



# Carnival Brazil 2023

After a few years of carnival cancellations and modifications due to the pandemic, **Carnival was back in full-force this year in Brazil.** Visa Consulting & Analytics (VCA), Visa's consulting arm, analyzed the payment trends from Visa credentials for domestic and regional cross-border transactions during the event, comparing 2023 with 2022.

During the period analyzed, **there was a 67% increase in transactions carried out by tourists in the country**, most of them originating from Argentina, the United States and Chile.



Among cities known for being Carnival destinations, the ones that presented the most growth in number of overall card present transactions (2023 vs 2022) were:



**+67%**

A **67% growth in payments made by tourists comparing 2023 vs 2022** (measured in cross-border card present transactions).

**+47%**

Contactless payments had a **47% penetration** during Carnival 2023, **15 p.p. above of 2022**, (measured in overall card present transactions).

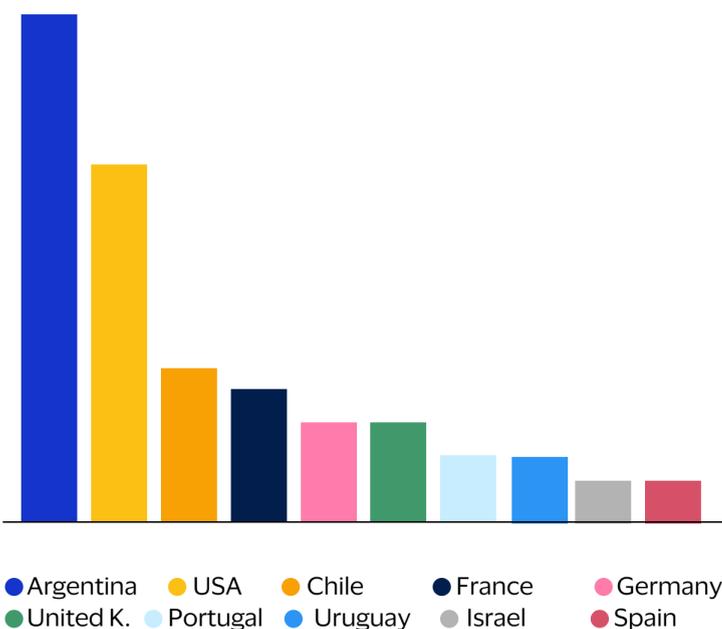
## Top 5 destinations for tourists during Carnival 2023

measured in amount of overall card present transactions

- 1 | Rio de Janeiro
- 2 | São Paulo
- 3 | Florianópolis
- 4 | Osasco
- 5 | Bombinhas

## Tourists who visited Brazil during Carnival came from:

measured in cross-border, card present transactions (only top ten shown)



## Top shopping categories:

measured in overall transactions



1. Supermarkets



2. Food



3. Gas stations



4. Restaurants

