



## Updates Brazil & South America – June 2020

Dear Visit Norway team and Local Partners,  
I hope this brief report finds you safe and healthy.

For the past couple of months, at GVA, we have been implementing a special strategy and positioning. We are working nonstop with our online platforms and hosting several webinars to assist the travel trade in Brazil and South America (Argentina, Chile, Colombia, Uruguay) to go through this hard time and get ready for the re-bounce whenever it comes. We also renewed the content of our online platform [GVA E-learning](#) – available in Portuguese, Spanish and in English, French and Italian by Google Translate -, in order to refresh the content and also inspire the travel professionals with qualified content on the destination. Courses are only available in Portuguese BUT will be soon available in Spanish and English as well.

### ▪ MARKET UPDATES

#### **Brazil**

Since the beginning of the pandemic, actions were implemented from governors and mayors from each Brazilian city and state, such as health measures, social distance, logistics (closure of cities borders) and quarantine for non-essential services. In June, some regions started to gradual reopening their markets and streets, but in case of increase numbers, they will come back to the quarantine until further notice.

The economic situation is complicated at this moment, mostly because Brazil has a political crisis during the pandemic, reflecting on the real currency, that has depreciated the most this year among emerging countries, with a loss of 29% against the dollar -on June 29<sup>th</sup>, the dollar closed at \$5.42. The unemployed rate increased, and the government had to create an emergency action to help the population during this time, giving for the poorest families and informal workers a \$ 600,00 emergency aid per month. The Ministry of Economy still working on strategies to help companies to maintain their stability for the moment.

On the other hand, many companies on the Tourism Industry are investing in different opportunities to promote their packages for the end of 2020 and beginning 2021 – domestic and international options. The Brazilian trade hopes to have a return for the industry soon and for the moment, they are focusing on trainings and strategies to apply on the next semester.

Entities and sites to follow for updated information:

- Agencia Brasil in English: <https://agenciabrasil.ebc.com.br/en>
- Brazilian News in English: <https://brazilian.report/>
- Folha de São Paulo Intl: <https://www1.folha.uol.com.br/internacional/en/>
- Ministry of Tourism Brazil: <http://www.turismo.gov.br/>
- Panrotas Covid19 Updates: <https://www.panrotas.com.br/noticias/coronavirus>
- Brasilturis Covid19 Updates: <https://brasilturis.com.br/noticias/geral/covid-19/>

#### **Argentina**

As the new covid-19 spread among Asian and European countries, Argentina decided to implement prevention and control measures to avoid a collapse of the country's health system. Since March 2020, actions were implemented in pursuit of health security, such as health measures, logistics (closure of national and international airports) and total and mandatory quarantine in each province of the country.

# Norway

The Argentine government focused entirely on the social welfare of the population, implementing social policies such as state aid for the unemployed, incentives for workers and economic sectors, and aid to the tourism sector, with emphasis on agencies, airlines and repatriation of passengers stranded abroad.

Regarding to the economic situation, the Argentine Peso (ARS) has lost 68% of its value since 2018, the annual inflation is over 50% and after a 2.5% fall of GDP in 2018, the economy contracted an additional 2.2% in 2019. Currently, the economic situation presents a precarious balance.

Entities and sites with updated information:

- World Bank Argentina: <https://www.worldbank.org/en/country/argentina/overview>
- Tourism official national site (English): <https://www.argentina.travel/#!/global/home>
- Ministry of Tourism: <http://www.turismo.gov.ar/noticias>
- US Embassy in Argentina (English): <https://ar.usembassy.gov/>
- Argentinian news: <https://www.reportur.com/argentina/>
- Clarin (Argentinian media): <https://www.clarin.com/>

## **Chile**

Being one of the most affected countries in South America, after Brazil and Peru, Chile applied a different strategy when it came to quarantine and prevention of the covid-19. Among the measures implemented are the decree of quarantine by communities, neighborhoods and specific sectors, monetary aid for the sectors of the population most affected by the virus and support for key sectors, such as tourism and agriculture.

On the other hand, Chile has been one of the fastest growing Latin American economies in recent decades, due to a solid economic framework that has allowed it to cushion the effects of a volatile international context and reduce poverty. However, over 30% of the population is economically vulnerable and income inequality remains high.

Entities and sites with updated information:

- World Bank Chile: <https://www.worldbank.org/en/country/chile>
- Chile Tourism Official Website: <https://chile.travel/en>
- Ministry of Tourism of Chile: <https://www.economia.gob.cl/acerca-de/servicios-dependientes/sernatur>
- National Tourism Service: <https://www.sernatur.cl/>
- Undersecretary of Tourism: <http://www.subturismo.gob.cl/>
- El Mostrador (Chile Media): <https://www.elmostrador.cl/generacion-m/2020/04/29/covid-19-momento-de-actuar-por-el-turismo-en-chile/>

## **Colombia**

In response to the crisis, the Colombian Government has implemented early emergency response measures – declared a State of Emergency, closed the country's borders, and imposed a mandatory quarantine. The Government also announced a sizable fiscal stimulus package (COP 14.8 trillion or 1.4% of GDP, with potential to increase to up to 48 trillion) that would provide additional resources for the health system, special lines of credit for businesses in certain sectors, and increased transfers for vulnerable groups. Other measures include delayed tax collection in select sectors and lower tariffs for strategic health imports.

The central bank reduced its intervention rate by 50 basis points on March 27 and introduced a broad range of measures to increase liquidity. The relief package to date is expected to be financed broadly by savings from the Savings and Stabilization Fund and the subnational pension savings fund.

Entities and sites with updated information:



- World bank Colombia: <https://www.worldbank.org/en/country/colombia/overview>
- Visit Colombia: <https://colombia.travel/en>
- Colombian news: <https://www.reportur.com/ministerio-de-turismo-de-colombia/>

#### ▪ **LUXURY MARKET**

Taking into account that the luxury segment represents the affluent travelers /upper-class groups, it is estimated that they will be the first to start traveling again. In addition, they are the ones who are already wishing for that to happen as they want to escape their daily routine.

Finally, one of the main points most read in many newspapers and travel blogs is about the "new luxury" that is arriving ahead of time, saying that at this moment the demanding passenger began to change their vision and search for a new luxury experience. These experiences in the middle of nature, those differentiated not only by an imposing structure or ostentation, if not a differential that passes through the connection with the experience begin to be sought. The desires and awareness of this segment of the tourism market also begins to change, they will start looking for more experiences in stories to tell, in really getting to know the tradition, the main details in it and not so much the focus on ostentatious luxury.

We are following this trend and new look at travel and making sure to inform the industry and travelers how the destination fits very well this "new luxury" experience.

#### ▪ **PR ACTIVITIES**

GVA continues to work on increasing consumer and trade awareness and knowledge on the destination through a very effective and efficient online presence and continuous and aggressive public relations services. These activities aim to not only boost exposure on the destination but also show Norway's support to the industry during this very unfortunate time. You can find some of the releases in this link: <https://globalvisionaccess.com/gva-noticias/noruega/>

We are also ACTIVELY promoting the beautiful Norway videos and witnessing great return and -feedbacks from it. Dream Now Travel Later!

#### ▪ **MICE ACTIVITIES**

GVA continues to work on increasing MICE trade awareness and knowledge on Norway activities through a very effective and efficient online presence and continuous and aggressive public relations services. These activities aim to not only boost exposure on the destination but also position Norway as MICE destination even during this challenge time. You can find some MICE webinars on our YouTube Channel (Available at: <https://www.youtube.com/playlist?list=PLBTnG7301FV8RmCj16L4kGpDtPUjl155>) and more details regarding the numbers and training seminars on the excel report "Webinars and Training Seminars – Norway".