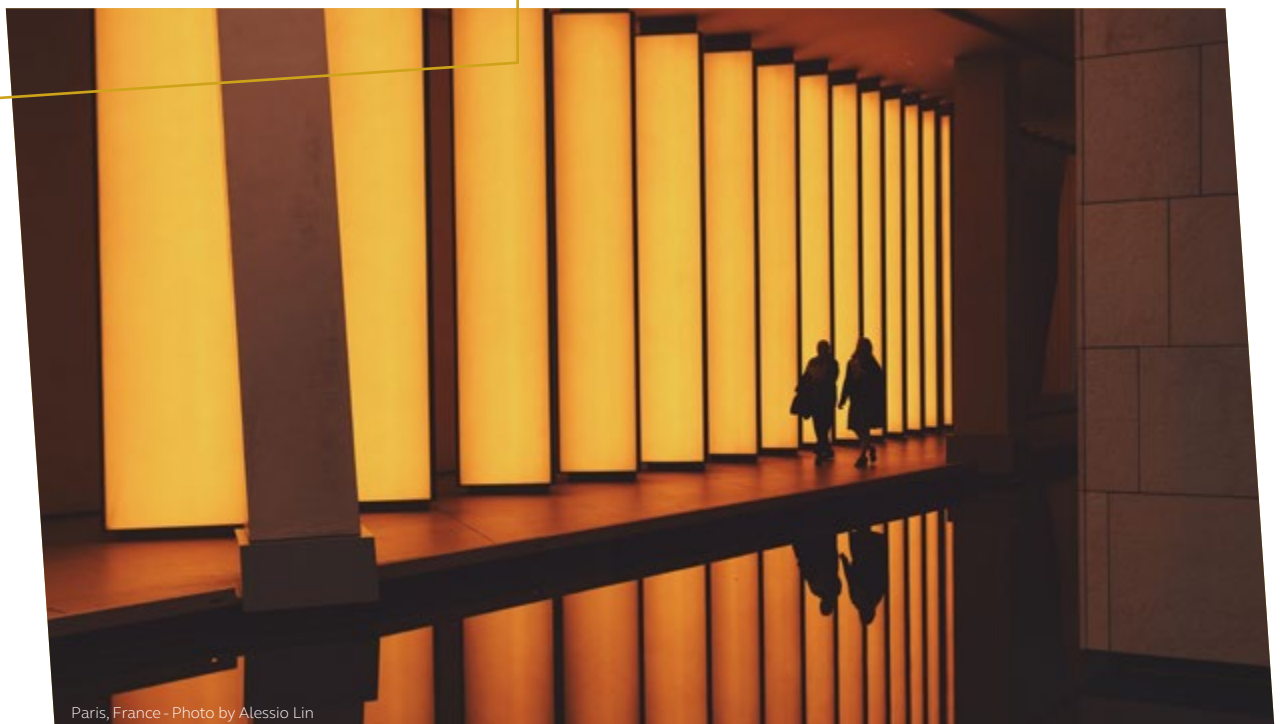
## SPOTLIGHT ON COLOMBIANS

Colombian numbers in Europe have never been higher and this is fuelled by the fact that they no longer have Schengen visa requirements. This has meant a steady increase in the number of travellers from Colombia, whose top destination is still Spain (Madrid, Barcelona and Seville / Andalucía). Colombian travellers tend to be more conservative than their Brazilian, Mexican, Argentinian and Venezuelan counterparts and want brands that emphasize 24/7 personal services – not technology. They don’t like to get up early, they take their breakfast late and generally like to travel between July and September.



FIG 3

TOP 4 ACTIVITIES REQUESTED BY COLOMBIAN TRAVELLERS



## ARGENTINIANS TO CATALONIA GREW 45% IN 2017

**M**ost commonly known as the more 'sophisticated' - or European in style - of all the Latin American markets, affluent travellers from Argentina are highly prized both for their tendency to spend and for their familiar tastes and expectations. Preferring Madrid to Barcelona, Argentinians will want to combine city trips with a beach break on Ibiza or other island. Travelling far and wide throughout Europe, the most popular European destinations include Portugal, Italy, Greece, UK and Croatia. Argentinians are most likely to want to travel to 2 or 3 European countries in a single trip, preferring to travel in Spring and summer, from April onwards.

Location of the hotel

Amenities

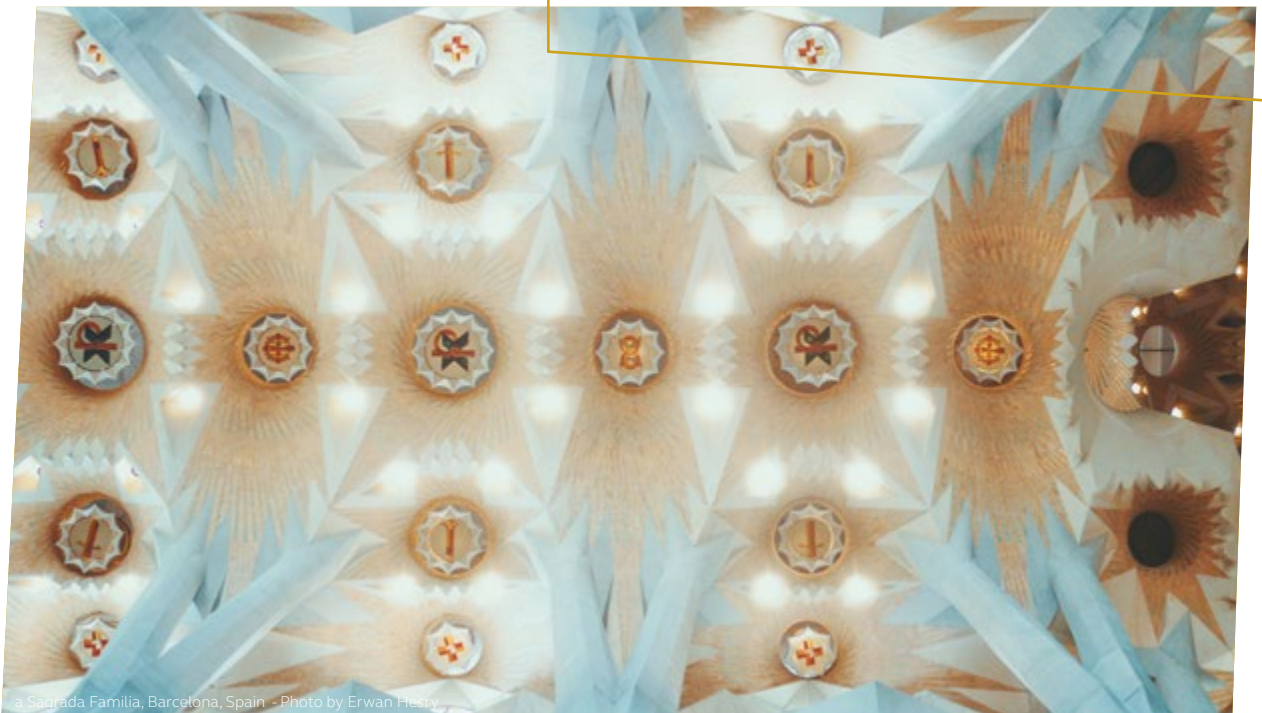
Check in and check out time

FIG 4

MOST IMPORTANT VALUES TO EMPHASIZE TO ARGENTINIAN TRAVELLERS

“Barcelona is one of the top trendy cities over the Mediterranean, with design, incredible restaurants and bars, history and football, sun and beaches... and lovely people! Absolutely the request to travel to Spain and Catalonia is increasing, entrance to the Segrada Familia is the most important consideration for Colombians and holding the best restaurant reservation”

says Florencia Roigt, Biblos Travel, Buenos Aires



a Sagrada Familia, Barcelona, Spain - Photo by Erwan Heory



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# UNDERSTANDING THE LATIN AMERICAN MINDSET IN EUROPE

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