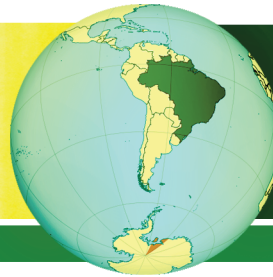


BRAZIL



VISITFLORIDA.COM

LANGUAGE SPOKEN: **PORTUGUESE**

DEMOGRAPHIC PROFILE OF COUNTRY

POPULATION¹

Population **203,429,773**

INCOME DISTRIBUTION

A/B **21%**

C **53%**

D/E **25%**

TRAVEL PROFILE

VISITATION AND RANKING TO FLORIDA²

Ranked in Visitation to Florida 2011 **1**
Volume of Visitors to Florida **1,400 M**
% Increase YOY **38%**

TRAVEL CHARACTERISTICS²

Gateway into Florida - Direct Flights **Orlando and Miami**
Seasonality **Dec - Feb Summer Vacation**
July Secondary Vacation

TRAVELERS PROFILE²

35-54 years **51.1%**
Median Age **39.7**

PLANNING²

1-30 Days **34.3%**
31-90 Days **30%**
Median Number of Days **60 days**

TOP LEISURE ACTIVITIES²

Shopping **91.9%**
Dining **76.3%**
Attractions **58.8%**
Historical **34.5%**

OVERALL NIGHTS IN DESTINATION²

Average Nights **11.1**

SPEND PER DAY²

Per Visitor / Trip	\$2,691
Per Visitor / Per Day	\$150

INFORMATION SOURCES FOR PLANNING²

Travel Professionals	49.1%
Personal Computers	37.7%

TRAVEL PURCHASES ONLINE VERSUS OFFLINE³

Gross Bookings versus Online Bookings	\$23.4MM versus \$3.5MM
---------------------------------------	--------------------------------

DIGITAL PROFILE

INTERNET PENETRATION⁴

Internet Usage	39% = 64.6 Million Internet Users
----------------	--

SOCIAL MEDIA

Social Media Audience	43.9 Million
Hours spent on Social Networkings	4.6
Number One Social Site	Facebook

TOP BRAZIL SITES BY % ACTIVE REACH

Google	90.56%
MSN/ Windows Live/ Bing	85.23%
Orkut	73.85%
UOL	68.97%

¹ Latin American Economic Outlook. United Nations, 2012

² Visa Vue, 2011

³ PhoCusWright's Latin American Online Travel Overview, 2011

⁴ Internet World Stats, August 2011