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With over 70 million internet users in 2012, Brazil has Latin America's biggest population of "netizens" or social media users, the fifth largest in the world. An increasing number of National Tourist Organizations are interested in targeting this important market through websites, blogs and other social media.

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Internet, Social Media & Telenovelas Source: European Travel Commission and World Tourism Organization (2013), Understanding Brazilian Outbound Tourism – What the Brazilian Blogosphere is Saying about Europe, UNWTO, Madrid.

Brazil - ETOA - European tourism association

(inbound tourism) and source markets (outbound tourism). The Barometer also includes a Confidence Index based on the UNWTO Panel of Tourism Experts survey, which provides an evaluation of recent performance and short-term prospects on international tourism.

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