



Sensational!



SEARCHING FOR EXCELLENCE IN LGBT TOURISM

RECENT ACHIEVEMENTS



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1. First demographic survey: 60,000 gay and lesbian households (2010);
2. Recognition of Civil Union for gays and lesbians (May 2011);
3. Recognition of civil marriage in the Supreme Justice Court (Oct 2011);
4. Law against homophobia (National Congress);



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THE PROFILE

Out Now Global 2010 – Brazil
2,780 respondents

- 51% are single;
- 34% are between 25 and 34 years old;
- 20% live with partner;
- 74% intend to get married in the future;
- 53% intend to have children in the future;
- 42% have university degree;
- 67% would buy from companies that have LGBT policies;
- 63% would buy from companies that support LGBT causes;
- 58% would buy from companies that marketing for LGBT community;
- 20% spend between 10 and 20 hours a week surfing in the internet;
- 28% go to restaurants more than once a week;

OUR GOALS



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- To be the top LGBT destination in Latin America;
- Stimulate Brazilian LGBT community to travel more inside the country;
- Stimulate Brazilian companies or even multinational ones working in the country to improve their LGBT policies and support, adding value to this potential market;
- Prepare our services to offer the warmest and competent reception to these tourists;
- To enlarge our promotional work to be one of the best LGBT destinations in the world;

OUR STRATEGY



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- Offer the LGBT tourists destinations, that can provide great and unique experiences with all Brazilian diversity and its warm atmosphere;
- Invest in better services, under the concept of comfort, wellness, diverse and unique cuisine, joyful way of living;
- Arouse LGBT tourist curiosity about our culture, art and history;
- Create routes of style and fashion to attract LGBT attention to exclusive Brazilian products;



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SHORT TERM GOAL

2014 FIFA WORLD CUP BRAZIL

**EXTEND LGBT TOURISTS' STAY SO THAT THEY GET TO
KNOW BRAZILIAN DESTINATIONS BETTER**



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Brazilian Marketing Plan (Watercolour Plan 2020)

WORLD CUP 2014



**OLYMPIC GAMES
2016**

**OPPORTUNITIES FOR BRAZIL TO GROW AS AN
INTERNATIONAL TOURIST DESTINATION**



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For the first time ever, the IGLTA Annual Global Convention will be held in South America in 2012.

It is an unmissable chance for travel industry professionals to participate and get acquainted with one of the world's fastest growing tourist segment.

It will be a unique opportunity for you to get to know Brazil in all its startling beauty and cultural richness – an experience sure to live in your memory for years to come.

Brazil is calling you.