



# BRAZILIAN MARKET

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# Brazil: A booming market for language travel

- 9<sup>th</sup> largest economy in the World and largest Economy in South America
- Economy stability: low and stable inflation (5%)
- Credit revolution: more credit = more capacity to buy
- Growth of middle and upper class



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- US Dollar Exchange Rate Average
  - 2006: U\$ 1 = R\$ 2,50
  - 2007: U\$ 1 = R\$ 1,90
  - 2008: U\$ 1 = R\$ 1,70

20% growth of travelers for study purpose

(Belta - 2006 x 2007)



# Brazil: A booming market for language travel

- Focus on the future career in a very competitive market.
  - 76% believe life will be better in the future
  - 42% dream in getting a great job

Only 16% read, understand and speak English

IPSOS Studies Brazil 2007  
Students from 15 to 22 years old



# Trends

- Increase in the length of stay (longer courses)
- Growth of younger students
- Growth of mature students
- Search of third language as career differential
- Technical and Extension Programs
- Demand for more comfortable and luxury accommodation



# Top 5 Destinations



**CANADÁ**



**USA**



**UK**



**AUSTRALIA**



**NEW ZEALAND**

Belta 2007

# Approaching the Brazilian Market

- Market works countrywide
- Invest your time - Be there! Focus on relationships (TLC)
- Agent *vs.* direct online bookings (Agent Oriented Market, client needs experts, just on line requests increased)
- Be transparent and personalize your programs: clients are more demanding and well informed
- Quality *vs.* Price ?

Key word: **Innovation!**



# Thank You

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