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Big Data for Travel Intelligence

Brazil's tourist confidence evolution

Perception of Security Index (PSI)

Summer 2023 - Brazil

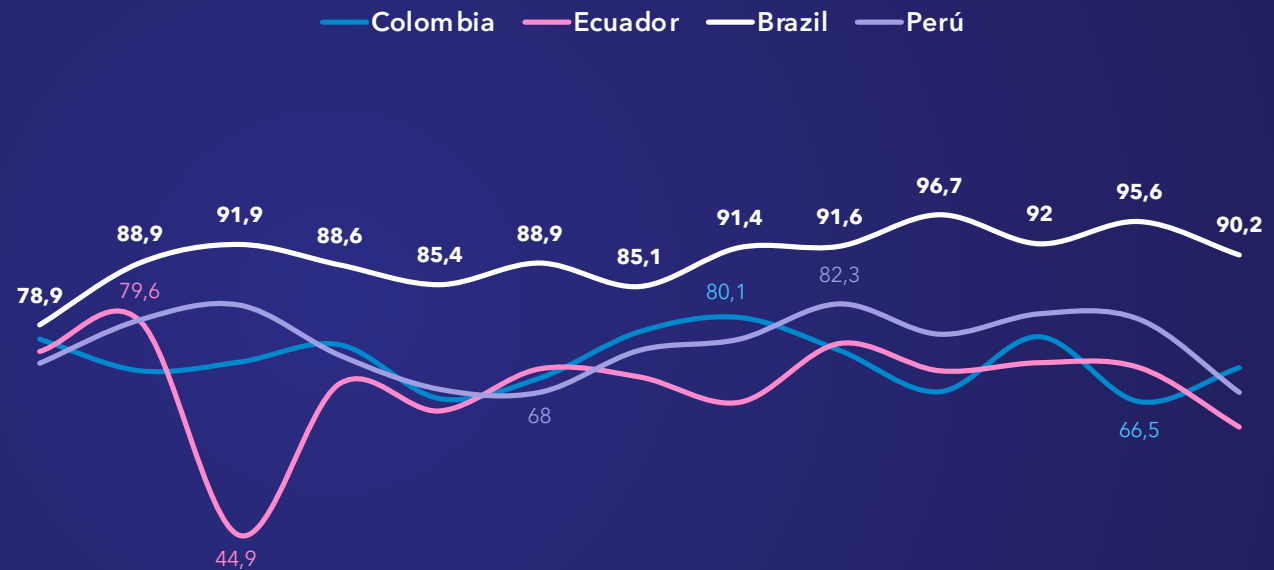
PSI Comparative: Brazil vs. Other Latin American countries

May to July 2023

During the months of May to July 2023, we've witnessed an intriguing progression in the **Perception of Security Index (PSI)** across different Latin American countries. While all countries started from a similar baseline in early May, there's a noticeable **positive trajectory for Brazil**.

Brazil has showcased consistency and growth in security perception, reaching peaks of up to **96.7 in July**. Meanwhile, countries like Colombia, Ecuador, and Peru have exhibited fluctuations throughout these months.

This analysis aids in understanding the dynamics and factors influencing tourist confidence in these destinations. Brazil, in particular, stands out for its ability to maintain and boost the perception of security among visitors.



Source: Mabrian Technologies, based on social media sentiment

PSI Comparative: Domestic vs International regions

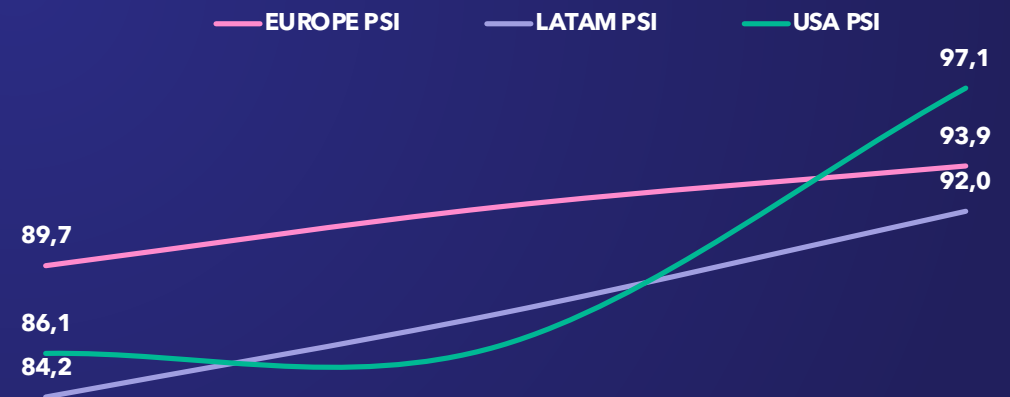
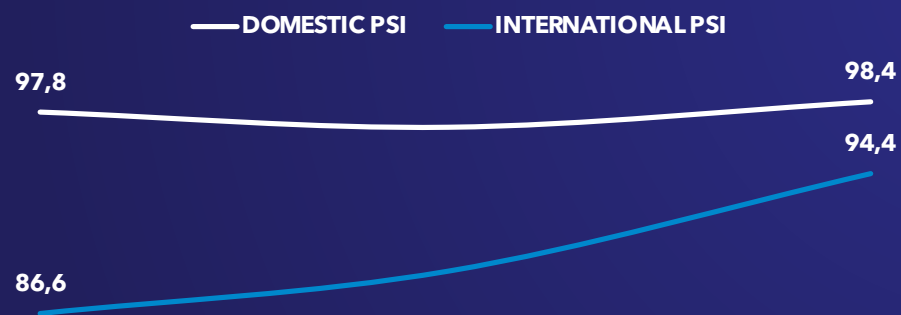
May to July 2023

In general, the PSI between May and July 2023 has an excellent level during this period.

Having a closer look to different regions, we can see the domestic perception of security is high as, usually, the domestic market has a better perception of their own country.

On the other hand, both Europe and LATAM regions are improving and showing a higher perception in July.

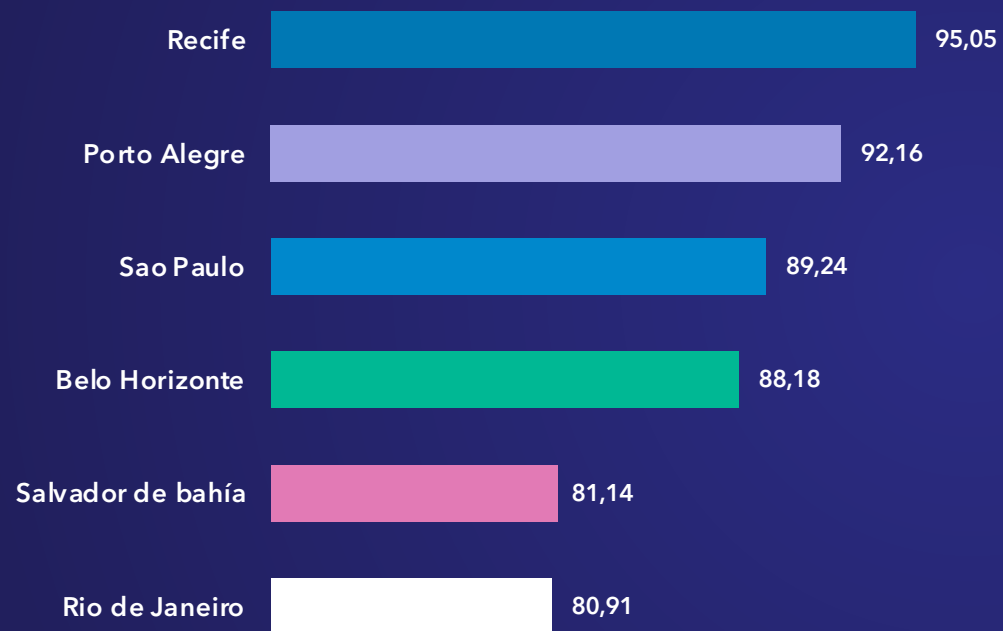
In the case of the USA travellers' perception, we see almost no changes during May and June no changes and July shows a higher performance with an index of near 100 points.



Source: Mabrian Technologies, based on social media sentiment

Average PSI of Key Tourist Destinations in Brazil

May to July 2023



Zooming in on Brazil, a country that has shown a significant PSI progression, it's essential to also examine its primary tourist destinations. Over the same period from May to July, we observe security perception levels in iconic cities.

Recife leads the chart with an impressive PSI of 95.05, closely followed by **Porto Alegre** at 92.16. On the other hand, globally renowned cities like **Rio de Janeiro** and **Salvador de Bahía** present lower indices, albeit respectable, at 80.91 and 81.14 respectively.

These figures not only provide insights into the current security perception in Brazil's leading tourist cities but also underline the significance of these indices in decision-making and tourism-related strategies at the national level.

Sources and Definitions

Index definitions

Safety Perception Index: *Measures the level of safety perceived by travelers in the destination. It is based on the analysis of mentions and opinions on social networks and websites through natural language processing techniques (Artificial Intelligence)*

Index scale

The satisfaction indicator and its constituent indices are measured on a scale ranging from 0 to 100 points. Here is a breakdown of the satisfaction levels:

0 to 24 points: *Very low level of satisfaction. The issues identified by the index should be addressed as a priority.*

25 to 49 points: *Relatively low level of satisfaction. There is significant room for development.*

50 to 74 points: *High or very high level of satisfaction. There is moderate room for improvement.*

75 to 100 points: *Excellent level of satisfaction. There may be some remaining areas for improvement, but overall, maintaining and consolidating the acquired points is sufficient.*

Sources



Social network: *Twitter, Instagram*



Lets Talk!

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