

IMI: Brazilian Rodeo Industry and Potential for U.S. Companies and U.S. Travel and Tourism Destinations to Engage

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The following is an IMI submitted by the U.S Commercial Service of the U.S. Consulate Generals in Rio de Janeiro and Sao Paulo on September 9, 2013.

Summary

The Brazilian rodeo industry is now far more popular in terms of physical spectators than Brazilian soccer. It is an emerging market with plenty of opportunities for American businesses to promote not only their products and services in Brazil, but also, to attract Brazilian tourists to U.S destinations with major rodeos and related events.

The Brazilian Rodeo Industry and U.S. Tourism

According to the Brazilian National Confederation of Rodeos (“CNAR”), Rodeos are the most popular spectator sport in Brazil with roughly **7 times more people physically attending rodeos in Brazil than those who physically attend soccer games**. The popularity of rodeo events in Brazil can be reflected by the large number of attendees at many of these events.

The largest rodeo in Brazil is in Barretos, Sao Paulo. The “Barretos International Rodeo” is an 11 day event in August that usually attracts approximately 1,000,000 rodeo fans. In 2013, the event surpassed **1,000,000 attendees** for the first time. The second largest rodeo in Brazil, called the “Festa de Peao” (Cowboy Festival), is located in Americana, Sao Paulo. It is a 9 day festival that attracted over 350,000 people in 2013, up 3% from the previous year. Brazil had over **1,600 rodeos** throughout the country in 2012 and the number of rodeos is growing every year!

Starting in 2014, the National Confederation of Rodeos in Brazil will begin organizing national rodeo competitions to be held throughout the country. These **NATIONAL** rodeos will present considerable opportunities for U.S. companies to promote their rodeo or agriculture related products and services to the rodeo attendees and opportunities for the local representatives of U.S destinations with major rodeos (If you do not have Tour Operator or Travel Agent partners in Brazil, the Foreign Commercial Service (FCS) can help you establish such relationships) in Brazil to promote the destination and the rodeos to **A VERY TARGETED** audience.

As noted, Brazil has tens of millions of rodeo fans from across its economic spectrum. Additionally, large and ever growing numbers of Brazilians have been traveling to the U.S. and the U.S. remains the number 1 most desired destination for those Brazilians that have yet to travel internationally. In 2012, the 1.8 million Brazilians who travelled to the U.S. (U.S.

Department of Commerce's Office of Travel and Tourism Industry) spent over **USD\$9.3 billion** during their visits.

Along with an ever increasing number of visitors from Brazil, once the Brazilian's arrive in the U.S. they spend, on average, an astounding **USD\$5,160 per visitor per visit!** That per visitor spending ranks Brazilian travelers as the top spending tourists among the top 10 groups of international visitors to the U.S.

Promoting Rodeo Tourism in the United States

Travel and tourism promotion in Brazil has seen success over the past two decades. Brazil's large and diverse population means the country has a diverse set of interests from which U.S. destinations can recruit travelers. For a U.S. destination, finding the hook for potential Brazilian travelers could lead to great returns. Since 7 times more Brazilians attend rodeos in Brazil than attend soccer games, perhaps the hook to attract more Brazilian visitors to your destination could be rodeos and rodeo related events! This is only one more niche of the Brazilian travel market that U.S. destinations and companies should definitively explore.

In spite of Brazil's very large number of rodeo fans, and an ever increasing number of free-spending Brazilian travelers to the U.S., FCS is not aware of any travel packages in Brazil that focus on U.S. rodeo attractions. Therefore, FCS Brazil believes that the first U.S. rodeo packages to be offered in Brazil could potentially offer great returns to the U.S. destination, or, destinations that offer such packages in Brazil. To learn firsthand about these-rodeo related opportunities and to find local partners to promote your rodeo events in Brazil, you should consider participating in the **VISIT USA** shows in Brazil this upcoming May 19-23, 2014.

Web Resources

U.S. Foreign Commercial Service (www.export.gov)

U.S. Office of Travel and Tourism (tinet.ita.doc.gov)

National Confederation of Rodeos (Sao Paulo, Brazil) (<http://www.cnar.org.br/>)

Sources

U.S. Department of Commerce's Office of Travel & Tourism Industry

U.S. Commercial Service

For more market research reports, please visit: <http://export.gov/mrktresearch/index.asp>

For more information about T&T opportunities for your destination in Brazil and to book your participation in Visit USA 2014 in Rio de Janeiro and Sao Paulo, Brazil, please contact: U.S. Commercial Service T&T Specialist, Jussara Haddad (jussara.haddad@trade.gov).