

# FONASBA ANNUAL MEETING CAPE TOWN – October 09



## CRUISE INDUSTRY REPORT Brazil



# BRAZIL - Key Figures



- **Population: estimated at 188 mil**
- **26 states and 1 federal district.**
- **GDP in 2008: US\$ 1,573 billion.**
- **Currency: Brazilian Real (BR\$)**

(rate of exchange US\$ 1 = approximately R\$ 1,80 as of Oct 2009).

- **Language: Portuguese.**
- **5 times FIFA WORLD CHAMPION**

# **BRAZIL - Main Drivers & Challenges**

- **A mega-oil field in the so-called pre-salt layer has impressive figures of potential volumes of barrels and investments required, which can put Brazil amongst the top oil exporter countries in the world.**
- **Brazil is the world's largest exporter of sugar, coffee, orange juice, soy beans, beef, tobacco and chicken.**
- **There is an increasing number of Brazilian global companies in a variety of sectors such as mining, oil and gas, banking, aircraft producers, food, agribusiness and steel, among others.**

# **BRAZIL at a glance**

## **Opportunities**

- **Rapid economic growth.**
- **Higher growth rate of GDP per capita.**
- **Increasing market size across all sectors.**

## **Challenges**

- **Poor infrastructure.**
- **Problems of state functioning.**
- **Ineffective law and order.**
- **Rampant corruption.**
- **High levels of inequality and poverty.**

# Over 40 ports and 35 terminals



# **BRAZIL - Rules for the Cruise Industry**

- **The only country allowing foreign flagged ships to carry out cabotage (coastal trade).**
- **Taxation imposed during all cabotage period over the consumables and services on board (food, beverage, excursions, photo shop, spa, laundry service, room service), same as for a Hotel established in town.**
- **Crew must hold seaman's book. Those without a seaman's book must hold a valid passport and a temporary work visa type 5.**
- **Activities in Brazilian Waters over 30 days will require 25% of brazilian local labor.**
- **Cruise season starts mid October and ends mid March (summer in South America).**

# **Brazil – main cruise ports & cruise lines**

## **➤ Transit Ports of Call**

**Belem / Fortaleza / Recife / Salvador/ Buzios / Ilha Bela / Porto Belo**

## **➤ Hub Ports**

**Manaus / Rio de Janeiro / Santos**

## **➤ Cruise Lines**

**Carnival / Holland America / Princess / Crystal / Seabourn / Oceania / Regent Seven Seas / Cunard / Royal Caribbean / Costa Crociere / MSC / Ibero Cruceros / Hapag Lloyd / Peter Diermann / Silver Seas / ResidenSea / Azamara / Celebrity / P&O / Swan Hellenic / Fred Olsen and many others.**

# **BRAZILIAN CRUISE – CABOTAGE**

**5 cruise lines currently doing cabotage:**

- **COSTA CROCIERE (3 ships)- Italy**
- **IBERO CRUCEROS (3 ships)- Spain**
- **MSC (5 ships) - Italy**
- **ROYAL CARIBBEAN (2 ships) - USA**
- **CVC TOURS (3 ships) - Brazil**

**All cabotage cruises with 100% Brazilian Passengers, 75% embarking in Santos and 25% embarking in Rio.**

**These 5 cruise lines alone will performe 1250 port calls with 16 ships.**

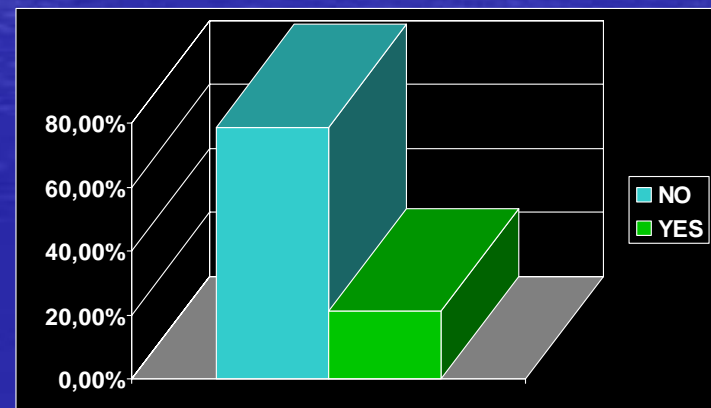
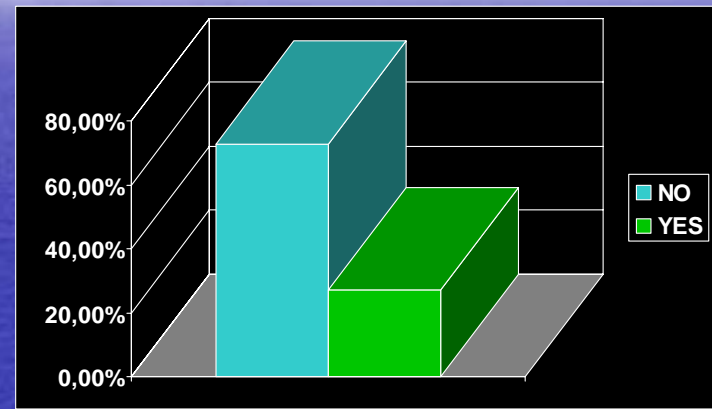


# BRAZILIAN CRUISE - CABOTAGE

- Recent poll with Brazilian travellers indicated that:

➤ **72,9%** would not change a cruise for a trip by plane

➤ **78,8%** would not change a cruise for a resort



## **BRAZILIAN CRUISE - CABOTAGE**

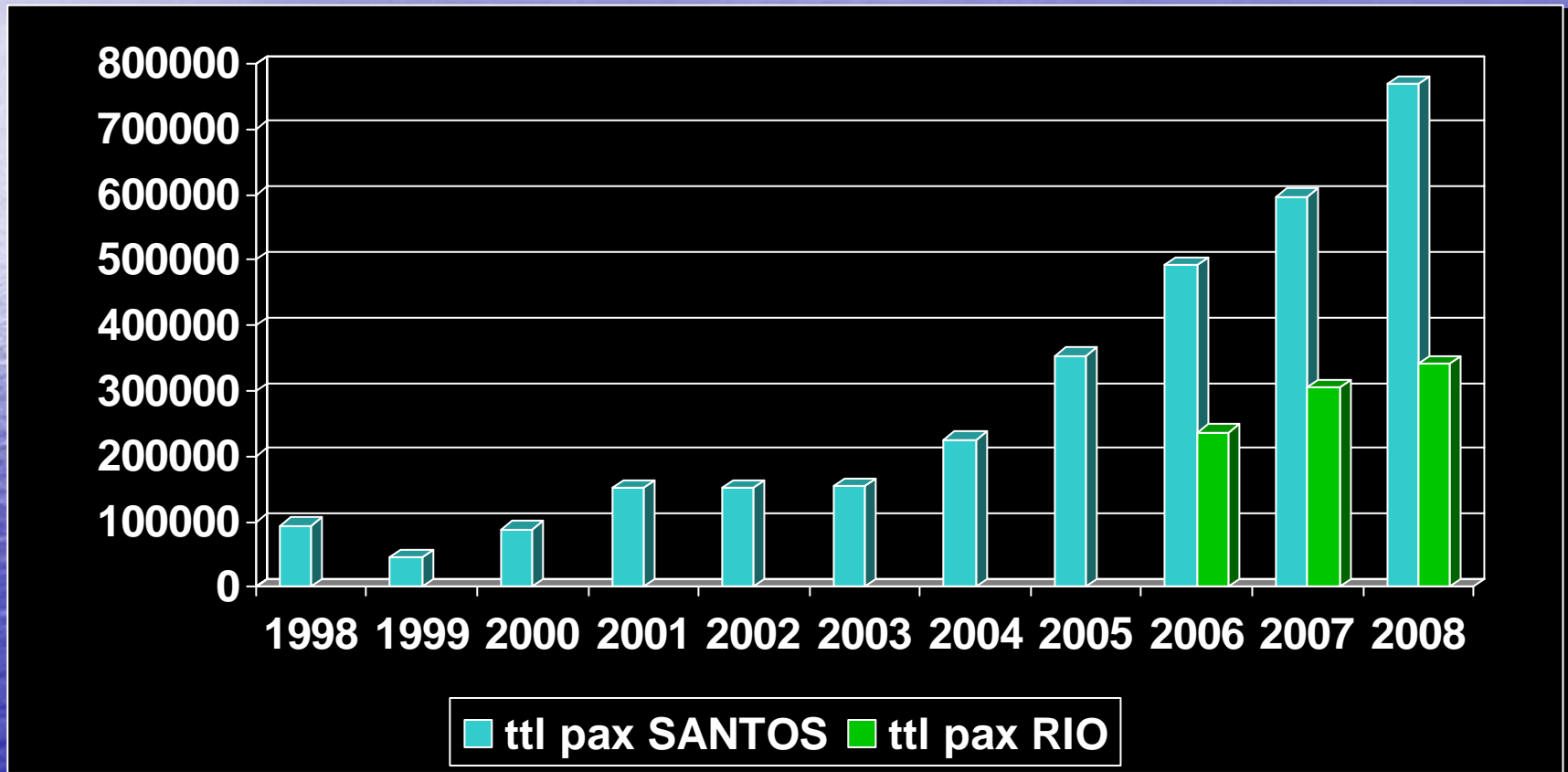
- **Brazilian cruisers profile**

**41y / 50y (28,2%)**

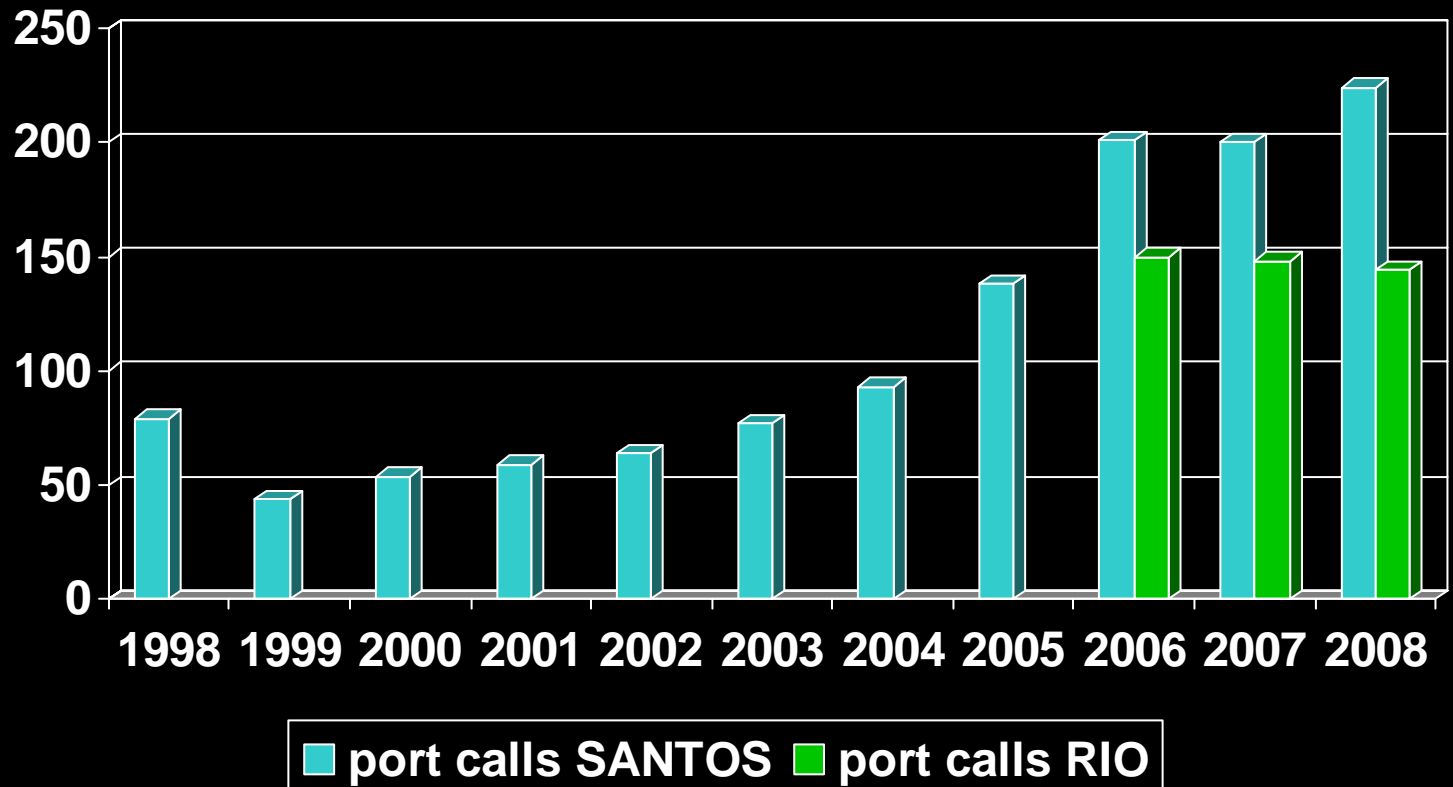
**51y / 65y (25,4%)**

**31y / 40y (22,1%)**

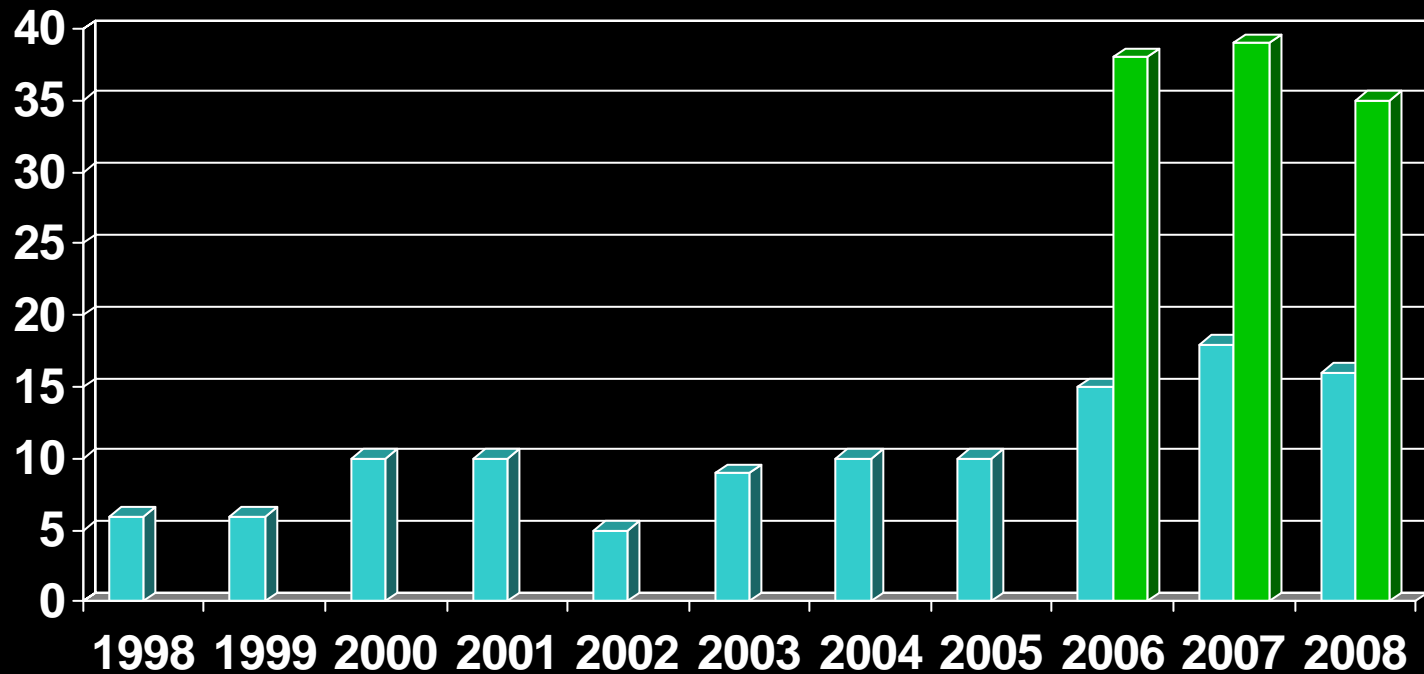
# BRAZILIAN CRUISE - CABOTAGE



# BRAZILIAN CRUISE - CABOTAGE



# BRAZILIAN CRUISE - CABOTAGE



■ # ships SANTOS ■ # ships RIO

QUESTIONS ?

THANK YOU.....

*Presented by  
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