



RIO'S 2016 OLYMPIC GAMES WILL BENEFIT BRAZILIAN TOURISM

Historic Host City Selection Brings 2016 Olympic Games to South America For First Time, Spotlighting Rio de Janeiro to the World

Brasilia, Brazil –October 2, 2009 – The International Olympic Committee (IOC) today selected Rio de Janeiro as the 31st Olympic and Paralympic Games host city. The increase in foreign tourists to Brazil in 2016 is already projected to be ten to 15 percent greater than the previous year (2015).

Rio de Janeiro was one of four finalist cities including Madrid, Chicago and Tokyo, and went into the final rounds confidently as the final assessment report from the IOC qualified Rio's submission as one of "very high quality".

To understand how this might affect future revenue for tourism resources in Rio, the Brazil Tourism Board EMBRATUR references the current data from Central Bank noting a record influx of tourism revenue in Brazil in 2008. Foreign tourists spent US \$5.785 billion in Brazil, an increase of 133 percent as compared to 2003.

In previous years, investments and works generated in Olympic host cities have boosted tourism, especially in regards to business travelers. The Minister of Tourism, Mr. Luiz Barretto, who was one of the Brazilian delegates in Copenhagen, emphasized the potentials gains for Brazilian tourism sectors.

"I congratulate every person and entity involved in this winning project. This is a day to celebrate for all Brazilians, who for the first time will organize one of the most important events on the planet," Barretto said. "The Olympic Games will promote Rio as a city abroad, but will also represent our entire country. This will provide immense increases in Brazilian tourism and for our economy in the long run."

As the first South American city to host the Olympic Games and famous for its natural and beautiful landscapes, the Marvelous City, as Brazilians call it, is sure to make the 2016 Games sensational. Rio de Janeiro will provide all the required needs for hosting a large-scale and important event such as this in addition to the opportunity for athletes to perform surrounded by spectacular scenery. Tourists will be afforded the inaugural chance to enjoy the Games with the beauty of Rio serving as the background and offering innumerable tourist opportunities.

"Having the Olympic Games following the World Cup in 2014 means a huge infrastructure legacy with direct impact to tourism, but it also creates a tremendous advertisement campaign that will change the image of Brazil for at least four years," said Jeanine Pires president of EMBRATUR, the Brazilian Tourist Board. "This is a great promotional opportunity and we will show the world that, aside from beautiful beaches, cultural and natural diversity, we also boast infrastructure in what some may consider one of the greatest destinations for international events in the world."

The IOC's decision took into consideration multiple factors, including Rio's economic development, infrastructure, safety and lodging. Rio de Janeiro's beauty and the joy of the Carioca people, a term referencing locals, who supported the city's candidacy with an overwhelming 85 percent also contributed to the final decision.



Beyond a victory for sports and the country's economy, hosting the Olympic Games is a great opportunity to showcase Brazilian destinations to the world. A recent survey by ORC Worldwide stated the combination of Rio's cost, effectiveness, passion, hospitality, landscaping and weather creates the ideal place for tourists to watch the Games.

Other surveys have recently deemed Rio a city deserving of events as it continues to gain international recognition. This year, Rio de Janeiro was named the happiest city in the world, according to a *Forbes Magazine* which surveyed 10,000 people throughout twenty countries. The Marvelous City also received the title of the most courteous city in the world, according to the Universities of Michigan and California. Finally, one of the city's major tourist attractions, Christ the Redeemer, was elected one of the new Seven Wonders of the Modern World in 2008.

According to an International Tourist Demand survey conducted by the Ministry of Tourism, the Brazilian destination most visited by foreign tourists is Rio de Janeiro (30.2 percent) for leisurely purposes. Business, event and convention-related tourism finds Rio ranking second with 24.7 percent, following Sao Paulo.

Brazilian tourism figures

- According to the International Congress and Convention Authority (ICCA), the major international meeting entity globally, Brazil ranks seventh as an international event destination.
- This year, the World Economic Forum, in its third edition of the Competitiveness Report on Travel and Tourism ranked Brazil 45 among the 133 countries assessed. It is ranked first among all South American countries included and in regards to natural resources, Brazil ranks second.
- A 2009 survey from the World Travel and Tourism Council (WTTC) ranks Brazil thirteenth among the 181 countries analyzed for tourism efforts; the country is first among Latin American countries.

Profile of foreign tourists in Rio

- Foreign tourists visiting Rio de Janeiro annually break down as follows: 22.5 percent American, 8.1 percent French, 6.9 percent Argentina, 5.8 percent English and 4.9 percent Chilean.
- Leisure is the major motivation for foreign tourists who chose the Marvelous City (53.1 percent). Business, events and conventions follow with 28.5 percent.
- Foreign tourists seek out the following activities while in Brazil: sun & beach (44.6 percent), culture (22.1 percent), ecotourism (20.6 percent) and sports (6 percent). The average stay for these tourists is 15.5 days spending an average US \$90 daily.



About EMBRATUR

The mission of the Brazilian Tourism Board, EMBRATUR, is to promote Brazil in the international market as a destination for travelers. The Brazilian Federal Government and EMBRATUR have implemented the Aquarela Plan which calls for generating consumer awareness about Brazil and attracting more tourists. The established target for the U.S. sector is increasing the annual numbers for tourists entering the country to 9 million, and attracting a total amount of \$8 billion in revenue by 2010. There are nine EMBRATUR offices globally including Lisbon (Portugal), Paris (France), London (U.K.), Frankfurt (Germany), Madrid (Spain), Milan (Italy) and Tokyo (Japan). There is also a Bureau for Tourism for Latin America, based at the EMBRATUR office, in the city of Brasília. For more information visit <http://www.brasilnetwork.tur.br> and visit the Newsroom.

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