



The 19th UN Tourism/PATA Forum

TOURISM TRENDS AND OUTLOOK

18-20 September 2025

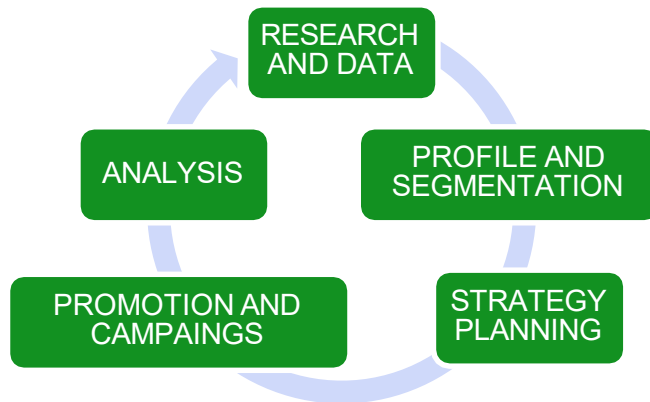
Guilin, China

**New Governance and Policy for the Future of Tourism:
Leveraging Data and Collaboration**

EMBRATUR BRASIL

What is Embratur?

Embratur is the Brazilian Tourist Board, a federal agency responsible for promoting, marketing, and supporting the trade of Brazilian tourist destinations, products, and services abroad.



Intelligence and Competitiveness



Providing data for Brazilian states and destinations on dashboards, facilitating queries and analysis, with the possibility of accessing the database.



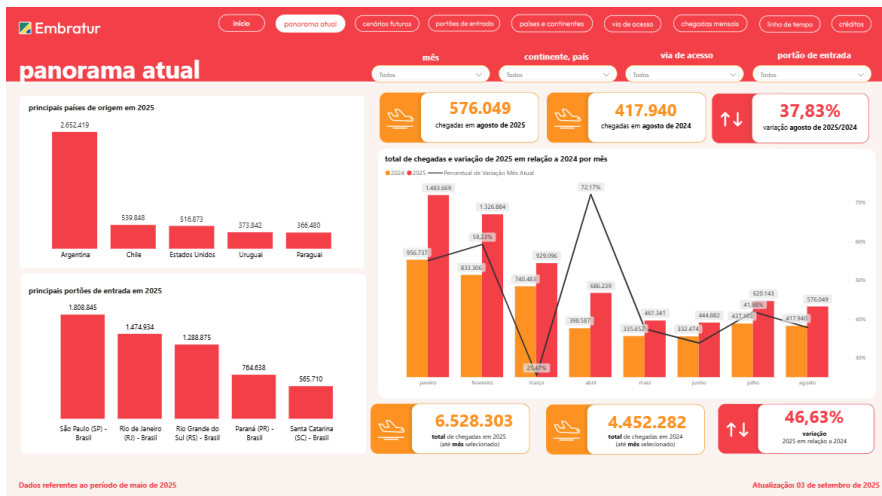
Creation of consumer profiles (personas) related to the main Brazilian destinations as well as international competitors.



Using AI, we offer trend reports and anticipation of interests in Brazilian destinations and services.



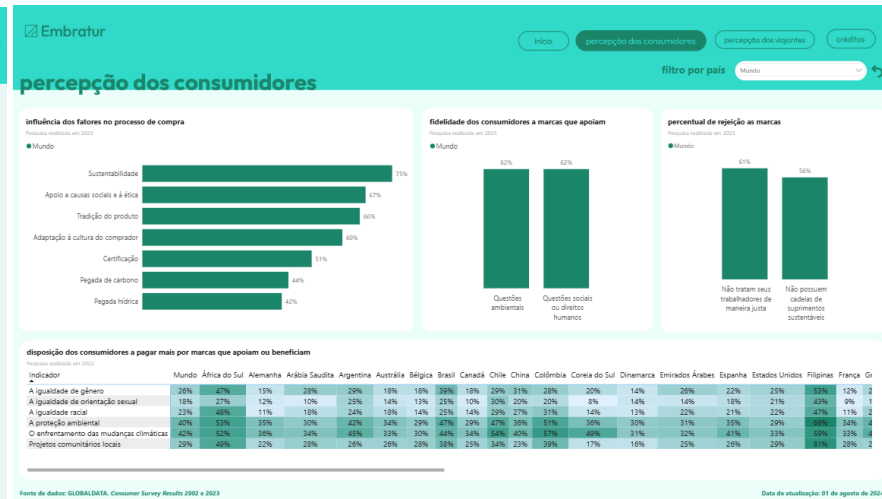
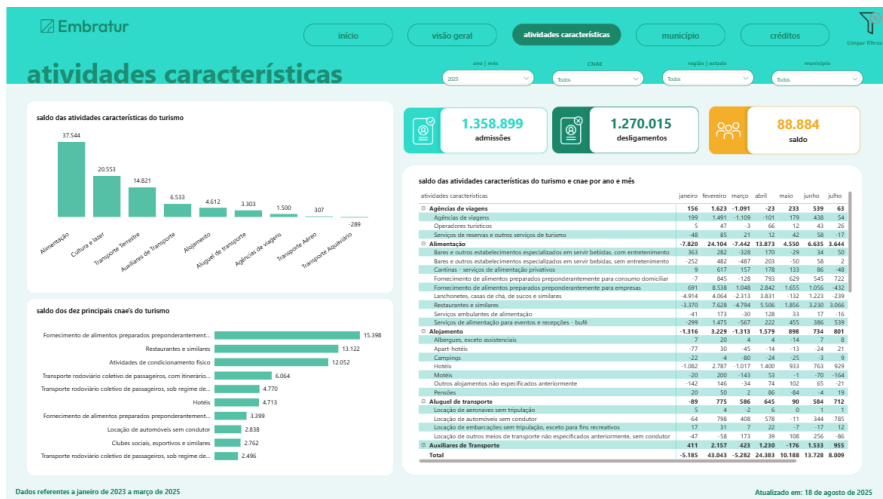
Dashboards



The dashboards allow all interested parties to access data related to Brazilian international tourism: companies, universities, local governments, and industry stakeholders.



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Data for everyone

Destinations, governments, students, worldwide organizations and companies can access all Embratur's database for decision making.



Sources





Brazilian Network of Tourism Observatories

Embratur is working together with this important network of data and research development, with focus on education and international methodologies.





More than economic data

OBSERVATORIES WILL
TRADITIONALLY START THEIR WORK
WITH ECONOMIC DATA, BUT WE
ENCOURAGE EXPANSION TO
INCLUDE SUSTAINABILITY
INDICATORS



Distance

BRAZIL IS BIG AND DIVERSE: OUR
GOAL IS TO DISSEMINATE
KNOWLEDGE AND USE OF DATA
THROUGHOUT THE TERRITORY



Studies financing

GUIDANCE ON ALTERNATIVES TO
LACK OF RESEARCH RESOURCES OR
ALTERNATIVE SOURCES FOR
CONDUCTING RESEARCH



Harmonization

WE MUST ALL WORK IN HARMONIC
METHODS, IN ACCORDANCE WITH
UN TOURISM (INSTO AND SF-MST)

We will get there by

Expanding data collection and analysis, focusing on the environmental and social dimensions, to further assess the sustainability of tourism in Brazil and its different destinations.

Strengthening partnerships between the government, the private sector and the community to implement more sustainable and responsible tourism practices.

Creating mechanisms to increase social participation in tourism-related decision-making, ensuring that the benefits of the activity are distributed fairly and equitably.



Join us!

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OBRIGADO!

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