Record number of Brazilians turn to the web for planning and booking travel

SÃO PAULO, BRAZIL: comScore, Inc, a leader in measuring the digital world, today released a study on the growth of the online travel market in Brazil from its comScore Media Metrix service. The report found that 16.5 million Brazilians visited Travel sites in July 2012, gaining 18% in the past year as a record number of Brazilians turned to the web to plan and book travel.

comSCORE

"2012 has been marked by rapid growth in the Brazilian online travel space with the top holiday months of January and June representing new visitation records for the category," said Alex Banks, comScore managing director for Brazil and vice president for Latin America. "Whether they are purchasing flights, researching hotels, scouring travel sites for trip advice, or other travel-related activities, Brazilian consumers are increasingly relying on the web for all of their travel planning needs. Suppliers and OTAs need to ensure their digital strategies address this growing audience of online-savvy travellers, especially as we see increasing competition to attract new customers and retain current ones."

HotelUrbano, Decolar and TAM lead as top travel destinations in Brazil

In July 2012, 16.5 million online users age 6 and older accessed travel sites from a home or work computer, an increase of 18% from the previous year and nearly tripling in audience size since July 2009. A look at the top travel sites (at the domain level) found that local brands secured nearly all the top positions in the ranking. HotelUrbano.com.br led as the top destination, reaching 3.1 million unique visitors in July, followed by Decolar.com with 2.3 million visitors. Airline destinations secured the next two spots with TAM.com.br reaching 2.3 million visitors and Voegol.com.br reaching nearly 2 million visitors. OTA site Submarinoviagens.com.br ranked as the fifth largest travel site with 1.7 million visitors.

Top Travel Domains by Unique Visitors July 2012 Total Brazil, Age 6+, Home & Work Locations* (Source: comScore Media Metrix)	
	Total Unique Visitors (000)
Travel	16,517
Hotelurbano.com.br	3,137
Decolar.com	2,306
TAM.com.br	2,287
Voegol.com.br	1,952
Submarinoviagens.com.br	1,688
Mundi.com.br	1,193
Viajanet.com.br	1,115
Booking.com	1,019
CVC.com.br	823
Tripadvisor.com.br	780
Edestinos.com.br	544
Voetrip.com.br	480
Adoroviagem.com.br	476
Melhoresdestinos.com.br	390
Voeazul.com.br	368
Netviagem.com.br	340
Webjet.com.br	313
Hoteis.com	277
Avianca.com.br	238

Does not include visits from public Access computers, such as Internet cafes, mobile phones or PDAs.

1 in 3 travel category visitors are 25-34 years old

Analysis of visitors to the Travel category found that males and females were nearly equally likely to visit the category and consume content, with both gender groups accounting for nearly half of visitors and page views. Among age segments, visitors age 25-34 accounted for nearly 1 in every 3 visitors to the Travel category (32.6%), but older age segments displayed a higher likelihood to visit Travel sites than an average Internet user. Persons age 45-55 were 21% more likely to visit travel sites (index of 121), while those age 55 and older indexed even higher at 128. Both age segments also displayed a higher likelihood to consume travel content than an average Internet user with a page view index of 126 and 156, respectively.

Geographically, São Paulo accounted for 32% of visitors the Travel category, followed by Rio de Janeiro with 13% of visitors. Although representing just 4.6% of travel category visitors, online users in Distrito Federal were 18% more likely to access travel sites than an average Internet user and 60% more likely to consume travel content (index of 160), displaying the strongest geographic skew among states.

Demographic Profile: Travel Category July 2012 Total Brazil, Age 6+, Home & Work Locations* (Source: comScore Media Metrix)				
	% Composition Unique Visitors	Composition Index Unique Visitors	% Composition Page	Composition Index Page Views
Total Audience	100.0%	100	100.0%	100
All Males	50.6%	103	49.8%	95
All Females	49.4%	97	50.2%	106
Persons - Age				
Persons: 15-24	17.8%	99	12.3%	55
Persons: 25-34	32.6%	109	33.3%	104
Persons: 35-44	22.5%	110	24.4%	115
Persons: 45-54	15.3%	121	17.2%	126
Persons: 55+	8.3%	128	11.0%	156
State (Brazil)				
São Paulo	32.0%	97	29.0%	91
Rio de Janeiro	13.0%	101	15.2%	125
Minas Gerais	7.3%	96	6.3%	84
Paraná	7.3%	100	6.2%	83
Rio Grande do Sul	6.0%	90	5.4%	81
Santa Catarina	4.5%	101	3.8%	79
Bahia	4.0%	104	3.8%	93
Distrito Federal	4.6%	118	6.4%	160
Other	21.2%	104	23.7%	113

*Does not include visits from public Access computers, such as Internet cafes, mobile phones or PDAs.

**Index = % of Segment/% of Total Users x 100; Index of 100 indicates average representation.