

Comparing bus ticket prices in Brazil

Data from top six bus routes on CheckMyBus



The average prices remain lower in five out of six analyzed routes compared to the 2019 period.



Table of Contents & Summary

Table of Contents and Summary	02
Bus ticket price comparisons:	
Belo Horizonte - São Paulo	03
Rio de Janeiro - São Paulo	04
Curitiba - São Paulo	05
Brasília - Rio de Janeiro	06
Salvador - São Paulo	07
Brasília - São Paulo	08
Remarks & Conclusions.....	09
Additional & About CheckMyBus	11

The Brazilian intercity bus business has been undergoing major changes since the COVID-19 pandemic due to various technological factors and increased competition in the market. But how much have prices changed and how have they performed so far in 2023?

To answer these questions, we looked at prices for the first half of 2019 (pre-COVID data), 2021, 2022, and 2023 on six of the country's major routes that are searched in CheckMyBus' platform.

There is an increase in average bus ticket prices in the same period in 2023 compared to 2022 on all six routes.

However, average prices in the first half of 2023 still remained below those in 2019 (pre-COVID) on five of the six routes, even after 4 years. See figures on the following pages:

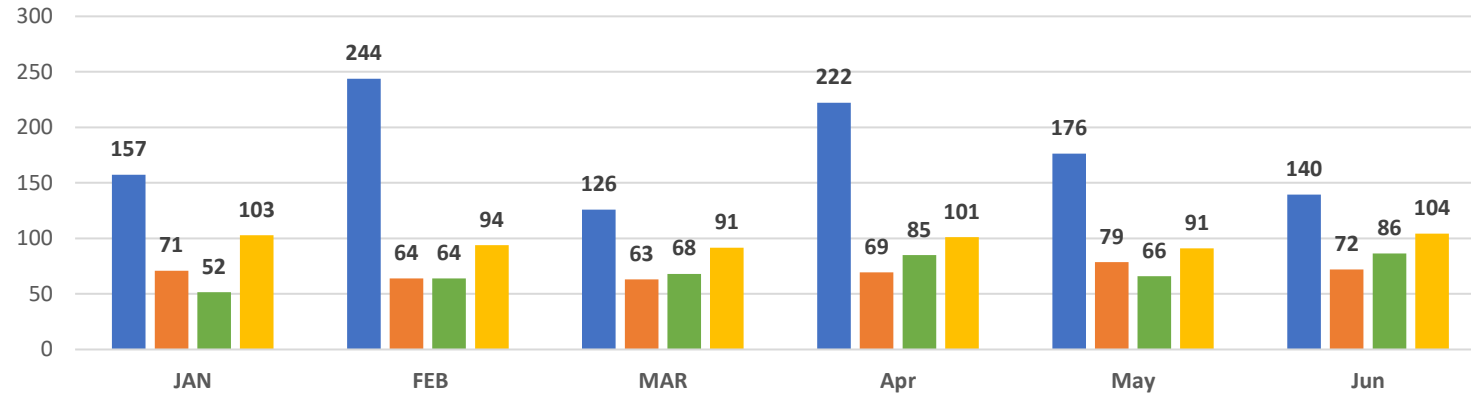
Note: 2020 data was excluded from this analysis due to the atypical market situation during the restrictions due to COVID.





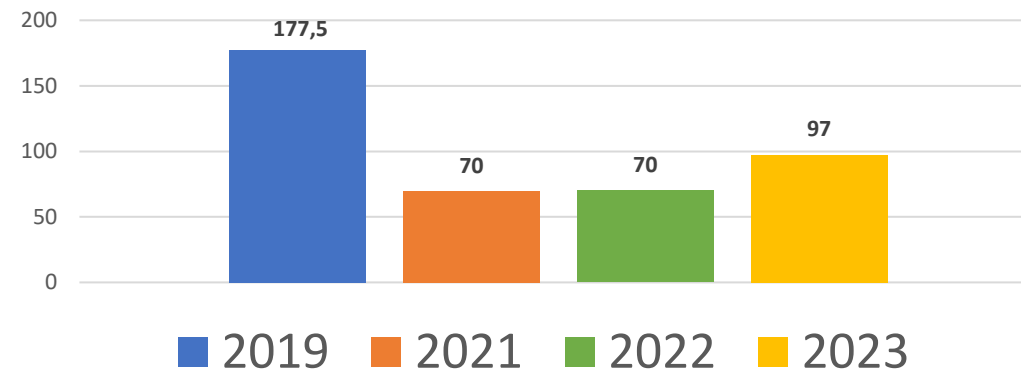
Belo Horizonte - São Paulo

Average Monthly Prices



Values in Real (R\$)

Average prices in the 1st Semester



Source: CheckMyBus Google Analytics

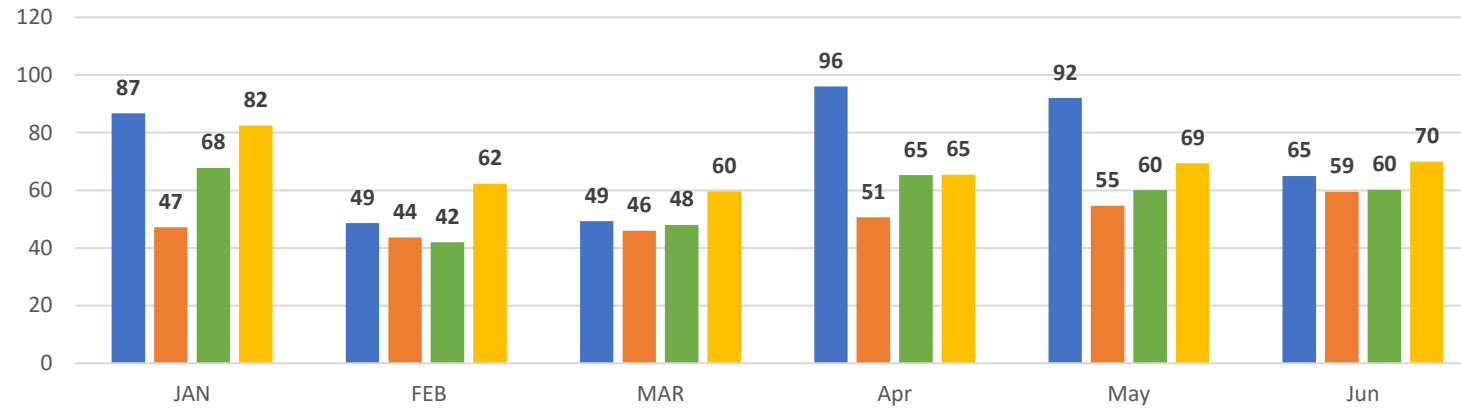
The average price was 45% lower in the 1st half of 2023 compared to 2019. However, there was a 39% increase in the 1st half of 2023 compared to 2022





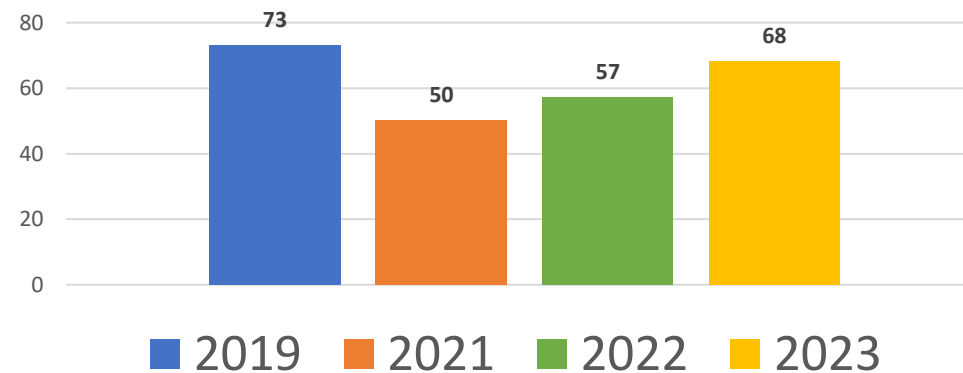
Rio de Janeiro - São Paulo

Average Monthly Prices



Values in Real (R\$)

Average prices in the 1st Semester



Source: CheckMyBus Google Analytics

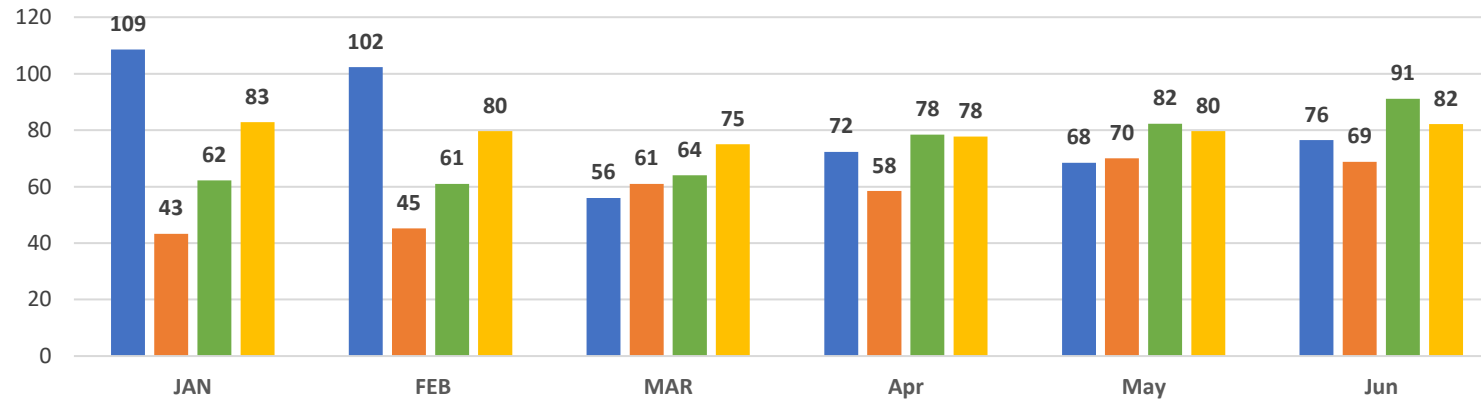
The average price was 6% lower in the 1st half of 2023 compared to 2019. However, there was a 19% increase in the 1st half of 2023 compared to 2022





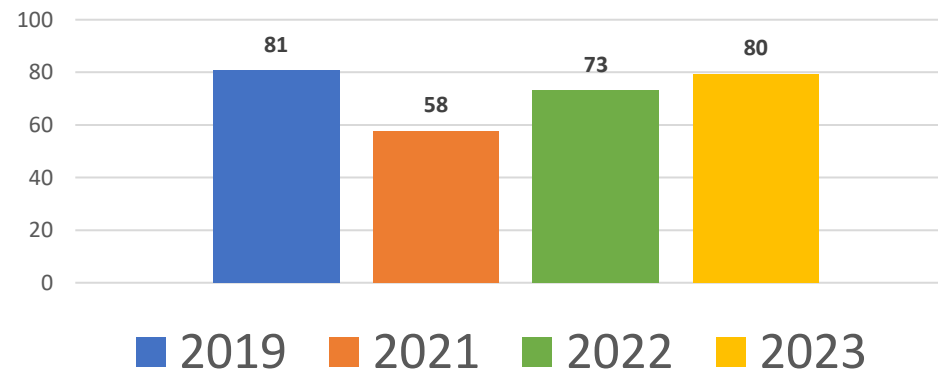
Curitiba - São Paulo

Average Monthly Prices



Values in Real (R\$)

Average prices in the 1st Semester



Source: CheckMyBus Google Analytics

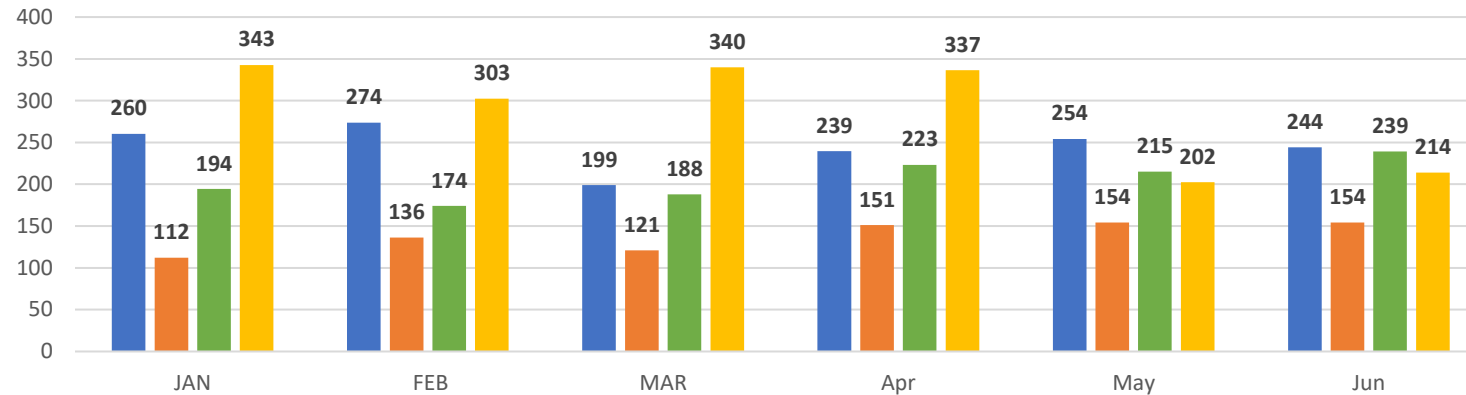
The average price was 1% lower in the 1st half of 2023 compared to 2019. However, there was a 9% increase in the 1st half of 2023 compared to 2022





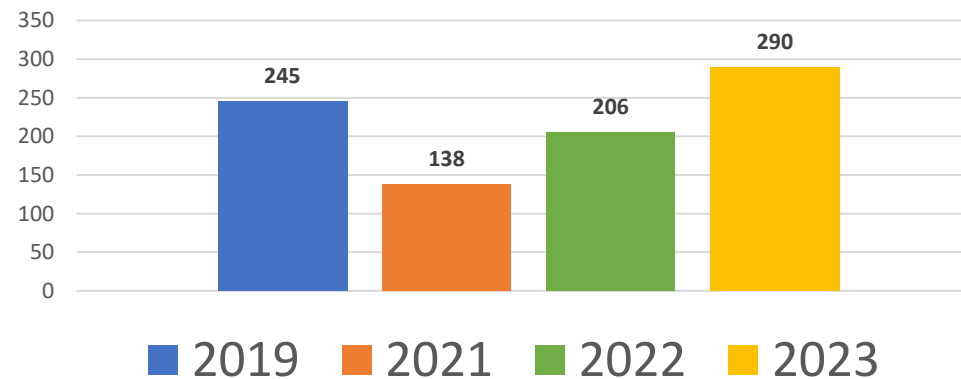
Brasilia - Rio de Janeiro

Average Monthly Prices



Values in Real (R\$)

Average prices in the 1st Semester



Source: CheckMyBus Google Analytics

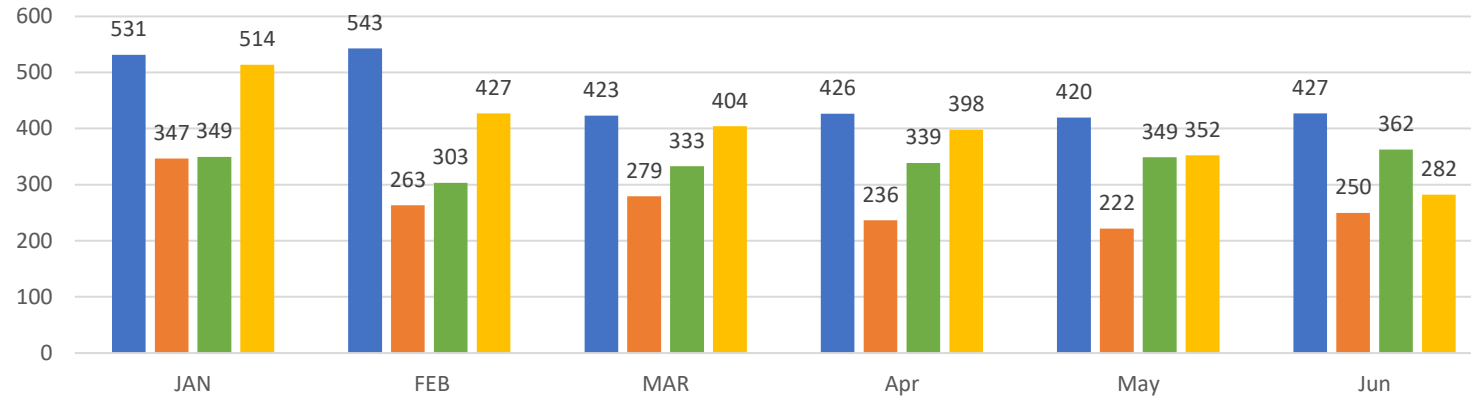
The average price was 18% higher in the 1st half of 2023 compared to 2019.
There was also a 41% increase in the 1st half of 2023 compared to 2022





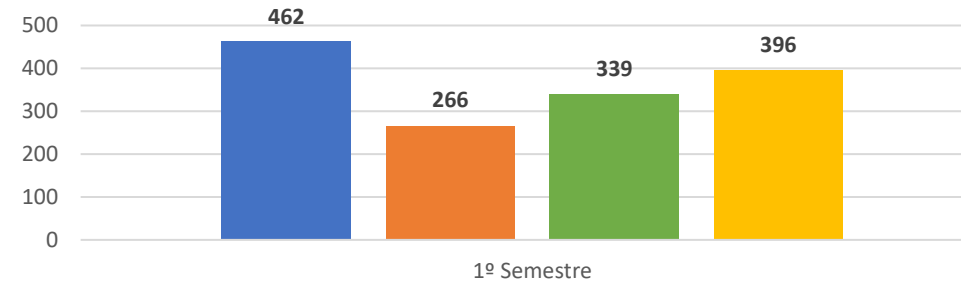
Salvador - São Paulo

Average Monthly Prices



Values in Real (R\$)

Average prices in the 1st Semester



■ 2019 ■ 2021 ■ 2022 ■ 2023

Source: CheckMyBus Google Analytics

The average price was 14% lower in the 1st half of 2023 compared to 2019. However, there was a 17% increase in the 1st half of 2023 compared to 2022

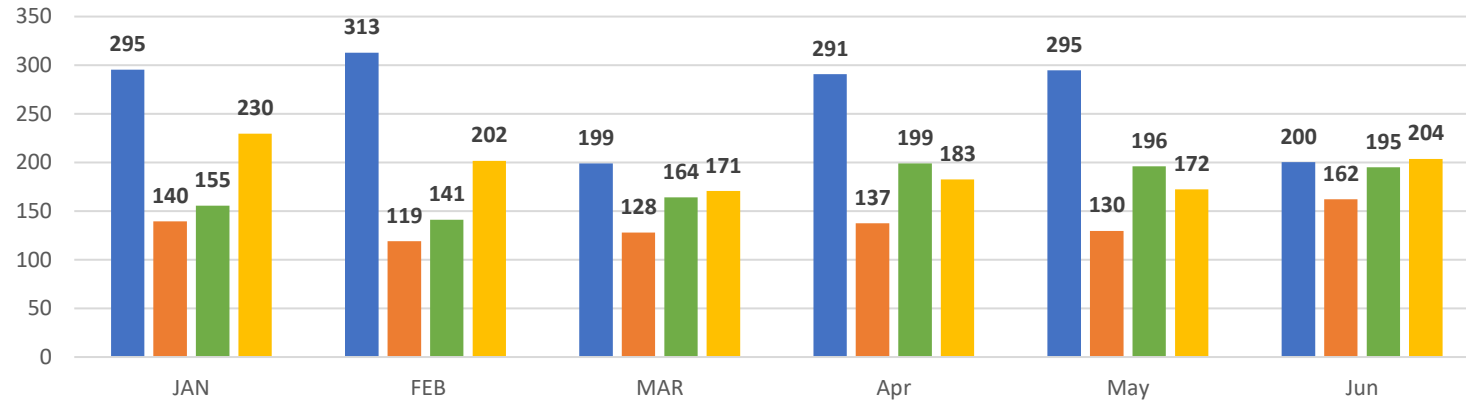
July 2023





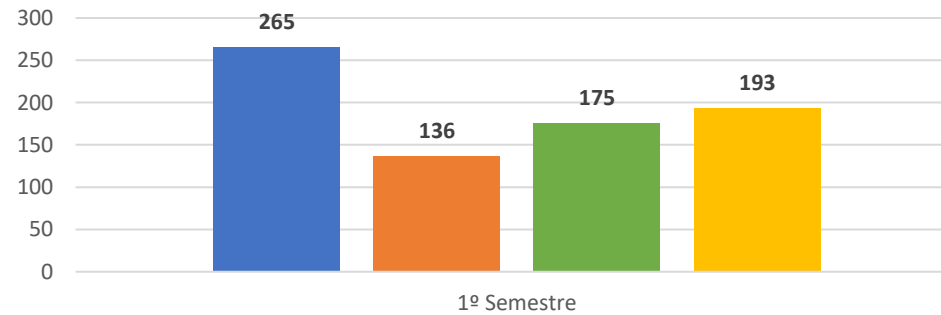
Brasília - São Paulo

Average Monthly Prices



Values in Real (R\$)

Average prices: 1st Semester



■ 2019 ■ 2021 ■ 2022 ■ 2023

Source: CheckMyBus Google Analytics

The average price was 27% lower in the 1st half of 2023 compared to 2019. However, there was an increase of 11% in the 1st half of 2023 compared to 2022

July 2023





Remarks

After examining the data from the selected routes, the following points should be noted:

- ✓ On five of the six routes, average prices in the first half of 2023 were lower than in 2019.
- ✓ All routes recorded a price increase in 2023 when compared to 2022.

Does competition interfere with the route´s price?

It is a basic rule that competition results in lower prices. In general, it seems that the number of carriers has an influence on prices.

The **Brasília - Rio de Janeiro** route has the lowest number of carriers and is the only one among the six routes that registers a higher average price in 2023 than in 2019.

In addition, this route also shows the largest increase in average price compared to 2022.

On the other hand, the **Belo Horizonte - São Paulo** route, which has the second highest number of carriers among the six routes, shows the biggest drop in average price compared to 2019, even with a significant increase compared to 2022.

Routes	Number of Operators	Price difference 23 vs 19	Price difference 23 vs 22
Brasília - Rio de Janeiro	Low	+ 18%	+ 41%
Salvador - São Paulo	Low	- 14%	+ 17%
Curitiba - São Paulo	Medium	- 1%	+ 9%
Brasília - São Paulo	Medium	- 27%	+ 11%
Belo Horizonte - São Paulo	High	- 45%	+ 39%
Rio de Janeiro - São Paulo	Very High	- 6%	+ 19%





Remarks

Highlights in price averages in the first half of 2023.

- **Belo Horizonte - São Paulo:** the average prices had a very small variation during the 2023 semester. (min. R\$ 91 and max. R\$ 104)
- **Rio de Janeiro - São Paulo:** the average prices seem to be more associated with seasonality/holidays.
- **Curitiba - São Paulo:** As of April, the 2023 average prices are lower than in 2022.
- **Brasília - Rio de Janeiro:** The only route that shows price averages in 2023 higher than in 2019, but registered a significant decline in May and June.
- **Salvador - São Paulo:** It recorded the biggest average price drop from January to June 2023.
- **Brasília - São Paulo:** There are up and down variations in average prices in the first half of 2023.

Conclusions

Due to factors like the rise in operating costs caused by oil and input prices, as well as increased passenger demand, it is natural for current prices to undergo adjustments. Nevertheless, companies are actively pursuing new partnerships and technological solutions such as Artificial Intelligence (AI) and dynamic pricing to **stay competitive and appeal to passengers seeking alternatives** to air travel and aiming to avoid costly road tolls.

With continuous advancements in e-commerce and the emergence of new players in recent years, passengers now have additional alternatives to explore. They can conveniently search and compare ticket prices online from the comfort of their homes.

Traveling by bus is becoming more appealing due to its affordability, comfort, convenience, and a wide range of options.

For passengers, comparing various offers and services is the ideal approach to discovering the right choice. For this reason, **research is key!**





The digitalization of ticket sales has brought bus operators a new business perspective.

Consumers have changed their behavior and do not only emphasize price, but also value experiences. It becomes crucial for operators to be visible and offer a good service to stand out from the competition.

Therefore, new forms of partnerships have been developed to integrate technology and data to promote sales solutions as well as enhance company branding efforts.

We will be attentive to market trends, especially in this year that promises changes in the sector due to the new regulatory framework and the tax reform of road passenger transport.

About CheckMyBus

CheckMyBus helps people travel better and cheaper by comparing bus trips and other modes of transport, such as trains, flights, airport shuttles, and car sharing in more than 80 countries.

Bus operators can present their trips to a truly global audience, with more than 100 million searches per year on CheckMyBus. Users will be directed to the branded pages of the operator, ensuring loyalty and support to build brand value.

Beyond its own platform, CheckMyBus facilitates operators to distribute their content in other channels with just one single integration.

CheckMyBus actively supports knowledge sharing in the vertical with studies, presentations and webinars.

Highlight in the media:

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We make bus travel simple

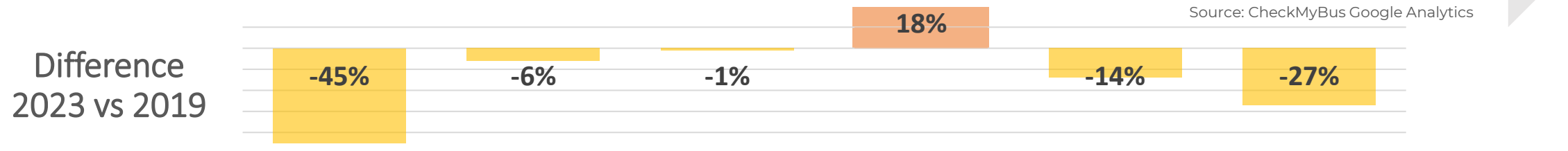
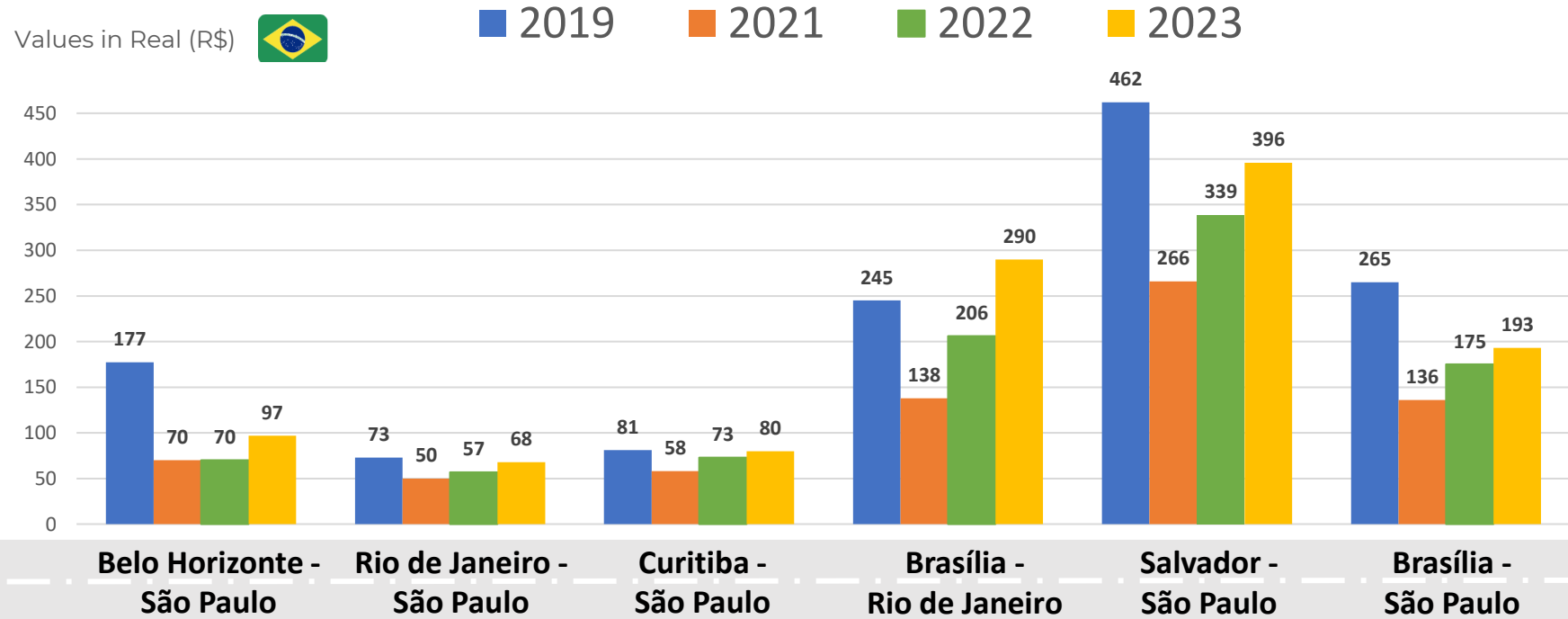
www.checkmybus.com



<https://www.linkedin.com/company/checkmybus-gmbh/>

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Average prices



Note: 2020 data was excluded from this analysis due to the atypical market situation during the restrictions due to COVID.