

National Report for FELCA AGM – 2015

YOUR ASSOCIATION NAME: Belta- Brazilian Educational & Language Travel Association

COUNTRY: Brazil

AGENTS numbers in your country

We have in Brazil around 400 agencies. Some of them are small agencies (42% until 5 employees and 27% from 6 to 10 employees).

BELTA congregates 83 members: 53 are outbound educational agencies with approximately 600 point of sales in Brazil., 7 are inbound educational agencies and Portuguese schools and 23 are international institutions (collaborator members).

The information of the agency's profile is the same as 2014 Felca Report according to our last research in partnership with the Consulate of Canada (2014):

- The owner and manager profiles are: 100% of them have higher education studies (62,6% graduation and 37,6% post-graduation), and 66,2% are female and 33,8% are male. Educated women are predominated in the agencies.
- São Paulo City has the greatest concentration of agencies and the second is Belo Horizonte. The Southeast of Brazil is the first one with 67,6% of the exchange agencies, followed the South with 15,5%, the Northeast with 8,5% and the Midwest with 8,4%.
- Agencies work with small staff: 69,1% have up to 10 employees.
- The companies are very well established in the market: 21,1% are from 11 to 15 years old and 19,7% more than 15 years.

Markets

On 2014 Belta and the Consulate of Canada worked together in a market research focused on Canada. The south east is the biggest market of Brazil with 67,6% of the market share.

As the Association didn't realize the Market Research with the specific number of the international students the expectation for 2014 was 232.447 representing a growth of 15% from 2013.

For 85,9% of the agencies the main activity is the language course.

The average time of staying abroad has increased from 4 to 6 months and the average age of those students is between 18 and 30 years old.

Top 5 destinations for your members in 2014:

Destination

- 1- Canada
- 2- USA
- 3- UK
- 4- Ireland
- 5- Australia

Trends in student numbers and student nationalities?

The outbound programs are strong in Brazil. Language courses are the main interest for Brazilian students.

Nowadays we have the Inbound department with 11 members (from these 11, 4 are outbound members as well) and it was created to promote and boost Brazilian education amongst foreign students and international education agencies.

“Study in Brazil” is also liable for choosing and gathering institutions that offer High School, Portuguese classes, short and long term Academic Studies and programs combined with tourism, sports, internships, voluntary work as well as faculty led programs.

At the present time the “Study in Brazil” counts on associated companies, from Exchange program agencies to Portuguese language schools.

Visa regime – any new developments?

The UK changed some rules for the student visa and one important aspect is the closure of the UK consulate in Rio de Janeiro. Since February 2015 all the student visas are issued at the British Consulate in Bogotá, Colombia.

As it has been for many years, BELTA has a strong relationship with several Consulates and Embassies. US, Canada, New Zealand, Australia, Spain amongst others and the intention is to keep organizing training for the BELTA agents about visa rules in a systematic way.

Currently the number of the visas denied is very small. For instance, the number of visas denied from US Consulate is less than 5% overall.

Government Relations – any developments with your or other governments?

Belta is keeping a very good relationship with government representatives from Canadian Consulate, American Embassy and Consulates, British Consulate, New Zealand Embassy and Consulate, South Africa Consulate, Australian Consulate and Embassy as well as education representatives: British Council, Education New Zealand, Austrade, CampusFrance, Nuffic, Education USA, Atout France, Tourspain among others.

Belta is a member of the management council of the ABAV (Brazilian Travel Agencies Association) with other travel associations of the country and has a close contact with the federal government and the Senate.

The “Study in Brazil”, department of Inbound of Belta with EMBRATUR's (Brazilian tourism institute) support, develops many activities that promote the country abroad, with the purpose of establishing Brazil also as one of the main educational destinations worldwide.

Initiatives/Developments for your association?

Belta seal: consolidate the Belta seal for the final public through publications on Social Media. The focus is to show the excellence and differential of being a Belta associate. We have a goal to show to the public that Belta is a quality seal that the agency carry with it and that the client is on the best hands to organize their program abroad. We have been constantly emphasizing this through the interviews given to the media. BELTA has become the formal source of information about International education for the media.

Market research on 2015: Market research to keep Belta as a source of information to the media and give subsidies about the educational market for the associates. This research will also be important to the development of features which will highlight the quality of agencies with the Belta seal and those partners.

Offer liability insurance to the Belta agencies: Check the alternatives on the market to offer insurance for the Belta agencies. So the agencies will be insured and the members will have this differential to inform the customer.

Invigorate the role of regional coordinators, considering the size of our country: The intention is to realize always that be possible the change of the regional coordinators. Organize with all coordinators periodic meetings.

Evaluation and periodic review of the associates status through survey and visits to the agencies with the Belta Seal: Inspections, documentation verification to ensure the quality of the same.

Structure and strengthen the image of the "Inbound" department ":

1. Structuring the support team and communication;
2. Development of more detailed and clear information about the Department on the Belta website
3. Target markets analysis to structure marketing options, communication and the captivation of new members;
4. Participation in events dedicated to the target market.

Continue the actions developed by the last board of directors:

1. Looking for sponsorship for Belta actions as the market research 2015, for example;
2. Practice active in issues relating to the segment;
3. Relationship with Consulates, Embassies and international organizations;
4. Relationship with other national tourism sector entities;
5. Relationship with government agencies connected to the segment;
6. Annual production of the Belta Magazine;
7. Increase the promotion of the members on the Belta website and social networks
8. Training about the visa procedures and guidelines relevant to the Brazilian legislation.

Felca Agency Accreditation Code

Please confirm that your members' brochures/websites have now been checked against the Felca Accreditation Code. YES

The Felca logo needs to be distributed to all your agency members and included on their brochures, business cards and websites. Has this been done? YES