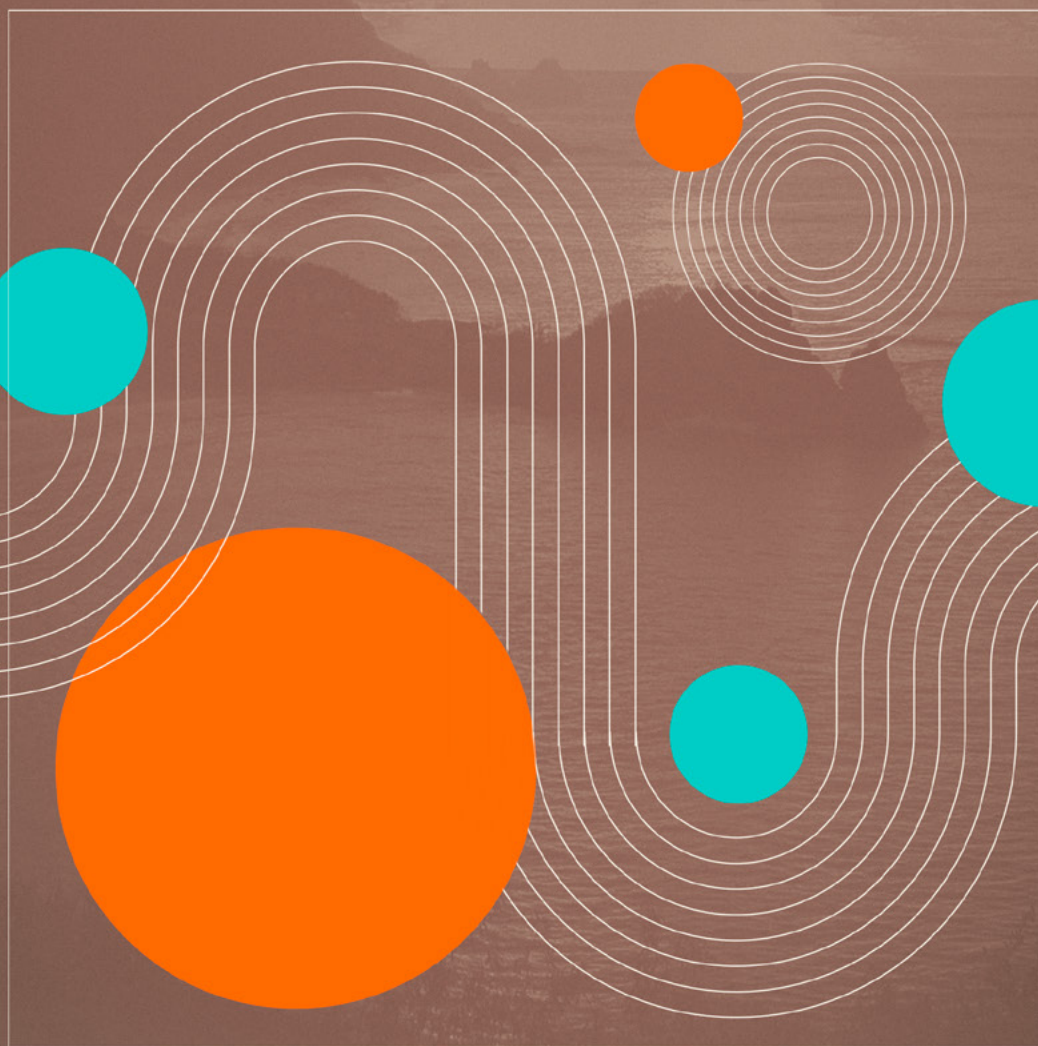


TOURISM TRENDS 2025



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Opening

Celso Sabino de Oliveira
Minister of Tourism of Brazil

Produced by the research team of the Brazilian Ministry of Tourism and the Brazilian Agency for International Tourism Promotion (Embratur), the 2025 Tourism Trends Magazine consolidates its role as a guiding compass for diversifying Brazil's tourism offerings, contributing to a strategy that strengthens the sector while generating jobs and income for the population. After all, in a world in constant transformation, the ability to anticipate and understand trends is what separates a successful strategy from stagnation.

The careful methodology used to produce this magazine, based on the analysis of several international sources and focused on the most relevant trends, guarantees the relevance and applicability of the information presented here. The trends that are emerging on the horizon today will shape the future of travel, the way we relate to the world and how we explore new destinations. The search for authentic experiences, the appreciation of sustainability, the personalization of travel and the growing importance of technology are just some of the themes that permeate this year's issue.

I invite you to explore the 19 trends presented in this magazine, reflecting on how they can impact your business and your vision of tourism. May this publication be a source of inspiration and knowledge, boosting the development of an increasingly responsible, innovative and inclusive tourism.

Opening

Marcelo Freixo

President of Embratur

The use of data intelligence and constant monitoring of trends for strategic decision-making have become part of Embratur's routine. We have invested in national and international information providers partnerships to organize a robust database, which today serves as a beacon for the paths we must take to make Brazil an increasingly competitive country in international tourism.

This issue of the Tourism Trends Magazine is an important tool for sharing some of this knowledge. We have gathered here 19 trends, selected from 32 international publications. The document also analyzes the forecasts made by international consultancies about the future of the travel sector, including long-term projections (2030 and 2040).

At the Brazilian Tourist Board, the use of data intelligence is part of an institutional arrangement that encourages innovation and the building of partnerships, which has already generated expressive results. We broke all international tourism records in 2024, the year that we welcomed 6.77 million international visitors to our destinations, spending the incredible sum of 7.3 billion dollars in our country.

We promote to the world a country that we want for ourselves, our children and our grandchildren. We invite everyone to discover a sustainable, authentic and diverse Brazil, filled with destinations rich in history, culture, gastronomy and natural beauty. Tourists who visit us and experience unique and inspiring experiences here also help us shape the Brazil we aspire to be.

Editorial

Tourism - like other sectors of the economy - is challenged by a dynamic and transforming scenario, shaped by technological advances, changes in consumption patterns and new expectations by the travelers. The electronic magazine "Tourism Trends 2025", prepared by the Ministry of Tourism and the Brazilian Tourist Board, highlights the main trends for the travel industry in the year of 2025, in order to help public and private professionals in the sector.

By understanding these trends, companies and public bodies can anticipate and prepare their strategies accordingly to the new market demands. The trends highlighted here gain even more relevance when analyzing long-term projections for the tourism industry, which point to significant growth in the sector over the coming decades. A recent study by [Google and Deloitte](#) (2024) predicts a 60% increase in the number of international travelers worldwide, reaching a total of 2.4 billion trips in 2040, compared to 1.5 billion in 2019. India, China and the United States should show the highest growth among the five largest global issuers, which also include Germany and the United Kingdom. When analyzing the fifteen largest issuers of tourists in the world, five new markets - all emerging economies - are expected to appear by 2040: Pakistan, Brazil, Saudi Arabia, Indonesia and Mexico.

When drawing up its forecasts for 2030, the US consultancy firm [McKinsey](#) (2024) stressed the importance of the tourism sector taking note issues that should substantially alter its scenario over the next 5 years:

1

most trips are still made close to home. Domestic tourism represents the largest volumes of spending, but international tourism within the same continent is on the rise;

2

travel is more popular and has become a priority, even in the face of economic uncertainties, especially for the younger generations, who prefer experiences over possessions, show excitement for the novelties provided by international travel and are technologically oriented;

3

travelers are no longer content with a one-size-fits-all experience, they want personalization and the combination of multiple data sources can help guide the offer of experiences that are most relevant to them. What they want depends largely on where they come from; with the increase in demand for tourism, destinations will need to prepare now to reduce their future overcrowding; and

4

45% of travel spending takes place in the ten countries that receive the most international tourists, but some new destinations are gaining traction as travelers expand their horizons and opt for less sought-after destinations. Currently, the trips of 80% of tourists are concentrated in just 10% of existing destinations.



[Deloitte](#) (2024) also used the year 2030 as a reference and stated that by then, 90% of leisure travel consumers will be “millennials” and “Zs”, whose main characteristic is that they are ultra-connected and adventurous. Short videos on social networks, especially TikTok, with tips and useful information for tourists, should be the main sources of travel information. Also gaining ground will be applications powered by artificial intelligence, which are increasingly present in our lives and will act as concierges, bringing personalized information to travelers in real time.

[The Future Laboratory and Kayak](#) (2025), when analyzing the future of the travel landscape five years from now, also bet on artificial intelligence, by predicting “virtual travel agents”, capable of “anticipating our needs and planning decisions”, and on the power of social networks as tourism marketing platforms. Multi-destination trips, visits to unexplored locations, longer stays, and travel as a source of well-being and self-discovery are also gaining momentum. Finally, they state that the only thing travelers will accept in the future will be the best deal.

Finally, when analyzing the current scenario, Oxford Economics, through [Tourism Economics](#) (2025), says that there is a strong global demand for travel (expected to grow by 12% compared to 2024), especially for leisure, which is considered an annual priority, although uncertainties are high and costs are increasingly influencing travelers’

decision-making. In 2025, prices are likely to remain high and tourists will continue to prioritize a better value for money, since, convenience and cost will still prevail in the moment of deciding the travel destination, even with environmental awareness gaining more relevance in the discourse. There is a more cautious and price-sensitive consumer, which opens up opportunities for emerging destinations, as lower prices and a possible concern about overtourism in traditional destinations have led to a search for new destinations and/or trips in low season periods.

As expected, the forecasts above are closely aligned with the trends presented in the following sections. The Tourism Trends 2025 e-magazine seeks to point out, in a practical way, ways to understand the directions of tourism and support decision-making in an ever changing scenario. Based on a curatorial process carried out by the analysts from the Ministry of Tourism of Brazil and Embratur, 19 trends were selected from those pointed out by renowned institutions and companies in their reports for 2025. Brazilian destinations, mentioned by international reports and publications in those trends, were also emphasized. For the layout of the magazine, as a way of connecting even more with the current moment, we opted to use the Pantone color of the year 2025.

Enjoy it!



1. TRENDS

The term **trend** denotes an inclination, propensity, or movement. Its significance for tourism lies in its ability to indicate a direction to follow—or at least a pathway that a segment of the market (in this case, travelers) is already pursuing. In essence, a trend represents a desire to interpret certain signals in order to anticipate the future, a concept that is highly relevant in the business world.

Most of the trends discussed below have already featured in the past issues, which is both understandable and expected. Changes in consumer habits, values, and expectations are generally gradual - especially when significant costs, risk perceptions, or widespread impacts on daily routines are involved.

New trends need time to gain traction. Not all travelers are ready or aware enough to embrace emerging trends immediately. Initially, such trends might attract only small groups until both supply and demand mature. While new generations may bring fresh demands, adapting to these changes takes time, which is why established trends continue to prevail. Trends do not vanish completely; they evolve. Even when innovative ideas emerge, they generally coexist with established practices - explaining, for example, the constant presence of “experience tourism”, which has been populating trend publications around the world for years.

Tourism Trends 2025 Magazine covers trends, identified using the following three-step methodology:

1.1.

Tourism Trends for 2025





IMMERSIVE TRIPS

In 2025, immersion tourism stands out as a key trend, going beyond sightseeing. Destinations that offer cultural experiences and genuine connections with local communities attract travelers eager to experience life as the locals do ([Euromonitor, 2024](#)). This movement is fueled by a desire to invest in experiences - with global spending on cultural activities on the rise, according to [Mastercard](#) (2024). [Wanderlust](#) (2024) reinforces that connecting with local life is essential for authentic travel.

Millennials and Zs are leading this pursuit, preferring itineraries that integrate entertainment, sports, culture, and gastronomy ([ATTA, 2024](#); [Contiki, 2024](#)). Technologies such as personalized recommendation tools and self-guided tours facilitate immersion in local life ([Skyscanner, 2024](#); [WTM, 2024](#)).

Several operators are adapting their itineraries to meet the demand for authenticity: traditional souvenirs are being replaced by experiences that value local flavors, transforming local markets into cultural destinations ([Expedia, 2024](#)). [Booking](#) (2024) emphasizes that prioritizing immersion in a destination's history and local commerce makes a trip truly unique. Similarly, [Contiki](#) (2024) punctuates personalized interactions, while [Rustic Pathways](#) (2024) highlights programs that connect travelers with community projects. This cycle benefits both tourists and local populations, generating positive socioeconomic impacts ([Four Seasons, 2024](#)).

DESTINATIONS IN BRAZIL

Curitiba was recognized by [Lonely Planet's Best in Travel](#) as one of the 30 incredible destinations for 2025, offering an immersive experience.

Brazil ranks among the top destinations for 2025, according to [Go World Travel](#), with **Salvador** standing out for its deep immersion in Afro-Brazilian culture.



ALTERNATIVE DESTINATIONS

In addition to more immersive travel, 2025 brings a trend toward seeking alternative destinations and experiences, as travelers aim to escape overcrowded spots in search of more authentic and distinct experiences ([Byway, 2024](#); [Intrepid Travel, 2024](#); [Condé Nast, 2025](#); [ATTA, 2024](#); [Travel + Leisure, 2024](#)). According to [Expedia](#) (2024), 63% of travelers state they are willing to explore less popular and quieter places, often as add-ons to traditional itineraries. [Accor](#) (2024) also draws attention to tourists' search for "hidden gems," while [Lonely Planet](#) (2024) notes an increase in demand for parks and reserves.

[Booking](#) (2024) reports that artificial intelligence has been assisting travelers in

preparing alternative itineraries, based on their needs and preferences. Additionally, 44% of respondents said they avoid geotagging locations in their social media photos to prevent drawing mass tourist attention to the "discovered" destination.

According to [Euronews](#) (2025), 68% of young people prioritize discovering something new over visiting traditional landmarks. Zs prefers to avoid overcrowded and expensive spots. Emerging destinations have been experiencing rapid growth, and countries outside the traditional tourist flows are benefiting from this trend. Interest in long, remote trips is also on the rise ([Audley Travel, 2024](#); [Four Seasons, 2024](#); [TTG, 2024](#)).

DESTINATIONS IN BRAZIL

Lençóis Maranhenses National Park was featured among [USA Today's](#) top 10 alternative destinations and was considered off the beaten track in [Travel + Leisure's](#) list of places to visit in 2025.

Smaller and more diverse destinations recorded the highest year-over-year growth in bookings on [Skyscanner](#) by travelers from the Americas, with **São José dos Campos** and **Caruaru** among them.



1.1.3.

TECHNOLOGY AND DIGITAL TRANSFORMATION

Technology is playing an increasingly central role in travel experiences, expanding digital autonomy and revolutionizing the way tourists plan, book, and experience their journeys. Drawing on individual preferences, travel history, and previous behaviors, Artificial Intelligence (AI) offers tailor-made itinerary suggestions and self-guided tours, making each journey unique and aligned with the traveler's interests - all while transforming services at airports, hotels, and tourist attractions ([WTM, 2024](#); [Business Traveller, 2024](#)). Chatbots that understand natural language and provide real-time recommendations - such as the best times to visit an attraction, solutions for flight delays, managing pre-bookings and digital waitlists, and even monitoring flights - are enhancing the overall travel experience ([Accor, 2024](#); [Euromonitor, 2024](#)).

Increased digitalization also exposes the tourism sector to complex cyber threats, such as ransomware attacks and fraud, heightening concerns about cybersecurity ([Globaldata, 2024](#)). Consequently, technologies such as blockchain, which enables more secure and transparent transactions,

and immersive technologies like virtual and augmented reality, which enable new ways of interacting with destinations and experiences even before traveling, are being increasingly adopted ([Lemax, 2024](#)).

Finally, enhanced connectivity through cloud computing, the Internet of Things, and 5G paves the way for personalized customer experiences and operational efficiency. Cloud computing centralizes information that simplifies bookings and customer relationship management, while 5G promises an even more integrated and agile travel experience ([Globaldata, 2024](#)).

**ALL THESE
INNOVATIONS ARE
VIEWED AS SOLUTIONS
TO ENVIRONMENTAL
CHALLENGES,**

as they can help reduce waste and optimize resources ([Euronews, 2025](#); [Mastercard, 2024](#)). In this way, digital transformation promises to make travel in 2025 more dynamic, secure, and tailor-made to the individual needs of travelers ([Skift, 2025](#)).



MORE CONSCIOUS CHOICES

Topics such as climate change, ecology, and healthier lifestyles have been discussed for years and are not new to tourism. These values, which have become almost natural to new generations, have been embraced by travel consumers and are changing the way travelers make their choices ([Lemax, 2024](#)).

Many travelers now prioritize options like carbon-neutral flights, green-certified hotels and local conservation initiatives aiming to reduce the environmental and social impacts of their journeys ([Euronews, 2025](#)).

The tourism sector has been adopting socio-environmental measures for years. Online travel agencies and airlines display and offer carbon offsetting in flight searches, while hotels seek to reduce daily linen changes ([WTTC, 2024](#)). However, sustainable safaris, featuring longer, more immersive trips in natural destinations, demonstrate that consumers are seeking not just checklists but effective actions that express a deep connection with nature and local culture ([Travel + Leisure, 2024](#)).

This emerging profile goes beyond simply seeking new experiences; there is a growing desire to travel with purpose - supporting local communities and preserving ecosystems

([Wanderlust, 2024](#)) - with a focus on regenerative tourism, which aims to revitalize destinations in order to leave a positive, everlasting legacy ([Euronews, 2025](#)). This trend is also evident in the preference for lower-impact transportation, such as train journeys instead of flights ([Business Traveller, 2024](#)) or the use of bicycles ([Four Seasons, 2024](#)), the appreciation of alternative destinations, volunteer tourism ([Wanderlust, 2024](#)), and even the idea of traveling in harmony with the seasons ([Byway, 2024](#)).

Nevertheless, even though many tourists express a desire to reduce their carbon footprint and make more conscious choices, it is important to be mindful of the gap between people's expressed intentions and their actual actions. There is still a small proportion of travellers willing to make significant efforts or invest substantial sums considering sustainability. Price and convenience are still predominant factors for most consumers, partly due to limited sustainable choices. The industry is responding with more options, information and certifications (Tourism Economics, 2024).

DESTINATIONS IN BRAZIL

According to [National Geographic](#), the **Cerrado** region is among the top 25 places in the world to visit in 2025, standing out for its opportunities to support alternative conservation efforts for the biome.



THE RISE OF SPORTS TOURISM

Sports tourism emerges as a significant trend in 2025, driven by the fusion of a passion for sports with the travel experience and the desire among travelers to witness live sporting events and take part in activities that go beyond traditional TV viewing. Behind-the-scenes sports series have been attracting new audiences - especially women and young people - expanding their interest in sports and motivating trips to follow these events. Moreover, the rise of eSports is expected to further boost travel for this purpose, as gamers are combining their passion for video games with journeys to conventions and gaming venues ([Skyscanner, 2024](#)).

Research indicates that about 40% of travelers between the ages of 25 and 34 plan to travel, both domestically and internationally, to watch sporting competitions. This demand is fueled by the search for entertainment, excitement, and the opportunity to see their favorite athletes up close, in addition to engaging in activities like running and cycling that allow exploration of new destinations ([Skyscanner, 2024](#); [Accor, 2024](#)).

The growing demand for sports experiences has generated significant impacts in the sector. [Hilton](#) (2024) reports that, between 2019 and 2024,

revenue from the sports segment tripled, highlighting the engagement of a young audience and the rising popularity of amateur events. Additionally, racket sports, such as tennis, are capturing the interest of Millennials, who show a greater propensity to plan vacations centered on sports ([Priceline, 2024](#)). According to [Rustic Pathways](#) (2024), sports tourism is one of the fastest-growing segments, led by Millennials and Zs ([Ibis, 2024](#)). As an example, a single NFL game in São Paulo in September 2024 was enough to double the number of flights from specific cities of the United States to Brazil and attract thousands of visitors.

Large-scale events - such as the FIFA World Cup and international marathons - not only attract massive crowds but also

BOOST THE LOCAL ECONOMY

by increasing visitors' length of stay and spending in host cities ([WTM, 2024](#); [Skift, 2025](#)). In this way, sports tourism is solidifying as a transformative trend, uniting the passion for sports with the desire for unique experiences and reaffirming its role as one of the main drivers of the travel sector in 2025.



1.1.6.

ASTROTOURISM

Astrotourism continues to be a growing trend, as more tourists seek experiences that escape the urban rush and connect with the vastness of space ([Hilton, 2024](#); [Booking, 2024](#); [Euronews, 2025](#)). Stargazing will be one of the main activities ([Rustic Pathways, 2024](#)), with visitors exploring destinations that offer optimal nighttime skies, far from the light pollution of major urban centers ([Skyscanner, 2024](#)). Contemplating the night sky will be promoted as a way to relax and reconnect with nature ([Priceline, 2024](#)).

Furthermore, tourists will seek opportunities to witness natural phenomena ([Audley Travel, 2024](#); [Expedia, 2024](#); [Intrepid Travel, 2024](#)), such as meteor showers, eclipses, and planetary alignments, which can make the experience even more fascinating and unique. Astrotourism will represent not only a quest for beauty and tranquility, but also an awakening to the grandiosity of the universe and our place within it.

DESTINATIONS IN BRAZIL

Desengano State Park in Rio de Janeiro was highlighted by [Time Out](#) as one of the top stargazing destinations for UK tourists in 2025.



1.1.7.

WELLNESS IN TRAVEL

Wellness in travel come on the scene as a central trend in 2025, going beyond leisure to include physical and mental recovery. With a holistic approach, there is a strong focus on longevity and overall health. According to [Condé Nast](#) (2025), resorts are investing in purpose-driven retreats that emphasize community and natural movement - drawing inspiration from the “blue zones” - while “longevity retreats” incorporate technologies such as red light therapy, cryotherapy, and stem cell treatments ([Booking, 2024](#)).

Rest and disconnection are also valued, as reflected in practices like “hurtle-durkling” (enjoying leisure in bed) and sleep tourism, vacations focused on rest and quality sleep, associated with JOMO (Joy of Missing Out). Travelers are looking for peaceful destinations, such as lakeside cabins or beach houses, to slow down, recharge, reconnect with themselves, and detox their minds ([Travel + Leisure, 2024](#); [Hilton, 2024](#); [Expedia, 2024](#)).

In 2025, alternative experiences are gaining ground, such as “sober tourism” (alcohol-free) and psychedelic retreats for profound transformations ([Skift, 2025](#)). There are also exclusive retreats for men focusing on mental health and self-discovery, and trips designed for mothers that prioritize after childbirth rest and a balance between motherhood and well-being ([Priceline, 2024](#)).

In short, wellness in 2025 ranges from longevity and holistic health to rest, disconnection, and innovations such as rejuvenating retreats or trips that blend technology with ancestral practices. More and more travelers are investing in a lasting balance between body and mind ([Skyscanner, 2024](#); [Accor, 2024](#)).

DESTINATIONS IN BRAZIL

Fernando de Noronha was cited by [Lonely Planet](#) in 2024 as the best place for a relaxing getaway, ranking among the top destinations to visit in South America.

João Pessoa was deemed by [Booking](#) as an ideal destination for travelers seeking relaxation and wellness retreats.



SLOW TRAVEL

In light of the negative impacts of overtourism and as a counterbalance to the fast pace of modern life, slow travel emerges as an alternative that favors authentic experiences and immersion in destinations. As [Contiki](#) (2024) points out, this trend encourages travelers to “live like a local,” opting for off-peak periods and less conventional routes, in order to reduce tourist overload and support local economies more equitably.

Furthermore, slow travel is reflected in the preference for longer trips - averaging 16 days, according to [Rustic Pathways](#) (2024) - which allow for building genuine connections with local communities and environments ([Lonely Planet, 2024](#)). This quest for authenticity is also reinforced by the value placed on local recommendations and experiences, as highlighted by [Hilton](#)

(2024), and by a preference for exploring neighborhoods and secondary towns instead of overcrowded tourist spots, as noted by [Priceline](#) (2024).

This approach is not limited to a slower pace; it also embraces the practice of veering off the traditional path - a form of “detour travel,” as described by [Condé Nast](#) (2025). By embracing “JOMO” (Joy Of Missing Out) and focusing on the well-being that time and experience can provide, travelers find a way to reconnect with the essence of a destination, contributing to a more conscious form of tourism.



MEDIA-INSPIRED DESTINATIONS

The phenomenon of “set-jetting”, or tourism inspired by movies, TV series, and other media productions, is on the rise ([Ibis, 2024](#)). According to [Expedia](#) (2024), two-thirds of those surveyed stated that on-screen entertainment influences their travel choices, and 36% believe the media’s influence has increased compared to the previous year. Tourists are increasingly motivated to visit locations featured in their favorite productions - from Hollywood blockbusters to hit TV series - and 67% of travelers have already been motivated by films and TV shows to explore destinations abroad ([Contiki, 2024](#)).

This trend goes beyond merely visiting iconic landmarks, offering immersive experiences that allow fans to dive into the universe of their favorite characters and authentically experience the settings that have graced the screen. According to [Travel + Leisure](#) (2024) and [Euronews](#) (2025), the connection between media and tourism not only enriches the travel experience, but also boosts local economies - with popular films increasing tourist flow by an average of 31% - and redefines how stories turn into real-world destinations.

Driven by the excitement of exploring places immortalized in the media, this type of tourism enables a deep connection with the narratives and characters that inspire visitors. The trend spans from major metropolises to remote villages that have gained notoriety after appearing in films and series, expanding the range of destinations that captivate and surprise the public. For example, Cabaceiras, a small town in the countryside of the state of Paraíba, in northeastern Brazil, emerged as a tourist hotspot after serving as the backdrop for national films. Locations featured in the Oscar-winning production *I’m Still Here* are now drawing visitors to Rio de Janeiro.



HYBRID TRAVEL

Work and leisure are increasingly blending ([Wanderlust, 2024](#)), giving rise to hybrid travel and concepts such as “bleisure” (“business” + “leisure”) and “blended travel.” Much of this trend’s growth is driven by the flexibility of remote work and visas for digital nomads ([Accor, 2024](#)). Additionally, the MICE sector (Meetings, Incentives, Conferences, and Exhibitions) is playing an important role in boosting this practice by creating new opportunities ([Tourism Economics, 2024](#)).

This approach allows people to explore new destinations while maintaining their professional responsibilities, adopting a lifestyle in which work and leisure coexist fluidly and harmoniously ([Accor, 2024](#)).

Consequently, companies are beginning to re-evaluate their travel policies to offer more flexible options, such as short-term stays ([CWT, 2024](#)), allowing employees to continue their travels and enjoy a leisure experience after work.

In this scenario, corporate hotels may give way to boutique hotels or poshtels - luxury hostels ([Wanderlust, 2024](#)). Furthermore, long weekends are increasingly being used, with professionals taking advantage of flexible work arrangements ([Ibis, 2024](#)).

DESTINATIONS IN BRAZIL

Vitória was featured by [Travel off Path](#) as one of the four hidden gems for digital nomads in 2025.

Rio de Janeiro topped the list of 10 winter destinations for digital nomads, according to [Aviation Direct](#).

São Paulo is among the 100 best cities worldwide for tourism and business, as reported by [Euromonitor International](#), standing out for its international events that attract business tourism.



TAILOR-MADE TRIPS

For several years now, the demand for personalized travel has been emerging in the tourism sector. According to [Byway](#) (2024), there is a growing interest in tailor-made trips that offer rich and memorable experiences, allowing travelers to explore their interests in depth. [Four Seasons](#) (2024) reinforces this trend by highlighting, pointing to curated experiences that cater to the individual needs of guests.

Technology plays a crucial role in this trend, as it enables hyper-personalization of services. As [Lemax](#) (2024) emphasizes, today's travelers expect every detail of their experience to be tailored to their desires, with companies using artificial intelligence to anticipate preferences and offer unique recommendations. In this context, the evolution of loyalty programs - now focusing on micro-experiences and personalized benefits, as noted by [Business Traveller](#) (2024) - further reinforces the emotional bond between brands and customers, who feel recognized and valued.

Moreover, personalization extends throughout every stage of the journey, from the moment a passenger boards, with innovations in the flight experience ([Amadeus, 2024](#)), to stays in hotels that prioritize warm and flexible environments, as highlighted by [Condé Nast](#) (2025) and [Skift](#) (2025). In short, the future of tourism is increasingly centered on offering truly personalized trips, with every experience carefully crafted to reflect the unique desires and identity of each traveler.



THE MOMENTUM OF MUSIC TOURISM

The phenomenon of “gig tripping”, which occurs when tourists plan their journeys around major music events such as concerts, festivals, and tours by popular artists, will continue to expand in 2025 ([Hilton, 2024](#); [Accor, 2024](#); [Ibis, 2024](#)). These events have significantly boosted tourist flows to host cities, demonstrating the power of music to mobilize massive crowds. In Brazil, last year, tourists filled Copacabana beach in Rio de Janeiro for a Madonna concert. In 2025, even before the confirmation of a Lady Gaga show at the same venue in May, there was a notable increase in searches for flights to the city. Every year, festivals such as Rock in Rio, Lollapalooza, and the Salvador Summer Festival are responsible for the influx of thousands of tourists.

With projections that the music tourism market will reach US\$ 13.8 billion by 2032 ([Business Traveller, 2024](#)), transportation companies and tour operators are increasingly adapting their services to meet this demand, solidifying music tourism as a transformative force in the travel industry. [Skift](#) (2025) notes that live tourism is transforming travel, with fans willing to spend significantly beyond the ticket price to guarantee complete experiences.

According to [Lonely Planet](#) (2024), music lovers also seek authentic experiences in iconic venues and immersion in the musical culture of destinations, turning trips into true musical journeys that deeply connect them with the art and create unforgettable memories. Thus, while destinations known for their rich musical traditions will remain popular, there will also be growth in tourism in smaller towns and villages hosting niche festivals or authentic musical experiences ([WTM, 2024](#)).



CULINARY EXPERIENCES

Food tourism remains on the rise, with travelers drawn to destinations already renowned for their cuisine, celebrated restaurants, food festivals, and overall gastronomic experiences ([Travel + Leisure, 2024](#); [Accor, 2024](#); [Rustic Pathways, 2024](#); [Ibis, 2024](#)). Furthermore, culinary trips are increasingly focused on reviving traditional recipes and dishes that evoke nostalgic memories ([Hilton, 2024](#)). Tourists are also looking for an emotional connection with the local culture through the flavors offered by regional cuisines ([Lonely Planet, 2024](#)). This trend has led restaurants and markets to craft experiences that value both local ingredients and forgotten recipes, creating a journey back in time and fostering a connection for those who crave not only taste, but also the affection and history behind the meals. As [Expedia](#) (2024)

notes, Generation Z craves exclusive delicacies - such as Dubai chocolates and Japanese matcha - to take home as souvenirs.

With the rising emphasis on the complete experience, many tourists are opting for accommodations that include high-quality on-site restaurants, making it easier to access these temples of haute cuisine ([Expedia, 2024](#)). In 2025, gastronomy integrated with the lodging experience is expected to gain even more prominence. Moreover, culinary experiences continue to reach new heights, with those seeking exceptional food on the lookout for unexplored ingredients and innovative venues to flavor ([Condé Nast, 2025](#)).

DESTINATIONS IN BRAZIL

Bahia was highlighted by travel experts via [ABC News](#) as one of the 25 must-visit destinations in 2025, standing out for its gastronomic scene that showcases diverse flavor combinations and influences.



IN SEARCH OF ADVENTURE

Adventure tourism has been driven by the increase in demand for active travel, greater contact with nature and new technologies such as electric bicycles. According to [ATTA](#) (2024), in line with greater ecological awareness and personal health, this segment is fueling the outdoor economy, with projections reaching US\$ 2 trillion globally by 2032. The trend reflects a pursuit of authentic, healthy, and sustainable experiences that value a human pace and a deep connection with nature.

Additionally, consumers of all ages are seeking experiences beyond the conventional, driven by the desire to check memorable adventures off their bucket lists. [WTM](#) (2024) estimates that the adventure tourism sector will grow by 16.2% per year until 2033, spurred by

both low-risk activities (such as hiking, cycling, and wildlife watching) and extreme options (like skydiving and rafting) that attract daring enthusiasts. [Contiki](#) (2024) recorded high demand for active travel in 2024, reinforcing the trend of adrenaline-packed vacations.

Adventure tourism has also become more inclusive. [Condé Nast](#) (2025) highlights initiatives targeted at women and people with disabilities, while [Booking](#) (2024) notes that baby boomers are embracing high-adrenaline activities, challenging the idea that such pursuits are only for the young. Meanwhile, [Hilton](#) (2024) reports that 70% of global travelers seek active experiences, proving that the quest for adventure is transforming tourism and redefining its boundaries.

DESTINATIONS IN BRAZIL

Fernando de Noronha is among the top 10 snorkeling destinations in the world, according to [Lonely Planet](#), which praises it for its warm waters and excellent visibility.

Urubici has been recognized by [Booking](#) as one of the most welcoming cities in the world for 2025, ideal for travelers interested in active vacation experiences.



NOSTALGIC TRAVEL

Nostalgia will be one of the major drivers of tourism in 2025, according to [Hilton](#) (2024). Many travelers are looking for experiences that recapture past emotions, opting for quiet destinations and the charm of small towns - revisiting places that marked their childhood, family vacation spots, or other significant moments. These trips evoke a deep emotional connection, providing comfort and familiarity across generations ([Lemax, 2024](#); [Priceline, 2024](#)).

While younger travelers slow down to live out fantasies inspired by movies and series - immersing themselves in picturesque settings - more experienced travelers find these moments the perfect opportunity to relax ([Priceline, 2024](#)). Activities such as bike rides and shopping at local stores,

hark back to simpler times and help to recharge the batteries ([Booking, 2024](#)).

This trend represents a significant opportunity for tourism companies ([Lemax, 2024](#)). In the culinary realm, chefs around the world are reinventing nostalgic dishes, crafting exciting culinary experiences that are highly shareable on social media ([Hilton, 2024](#)). In addition, the revival of train travel is transforming the journey into an essential part of the experience, recapturing the charm of bygone eras ([Euronews, 2025](#)). In the heart of the uncertainties of the present, traveling has become more than mere staying out of the place of residence: it is a portal to relive simpler and happier moments.



VIAGENS SOLO

Solo tourism has been gaining momentum as an expression of independence and self-knowledge, especially among younger generations such as Z and Millennial. According to [Contiki](#) (2024), these young travelers are increasingly willing to embark on adventures on their own - even when friends or family choose not to travel - often opting for last-minute departures. This behaviour, encapsulated by the phrase “if not now, when?”, motivates about 69% of travelers to plan solo trips in pursuit of personalized experiences and the freedom to explore the world at their own pace.

Furthermore, although women have led this trend in recent years, [Omio](#) (2024) highlights that 30% of men, compared to 23% of women, plan to travel solo in

2025, with many even willing to invest more in luxurious experiences. Travel agencies and tour operators, as reported by [Rustic Pathways](#) (2024) and [Accor](#) (2024), have observed a steady increase in solo travel bookings, driven by the ease of travel apps, digitalized services, and an enhanced sense of security. This change isn't limited to leisure travel; even business travelers are adopting the solo model, with [Business Traveller](#) (2024) revealing that 54% of respondents consider this option based on their search habits. Solo tourism is more than a passing fad; it represents a cultural shift emphasizing autonomy, personal growth, and flexibility, fundamentally redefining how people plan and experience their trips.

DESTINATION IN BRAZIL

Florianópolis was featured by [Airbnb](#) among the 25 must-visit destinations for 2025, being highlighted as one of the most sought-after locations for solo travelers.



RAILROAD TOURISM

Railroad tourism is experiencing a remarkable renaissance, attracting travelers seeking unique experiences that combine the charm of train journeys with comfort and cultural immersion. According to [Lonely Planet](#) (2024), adventures on the rails offer a unique blend of scenic beauty and authentic encounters. This trend is further reinforced by the growing demand for eco-friendly alternatives to air travel, as highlighted by [Euronews](#) (2025), with the resurgence of slower, more leisurely journeys.

Advances in rail infrastructure and initiatives promoting flight-free travel are also driving this trend. [Byway](#) (2024) notes a significant increase in the use of night trains and rail passes in Europe, spurred by measures such as bans on domestic flights. These initiatives, coupled with more affordable ticketing systems, underscore the appetite for transportation options that combine efficiency, comfort, and a lower environmental impact.

The experience of train travel transcends the simple commute, making the journey

an essential part of the adventure. In Brazil, for instance, visitors boarding the old Maria Fumaça in the Serra Gaúcha will watch cultural presentations depicting the history of Italian immigration in Brazil, while enjoying the scenery and tasting wines, sparkling wines and grape juices. For those seeking a more contemplative journey, the route from Curitiba to Morretes, in Paraná, and the trip between the historic cities of Tiradentes and São João del Rei, in Minas Gerais, are very popular among tourists.

Luxury foreign tour operators are reinventing the concept by offering sophisticated excursions in which passengers enjoy exclusive activities before returning to high-standard suites, as reported by [Condé Nast](#) (2025). Initiatives by operators such as [Intrepid Travel](#) (2024) and the revival of train glamour by [Four Seasons](#) (2024) further demonstrate that rail travel is becoming the ideal choice for those who wish to turn each journey into a prolonged, relaxing, and enriching experience.



FOCUS ON VALUE FOR MONEY

Although the quest for the lowest price is always in vogue, tourism experts have observed that in recent years it is becoming a decisive factor in choosing destinations, especially as global travel prices remain high in the post-pandemic era and consumers grow increasingly discerning. According to [Tourism Economics](#) (2024), travelers are prioritizing value for money, and destinations with a lower cost of living are gaining ground in the market. Special offers, such as those during Black Friday, have already demonstrated their potential to attract bookings and prove that saving money without sacrificing quality is possible ([ITG, 2024](#)).

But the trend goes beyond merely finding lower prices. Many tourists are adopting strict budgeting strategies to optimize every cent spent on their travels ([CWT, 2024](#)). At

the same time, the search for authentic and more sustainable cultural experiences is driving demand for destinations where, even if transportation costs are slightly higher, local expenses are significantly lower ([Rustic Pathways, 2024](#)).

Research from [Mastercard](#) (2024) and [Booking.com](#) indicates that in 2025 about 50% of travelers want to explore destinations with a lower cost of living than their home cities, taking advantage of casual dining options and experiences that offer excellent value for money. Thus, a focus on value for money not only redefines consumer priorities, but also boosts the competitiveness of destinations that combine affordability, sustainability, and enriching cultural experiences.

DESTINATION IN BRAZIL

Brasília was considered by [Insuremytrip](#) as the best city for digital nomads, highlighted for its low cost of living for singles (compared to the United States) alongside its rich cultural and leisure offerings.



CONNECTION WITH NATURE

The search for authentic and immersive nature experiences is shaping contemporary tourism. Whether observing wildlife migrations or exploring natural phenomena, travelers are increasingly eager to escape the city and reconnect with the natural world ([Wanderlust, 2024](#); [Expedia, 2024](#)). This desire is reflected in the growing demand for accommodations in remote locations with breathtaking views, offering unique and contemplative moments away from the crowds ([Audley Travel, 2024](#)).

Moreover, the appreciation for green spaces and outdoor activities has spurred trends such as botanical tourism and birdwatching, allowing for a profound reconnection with the environment. According to [Skyscanner](#) (2024), 72% of travelers enjoy visiting gardens during their trips, while birdwatching is becoming a popular way to explore diverse ecosystems in

search of rare species ([Lonely Planet, 2024](#)). Meanwhile, less-explored destinations, such as underrated parks and lush forests, are gaining prominence among those seeking peace and exclusivity on their journeys. Safaris are also evolving, becoming longer and more personalized, providing deeper connections with nature and educational opportunities about conservation ([Travel + Leisure, 2024](#)).

This movement reflects a shift in luxury tourism, where the real privilege lies in experiencing nature in its purest form. Whether on perfect beaches, hidden nature reserves, or at more sustainable retreats, travel is now driven by the pursuit of tranquility, meaning, and a sense of belonging to something greater than everyday urban life ([Lonely Planet, 2024](#)).

DESTINATIONS IN BRAZIL

The Amazon was considered by [Redbook](#) as one of the 10 most beautiful forests to visit in the world.

The Pantanal was listed by [Bradt Guides](#) as one of the best places to travel in 2025, renowned for its rich biodiversity and wildlife watching, including jaguars, capybaras, and birds.

Iguazu Falls were recognized as one of the 9 vacation destinations with stunning natural beauty, considered one of the most beautiful waterfalls in the world and home to diverse species ([Rest Less, 2025](#); [The Boutique Adventurer, 2025](#)).

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