

1 Greetings

Brazil. A hyperbolic country in many ways. Geographically, a continental country. Socially, a country where many cultures coexist without grudges, forming the base of our pacific civilization. Economically, a nation that has earned the world's respect for its notorious stability.

We are a country with many synonyms. Beaches. Amazon. Rio. Samba. Soccer. But these are not enough to illustrate a country that emerges as a nation of the future. Because we are technology, democracy, research, art, culture and sustainability as well.

But, within our most significant assets, there is a diverse people who stood together over the centuries, under the same language, the same flag, and rarely tasting war or civil unrest. We are a peaceful country by nature and we express this quality in every corner, in every look, every smile of our friendly people who seem to bring vocation for tourism in their DNA.

Brazilian tourism itself is also hyperbolic, where many different options abound: sunny beaches; cities filled with culture and history; many places for sport practices; business events and a vast nature ideal for ecotourism and, of course, adventure.

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In 2009, the Brazilian Tourism Board, Embratur, conducted a survey among foreign tourists. The research took place in June and interviewed 2 thousand and 4 hundred tourists in international departure lounges in the main Brazilian airports. And I would like to share with you some significant insights from this survey.

One of the aspects was frequency. 44 per cent were visiting Brazil for the first time, while 56 per cent had been in the country more than once. When they were asked about the motivation to visit Brazil, 57 per cent answered they were looking for leisure.

But many others, 21 per cent to be precise, said they were visiting the country for business. And that is extremely significant to support our desire to be acknowledged worldwide not only as a leisure destination, but a business option as well.

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The tourists were also questioned about Brazil's best asset. And, as I mentioned in the beginning, the Brazilian people were chosen as the country's best aspect by **45 per cent** of the interviewees. And I'm sure anyone who has visited Brazil will agree.

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Another aspect of the survey concerned satisfaction. 98 per cent of the tourists considered themselves satisfied with the results of the trip, while only 1% stated it did not meet their expectations. When they were questioned about the possibility of returning, the results were positive, too. Solid 90 per cent of the interviewees said they want to return, while only 7 per cent were in doubt and 1 per cent said they won't return.

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These results make us very optimistic about our industry. Brazilian tourism has matured, over the years, and is an important vector for our economic and social development.

With this in mind, the Brazilian Tourism Board has implemented an operational plan to strengthen tourist destinations and products from five major segments that we believe to have appeal worldwide: Sun and Beach, naturally; Ecotourism and Adventure; Culture; Sports; Business and Events.

With this plan, we have established a product portfolio with 269 products and tourist destinations, organized by segments and market niches.

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As I stated, before, Adventure is one of the main focuses of our international promotion. And when we speak of adventure, it is impossible not to relate Brazil, with its immense natural resources, to this important segment. The country has many tourism activities and possibilities for vacations. However, adventure travel and ecotourism could be significantly expanded in Brazil.

Every year, the country is witnessing the evolution of the industry. The ongoing work of more than 40 years of the National Board; the creation of a Ministry in 2003 and the establishment of many associations initiated a series of actions that led to professionalization and development.

Today, tourism in Brazil is a strong industry that generates jobs, income, helps reduce social inequality and promotes the consolidation of environmental awareness.

According to World Tourism Organization, the adventure segment is a booming industry. Therefore, betting on adventure is a strategic decision, especially in countries like Brazil, which, despite its obvious potential, is still not recognized internationally as an adventure destination.

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According to the Ministry of Tourism of Brazil, 22% of the trips to Brazil in 2008 had ecotourism and adventure as motivation. Another study, in 2009, stated that 33.9% of the Brazilian tourists who traveled the country in 2008 and 2009 had our natural wealth as the main reason for travel.

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This means there is demand, locally and internationally. We must encourage it and answer it by offering the best experience possible.

Currently, Brazil offers many options for those visitors wishing to go beyond our lush landscapes, but to feel the excitement within them.

I highlight, for instance, the beautiful beaches in Jericoacoara, in the state of Ceara, an ideal place for kitesurfing, windsurfing, sailing and surfing. Brotas, in São Paulo, attracts rafters from all over the world and Socorro has won international renown for its expertise in safe, accessible adventure.

Florianopolis, in the state of Santa Catarina, also shares this adventurous spirit, with many options at its beaches, forests and a buzzing nightlife. The Royal Road, in Minas Gerais, also has much to offer with its many riches of the Brazilian Empire.

Fernando de Noronha is a natural sanctuary, perfect for diving. In the Amazon, tourists can stay in jungle hotels and Pantanal is a gateway to the virtually untouched riches of this green-country of ours. And that's only part of what Brazil has to offer in the field of soft adventure.

The options are varied, with diverse destinations that make Brazil a mosaic to suit all tastes. Adventure and ecotourism can be found in all our regions, from the Pampas to the Amazon; from Pantanal to the coast. Valleys, rivers, parks, beaches, mountains, forests, dunes. There are countless examples that make Brazil a diverse country. A country where tourism is something really sensational.

10 Infographic (Brazilian Biomes)

Here is an infographic to illustrate our rich biomes.

11 Infographic (Adventure Products in Brazil)

And here we can have an idea of what Brazil can offer in the Adventure segment.

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In an effort to expand its knowledge of the North American market for nature and adventure travel to Brazil, the National Tourism Board requested Xola Consulting a consumer and industry research.

The study was conducted in July and August, 2010, with the main objective of understanding the North American consumer behavior towards the choice of eco-adventure tourism in Brazil and its competitors.

Another aspect of the research was an analysis of the adventure traveler's decision-making processes and their emotional profile. This analysis is fundamental to support our marketing strategies. Knowing what the consumers want help creating correctly targeted messages.

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The research provided us the profile of the international North American consumer for the eco-adventure segment. There are three main profiles.

The eco-traveler seeks connection with the authenticity of the local people and the natural wealth.

The adventure-traveler, on the other hand, desires to connect with nature through thrilling experiences.

And the eco-adventurer wants an authentic, thrilling and awakening experience in his trip.

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The consumer survey revealed six distinct clusters of travelers. In each cluster there were people who could be classified as eco-adventurers. The majority of eco-adventurers, nevertheless, were found in cluster 3, as we show in this chart. Eco-adventurers in each cluster were organized based on the values that they indicated to be important to them.

They want adventure with comfort and organization. They want nature, but the thrills are more important than the green aspects of the trip. As an example, they mention safaris and visiting the Amazon.

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When we analyze the North American consumer characteristics, there are many significant aspects that I want to share with you.

This group desires to cultivate the idea of being an adventurer. On the other hand, they also want a comfortable experience.

They want authentic connections during their travels.

And the majority of this public is in the average age of 50 years. But a sizeable portion (40 per cent) of the eco-adventurers are in the age of 30-41 as well.

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These travelers plan with specifics of the trip, not how it is labeled and they have concerns with safety, infrastructure, conservation and ease of obtaining a visa. And this is one of the main aspects of adventure in Brazil. We value the idea of a safe adventure practice and continually implement actions to support this.

But there are some interesting contradictions as well. We discovered that the majority of eco-adventurers claim to care about sustainable and authentic travel, but aren't deeply concerned with the reality behind the places they visit.

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The study also provided us with the ideal package for a North American eco-adventurer. It should take between 8 and 10 days, for instance. Also, the costs should be around 820 and 1,200 dollars per person.

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The North American consumer likes to travel with small groups of friends and 3 per cent of the U.S. eco-adventurers have visited Brazil since 2007. Their recent trips, however, don't include our country and the average cost (per person) in these trips was around 1,011 dollars. These consumers felt it was a better deal than traveling to places like Australia and within the United States.

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But the key-finding of the research was that they want a customized trip that doesn't cost excessively. To satisfy this demand, tour operators should plan to create "add-on products" to extend the trips and help them customize their visit.

Another important finding concerned the positive effects of spontaneous suggestions and the ease of online booking. These are undeniable trends and this study has enlightened us to the importance of planning solid promotional web strategies.

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We must not neglect the importance of online marketing tools and strategies when we plan our marketing and promotion actions. Social media is an effective way to raise awareness of the eco-adventurers and tour operators should align their online presence with the habits of younger consumers too.

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The young, online consumers are a desirable market. They are a strong source of word of mouth marketing and a group that will continue to travel in the future with friends and eventually their own families. As the study asserted, 40% of the eco-adventure consumer in the United States are young and online. We can't ignore this.

The web offers many opportunities for the promotion of destinations and the Social Media is a great field to be explored. Reduced costs and potentially infinite range for the information strengthen strategic plans to attract travelers.

Embratur, for example, uses several tools for online promotion.

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The Brasil Mobile is an application that works as a pocket guide, providing pictures and relevant information of some Brazilian cities, like Brasília, Salvador, Rio de Janeiro, São Paulo and may other important capitals. With the app, it is possible to learn everyday expressions and check locations with the Google Maps.

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We also have a website to provide relevant information about the host-cities of the 2014 FIFA World Cup. There are pictures, videos and the main attractions in each city. There is also the possibility of collaborative content, since anyone can post and comment posted information by other users.

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The TwitCup is an interactive environment, a game to check the popularity of Twitter users. Here it is possible to "challenge" friends on Twitter for a game of virtual soccer. And the results can be posted too.

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Through our profile on Twitter, we establish a channel to strengthen our relationship with potential tourists, provide information and discuss opportunities. With Twitter, as well, we can instigate our followers to visit other websites, share pictures, videos and play trivia games about Brazil.

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Our YouTube channel helps the international promotion with the usage of videos by Embratur, testimonials from national and international personalities as well as tourists visiting the country. This channel was the first in the world to offer integration with the Google Maps. With this integration, it is possible to view a map of the destination seen on video.

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There are dozens of albums with Brazilian landscapes and tourist destinations in Flickr. This network also allows comments about the images and photos.

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In Facebook, we can share not only news about Embratur, but our international promotion campaigns. Also, we offer a Fan Page with a lot of content to create interaction among other Facebook users.

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Through Four Square, we can recommend places of leisure and entertainment. This is a way to escape the traditional scripts and meet unique aspects of each region.

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With Yahoo Travel, it is possible to find several tourism options in Brazil, as well as information from which the users can plan their trips.

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With all these actions combined, our Social Network provides us with more than 18 thousand friends. The range of our activities reach more than a million people and with all our channels and profiles we gather 230 thousand followers.

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Brazil is already an international reference in Adventure Tourism not only because of its destinations, but from a technical and operational standpoint as well.

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Brazilian standards for adventure tourism will be a step towards the consolidation of an international standardization in the industry. The country also coordinates, along with the United Kingdom, a working group of the ISO technical committee for the segment. This means that our experience will be key consolidate international rules and standards of products and services in Adventure.

This is an undeniable recognition of the quality of our tourism, the organization of the country and the dedication of the federal government, the Brazilian Ministry of Tourism and National Tourism Board. We work hard to establish our tourism as a serious, qualified, responsible and sensational industry from all perspectives.

Currently, many companies are certified to provide Adventure Tourism in Brazil. The states of Mato Grosso, São Paulo, Bahia, Goiás, Amazonas, Paraná, Santa Catarina, Rio de Janeiro and Rio

Grande do Sul stand out by offering an array of companies that meet international quality requirements. This consolidates a soft adventure circuit capable of attracting and welcoming national and international tourists.

And certification is not a recent development. Since 2006, the Brazilian Ministry of Tourism works to qualify eco-adventure companies and guide them to implement international safety standards. The most important result of this effort is to see an industry that, day by day, offers more options for tourism beyond sun and beaches. By the end of 2010, we expect that 130 companies will be audited by certification bodies.

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Adventure tourism in Brazil has three very distinctive aspects. The first one is the concept of sustainable tourism that fosters responsibility and environmental ethics. The focus here is promoting qualification and appropriate practices.

Another aspect is safety. The Safe Adventure Program strengthens, qualifies and certifies businesses in 16 Brazilian destinations, of 13 states. This action already reaches 100 cities and over 4,800 professionals. Today, 170 organizations are involved with the implementation of security in their products and services. Currently, there are 35 certified businesses in Brazil and the expectation is that another 114 will be certified by the end of 2010.

In addition to sustainability and security, another focus is the conscious consumption. An educational campaign is dedicated to promote the consumption of eco-adventure tourism in such a way that we have a network of information prior to the arrival of tourists.

Adventure tourism is a segment that is beyond the local development and resource generation. This segment is naturally directed to the social transformation and the incentive for sustainable usage of natural resources on the planet. It is a vehicle for experimenting tourism not only as a commercial travel, but as a real covenant with a heritage that must survive the test of time.

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The next major international events, which will be hosted by our country - the 2014 FIFA World Cup and the 2016 Olympic Games - will be great opportunities to take advantage of this growing demand.

During the World Cup, it is expected that Brazil will register 73 million domestic arrivals and 500 thousand extra international tourists. This will expand the international expenses in 55 per cent, in other words, more than 15 million dollars.

With the World Cup in mind, the Ministry of Tourism intends to qualify more than 300 thousand professionals throughout the tourism industry (including the adventure segment) for the reception of tourists in 2014. There will be over 770 million dollars in federal funds exclusively for professional training.

Betting on adventure and ecotourism can be a great way to extend the benefits of the national and international demand. Successful practices and studies worldwide show that this type of tourism, when carried out in a planned, participatory and sustainable way, is a vector for economic, social and environmental development.

36/37 Final thoughts

All these actions will leave a significant legacy for the country and its Tourism industry. We are working to consolidate a new image and positioning for Brazil in the international tourism market by breaking stereotypes and the erroneous idea of an exotic, distant country. These efforts will help Brazil to be acknowledged as well as an important destination to host major international events.

We already are a leading country in South America and one of the leaders in the international tourism scene. There has been progressive increase in tourism flow and inflow of foreign expenses in the country, which stimulates employment and income generation. There is an optimistic scenario that portrays our country as an excellent destination not only for leisure tourism, but business events too.

Brazil has stood out and become a reference, undoubtedly, with its pioneering initiatives in standardization and encouraging safe and sustainable practices in the segment of adventure and ecotourism. But there are still many challenges to overcome.

It comforts me to know that we are taking firm and decisive steps in building a multiple, varied tourism industry that is as surprising as Brazil can be.

Compete, integrate, innovate. That is what we must have in mind as public and private managers of this extraordinary industry. And this is my most significant message here today.

Thank you.