

## **Hospitality Industry In Brazil - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 120 pages | Mordor Intelligence

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### **Report description:**

The Hospitality Industry In Brazil Market size is estimated at USD 10.66 billion in 2025, and is expected to reach USD 14.64 billion by 2030, at a CAGR of 6.54% during the forecast period (2025-2030).

The hospitality sector in Brazil is a vibrant and varied landscape, comprising a diverse array of accommodations, from hotels and resorts to hostels and vacation rentals. As the largest nation in South America, Brazil's allure draws in millions of tourists annually from within the country and abroad, cementing the hospitality industry's pivotal role in the nation's economy. Brazil's captivating coastline, featuring renowned beaches like Copacabana, Ipanema, and Buzios, stands as a major attraction. Here, luxury beachfront resorts and hotels cater to leisure and MICE (meetings, incentives, conferences, and exhibitions) travelers, offering them not just relaxation but also breathtaking vistas.

In recent years, the Brazilian hospitality market has witnessed robust growth, propelled by a confluence of factors. These include the nation's economic development, substantial investments in tourism infrastructure, and the staging of global events such as the FIFA World Cup and the Olympic Games. These events have not only bolstered tourist footfalls but also spurred the expansion of accommodation facilities, transportation networks, and tourist attractions, collectively elevating Brazil's tourism landscape.

### **Brazil Hospitality Market Trends**

#### **Rising Tourism is Fueling Market Growth**

- Tourism is a vital revenue generator for Brazil, with the Brazilian Tourism Institute highlighting its contribution of around 8% to

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the nation's GDP. This sector employs millions across diverse industries, particularly bolstering Brazil's hospitality sector. Brazil's captivating landscapes, from pristine beaches to lush rainforests and vibrant cities, allure both domestic and international tourists in large numbers. This steady influx fuels a demand for a wide range of accommodations, spanning luxury resorts to budget-friendly hostels and vacation rentals, cementing the pivotal role of tourism in the hospitality sector.

- Furthermore, the tourism industry's growth spurs investments in hospitality infrastructure. In response to the rising demand and to elevate the overall tourist experience, both public and private entities are actively involved in constructing and renovating hotels, resorts, and other hospitality facilities nationwide. Notably, major international events like the FIFA World Cup and the Olympic Games have acted as catalysts, driving substantial investments in hospitality infrastructure and leading to the expansion and modernization of accommodations in key tourist hubs.

#### Expansion of Hotels Driving the Market

- The hotel industry in Brazil has been experiencing steady growth in demand due to increased tourism in the country. According to the Brazilian Hotel Industry Association (ABIH), the hotel sector's occupancy rates have been consistently increasing, with the highest numbers during peak travel seasons. Some cities, such as Rio de Janeiro and Sao Paulo, have seen occupancy rates reach over 80% during major events.

- Many international hotel brands are expanding their presence in Brazil, adding new properties to meet the growing demand. Expansions are also being made to existing properties, adding new rooms, restaurants, and amenities. The luxury hotel segment in Brazil is growing rapidly, attracting high-end travelers seeking unique experiences. International luxury brands such as Four Seasons, Mandarin Oriental, and Belmond have entered the Brazilian market, opening high-end hotels and resorts in exclusive locations. Two years back, Brazil's and South America's first modular hotel was launched. The hotel, located in Campinas, Sao Paulo, is built from prefabricated steel modules that were produced offsite and assembled on location in just five months. This innovative approach to hotel construction not only shortens the construction timeline but also reduces waste and minimizes the impact on the environment.

#### Brazil Hospitality Market Trends

The competitive landscape of the Brazilian hospitality market is shaped by the presence of global hotel chains, domestic players, independent hotels, regional groups, online travel agencies, vacation rental platforms, and hotel management companies. A few major players in the market include Accor SA, Marriott International Inc., Louvre Hotels, Nacional Inn Hoteis e Centros de Convencoes, and Wyndham Hotel Group.

#### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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