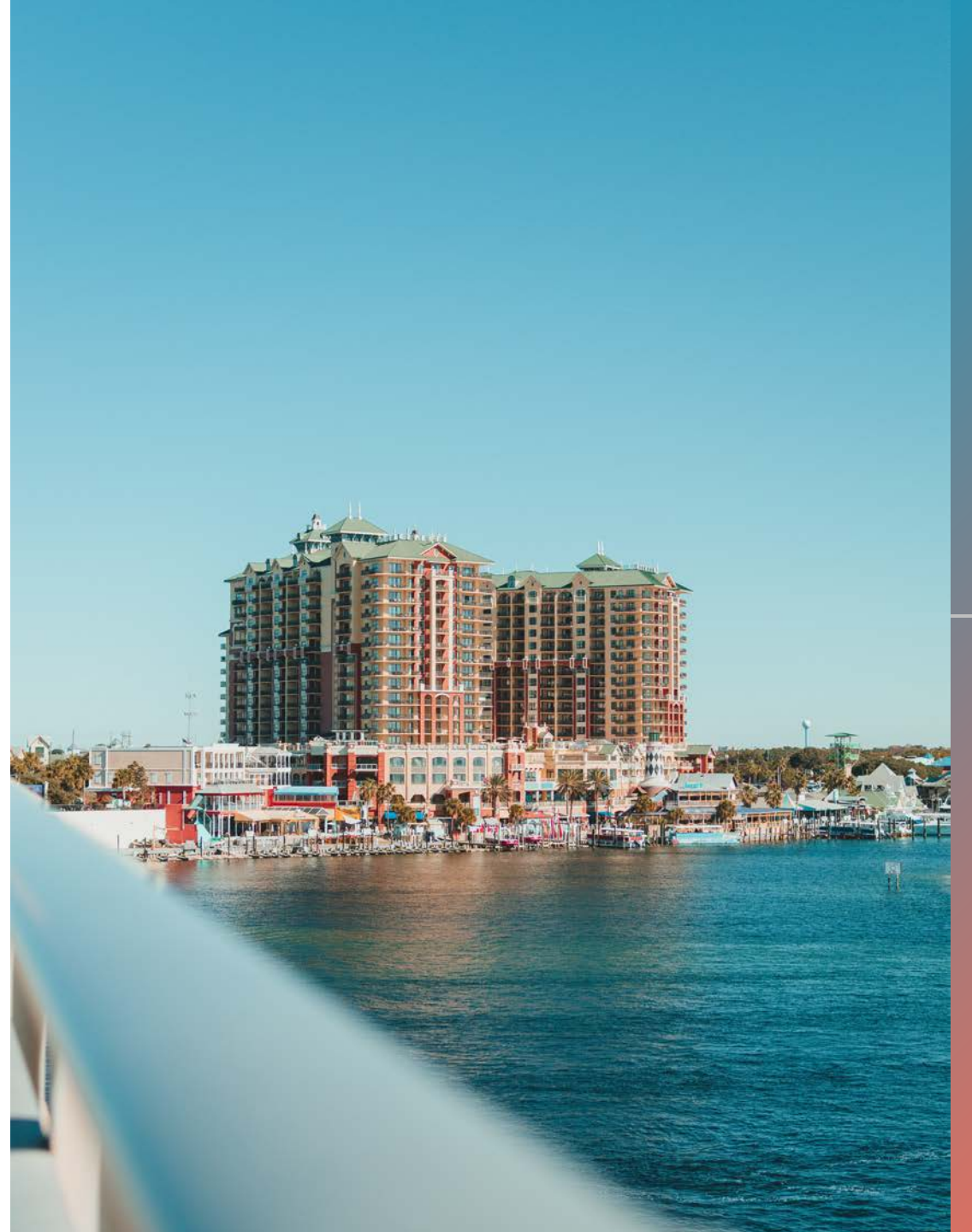


The Brazilian Traveler Behavior and Perception about Florida | US





Demographic Profile



Location & Gender



North
3,50%

North East
17,50%

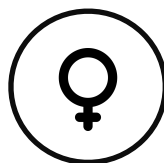
Midwest
4,50%

Southeast
63,5%

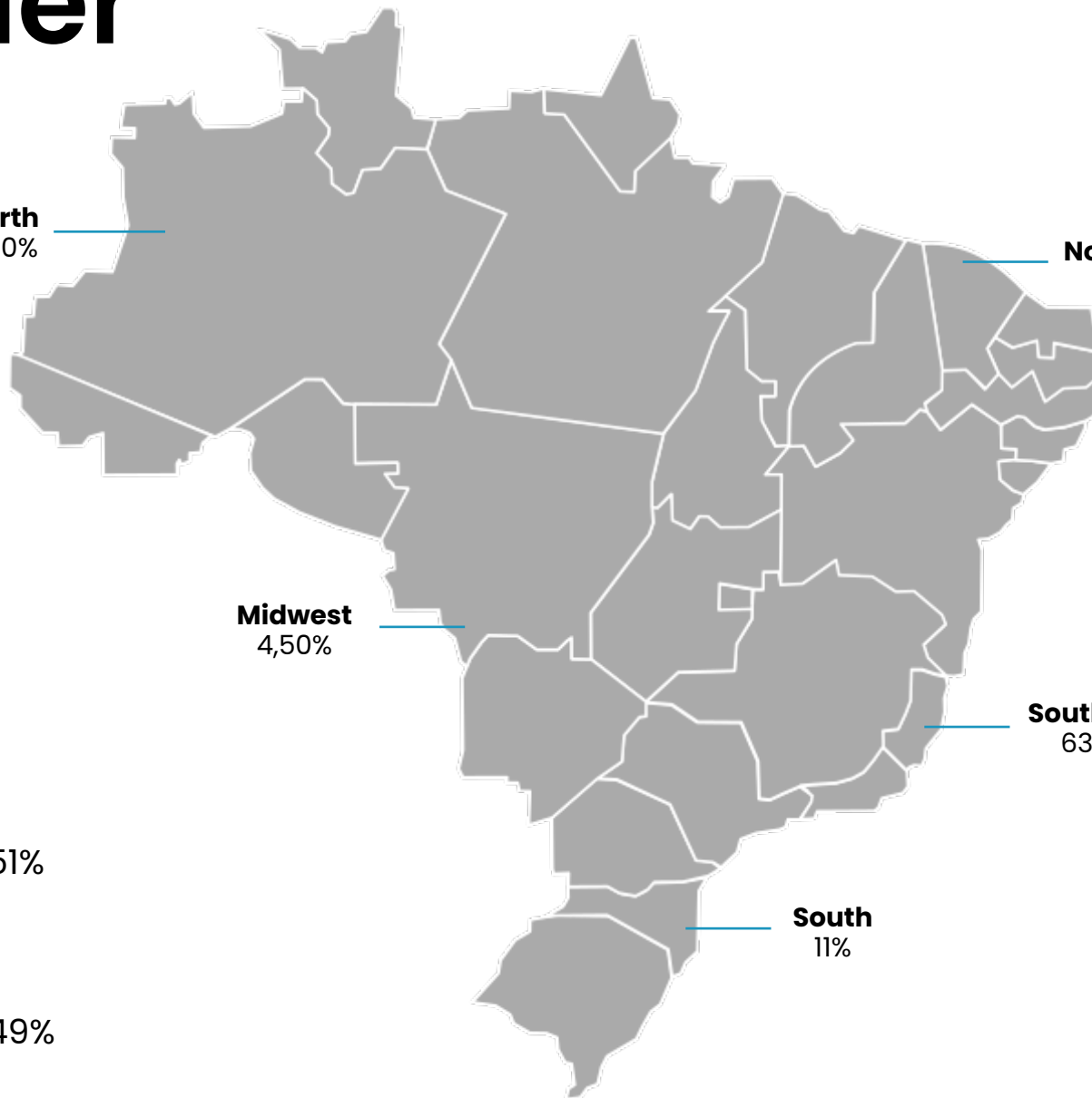
South
11%



51%

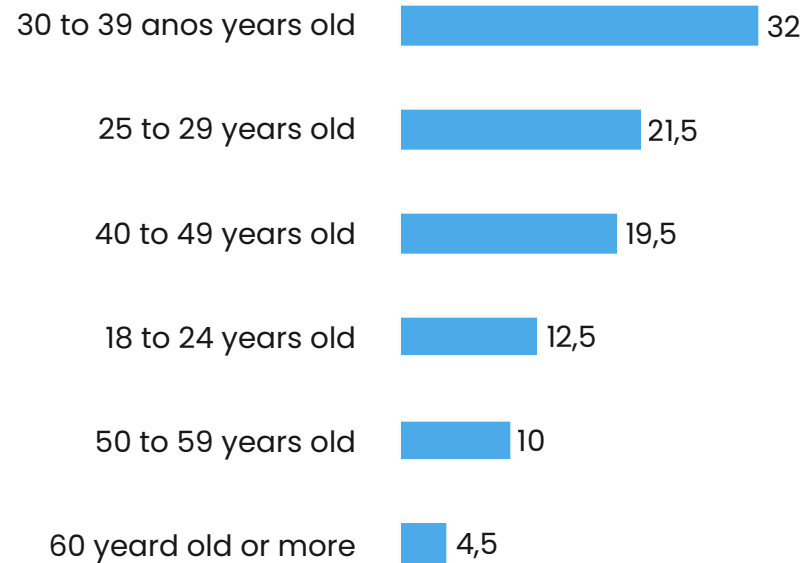


49%

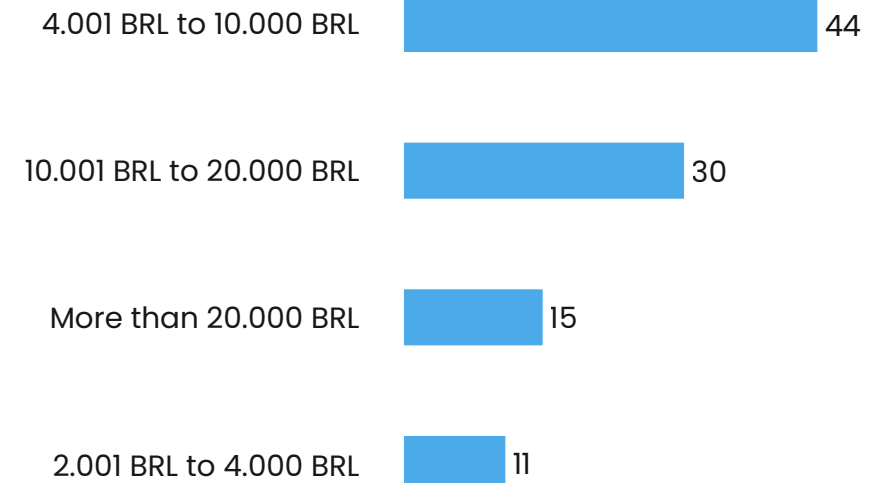


Age & Monthly family income

What is your age?



What is your monthly family income?





Trips to Florida



Trips to Florida

Trip purpose

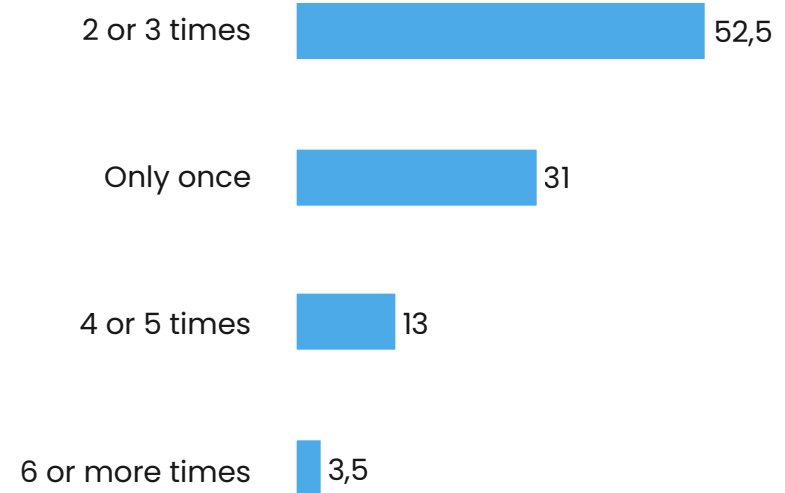


95%
Leisure



25,50%
Work

Number of visits



Destinations visited in Florida

TRVZ | LAB



1. Orlando | 84%




2. Miami | 71,5%




3. Tampa | 24%



4. Fort Lauderdale | 18,5%




5. St. Petersburg/Clearwater
4,20%




6. Other
2%

Returning or desired destinations for upcoming trips

TRVL | LAB




1. Orlando | 67,5%



2. Miami | 65%




3. Fort Lauderdale | 39%



4. St. Petersburg/Clearwater
35,5%



5. Tampa | 33%



6. Other
3%



Perceptions about Florida



Perceptions about Florida

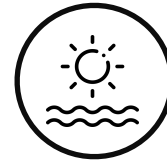
When you think of Florida, what comes to mind?



75,50%
Shopping



72%
Theme and
water parks



71%
Sun and
idyllic beaches



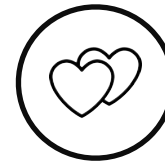
65%
Family fun



56,5%
Relaxing vacations



45%
Good food



31,5%
Couples vacations

Perceptions about Florida

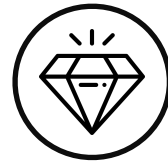
When you think of Florida, what comes to mind?



29,5%
Parties



27,5%
Trendy cities



26%
Luxury travel



19%
Business travel



17,5%
Honeymoon



11%
Solo travel



11%
Picturesque cities

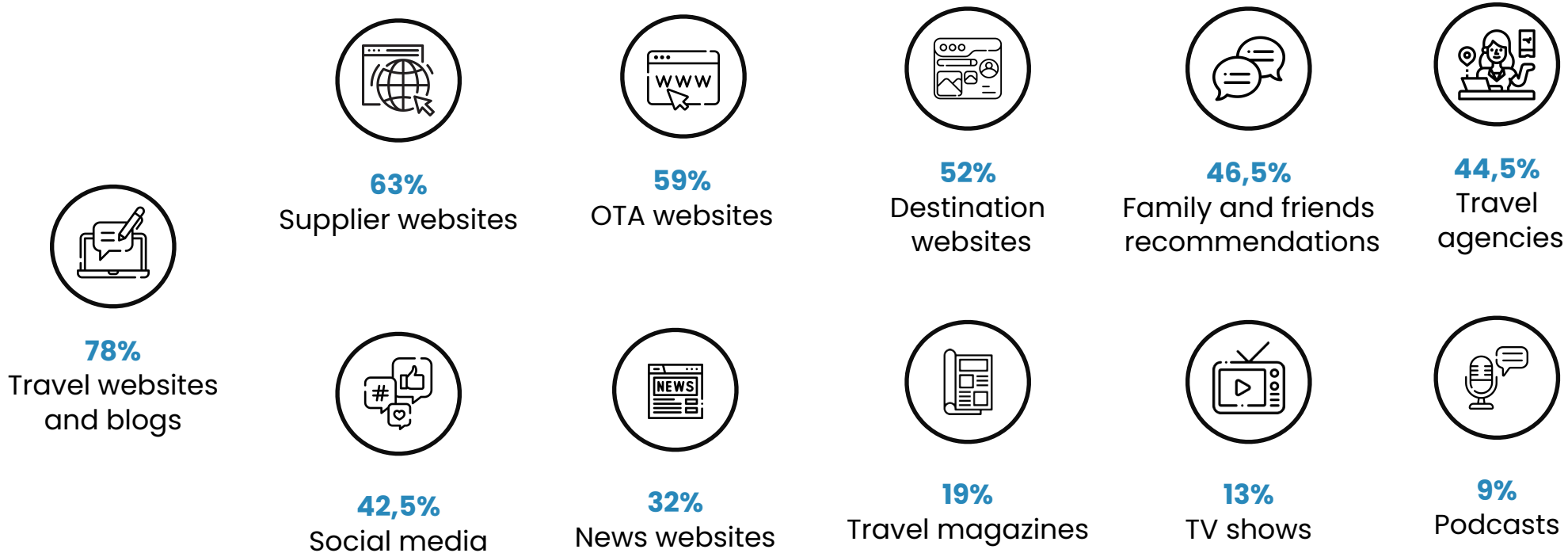


About information and reservations to Florida



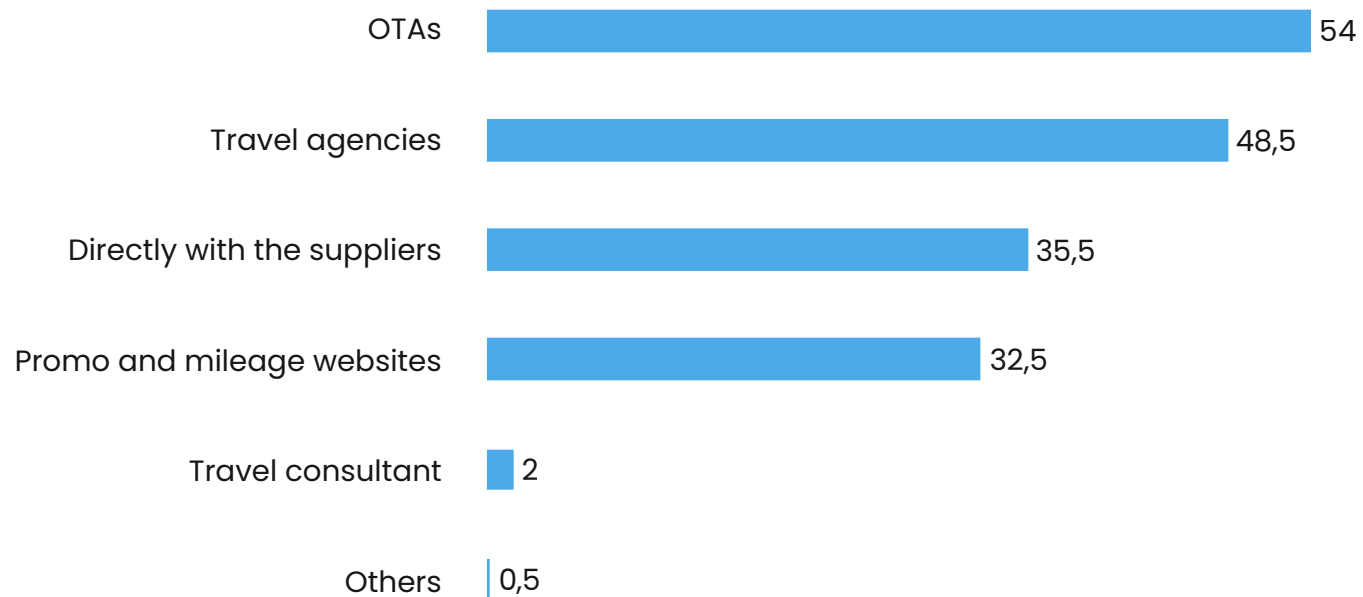
Information about Florida

How do you get information about Florida destinations for your trips?



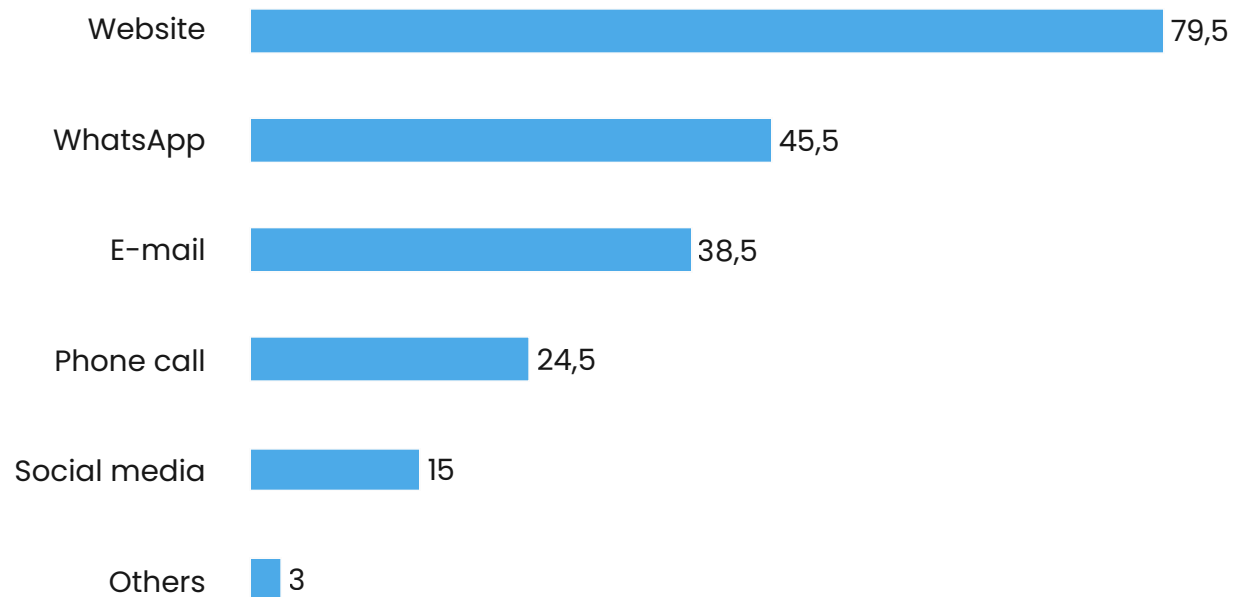
Reservations to Florida

How did you book your last trip to Florida?



Mean of reservations to Florida

Which mean did you use to book your last trip to Florida





Activities in Florida

Activities in Florida

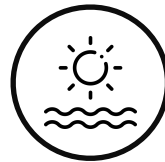
Which of the following activities did you do during your last trip to Florida?



75%
Shopping



72%
Visit theme parks



70%
Enjoy the beach



69%
Visit bars and restaurants



55,5%
Visit water parks



38%
See shows



34,5%
Visit natural parks

Activities in Florida

Which of the following activities did you do during your last trip to Florida?



30,5%

Visit attractions
with animals



30%

Take a historical and
cultural tour



25%

Visit museums and
cultural attractions



17%

Work



15%

Attend sports events



13%

Visit a spa



11,5%

Practice sports



5,5%

Attend an event

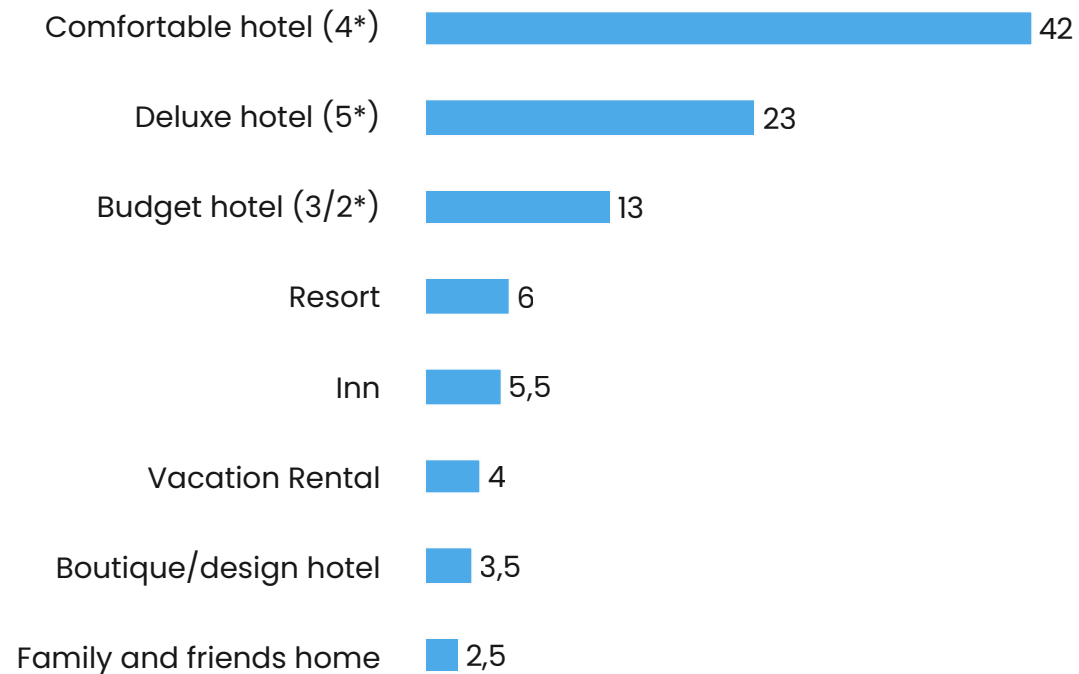


Accommodation in Florida



Accommodation in Florida

Which accommodation did you stay in your last trip to Florida?





Satisfaction with Florida



Satisfaction level with Florida

Satisfaction level rated from very satisfied to unsatisfied (top rate 4)



3,80

Quality of entertainment attractions



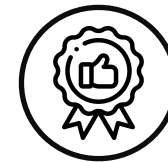
3,77

Quality of information available about the destination



3,72

Quality of natural attractions



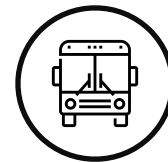
3,69

Overall quality of the destination



3,68

Quality of the chosen accommodation



3,67

Internal transport quality



3,65

Access to technology

Satisfaction level with Florida

Satisfaction level rated from very satisfied to unsatisfied (top rate 4)



3,63
Safety



3,62
Quality of historical | cultural
attractions



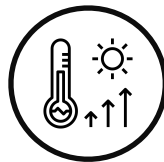
3,58
Access to
the country



3,56
Variety and quality
of gastronomy



3,54
Tourist attention
and service



3,50
Weather



3,16
Immigration
procedures



3,02
Prices



The Dream Vacation to Florida



The Dream Vacation to Florida

A word cloud centered around the theme of a dream vacation to Florida. The words are arranged in a circular pattern around the central word "Fun". The words are in various shades of blue and black, with some words being larger and bolder than others.

Words included in the word cloud:

- Fun
- Safety
- Enjoy
- Comfort
- Quality
- Visit
- Disney
- Shopping
- Parks
- Restaurants
- Theme Parks
- Local
- Beach
- Family
- Tours
- Activities
- Food
- Places
- Hotel
- Good
- Service
- Tranquility
- Friends

The Dream Vacation to Florida

"A lot of fun and adventures"

"To stay at Gianni Versace's house"

"Visit Florida with my family, enjoy the parks. A dream come true"

"Shops, tours and theme parks. Nothing else"

"Special places where I can feel at home and guaranteed fun"

The Dream Vacation to Florida

“Less bureaucracy to get a visa”

“Comfort and entertainment in a unique and unforgettable experience”

“Beaches, sun and safety. With that, just relax and enjoy”

“Beautiful people, great weather, parties, good service and infrastructure and safety”

“Exclusive restaurants, idyllic beaches, a hot air balloon ride, parks, museums, shops and five star hotels”

Thank you!

