



(Georgia Schofield)

GUIDE FOR WOMEN WHO TRAVEL ALONE



A woman with long dark hair, wearing a white long-sleeved shirt, blue jeans, and sunglasses, is swinging happily on a rope swing over a large waterfall. She is holding onto the ropes with both hands. The waterfall is cascading down a rocky cliff face. The surrounding area is lush with green vegetation. The image is oriented vertically, with the woman at the bottom and the waterfall extending upwards.

GUIDE FOR
**WOMEN WHO
TRAVEL ALONE**

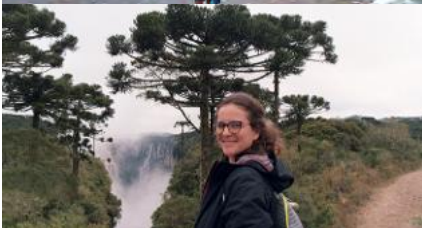
Rio de Janeiro – RJ
(Larissa Nogueira)



Praia do Espelho - BA
(@traveterapia)



Aparados da Serra
National Park
(Renata Ferreira)



Shanenawa Village - AC
(Carol Favero)



Jalapão – TO
(Letícia Lira)



Brasília – DF
(Neuza Favero)



Tamandaré – PE
(@coroamochileira)



TABLE OF CONTENTS

Glossary, 4

Editorial

Alone, free and safe, 6

To Explore

The journey of women travelers, 8

**The profile of Brazilian women
who travel alone, 13**

**More and more women are
traveling alone, 18**

In search of safer travel, 24

**How women travelers see Brazil,
35**

**Travel alone with peace of mind,
40**

**Why choose destinations with
policies to protect women, 59**

Support networks for travelers, 64

Bibliographical References, 68



Glossary

To complement the *Guide for Women Who Travel Alone*, we have created a glossary with important terms that enrich the content of this publication. Below are some definitions that may help you organize your solo trip and guide more inclusive and empathetic practices.



Welcoming: The act of receiving someone with respect, attentive listening, and consideration for their needs. In tourism, it means ensuring that every person feels welcome, safe, and comfortable throughout their entire journey.

Harassment: Unwanted behavior that causes embarrassment, fear, or a sense of threat. It can take many forms, including:

Verbal harassment: offensive comments, persistent catcalling, inappropriate jokes, or sexually suggestive language.

Physical harassment: unwanted touching, gestures, or proximity without consent.

Psychological harassment: intimidation, emotional blackmail, manipulation, or invasive looks that cause emotional discomfort. Under the Maria da Penha Law (Art. 7, II), is "understood as any conduct that causes emotional damage or diminishes self-esteem, aimed at degrading or controlling actions, behaviors, beliefs, and decisions."

Sexual harassment: According to Article 216-A of the Penal Code, it is defined as "constraining someone with the intent of obtaining sexual advantage or favor, taking advantage of a position of hierarchical superiority or authority inherent to employment, position, or function." Sexual harassment is a criminal offense.

Autonomy: Recognition that the woman traveler has the ability to decide her routes, schedules, itineraries, and interactions during the trip, without depending on others for her safety or validation. This autonomy must be respected across the entire tourism chain. Economic autonomy, according to the Economic Commission for Latin America and the Caribbean (ECLAC), refers to women's ability to generate income and their own resources through access to paid work under equal conditions with men.

Safe space: An environment where women and other groups feel protected from violence, judgment, and discrimination. In tourism, it refers to a place where all women can move and express themselves freely and with respect.

Gender stereotypes: Preconceived ideas about what men and women "should" be or do, which negatively affect the experience of women travelers. Some common stereotypes include assuming that she needs help to travel, that someone will pay her restaurant bill, or that she does not understand certain subjects such as wine, technology, or sports.

Gender: A social construct that defines roles, behaviors, and expectations associated with people based on their identity. Gender is not limited to biological sex and may vary from culture to culture. UNESCO states that "no culture can justify the violation of human rights, including women's rights."

Gender identity: The way each individual recognizes themselves in relation to their gender. It refers to the internal and individual experience of how a person recognizes themselves in relation to gender, which may follow the binary pattern (male and female), be non-binary, or gender-fluid. Gender expressions are social constructions and may be manifested differently according to each culture.

Inclusion: The act of ensuring that all people, regardless of gender, race, ethnicity, age, disability, sexual orientation, or gender identity, have full, dignified, and respectful access to tourism spaces and services.

Intersectionality: A concept that shows how different forms of oppression (such as racism, sexism, lesbophobia, transphobia, ableism, etc.) combine and affect people more intensely. According to Carla Akotirene, in the book "Intersectionality (2019)," the concept is not merely the sum of oppressions, but how Positionality / Lived experience as authority: The idea that

each person holds a particular authority to speak from their own lived experience and reality. Djamila Ribeiro, in *Where We Stand?* (2017), brought the concept into wide circulation in Brazil, explaining how personal experiences and social markers influence the production of knowledge and the legitimacy of those who speak on certain subjects. In tourism, it is essential to listen to women themselves in order to understand their needs and improve services.

Cisgender woman (cis woman): A person who identifies, in every respect, with the gender assigned to them at birth.

Transgender woman (trans woman): As defined in the Guide to Welcoming LGBTQIA+ Tourists (2024), transgender people are those whose biological sex differs from the gender with which they identify. These individuals wish to be recognized by the gender they identify with; what defines a person as transgender is their identity, not any surgical procedure. Both transgender men and transgender women exist.

Chosen name / Social name: The name by which a transgender or travesti person identifies and is socially recognized.

Invasive staring: Persistent, objectifying, or intimidating looks directed at a woman, particularly in public spaces.

Technology-Facilitated Gender-Based Violence (TFGBV): Any act that is committed, assisted,

aggravated, or amplified through the use of information and communication technologies or other digital tools, resulting in or likely to result in physical, sexual, psychological, social, political, or economic harm, or in other violations of rights and freedoms. It disproportionately affects women and girls; it is a form of gender discrimination and a violation of human rights.

Gender-based violence: The United Nations defines gender-based violence as "any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life." (Declaration on the Elimination of Violence Against Women — UN, 1993.)

Symbolic violence: Subtle and often normalized forms of violence — such as jokes, expressions, exclusions, or behaviors — that demean someone based on their gender, race, or sexual orientation. According to sociologist Pierre Bourdieu (1989), symbolic violence operates because social and cultural structures naturalize power relations, leading people to perceive inequalities as normal or justified.

Solo traveler: A woman who travels unaccompanied. While solo travel is an experience of freedom and autonomy, it also calls for heightened attention from service providers with regard to safety, hospitality, and respect.



Supporting Resources to Learn More About Responsible and Sustainable Tourism!



Information and publications from the Ministry of Tourism.



Brazil Code of Conduct and the Tourism that Protects Movement.



Mini guide "No Means No" Protocol.



Sign the Tourism That Protects Movement.

Editorial

ALONE, FREE AND SAFE

Understanding cultural contexts, recognizing warning signs, and knowing one's rights are actions that expand autonomy while traveling.



Mount Roraima – RR (Juliana Oliveira)

Traveling to discover new aromas and flavors, landscapes seen from different perspectives, and experiences that escape routine carries something magical. It is transformative, because every journey holds the promise of encountering the new and, often, ourselves.

When the trip is accompanied by the courage to set off alone toward a destination, this experience gains even more meaning. It is no coincidence that women who travel alone are now leading one of the most significant movements in contemporary tourism. In different parts of the world, they pack their bags by choice, driven by leisure, freedom, work, self-discovery, or simply the desire to move freely. What was once seen as boldness is increasingly becoming a legitimate, consistent, and expanding behavior.

Even so, despite the continuous growth of solo female travel, care and safety remain central factors. It is in this context that the **Guide for Women**



Who Travel Alone was created, an initiative developed in partnership between the **Ministry of Tourism and UNESCO**, under the consultancy of journalist Anelise Zanoni. The work is aimed at a diverse community of women exploring the world.

For the development of this publication, we conducted a survey with **2,712 women from different parts of the world**, who shared perceptions, motivations, fears, habits, and strategies related to the experience of traveling alone. We also interviewed 17 women specialists and researchers in areas such as tourism and hospitality. The unprecedented data presented in the following pages help outline a contemporary

profile of these travelers and indicate possible paths toward a more attentive, welcoming, and responsible tourism. More than an informative material, this guide proposes to be a practical tool and a space for recognition. An invitation for women to see themselves reflected in the numbers, stories, and guidance.

The data reveal different facets of traveling alone today. One of the most revealing findings from the study "Women Who Travel Alone" shows that **62.1% of women have already refrained from traveling alone due to safety**

concerns, while **60.6% report having experienced a situation that made them feel unsafe during a solo** trip. These figures reflect real experiences and expose a social structure that still imposes limits on women's mobility. Therefore, talking about solo travel inevitably means talking about protection, information, and strategy.

Here, safety does not appear as the opposite of freedom, but as a condition for it to fully exist. Planning

WHEN A JOURNEY IS ACCOMPANIED BY THE COURAGE TO SET OFF ALONE TOWARD A DESTINATION, THIS EXPERIENCE GAINS EVEN GREATER MEANING.

routes, choosing accommodations, understanding cultural contexts, recognizing warning signs, and knowing one's rights are actions that expand autonomy and allow the journey to be experienced with greater peace of mind

and enjoyment. And that is what you will find in this guide: a complete plan.

Traveling alone is an individual act, but never a solitary one, because it is built through shared information, the exchange of experiences, and the certainty that women can and should move through the world with freedom, awareness, and enjoyment. This guide is a firm step in that direction.

Enjoy the reading.

To Explore THE JOURNEY OF WOMEN TRAVELERS

THE PIONEERS WHO CHOSE TO SET OUT TO EXPLORE THE WORLD

Manaus – AM (@voagarota)



For centuries, travel was a territory reserved for men: great explorers, sailors, merchants, and diplomats. On the other hand, women were confined to the domestic sphere, where they were responsible for caring for children, elderly parents, husbands, and the household. "For this reason, the trajectory of women who travel is, above all, linked to a history of 'disobedience' to the norms and expectations imposed by the patriarchal model — understood here not as mere violation, but as a process of resistance, affirmation of autonomy, and transformation of ways of occupying the world. Knowing this past is essential to understanding the challenges that still shape the experience of women who travel alone."

In the past, being a traveler meant challenging norms. It was an act of autonomy that often required disguises, excuses, and, above all, courage. Those who dared to venture out were seen as transgressive, and some of them literally had to disguise themselves as men in order to move freely. This was the case of Jeanne Barret, an 18th-century French botanist, known as the first woman to circumnavigate the globe. She took part in a maritime expedition dressed



in men's clothing. To explore destinations, it was necessary to camouflage oneself.

“ This caregiving role, always assigned to women, confined them to the space of the home, to the private sphere. “That is why, when women traveled, there was always some form of censure that would say, “But why are you going to travel? That is not your place,”explains Sónia Serrano, Portuguese researcher and author of the book *Women Travelers*, released in Brazil in 2025 by Tinta da China Brasil.



Sónia Serrano, researcher and author of the book *Women Travelers*

TRAVEL STORIES

One of the earliest recorded women travelers was Egeria, a Galician pilgrim who, in the 4th century, left the Iberian Peninsula and traveled alone to the Holy Land. She wrote about her journey in one of the earliest known accounts of travel written by a woman, paving the way for many who would follow.

Many women travelers known in Western history began their journeys later in life, when their children were already grown or when family responsibilities had diminished. The British writer and ethnographer Mary Kingsley, for example, only set off alone to West Africa after the death of her parents. Despite Victorian social norms that restricted women's roles to the domestic sphere, as highlighted

by Ecevit Bekler in the article *Under the Shade of Colonialism: Mary Kingsley and Her Travels in West Africa* (2023), Mary was one of the first women to challenge social conventions and embark on journeys, combining a spirit of adventure with scientific rigor in her observations.

It was only in the mid-20th century that the world of travel truly ceased to be essentially male, which helps explain many of the challenges that persist. However, according to research by Sónia Serrano, women's travel was already frequent

between the late 18th and early 19th centuries, possibly reflecting the transformations that followed the Industrial Revolutions, when women began to occupy public spaces more actively.

**IN THE PAST,
BEING A TRAVELER
MEANT
CHALLENGING
SOCIETY'S NORMS
AND EXPECTATIONS.**



At that time, there are accounts from many men saying, 'Now all women want to travel!' There were already enough women travelers for a guide dedicated exclusively to them to exist; the first of these, titled *Hints to Lady Travellers at Home and Abroad*, by Lillias Campbell Davidson (originally published in 1889 in London), details Sónia Serrano.

WOMEN'S TERRITORY

Over time, and with the achievement of civil and labor rights, a portion of the female population gained autonomy to decide their own paths. Access to education, entry into the labor market, and later, control over their own income and bodies were essential steps for travel to become a reality.

In recent decades, the emergence of low-cost airlines, the growing availability of internet access, the dissemination of information, and the formation of virtual communities of travelers have expanded the movement of women exploring the world on their own. If in the past it was necessary to disguise oneself to travel, today the female public represents a central and indispensable force in tourism.

According to the report *2025 Solo Female Travel Trends & Statistics*, by Solo Female Travelers, an international online community with more than 400,000 women, so-called "solo female travel" has already ceased to be a niche and has become an increasingly popular and normalized lifestyle. The

platform's study, with approximately 2,800 participants from 90 countries, confirmed that:



69% of respondents have **traveled alone at least once**



84% of those who have **traveled want** to repeat the experience



59% of those who have not yet traveled alone intend to do so within the **next two years**

In Brazil, the numbers reveal a consistent pattern in women's travel behavior. According to the study "Women Who Travel Alone," conducted by the Ministry of Tourism in partnership with UNESCO, 40% of women say they have traveled alone a few times, and 31.4% travel alone with some frequency, every few months. The study, conducted in August 2025, included 2,712 Brazilian participants..





Alter do Chão – PA (Ana Carla Machado)



São Cristóvão Fair – RJ (Kelen Carolina)

On the journey of travel, they consider different aspects essential:



73% value the **freedom of choice** during a solo trip



63,2% consider feeling safe **feel safe**



57,8% want to experience the **local culture**



42,1% consider the **prices charged** by tourism businesses important



40,2% believe **comfort and infrastructure** are essential during travel

(Source: Women Who Travel Alone, 2025)

"There is nothing more empowering than taking a trip alone. You discover that you are capable of planning and

exploring new places, even with all the fears. You realize that you can handle unexpected situations and come away

with the feeling of 'I did it, look at what I'm capable of!' We can all do it, it's just a matter of practicing and trusting yourself," says Sylvia Yano, a 67-year-old traveler and creator of the blog Sentidos do Viajar and the podcast Viajantes Bem-Vividas.

"Although women have gained freedom and the desire to travel, the stigma still persists. It is not uncommon that when a woman suffers an accident or becomes a victim of violence during a trip, judgment and blame fall on her." Sónia Serrano recalls the case of two Argentine women traveling through Latin America in 2016, Marina Menegazzo and

María José Coni, who were murdered at what would be their final stop before returning home.

"They were killed by two individuals, criminals, and at the time many people commented, 'But what were they doing alone?', 'Why did they talk to those individuals?', 'Why did they go there?' as if it were their fault. It is something very upsetting and that always happens, something you do not see when the news is about men," observes Serrano.

Publicist Aline Miranda, for example, has been traveling the world with a backpack for about a decade. Born in Diadema (SP) and creator of the blog and social media profile @umasulamericana, she is passionate about South America.

For her, despite undeniable challenges, the world that welcomes a traveler is far more welcoming than it often appears in the headlines.

"Statistically speaking, the most unsafe place for a woman is inside her own home—just look at the femicide numbers, much more often linked to partners, ex-partners, neighbors, and family members than to strangers on the street. Traveling alone, I realized that the world is safer than it seems. When I opened the door and left home, I experienced kindness, I had many more experiences that showed

**WHEN I OPENED THE
DOOR AND LEFT HOME, I
EXPERIENCED KINDNESS, I
HAD MANY
MORE EXPERIENCES THAT
SHOWED ME THE POSITIVE
SIDE OF HUMAN BEINGS
THAN THE NEGATIVE**

me the positive side of human beings than the negative," she says. Aline states that in 10 years of adventures, she has been robbed once. "Have I experienced harassment? Yes. But if I go now to the supermarket near my

house, that could happen as well. I have never found myself in a situation of extreme insecurity as a traveler," reports the experienced traveler.

Next, you will learn about the profile of women travelers and strategies to help women travel in a safer and more empowering way. We will also present accounts that help understand this broad universe.



The Profile of Brazilian Women WHO TRAVEL ALONE

There are many factors that can spark the desire to travel. Freedom and autonomy, the wish to escape routine and daily responsibilities, the desire to relax and take care of oneself, and the opportunity to challenge oneself and experience new things are among the main motivations. The truth is that each solo trip is concrete proof that women can go wherever they want, and the very dynamics of travel reveal themselves to be empowering in various dimensions of personal life.

Portuguese researcher Sónia Serrano observes that, in the case of women, the main drive to travel is the desire to discover the world: the same force that motivated pioneers like Egeria and continues to inspire contemporary travelers such as Brazilian Tamara Klink, who sails alone on a boat and has explored some of the most remote and inhospitable places on the planet, such as Greenland.

"There are many challenges in sailing, but one of the greatest is dealing with other people's fears. Sometimes they are well-intentioned, meant to 'protect us,' but they end up reinforcing the idea that we must always give up our freedom and that there is no safe place for



Monte Roraima – RR (Fabiana Oliveira)

half of the world's population. During the journey, we discover that many of these fears were imaginary and do not reflect reality," analyzes Tamara Klink.

To outline a contemporary profile of Brazilian women travelers—their different profiles, destinations, fears, and motivations—the study "Women Who Travel Alone," conducted by the Ministry of Tourism in partnership with UNESCO, reveals the characteristics of these pioneering women and presents a rich overview for the tourism sector. As mentioned earlier, 2,712 Brazilian women from all regions of the country participated in the study.

WHO IS THE BRAZILIAN SOLO TRAVELER

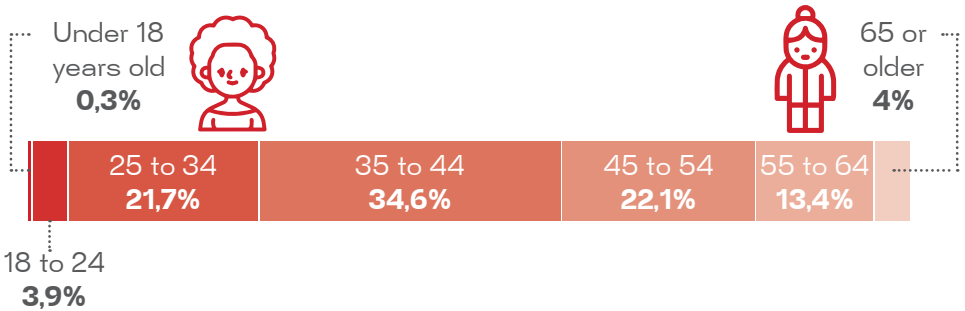
The landscape of women tourists in Brazil is diverse. Those who travel alone belong to different age groups and social classes, resulting in a wide variety of styles, preferences, and behaviors.

The geographic distribution of respondents covers nearly all Brazilian states. However, almost half of the women who participated in the survey live in the Southeast region, with emphasis on São Paulo (23,3%), Rio de Janeiro (13,4%),

Minas Gerais (9,8%), and Espírito Santo (1,4%). The Federal District also shows significant participation, with 13,1%. This data reinforces the idea that major urban centers function as hubs for women who are aware of the many opportunities for travel, both within Brazil and abroad.

In this same context, the majority of respondents (34,6%) are between 35 and 44 years old. Other significant groups include those aged 45 to 54 (22,1%), 25 to 34 (21,7%), and 55 to 64 (13,4%). See the weight chart below.

Age Range of Solo Travelers



Source: Study "Women Who Travel Alone," Ministry of Tourism and UNESCO (2025)

It is also observed that about one-third of women who travel alone are between 35 and 44 years old, suggesting that at this stage of life (possibly marked by greater financial stability and personal freedom), they have more autonomy to take individual trips. Another relevant

factor is that **most women who travel alone (67,7%) do not have children.**

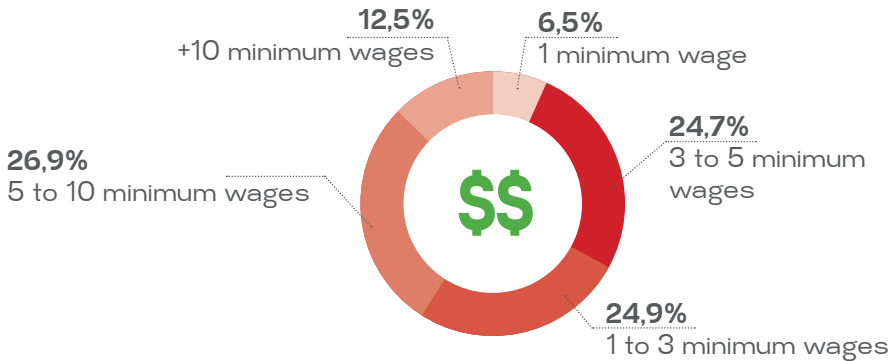
Tourism is also present in the consumption patterns of women across different social classes. Among respondents, minimum wages; 24,9% fall within the 3 to 5 minimum wage range; and 24,7% between

1 and 3 minimum wages. In addition, 12,5% of respondents report earning more than 10 minimum wages (see chart below).

These data corroborate the study "Their Dreams," conducted by the NGO Think Olga in partnership with the project

"Dream Like a Girl," which surveyed more than one thousand women and identified that the desire to travel is a central and persistent aspiration in the lives of Brazilian women, regardless of age group or socioeconomic condition.

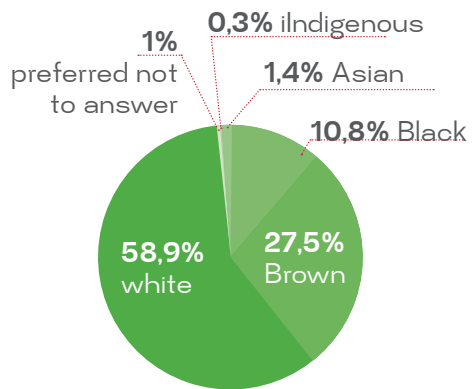
Monthly Income



Source: Study "Women Who Travel Alone," Ministry of Tourism and UNESCO (2025)

Regarding racial self-identification, 58,9% of women declared themselves white, indicating their predominance among respondents who travel alone. Although the study does not allow causal relationships to be established, this distribution may be related to structural inequalities in access to income, free time, and safety, especially considering that the majority of the Brazilian population identifies as mixed-race or Black, according to data from the Brazilian Institute of Geography and Statistics (IBGE, 2022).

How They Self-Identify



Regarding the characteristics of the respondents, when asked about their sexual orientation, the majority identify as heterosexual (83.2%), with bisexuality being the most cited non-heterosexual orientation, accounting for nearly 10% of responses.

The motivations for traveling alone reveal the intimate and transformative nature of these journeys, as leaving the comfort zone of home toward the unknown is perceived as an opportunity for personal growth and empowerment.

The study's findings show that the **main factors** driving women to travel without company are: the search for **leisure moments (72.6%)**, the **desire for independence and freedom (65.1%)**, the **pursuit of self-knowledge (41.4%)**, and **professional commitments (37.6%)**.

Reasons for Traveling Alone:

72,6% 
leisure moments

65,1% 
independence
and freedom

41,4% 
desire for
self-knowledge

37,6% 
professional
commitments



Bonito – MS (Tapy Pataxó)

Cultural experiences and contact with nature are the main activities sought by women who travel alone. Among respondents, **68.3% state they are interested in cultural activities**, such as visits to museums, historic centers, among others. **Ecotourism appears next, with 64.2%** preference, followed by wellness experiences (44.9%), work commitments (38.5%), participation in events and festivals (36.6%), and interest in gastronomy (30.1%).

Activities During Trips

68,3%
cultural
activities



64,2%
ecotourism



44,9%
wellness
experiences



38,5%
professional
commitments



36,6%
events and
festivals



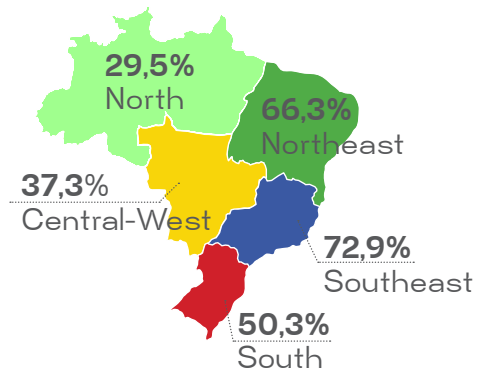
30,1%
gastronomic



The destinations chosen by them include both national and international locations: 41.8% of respondents state that their solo travel experiences took place both within and outside Brazil. In addition, a significant portion travels alone only within the national territory (35.9%), showing that Brazil is a major stage for women's journeys. When observing destinations within the country, the Southeast and Northeast regions stand out as the most visited by respondents. It was also found that only 4.6% of respondents have not yet traveled alone within Brazil, suggesting that the country has been consolidating itself as a welcoming and stimulating environment for women who wish to explore on their own.

These data indicate that, although there is interest in international experiences, Brazil plays a central role in women's solo travel, offering a

diversity of destinations and conditions that encourage travelers' autonomy.



4,6% have not yet traveled alone within Brazil

This brief profile of Brazilian women who travel alone highlights a growing movement of women claiming the right to explore their city, their region, their state, their country, and the world with freedom and confidence. And with each destination chosen and each border crossed, they reaffirm collective achievements within the female experience.

More and More

WOMEN ARE TRAVELING ALONE

Traveling alone can be an opportunity to discover new personal traits.

Aline Miranda
(@amasulamericana)



Freedom, confidence, self-discovery, or simply work routine. Traveling alone is an act of learning, courage, and independence. In Brazil, women who travel alone form a diverse group, including young professionals at the beginning of their careers, women traveling for work, mature women, retirees, and adventurers seeking transformative experiences.

According to the study “Women Who Travel Alone” (2025), they travel alone:

- **72.6%** for leisure
- **65.1%** in search of independence and freedom
- **41.4%** for self-discovery
- **37.6%** for work
- **34.7%** to visit family and friends
- **29.9%** for training and courses

These data show that women's travel involves multiple purposes—personal, professional, or emotional—and therefore cannot be reduced to a single motivation.

For Jussara Pellicano, founder of Sisterwave, a community that connects women travelers, traveling alone can be an opportunity to discover new personal traits. “It is a tremendous growth experience, because you become the manager of your own trip and it helps break prejudices you didn't even know you had. With



new experiences, you take on new identities, since without the limitations of your previous relationships telling you who you are, it becomes possible to experiment with new roles," she explains. For some travelers, traveling alone is an act of freedom and self-discovery—an opportunity to experience the world on their own terms: choosing the destination, the pace, the time, and even the silence.

"When we travel alone, especially as Black women, we access a form of freedom that our ancestors dreamed of. Each step becomes part of a journey in which the body that crosses borders is now the same body that chooses, rests, and contemplates—not the body forced to leave, but the body that decides to go," says Rebecca Aletheia, founder of Bitonga Travel, a network connecting Black women travelers across the Americas.

For other women, leaving home may be tied to professional responsibilities and work, in cases where the journey is often focused on efficiency and the desire to go and return without setbacks. In such cases, many women do not even perceive that they are traveling alone, because they do not see the activity as a major "personal discovery." However, they may face challenges similar to those experienced by women traveling for leisure.

"I have experienced uncomfortable situations when traveling alone for work, especially in places where there is no established culture of welcoming



women and where gender prejudice is evident. These experiences show the importance of thinking about hospitality from a perspective of safety and respect for diversity, especially in relation to solo female tourism, which still lacks attention in many regions of the country," says tourism specialist and consultant Ivane Favero, author of the project *Viajante Maduro*.

The 46-year-old traveler Thais Medeiros, a public servant, is accustomed to traveling alone for work. She adopts strategies to ensure everything goes smoothly:

"I travel almost every month alone for work and have never faced serious situations. But I avoid nighttime flights so I don't have to take ride-hailing cars at dawn. I try to make friends with trustworthy people to have company in bars, restaurants, and outings, and I remain alert at all times."

WHAT THEY VALUE MOST IN A SOLO TRIP

What makes a solo trip meaningful for each woman goes far beyond the destination: it is about freedom, safety, connection with the local culture, and the feeling of being in control of one's own experience. According to the study "Women Who Travel Alone" (2025), the main value attributed is freedom of choice, mentioned by 73% of respondents. It is about the freedom to define the itinerary, pace, and activities, without having to negotiate preferences.

"You have complete freedom to choose how long you will stay inside a museum, whether you will visit a church or a theater, what food you will eat, because all the decisions are yours. That gives you freedom. I also travel

with friends and family, and traveling with others means constantly making arrangements and adjustments so that everyone benefits," says Sylvia Yano, from the blog *Sentidos do Viajar* and the podcast *Viajantes Bem-Vividas*.

Safety is also an important aspect, and 63.2% of women consider it essential. This reflects the reality of a society in which women need to plan routes, schedules, and movements carefully, minimizing risks and ensuring they can fully enjoy the experience. Protection strategies are indispensable.

Another relevant value is contact with the local culture, cited by 57.8% of respondents. Traveling alone opens space for immersive experiences, ranging from gastronomy to handicrafts, from artistic traditions to everyday life in the visited city. This closeness to the destination contributes to genuine learning and an enriching experience, allowing the traveler to connect deeply with the new, without agendas imposed by others.

"When you travel in a group, there is a kind of closure, because people usually don't approach you. When you are alone, people are much more open to connecting," believes Jussara Pellicano, CEO of Sisterwave.



Sylvia Yano, do blog *Sentidos do Viajar*



TYPES OF TRAVEL AND TRENDS AMONG SOLO TRAVELERS

Traveling alone is a blend of feelings and discoveries. The diversity is vast, reflecting the tastes, lifestyles, and opportunities of each woman traveler.

As identified by the study, 68.3% of respondents prioritize cultural travel, such as museums, historic centers, and artistic heritage. Shortly after, 64.2% seek nature and ecotourism trips, revealing a growing desire for contact with outdoor environments, natural landscapes, and moderate adventure experiences.

It is noteworthy that 17.8% of respondents specifically mentioned adventure tourism, following recent national trends. A survey by the Ministry of Tourism in partnership with Nexus (2025) indicates that adventure tourism is one of the fastest-growing segments in Brazil, accounting for 13% of

national preference and reaching 22% among young people aged 16 to 24.

Wellness travel, which includes retreats, spas, and activities that promote physical and mental balance, stands out as a preference for 44.9% of solo travelers. This trend is confirmed by Sebrae, which, in its tourism trends bulletin for 2025–2027, suggests that the

sector offer retreats focused on mature women and on changes related to menopause, with wellness activities such as yoga and meditation.

In addition, respondents showed interest in events and festivals (36.6%) and work-related travel (38.5%), indicating that solo journeys often combine multiple purposes: leisure, culture, learning, networking, and career. Gastronomic travel, in turn, attracts 30.1% of travelers.

**PLANNING TO
MINIMIZE RISKS
AND HAVING
PROTECTION
STRATEGIES ARE
ESSENTIAL.**

HOW OFTEN DO THEY TRAVEL?

Patterns of frequency among solo travelers reveal distinct profiles. This diversity suggests a mature and expanding solo female travel market, with demand both for sophisticated and safe experiences (for experienced travelers) and

for guidance and support (for beginners).

The profile of solo travelers is related to factors such as age, occupation, social class, and lifestyle. One example is women at the beginning of their careers or in hybrid professions,

who represent a large portion of frequent travelers, as observed by Jussara Pellicano. They take advantage of this flexibility to combine tourism and work. Relationship status also plays a role:

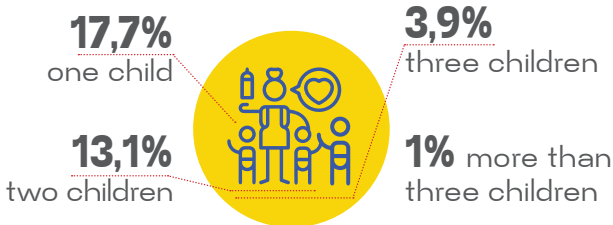
"Generally, those who travel alone are divorced, widowed, or single women. Of course, women in relationships

also travel alone, but they are not the majority. Traveling solo is also related to behavioral profile: those who travel alone usually have a good relationship with solitude, see being alone as something positive, and value moments of reflection and connection with themselves," says Jussara.

TRAVELING MOTHERS AND PERCEPTION OF SAFETY

Although most women who travel alone do not have children (64.4%), nearly one-third of solo travelers are mothers.

Among solo travelers with children:



Among mothers with minor children, 77.2% have already traveled accompanied by them, while 22.8% have not yet had this experience. This shows that, within this group, including children in solo travel is a common practice, even in the face of logistical and structural challenges.

Traveling alone with children requires careful planning and attention to safety, accessibility, and local support. The study revealed that 58.5% of mothers felt safe when traveling with their minor children, 24.9% have never traveled alone with them, and 16.7% did not feel safe. These numbers reflect real concerns related to transportation, accommodations, support services, and adequate public spaces.

A MOTHER'S PERSPECTIVE

Traveling with a young child can be the realization of a dream, but it is also a dynamic that sometimes exposes travelers to social or structural challenges in the tourism sector, as reported by traveling mothers Yana Braga, a 34-year-old tourism professional, and Amanda Paixão, a 33-year-old social worker, both participants in the study “Women Who Travel Alone” (2025).

“I traveled to the Northeast with my daughter. It was an experience rich in cultural diversity, breathtaking landscapes, and unique encounters. However, the journey also reveals challenges. Many times, spaces are unsafe, poorly signposted, and lack basic services such as rest areas or support in emergency situations. **Women with children face even more obstacles:** lack of priority in queues, public transportation without accessibility, absence of spaces for

breastfeeding or diaper changing, and little empathy from service providers. The feeling is that the system was not designed for them. It is urgent that the tourism sector improves,” says Yana Braga.

Some travelers see the travel experience as an opportunity for personal growth, self-confidence, and the development of autonomy, both for themselves and for their children. Traveler Amanda Paixão reinforces this perspective:

“Traveling is my therapy. Discovering new places, cultures, and different cuisines is what motivates me in life. I have already visited 21 states in Brazil and 17 countries, and many of these trips were made alone. Today I am married, I have a 4-year-old daughter, and I also travel alone with her. Little is said about mothers who travel alone, but being a woman and a traveling mother is an even greater challenge. Even so, we need to live our dreams and not stop pursuing them out of fear or insecurity.”



Therefore, traveling alone is, for many women, more than moving from one place to another: it is an affirmation of autonomy, courage, and freedom. Each journey, whether the first or the twentieth, brings unique lessons, opportunities for self-discovery, and experiences that strengthen self-confidence. At the same time, it reveals social, structural, and logistical challenges that must be addressed with planning, attention, and mutual support among travelers. Recognizing these experiences, celebrating achievements, and sharing stories are essential to consolidating a safer, more inclusive, and enriching solo female tourism, showing that the world can be explored in a full, conscious, and transformative way by women of all ages and backgrounds.

In search of **SAFER TRAVEL**

Traveling alone is challenging, liberating, and engaging. However, for women, it can also evoke fear and insecurity.



Cathedral Cave,
Bonito – MS
(Sinara Leandra)

Data collected in the study “Women Who Travel Alone” (2025) highlight that safety is a real concern and can be a limiting factor for solo travelers. In the study, 62.1% of women reported that they have already refrained from taking a trip due to safety concerns. This concern is validated by experience, as 60.6% of women who travel alone reported having experienced some situation of insecurity during their trips.

The types of violence they fear most, according to the article “Tourism Safety: The Experience of Women as Solo Travelers” (2025), are sexual and physical violence. The document, published in the 27th edition of the journal *Turismo: Visão & Ação* of the University of Vale do Itajaí (UNIVALI), was based on research with 205 women. The study shows that 43% of respondents reported having felt at risk while walking on the streets of a Brazilian destination.

“The reports involve sexual harassment, moral harassment, psychological violence. There are problems with drivers and persistent approaches on the street, invitations to go elsewhere. Sexual insinuations stand out in the research; some travelers even report being afraid to sleep because of this,” says Aylana Borges, professor in the Tourism program at the University of Brasília and one of the authors of the article “Tourism Safety: The Experience of Women as Solo Travelers” (2025).



It is important to emphasize that these perceptions of insecurity do not arise exclusively during trips, nor are they caused by women themselves. They reflect a reality experienced by many women in different everyday spaces. When traveling, these feelings may intensify due to the distance from support networks and unfamiliarity with the surroundings, but they originate from historical and social inequalities that shape the female experience. Recognizing this context helps to understand that the goal is not to discourage travel, but to strengthen autonomy, expand access to information, and reaffirm women's right to move

freely and safely, wherever they may be.

In light of this, these experiences should not paralyze, but rather alert. By recognizing risks, the traveler can prepare better. For this, it is important to seek information: research the destination, choose safe accommodations, and define prevention strategies. Having information is the best way to make conscious and well-informed decisions.

“It is necessary to educate in order to protect and to understand that safety is shared; it should not be the traveler's responsibility alone,” as researcher Aylana explains.



Six out of ten women

have already given up taking a trip due to safety concerns

Source: Women Who Travel Alone, 2025

THE REPRESENTATION OF BRAZILIAN WOMEN ABROAD

The way Brazilian women are perceived and treated outside the country—often through comments, harassment, and unwanted advances—reflects a hypersexualization historically cultivated as

part of international marketing strategies. In the mid-20th century, the female body, its sensuality, and “tropicality” were widely used as attractions to promote the country.

"The promotion of tourism destinations in Brazil was built upon the sexualization and objectification of women's image. They appeared alone in advertisements that emphasized their curves and sexual availability. This practice has been identified by researchers and has been challenged and problematized for many years," says Laura Wottrich, advertising professional, professor, and researcher in the Graduate Program in Communication at the Federal University of Santa Maria (UFSM) and the Federal University of Rio Grande do Sul (UFRGS).

Black and Indigenous women face additional layers of vulnerability. The study "Women Who Travel Alone" (2025) revealed that among those who self-identify as Black, mixed-race, or Indigenous, 65.35% have already refrained from traveling due to safety concerns— a higher percentage compared to the overall sample (62.1%).

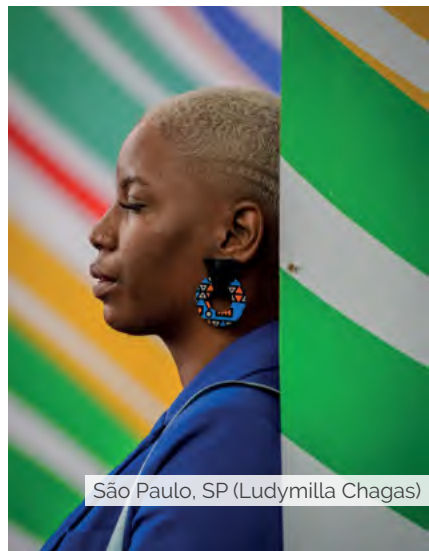
According to reports shared with Sisterwave, these women often face greater suspicion and scrutiny at customs, as well as discomfort when traveling to places or countries with little diversity. According to Rebecca Aletheia, founder of Bitonga Travel, the largest network of Black women travelers in the Americas, the main challenges reported by many Black women while traveling include dealing with racism, harassment, loneliness, and the constant fear of not being safe.

"Unfortunately, some face more

serious situations, such as violence, kidnappings, or temporary disappearances, and all of this affects not only the traveler but also her family and support network," Rebecca explains.

Understanding how the image of Brazilian women has been constructed and disseminated over time helps explain many of the looks, approaches, and expectations faced by travelers abroad. By bringing these reflections forward, this guide aims to raise awareness about the effects of these representations and reinforce the importance of promoting more diverse, respectful narratives aligned with the reality of Brazilian women.

"I face challenges, racism, and disrespect when traveling, and it is necessary to break paradigms. It is important to respect that I am Indigenous, but many situations involve fetishization, stereotypes, and comments about Indigenous ways of life," recalls Graciliana Selestino.



São Paulo, SP (Ludymilla Chagas)

FOCUS ON PLANNING

Planning well is a way to have greater control over one's well-being during the adventure away from home. Nowadays, there are countless specialized travel websites, blogs, and communities of women travelers available online, providing access to valuable information about destinations, transportation, accommodation, and local safety. In the following chapters, you will find specific tips for traveling more safely.

"When you are alone, study the trip. I go into detail, I look for the types of transportation available, accommodation options, whether the hotel is close to tourist attractions so I don't have to move around too much, waste time, or put myself at risk. I plan the attractions I will visit each day and create maps on Google Maps marking the places I will go," explains traveler Sylvia Yano, from the blog *Sentidos do Viajar*, which aims to inspire women aged 60+ to travel.

CONNECTIVITY

The travelers consulted for this guide agree: having internet access on your phone is essential. It allows the use of navigation and geolocation apps, sending messages, asking questions, purchasing tickets, calling ride-hailing services, and reducing dependence on asking for directions on the street. It is worth researching

whether, depending on the destination, it is better to buy a local SIM card or use a virtual SIM (eSIM), ensuring that the traveler is connected from the beginning of the trip.

Detailed planning, combined with the conscious use of the internet, ensures autonomy and safety. Planning does not mean giving up spontaneity: it means anticipating, protecting oneself, and traveling with confidence.

GEOLOCATIONS

Using technology to share location privately with family members and close contacts during movements is a way to increase safety and maintain an active support network, even from a distance. Features such as temporary location sharing in messaging or map applications allow someone to follow the traveler's route and quickly notice if something goes wrong. However, it is not recommended to do this publicly and in real time on social media:

"When you post 'I am at this exact place right now,' you may put your own safety at risk, as well as your property and the people close to you. For example, if I post that I am boarding a flight, during that time someone could call my mother pretending to be me or say they are with me, attempting a financial scam," reflects Aline Miranda, traveler and creator of the blog and

social media profile @umasulamericana.

Understanding the destination and knowing local customs before traveling is also part of travelers' safety strategies. In Spain, for example, there is the tradition of the siesta, and therefore from 2:00 p.m. to 4:00 p.m., many establishments, such as restaurants, remain closed, especially in medium-sized or small cities. In Japan, offering money as a tip to someone who served you may be considered offensive or inappropriate. Being informed about these particularities helps avoid embarrassment and unforeseen situations.

Knowing routines, schedules, and cultural norms also contributes to safer daily decisions during the trip, such as choosing the best times to move around, identifying busier places, and avoiding unnecessary exposure.

In Brazil, these guidelines are also especially relevant. The country encompasses very diverse realities across regions, cities, and neighborhoods, with differences in operating hours, availability of transportation, presence of services, and the dynamics of public spaces. Sharing location consciously, planning movements, and seeking reliable local information are practices that help travelers move more safely and autonomously, whether in large urban centers, established tourist destinations, or smaller cities.

AUTONOMY

Seeking references from local travelers, following profiles of women from the region, and keeping up with travel blogs are effective ways to obtain more accurate and realistic information. The female perspective brings nuances that tourist guides and generic forums often overlook. Rebecca Aletheia, from Bitonga Travel, also recommends researching the experiences of other Black women at the destination:

"This helps to understand how issues related to racism, safety, and representation manifest in that place. It is also important to learn about the social, political, racial, and gender context of the destination, including laws, behaviors, microaggressions, and situations of discrimination that may occur," explains Rebecca.

In addition to expanding the range of information, this type of research strengthens the traveler's autonomy and contributes to more informed decisions throughout the trip. Reports from other women help identify more welcoming areas, culturally sensitive practices, and strategies adopted by those who have already been to the destination.

The exchange among women creates informal networks of care and support, which complement official information and traditional tourism services. By sharing experiences, tips, and alerts, travelers



Serra dos Pireneus - GO (@travelterapia)

contribute to building collective knowledge based on real-life experiences and an attentive view of the inequalities that shape the act of traveling.

IMPORTANT PRECAUTIONS

Being open to meeting people and allowing yourself to be part of their journey is one of the most beautiful and enriching aspects of solo travel, but it requires caution. Being mindful of the information you share with people who have not yet earned your full trust is a way to protect yourself. Another is staying attentive to the signals your body gives when something feels off and you may be in danger.

When asked about habits or preparations she considers essential to feel safe during a trip, traveler Tamara Klink states that "talking to locals, always listening to different opinions and experiences, and

trusting your intuition" are fundamental attitudes. "I also think it is worth keeping a personal, private diary. It is a good tool for reflection and decision-making," she adds.

Intuition is a powerful tool, and over time, the traveler refines her ability to distinguish when that internal alarm is an exaggerated concern and when it is a real warning of danger. Traveler Aline Miranda, from the blog @umasulamericana, advises observing and trying to read people's body language: "I have a very strong sense of safety and I trust it. I recognize certain body language cues that act as an alarm. For example, if I'm entering a street and there's a man coming and he looks back, I turn around and leave, because I've learned that often when someone looks back, they are checking if there are witnesses and assessing whether they can do something to me. You don't have to distrust everyone, but don't fully trust either—and in that

balance, you give yourself space to read the environment,” recommends Aline

Something that can impair alertness and increase vulnerability is the consumption of alcoholic beverages. For this reason, if you choose to drink, do not exceed your limits, avoid leaving your drink unattended, and prefer beverages

in sealed bottles rather than glasses or cups, where substances such as drugs or sedatives can be more easily added without your knowledge. In addition, extra caution is needed when consuming alcohol in the company of people you do not know well and, especially, it is important to refuse drinks offered by them.

- **SAFETY TIPS**

- **Before the trip**



- **Research the destination:** understand the local culture, customs, safe areas, and peak hours.
- Check **accommodations well rated by** other women travelers.
- **Plan daily itineraries** and map out routes in navigation apps, avoiding long distances and less busy areas.
- Register and save **emergency contacts:** police, fire department, emergency medical services (SAMU), consulate, and the Women's Assistance Hotline (Dial 180).
- Ensure **stable internet connection** (consider purchasing local SIM cards or eSIMs and download offline maps before traveling).
- **Inform family or friends about your itinerary** and share your location privately (never publicly).
- Keep **digital copies of documents** such as passport, reservations, and ID.
- Purchase **travel insurance.**
- Enable **two-factor authentication** on social media, email accounts, and banking websites.



KNOW WHO TO TURN TO

When something goes wrong, it is essential to know who to turn to and where to seek help. Many travelers are unaware of available channels, such as specialized police stations, women's police stations, tourist police stations, Military Police units, and consulates. According to the study "Women Who Travel Alone" (2025), most women who experienced situations of insecurity during solo travel did not seek help (64.8% of respondents), indicating a tendency to deal with these situations on their own. When they did seek support, they preferred family or friends (10.8%) and informal contacts (10.1%). These data show greater trust in personal networks than in institutions.

"People do not feel confident in support institutions. They often believe the problem will not be resolved, so they do not report it. As tourists, they think it will be a waste of time. This leads to underreporting and prevents the creation of effective policies," warns Aylana Borges, researcher and professor in the Tourism program at the University of Brasilia (UNB). Reporting is a way to break the cycle. Even if it seems difficult, seeking support is an act of courage and solidarity with other women who will come after.

Traveler Rebecca Aletheia experienced a serious situation, which became one of the driving forces behind

the purpose of Bitonga Travel, a network of Black women travelers:

“I have been a target of racism, xenophobia, harassment, and, on one trip, I was kidnapped. I managed to escape, but I did not have enough evidence to pursue legal action or access a support network. These experiences deeply affected me, but they also strengthened my commitment to transforming pain into collective protection,” she says.

Knowing who to turn to and recognizing that asking for help is a right are part of building a safer travel experience. Throughout the journey, simple actions can help prevent risky situations and increase protection in daily travel life.

Rio de Janeiro – RJ (@bitongatravel)



SAFETY TIPS

During the trip



- Choose activities with **tourism companies or guides properly registered** and listed in the Ministry of Tourism's CADASTUR.
- Use **geolocation wisely**: avoid posting your real-time location on social media.
- **Observe and respect local customs**, such as tipping habits, appropriate clothing, and opening hours.
- Seek **references from local women or women's travel groups** for safety tips and support.
- **Trust your intuition**: if something feels wrong, remove yourself from the situation immediately.
- **Limit alcohol consumption**: never leave your drink unattended and prefer sealed bottles.
- Avoid sharing personal information with strangers and **be cautious** when accepting invitations.
- Stay **aware of your surroundings**: observe behaviors and body language of those approaching you.
- In uncomfortable situations, choose **the strategy that makes the most sense for you**, whether distancing yourself, asking for help, or changing environments.

IMPORTANT CONTACTS

Saving contacts in advance on your phone is a simple and effective preventive measure. Before traveling, find out and record the numbers for the police, fire department, ambulance, and, for international destinations, the number of the nearest Brazilian consulate or embassy. Before traveling, find out and record the numbers for the police, fire department, ambulance, and, for international destinations, the number of the nearest Brazilian consulate or embassy.

Some Brazilian states are already encouraging destinations and tourism services to prepare to offer more safety to women traveling alone. In Paraná, the state government launched the "Safer Travelers Program" in partnership with Sebrae, bringing together practical guidelines and emergency contacts. The initiative reinforces the commitment to preventing and combating violence against women, especially tourists, by promoting the training of establishments and strengthening a support network that ensures safer, more welcoming, and inclusive experiences.

SAVE FOR YOUR TRIP

- Military Police: 190
- Dial 100 (Human Rights Hotline)
- SAMU (for pre-hospital emergency medical care): 192
- Fire Department (for fire, rescue, and emergency response): 193
- Women's Assistance Hotline (24/7 service for reporting domestic violence, sexual violence, femicide, harassment): Dial 180
- Women's Police Stations: each state has its own units. To find the nearest one, you can call 180 and request the address and phone number. Or access the DEAM VIRTUAL website (Specialized Women's Police Station).



AVOIDING THEFTS AND SCAMS

Not every threat to solo travelers involves direct violence. Petty theft and scams can also cause major inconvenience. The theft of a wallet or phone can lead to serious trouble and a series of challenges to resolve. There are common scams targeting tourists that can be avoided with awareness and information. Avoid displaying valuables, keep bags in front of your body, and adopt an attentive and confident posture.

"There is a scam where you are sitting with your phone on the table, and someone approaches and distracts your attention with something else. It could be a flyer, a brochure offering a product or a tour that they know

you won't buy, but it serves to block your line of sight while another person takes your phone. There are several 'magic' tricks. That's why it's important not to let your guard down and to keep valuables in a safe place," says Jussara Pellicano, from Sisterwave.

It could be a flyer, a brochure offering a product or a tour that they know you won't buy, but it serves to block your line of sight while another person takes your phone. There are several 'magic' tricks. That's why it's important not to let your guard down and to keep valuables in a safe place," says Jussara Pellicano, from Sisterwave.

It is necessary to remain attentive and avoid putting yourself in vulnerable situations in the presence of ill-intentioned individuals. One of the strategies used by backpacker Aline Miranda, with 10 years of experience, is to avoid appearing as a victim and

SAFETY TIPS

- The Ministry of Justice and Public Security actively works on the prevention and response to violence against women and vulnerable groups. Access the initiatives that may help you.



Institutionally
Vulnerable Protected
Safe Project



Policy for the
Prevention of Violence
Against Women

to act before something bad happens. She recalls a moment when, out of fear, she had to pass under an overpass at night, her only way home:

"I took off my earrings to look a little less feminine. When I got close to the overpass, there was a man coming. He didn't do anything, but I did. I said, 'Hey, man, got a cigarette?' He said, 'No.' I replied, 'Alright, thanks,' in the deepest voice I could manage. In situations of fear, if your intuition tells you, it may be worth approaching the person before they think of doing anything to you, rather than automatically placing yourself as a victim," advises the creator of the blog @umasulamericana.

Avoid displaying valuables, keep your bags in front of your body, and—even in cities considered safe—be cautious of easy distractions and unusual approaches. The recommendation

from Ana Carolina Medeiros, from ABAV Nacional, is also to carefully assess whether the place you are in allows you to display high-value belongings or calls for greater discretion: "Women, don't show off. It's something that really bothers me, because if I want to be well made-up, wearing nice clothes and carrying a nice bag, I believe that is my right. But between my frustration and reality, there is a big gap. So, if you are alone in a country you don't know, in a place you are not familiar with, avoid drawing unnecessary attention to reduce the risk of unpleasant situations."

SAFETY TIPS

Attitude and prevention

- **Avoid displaying valuables**, jewelry, or electronics in public places
- **Keep bags and backpacks always in front** of your body.
- **Store documents**, money, and cards in separate places.
- **Maintain a confident and self-assured posture: avoid appearing disoriented or vulnerable**, as this contributes to self-protection.
- **Trust your instincts**, but not strangers: seek balance.
- **Download the "Safe Phone" app from** the Ministry of Justice and Public Security.

How women travelers SEE BRAZIL

Traveling alone in Brazil evokes a duality of feelings among women. There is a desire to explore a country of continental size and full of beauty, and, on the other hand, the need for caution.

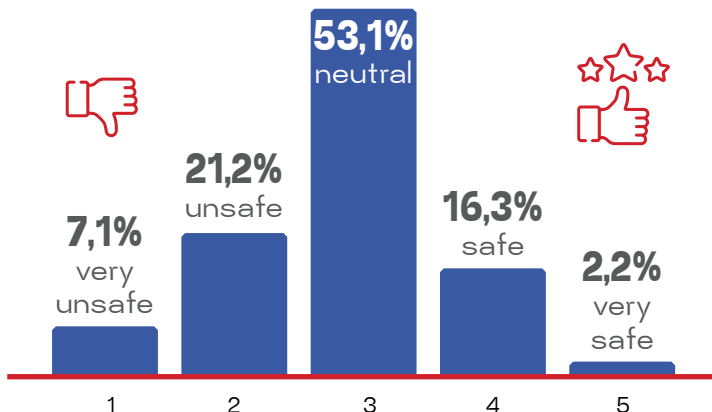
In the study “Women Who Travel Alone” (2025), participants assigned scores from 1 (“Very unsafe”) to 5 (“Very safe”) to evaluate their perception of safety when traveling alone in the country.

The results show that more than half of the respondents (53.1%) adopt a neutral perception, assigning a score of 3, which indicates that the experience is seen as neither completely safe nor completely dangerous, but rather as a situation that requires careful planning and vigilance.

However, when looking at the extremes, the balance leans toward concern: 28.3% of respondents feel unsafe (scores 1 and 2), while only 18.5% consider Brazil safe (scores 4 and 5). In other words, when responses move away from neutrality, the prevailing tendency is concern.

Even among women, there are differences in perceptions of safety.

Assessment of Safety for Women Traveling Alone in Brazil



The data reveal that, although women are willing to engage in solo tourism within the country, safety remains a central variable and a real concern. Behind the numbers lies the daily reality of those who navigate streets, transportation, and accommodations with heightened awareness, and who wish for a more welcoming environment for solo female travelers. In this context, opportunities arise for initiatives and solutions that strengthen women's confidence in national tourism.

According to Professor Márcia Veiga, from the Graduate Program in Communication at PUCRS, society still operates within a "predominantly sexist culture" that validates women only when they are

married or accompanied by a male figure. "Looking at hierarchy, there are still differences among women themselves: white, upper-middle-class women have more power and prestige in all areas, including the right to move freely. Therefore, any form of violence against women demonstrates inequality," she explains.

In this sense, even among women, there are differences in perceptions of safety. As the researcher highlights:

"Non-white women, women from lower-income backgrounds, or women with marked ethnic and racial identities tend to be more vulnerable. They are perceived as 'the other' and, therefore, experience greater inequality and violence."

WHAT THEY EXPECT FROM TOURISM STAKEHOLDERS

There is nothing better than asking those who already travel alone what would make them feel safer and more comfortable when traveling across Brazil. The main demand in the responses is for increased policing and security cameras (29.3%), as well as improvements in transportation and accommodation infrastructure (21%).

Information and support among women also emerge as important pillars: 16.7% of respondents said they would like more information specifically for women traveling alone, and 16.4% stated they would feel more comfortable

if there were more women working in the tourism sector, showing how female presence conveys a sense of welcome and empathy. The demand, therefore, is not only for physical safety, but also emotional and structural safety.

The presence of security cameras in hotels, airports, and public spaces—although welcomed by many travelers for providing a sense of protection—must be analyzed with caution. Experts warn that, when implemented in an unequal society, these devices may produce injustices—especially for Black, Indigenous, peripheral women,

or those belonging to historically marginalized groups. Cameras and surveillance systems, far from being neutral, reproduce the culture that creates them: they are installed, interpreted, and operated by people and algorithms shaped within racist, patriarchal, and class-based structures, which can lead to misinterpretations.

“A white, middle-class woman is usually perceived as ‘belonging’ in a place, for example. A Black woman, even with high purchasing power, faces constant delegitimization, marked by the body

she carries. Her gestures, movements, and even her presence in certain spaces may be read as suspicious by both technology and those operating these systems,” warns researcher Márcia Veiga.

Therefore, when discussing women’s safety in travel, it is necessary to recognize that the solution is not only in multiplying surveillance devices, but in transforming the culture that shapes the interpretation of these images and improving the training of those who manage such technologies.

Among the main desires of Brazilian female travelers are:

- **Greater female presence in service roles, such as receptionists, guides, drivers, and women in decision-making positions, which contributes to greater trust and empathy.**
- **Accessible and reliable transportation, with predictable schedules, well-lit bus stops, and increased oversight of ride-hailing drivers.**
- **Accommodations with safety protocols, including strict guest identification, well-located rooms, clear anti-harassment policies, and immediate support channels.**
- **Clear information, with accessible urban signage, apps indicating safer routes, and professionals trained to serve women. Support networks among travelers, such as online groups and local communities that share experiences and tips in real time, from woman to woman.**



REPRESENTATION IN TOURISM

Tourism reflects the social structures that shape it and, therefore, also carries inequalities built over time. According to the Global Report on Women in Tourism (UNWTO, 2019), women represent 54% of the sector's workforce worldwide, yet they remain concentrated in lower-paid and less prestigious positions. Even as the majority, they are still underrepresented in decision-making and leadership roles.

This inequality contrasts with the transformative potential highlighted in the same UNWTO report: tourism plays a central role in the 2030 Agenda for Sustainable Development, especially in advancing gender equality and empowering women and girls. When teams and leadership become more diverse, the impact is directly reflected in the quality of experiences offered. Female presence broadens perspectives, brings the sector closer to

the realities of travelers, and contributes to more welcoming, safer environments that are attentive to inequalities.

"For Brazil to truly become more welcoming to women who travel alone, it is necessary to go beyond the idea of 'courage' and look at the structures that still put us at risk. Traveling alone should not be an act of resistance, but a possibility of freedom," says Rebecca Aletheia, founder of Bitonga Travel.a, idealizadora da Bitonga Travel.



African Diaspora Monument, São Luís - MA (@movaexperiencias)

TRAVELING AS FREEDOM

For many Black women, traveling alone goes far beyond the pursuit of leisure or work obligations; it represents a political act that speaks to their right to move freely and to exist in the world without asking permission. However, the experience comes with challenges, as reported by Melina de Lima, historian, co-founder and

Director of Culture and Education at the Instituto Memorial Lélia Gonzalez, and coordinator at the Secretariat for the Management of the National System for the Promotion of Racial Equality at the Ministry of Racial Equality (MIR). She states that she has experienced "side glances in hotels and situations where her very presence was questioned."



It is that subtle but exhausting racism that tries to make you feel out of place. There is also sexism that appears in unnecessary comments or attempts to invade your space. But “with these discomforts, the overall experience is very positive. Each trip teaches me something new about the world and about myself,” says Melina.

These experiences illustrate how tourism and society still need to improve in terms of welcoming and respecting women travelers, in all their diversity of experiences, races, characteristics, and backgrounds. For Black women, some factors that contribute to improving the solo travel environment include strengthening Afro-tourism networks and support systems among travelers—spaces that foster belonging and trust.

“We need more representation; seeing other Black women traveling alone makes all the difference. It creates a possible mirror. I also feel the lack of more campaigns that encourage female autonomy and more welcoming spaces: inns, restaurants, transportation that are truly designed for the safety and comfort of women,” adds the historian.

Making Brazil more welcoming for women travelers is also about making the country fairer for all women.

According to the interviewees for this guide, transformation involves public policies but also a shift in mindsets, recognizing that the right to move freely is a basic human right. **When a woman travels alone and feels safe, society as a whole advances.**

Teatro Amazonas, Manaus – AM (Pilar Cler)



Travel alone AND WITH PEACE OF MIND

Traveling alone is a choice that carries freedom, autonomy, and self-discovery. But it also requires attention. Not because the world is inherently hostile to women, but because structural inequalities still exist that affect how we move, occupy spaces, and experience life outside the home. Therefore, information is one of the main tools of protection for those who choose to explore a destination on their own.

This guide was designed to offer practical and conscious guidance to help women travel more calmly, safely, and confidently, regardless of the purpose of the trip. Throughout the following chapters, essential aspects of the journey

will be addressed: from choosing transportation and getting around the destination, to tourist attractions and activities, and decisions related to accommodation, bars, and restaurants. Each of these moments involves different risks, but also opportunities to make more strategic choices.

Following checklists and tips does not mean traveling with fear or rigidity, but rather reducing predictable vulnerabilities. Planning routes, evaluating the surroundings of a hotel, observing how a restaurant operates, or understanding how to move safely are attitudes that expand freedom rather than limit it.

Women who travel alone are often more exposed to situations of harassment, invasive approaches, or discomforts that do not always appear in traditional travel itineraries.

Anticipating scenarios, recognizing warning signs, and knowing your



Ilha do Combu, Belém-PA
(@dani_viaja)

rights allow you to react with greater clarity and confidence if something does not go as expected.

“Use location tracking, have protective measures in place, and understand the culture of the places you visit. In many places, women’s bodies are valued the least. Always travel protected, even in places where you feel safer,” suggests researcher Márcia Veiga, Adjunct Professor in the Graduate Program in Communication and at the School of Communication, Arts and Design at PUCRS.

This is not a manual of restrictions, but of conscious choices. The recommendations gathered here are based on data, real-life accounts, and the accumulated experiences of women who have already walked these paths. The goal is simple and powerful: to turn information into an ally so that every solo trip is lived with more safety, autonomy, and enjoyment—from planning to the final day at the destination. Let’s go?

[Access the booklet](#)
of the **Safer**
Travelers Program



HOW TO STAY SAFE IN FOOD SERVICES

Sitting alone at a table while traveling is a common experience for many women—whether during a break between activities, a special dinner, or even on a trip focused on gastronomy. The data from the study “Women Who Travel Alone” (2025) confirm this behavior: 69.5% of solo travelers say they feel comfortable eating alone in bars and restaurants during their trip. Still, 25% say this happens only sometimes, and 5% avoid going alone to bars and restaurants as much as possible.

The numbers reveal important progress, but also indicate that mealtime can still trigger specific insecurities.

Eating alone requires presence, attention, and conscious choices. It is precisely when we are relaxed, observing the environment, or immersed in the gastronomic experience that vulnerability may increase. Therefore, information and strategy make all the difference.

According to some interviewees, unnecessary approaches are common during meals. The lack of adaptation in menus for people traveling alone, such as smaller portions, is also mentioned. “When the solo traveler is older, invisibility increases. However, many times we want to be invisible

when traveling. I have always dressed in neutral, dark colors, almost like a man, so as not to be seen. But this only shows how much risk exists and how much we have already been abused and stigmatized," says tourism specialist Ivane Fávero, author of the profile @viajantemaduro.

CHOOSING THE RESTAURANT

Protecting yourself in restaurants does not mean giving up enjoyment. On the contrary, it involves simple choices, from prior research to the moment of paying the bill. Recent reviews, photos of the environment, comments about service and location help filter places that align more closely with what the traveler is seeking — comfort, safety, more elaborate dishes, among others.

It is also worth observing how the restaurant communicates. Reservation systems that naturally accommodate individual tables, for example, make a difference. Journalist and PhD in Communication Leticia Rossa, commercial manager of the restaurant Catherine in Gramado (RS), recounts how a seemingly simple situation revealed a structural issue.

"Once I had a reality check when I asked, via message, 'For how many people?' and the client replied 'Just me.' From that moment on, we changed the



Rio de Janeiro-RJ (Leticia Lira)

reservation system. Today, the person provides their name, number of guests, whether they are adults or children, and the time. That way, no one has to explain or justify being alone," she says.

The change revealed how the simple act of eating alone still carries implicit judgments — and how they can and should be avoided, especially since a woman traveling alone is a customer like any other and does not need to be accompanied to be valued.

WHAT TO OBSERVE UPON ARRIVAL

Going to restaurants and bars while traveling alone is part of the travel routine and, therefore, needs to feel safe. According to the study "Women Who Travel Alone" (2025), four out of ten



women have already felt uncomfortable for some reason in these establishments..

Therefore, even before asking for the menu, it is worth quickly assessing the environment. Busy, well-lit restaurants with a steady flow of people tend to offer a greater sense of safety, especially at night. Observe the arrangement of tables, the staff's behavior, and the general atmosphere of the place.

Choosing where to sit is also part of the experience. There is no problem at all in asking for another table if you feel uncomfortable. Eating alone does not mean accepting less.

BARS AND RESTAURANTS WITH PROTOCOLS

The discomfort some women still feel is not in eating alone itself, but in external gazes, invasive approaches, or insensitive service. Therefore, choosing establishments that respect different customer profiles is part of self-protection.

More and more restaurants are offering individual tables, comfortable counters, digital menus, and portions suitable for one person. These details matter and signal that a woman traveling alone is expected, welcome, and respected.



PRACTICAL TIPS

- Research the bar or restaurant on digital platforms to understand its characteristics.
- Prefer busy and well-lit establishments, especially at night.
- Observe the environment before entering: who frequents the place, how the service is, and whether the space seems organized.
- Avoid isolated tables, in dark corners, or too close to external circulation areas.
- Keep your bag, documents, and phone always within sight; avoid hanging your bag on the back of the chair.
- In bars, watch the preparation of your drink whenever possible.
- Do not accept drinks or food from strangers, even if it seems like a kind gesture.
- Trust your discomfort: if something does not feel right, change places or leave.
- Inform someone you trust where you are, especially during nighttime dinners.
- Prefer to pay the bill directly at the cashier or with the machine brought to the table.

However, if there is any situation of discomfort, contact the management of the establishment and check its safety protocols. These actions, although essential for those traveling alone, are still unknown to many travelers. According to the study, 69.8% of travelers are unaware of safety protocols used in bars and restaurants.

In food services, small signs say a lot about how prepared a place is to welcome women and respond to situations of harassment, disturbance, or discomfort. Knowing how to identify these signs helps in making safer choices and reacting more quickly if something goes wrong.

In Brazil, according to Law No. 14,786/23, bars, nightclubs, and entertainment venues, including concert spaces that sell alcoholic beverages, are required to adopt the "No Means No" Protocol, which aims to prevent harassment and violence against women, focusing on victim protection. In addition, some states have created their own protocols, such as "Não Se Cale" (São Paulo), "Por Todas Elas" (Federal District), and "Não se Cale, Mana" (Amazonas). Restaurants and bars that publicize these initiatives demonstrate a commitment to women's safety.

Another key point is the structure of the establishment. Studies show that cleanliness, courteous service, and a well-maintained environment

weigh more than price or menu in the perception of safety. For women, details such as clean, well-lit, and organized restrooms make all the difference and act as an indicator of the overall care of the establishment.

Choosing where to eat or drink is also an act of self-care. Spaces that communicate safety, respect, and organization tend to offer not only a good meal but also an environment where a woman traveling alone can be, stay, and enjoy herself with greater peace of mind.



Brasília – DF (@jacquesalles)

PRACTICAL TIPS



- Você não precisa se justificar por estar sozinha
- Caso se sinta desconfortável com comentários, olhares ou abordagens, sinalize à equipe ou deixe o local
- Priorize restaurantes com cardápios claros, preços visíveis e boa comunicação
- Verifique se o local divulga protocolos de segurança, como o “Não é Não”, em cartazes no salão ou nos banheiros
- Observe se há informações visíveis com contatos de emergência, como: 180 (Central de Atendimento à Mulher), Disque 100 (Direitos Humanos) e 190 (Polícia Militar)
- Dê preferência a estabelecimentos com equipes visivelmente treinadas e atentas, que circulam pelo salão
- Avalie a limpeza geral do espaço, especialmente dos banheiros
- Note a iluminação do ambiente, inclusive em áreas externas e de acesso
- Perceba o clima do atendimento: cordialidade, respeito e ausência de comentários invasivos são sinais positivos
- Se sentir desconforto, confie na sua percepção e mude de local sem se justificar

HOW TO PROTECT YOURSELF IN TRANSPORTATION

The simple act of leaving home to travel alone is already a gesture of courage for women. And when it comes time to move around, this experience gains an additional layer of complexity, as transportation is often where **many women feel the weight of vulnerability**. The study data clearly show this: **64.6% of women have already felt fear or discomfort in some means of transportation**.

This feeling is reinforced when analyzing how they travel. Air travel appears as the most used means

among respondents (89.7%), followed by buses, used by 77.9% of solo travelers. Ride-hailing services (38.8%) and cars (37.6%) are also notable.

Even though these forms of transport are common in travel routines, they are not perceived as neutral. For many women, each journey requires heightened attention, planning, and a constant state of vigilance. Below, we present the situations in which travelers report feeling most vulnerable during their movements.

When they feel vulnerable in transportation

- 63,1%** during nighttime travel.
- 33,4%** in bus stations or airports.
- 32,4%** inside the transport plane, bus, car, etc.).
- 31,7%** during boarding or disembarking at bus stations, airports, ports.
- 13%** have never felt vulnerable.



Source: Women Who Travel Alone (2025)

The data indicate that vulnerability is not limited to a single means of transportation but occurs at different moments of the journey, from boarding to the trip itself. Planning schedules, routes, and ways of getting around helps reduce risks and make travel less stressful and more predictable.

"At an airport in São Paulo, I was followed for more than two hours by a man who was taking pictures. I panicked. I'm sure it was a trafficking network. I went in and out of several stores to try to lose him, but he kept pretending to be a customer. I couldn't find any security nearby," says Juliana Cavalcante de Oliveira, announcer at the Legislative Assembly of the State of Tocantins.

Professor and researcher at the Center of Excellence in Tourism at UnB, Marutschka Moesch, believes that public collective transport, such as metro and buses, is safer, although one must consider the time of travel.

"In the case of taxis, only use them with vouchers and route tracking. Be careful not to use fake ride-hailing services that approach you at airport exits or bus and train stations. Be wary of prices far below the market rate," she advises.

In solo travel, transportation is not just a means of getting to the destination but a space that requires constant awareness. Lighting, flow of people, staff behavior, and the sense of control over the route are elements that help the traveler assess whether that journey is comfortable or whether it is time to seek alternatives.

Some simple choices before and during the trip can reduce situations of vulnerability and increase the sense of safety. Below are practical guidelines that may help.

PRACTICAL TIPS FOR general travel:



- Avoid nighttime or Sunday arrivals. Adjust your travel schedule to avoid empty terminals, long walks with luggage, and periods of greater vulnerability.
- Analyze the route before leaving. Simulate the journey in an app, check lighting, travel time, deserted streets, and reference points. Save the route offline.
- Consider the size of the city. Research public transport schedules and plan so you do not depend on lines that stop early.
- Observe boarding and disembarking areas. Prioritize places with cameras, people flow, and staff presence. Avoid dark external areas and, if necessary, ask the driver to drop you at a safer spot.
- Pay attention to official taxi stands, ride-hailing services, and executive buses. Avoid persistent approaches from people offering unauthorized services.
- If you feel watched or followed, enter an establishment such as hotels, shops, pharmacies, or restaurants, as they can serve as support points.
- Keep cash stored separately, so in case of theft or loss of cards, you have backup money.

During the journey, many travelers prefer to sit near the door or close to the driver. It is a strategic choice: occupy the space that makes you feel most comfortable. Conversations with other passengers can be pleasant and even lead to good connections, but maintain basic privacy and do not share personal information with people you have just met.

Attention to your belongings should be constant, even in environments that feel safe, such as airplanes and airports. **The sense of control in these places can be misleading.**

Jussara Pellicano, from Sisterwave, experienced this in practice and was robbed inside an airplane on a São Paulo–Brasília flight in 2012. “Since my seat was one of the last and the overhead bin was occupied by the crew’s items, I left my backpack with my laptop further ahead, thinking it wouldn’t be a problem. When I got off the plane, the backpack had disappeared. They later found the bag, but the laptop was no longer there,” she recalls.

This experience reinforces an essential point: trust is important, but vigilance is indispensable.

OTHER practical tips

- Sit wherever you feel safest: near the driver or in areas with more movement and visibility.
- Follow the route on the map: even if you trust the driver, monitor the route and question deviations.
- If you need to locate yourself while walking, for example, avoid showing that you are lost: enter a shop or use smart maps on your watch or phone.
- Avoid saying that you are alone: neutral answers such as "I'm meeting friends" help avoid approaches.
- Always have a charged power bank: your phone is your main navigation and help tool.
- Keep an eye on your luggage: keep backpacks on your lap or under the seat, never out of sight.
- Do not agree to transport objects for third parties: for safety and to avoid legal problems.

Among the different means of transportation, ride-hailing services occupy an ambiguous place: while they expand autonomy, they also require extra attention to verifying information and consciously using the safety tools available.

RIDE-HAILING SERVICES

Ride-hailing transportation is a convenience that contributes to autonomy in many destinations. But it is necessary to use them safely, and the way you enter the car, check information, and communicate with trusted people helps reduce risks and keep you more in control of the trip.

Some travelers prefer to hire transfers from agencies precisely to reduce risks. Public servant Belizia Brito, 40, makes this choice because she has not had good experiences with apps. "I have experienced harassment a large number of times. That is why I make a point of requesting transfers from hotels when I arrive in a new city. This did not prevent harassment, but it reduced the occurrences somewhat, especially when the transfer is shared by a group," she says.



Graciliana Wakanã, Xukurú-Kariri, Palmeira dos Índios - AL

ESSENTIAL TIPS WHEN USING ride-hailing services:



- Use app safety features: activate route sharing with someone you trust, especially at night or if you feel suspicious. Simple messages such as "I got in" and "I arrived" create a monitoring cycle that increases support.
- Confirm that the license plate and vehicle model match what is shown in the app and that the driver's photo matches reality before entering the vehicle. Also ask the driver's name and confirm it matches the app. Observe the vehicle carefully before opening the door.
- Enable extra safety tools in mobility apps: features such as verification codes, audio recording, and emergency buttons are available.
- Be cautious of direct approaches: drivers who approach you directly often operate outside official systems and may put you in more vulnerable situations. Prioritize formal channels.
- Even in friendly conversations, avoid sharing personal information such as your routine, workplace, or future travel plans.

ALONE ON THE ROAD: EXTRA CAUTION

Traveling alone by car is an experience of great autonomy: you control the pace, choose the route, make stops whenever you want, and discover places that often go unnoticed.

Whether for work or leisure, traveling alone by car requires planning, especially for women. Tourism consultant Ivane Fávero started driving at 38, encouraged by her daughter. However, driving became a work tool that allowed her to travel to different cities.

"I traveled a lot for professional reasons. It is often a lonely journey with little support. I have driven on deserted roads,

and noticed how men have prejudice against women drivers: they think we are incompetent," she says.

Isolated roads, stretches without signal, weather changes, and quick decisions are part of the journey, and small choices can greatly increase the feeling of insecurity. Before hitting the road, it is worth reviewing some precautions that make the trip smoother, more conscious, and more peaceful. That is why we have prepared a list for you:

ESSENTIAL TIPS FOR WOMEN

who travel alone by car



- Prioritize traveling in daylight and arrive at your destination during the day: risks increase at night, from animals on the road to approaches in isolated areas.
- Study the route before leaving: do not rely only on GPS and check alternative routes, landmarks, and possible detours.
- Talk to local residents: ask about poor road conditions, isolated stretches, safer times, and recommended stopping places.
- Perform regular vehicle maintenance: tires, brakes, lighting, oil, water, and tire pressure. Do not leave this for the day before.
- Bring enough food and water: in isolated stretches, it is not always safe to stop.
- Prefer stopping at large and busy gas stations: these places have more structure, surveillance, and movement of people.
- Monitor the weather before and during the trip: heavy rain, fog, or strong winds increase vulnerability and require extra planning.
- Keep your phone and power bank charged: signal may fluctuate in remote areas, so ensure battery for emergencies.
- Inform someone you trust about your route: share your destination, estimated arrival time, and possible stops, and download an offline map of the route.



TRAVELER'S RIGHTS

During transportation, the traveler has the right to request support from the crew, driver, or responsible staff whenever she feels uncomfortable or unsafe. Seat changes, route interruption, and incident reporting are legitimate measures provided for in different modes of transport.

SUPPORT AND REPORTING

You do not have to endure an unpleasant situation during your journey. Often, you can rely on trained staff who can intervene, guide you, or move you to another seat. The account of Elizama da Silva Velasco, a public servant from the State of Rondônia, shows how asking for help can turn a difficult experience into a safer one:

“On a trip from Rondônia to Mato Grosso, when I boarded the bus, I noticed that the passenger in the seat next to me was drunk. Throughout the late afternoon, I felt that he was spreading his

legs and leaving me squeezed, causing discomfort. In addition, at every stop he bought more beer. I started to panic imagining that I would have to sleep next to that man. When the driver stopped for dinner, I got off quickly and gathered the courage—because I was afraid of not being heard—but I called the driver and explained what was happening and that I did not feel safe. He promptly supported me and told me to take a seat in the sleeper section of the bus. My trip became calm and much more comfortable,” reports Elizama.

TIPS FOR dealing with problems during the trip:

In ride-hailing services

- Use the emergency button, which calls 190 directly.
- Activate audio recording when the app offers this feature.
- Report the issue within the app, which officially records the case.
- In immediate danger, call 190 and file a report in person or online.e.

In taxis, buses, subways, and trains

- Contact the driver, conductor, or station security as soon as you notice any inappropriate behavior.
- If you prefer to leave the vehicle, request a stop in a busy and safe place.
- Report the incident to 180 — specialized service for women — or Dial 100 — Human Rights violations.ou Disque 100 (Violação dos direitos humanos).

In aircraft and airports

- Contact the ombudsman of the Ministry of Ports and Airports.
- During the flight, immediately call the crew. They can change your seat, intervene, and record the incident in the flight report.
- Upon landing, the captain may request that authorities wait for the aggressor.
- At the airport, look for the Federal Police, where available, or the Military Police/ internal security at smaller airports.
- File a police report in person or on the website of the state Civil Police.
- After the trip, you can also report the case to the airline’s customer service or ombudsman, which is required to register and follow up on the complaint.

Travel is part of every journey and can represent both challenges and opportunities for autonomy for women who travel alone. With planning, awareness of the surroundings, and knowledge of the resources available in each mode of transport, it is possible to reduce risks and navigate these routes with greater safety and confidence. Upon arriving at the destination, these choices remain important and extend to places of stay, such as accommodation..

EXTRA TIP!

In May 2025, the Federal Government launched "Assédio Não Decola," a guide to combat harassment and sexual misconduct in civil aviation, which aims to raise awareness, prevent, and guide airlines, industry workers, and passengers on how to act in situations of harassment and sexual violence. It is a useful tool for travelers who want to prepare for air travel..

[Download the guide here >> >>](#)



HOW TO PROTECT YOURSELF IN ACCOMMODATION

In this chapter, you will receive some tips on how to choose, use, and make the most of accommodation, considering the experience of women who travel alone. Accommodation can and should be your place of refuge and safety away from home, regardless of the type of lodging chosen. For this, it is important to know how to identify signs, make strategic choices, and use resources that many establishments already offer but that travelers may not always be aware of.

The study "Women Who Travel Alone" (2025) confirms that, regarding the type of accommodation,

hotels are by far the most common choice (76.8%), followed by **guesthouses** (48.8%) and **hostels** (46.1%), indicating a preference for structured environments and, at the same time, the possibility of social interaction when desired. Choosing to **stay with friends/family** (36.6%) also highlights the importance of support networks.

Overall, the data show that traveling alone is not only about freedom; it is about making choices that balance autonomy, comfort, and, above all, safety. Speaking of feeling safe, one-third of solo travelers—34.3% of respondents—have experienced

[Consult Cadastur >> >>](#)



uncomfortable situations in accommodations, reinforcing the importance of evaluating factors beyond price.

"Book your accommodation in advance, identify the location, and check opinions about safety when walking alone in that area. Always look for information about the hotel, guesthouse, hostel, or Airbnb hosts on social media to see if there have been situations of insecurity or discomfort," says Professor Marutschka Moesch, researcher at the Center of Excellence in Tourism at UnB.

Tourism specialist and consultant Ivane Fávero has been traveling for about 20 years for work. During this time, she has experienced common situations of insecurity and disrespect toward women traveling alone. One notable example occurred in a city in the north of the country, known for fishing tourism. During her stay, she felt uncomfortable with the behavior of some local men.

"Offensive comments, which they called 'flirting,' were directed at me frequently, completely ignoring respect for my professional and personal condition."

Ivane also remembers an episode in which she was staying in a small town in the South when a man entered her room with another key. "I realized that all the keys were the same. I was the only woman staying there, surrounded by unknown men, some

drinking alcohol and having barbecues in common areas. The feeling of vulnerability was extreme," she says.

Due to the sense of vulnerability that women often feel, the study data reveal a clear pattern in accommodation preferences among women who travel alone: the search for **safety and strategic location** appears as an absolute priority—80.4% and 88.7%, respectively—showing that the feeling of protection and ease of movement directly influence the choice of where to stay. Aspects such as **online reviews** (56.2%) and **price** (61.9%) also carry significant weight, showing that the decision combines financial reasoning with social validation. Although only 40.2% prioritize **women-only options**, this number is significant and points to a growing demand for spaces designed for solo travelers.

To ensure safety and avoid situations of vulnerability, hotels, guesthouses, and rental homes must adopt care and protection practices. At the same time, the traveler can—and should—take preventive measures. Below, we list some practical guidelines.

PRACTICAL TIPS WHEN choosing accommodation



- Prefer structured accommodations: choose established hotels with a good reputation and 24-hour staff, as they tend to offer more robust security protocols than rental homes
- Research before booking: read recent reviews, look for reports from other women, and check the hotel's location. Isolated areas may seem charming on the map but are not always safe.
- If possible, use extra locks in the room: secure the door with an additional lock or portable latch. This is especially helpful in hotels with busy corridors.
- Give the impression that you are not traveling alone: when entering the room, speak out loud as if you are talking to someone — "I just arrived!", "I'll be downstairs in five minutes!" Avoid letting people in the corridor realize you are alone.
- Prefer arriving during the day, as it makes it easier to assess the surroundings and reduces risks during transit.
- Plan your route in advance: check mobility apps, research the path, ask locals or accommodation staff, and avoid isolated or poorly lit streets.
- In hostels, consider female-only dorms, which tend to offer more privacy and reduce the risk of harassment.

ALIGNING ACCOMMODATION WITH TRAVEL STYLE

The choice of accommodation should match the type of experience you want to build. Many women value not only safety but also the atmosphere of the place, the level of privacy, and how much the accommodation facilitates their itinerary. Adjusting these factors before booking helps avoid stress during the trip. It is also **important** to check whether the **establishment's certifications are up to date**. Registration in Cadastur, from the Ministry of Tourism, is mandatory for accommodation providers.

"It is important to know official channels and associations. For example, using accommodations, agencies, or tour guides registered in Cadastur provides greater legality and reliability," says Aylana Borges, professor at the Center of Excellence in Tourism (CET) at the University of Brasilia (UnB).

In this sense, it may also be interesting to learn about hotels listed in the partnership between the Ministry of Tourism and the Brazilian Hotel Industry Association (ABIH Nacional), which offers a program

of up to 15% discount on accommodations for women traveling alone, and to understand the purpose of your stay. In other words, defining whether the space

will be used only for sleeping and resting or whether the stay is part of the travel experience helps guide the ideal type of accommodation for you.

ARRIVAL AND CHECK-IN: FIRST PRECAUTIONS

Upon arriving at the accommodation and having your first contact with reception, some simple actions help ensure more privacy, avoid unnecessary exposure, and better understand how the establishment handles safety situations.

Starting in 2026, to ensure safety, check-in is done through the new guest form, 100% digital.

The National Guest Registration Form (FNRH Digital), developed by the Ministry of Tourism, modernizes hotel check-in and makes the process more efficient.

Even so, be careful about how your personal information is shared. A good strategy is to request that your room number or phone number not be spoken out loud.

OTHER tips:

- Request contacts that may be useful during your stay, such as the reception phone number, internal security, the local emergency number, and, if available, a specific channel for complaints or reporting discomfort.
- If you feel more comfortable, ask whether the establishment can provide female staff for room service.
- It is also worth observing how the staff behaves in initial interactions: careful professionals avoid invasive questions, explain safety protocols clearly, and treat you as the main person responsible for your own trip.
- Pay attention to the lighting in the lobby, the flow of people, and the clarity of access routes: this helps assess whether the space is welcoming for a solo traveler.



SUGGESTION:

Avoid mentioning your room number to other guests or strangers, even in informal conversations in common areas.

INSIDE THE ROOM: PRACTICAL SAFETY AND AUTONOMY

The room should be a space where the traveler can relax without concerns. Upon entering, it is important to check whether the conditions favor rest and protection. Small precautions before traveling and right after entering the room ensure greater autonomy and reduce risks throughout the stay. We list some of them:

Test locks and security systems immediately to make sure you can relax without worries: check locks, peephole, and window latches. Use the door chain when available.

Use extra accessories if necessary: portable locks and compact padlocks can provide more protection and peace of mind.

In hostels, **check whether lockers are adequate** and in good condition so that your personal belongings remain well protected.

Evaluate available hygiene items. Some accommodations do not consider predominantly female needs, so it may be useful to bring a basic kit with sanitary pads, a nail file, wet wipes, band-aids, and essential medications.

MALA completa

- Some items are essential to ensure well-being and peace of mind throughout the journey of those traveling alone:
- Bring medications and health items, such as painkillers, antihistamines, medicine for nausea or digestive issues, and bandages
- Include sunscreen and insect repellent, especially in tropical destinations or outdoor activities.
- If you take controlled medication, bring enough for the



entire trip along with the original prescription.

- Always purchase travel insurance to cover unexpected events.

SUGGESTION:

Before allowing any staff member to enter the room, confirm the request with reception, especially outside regular cleaning hours.

DAILY LIFE DURING THE STAY

It is in the day-to-day that opportunities for rest, interaction, and exploration of the destination arise, as well as moments to observe how the space and the staff contribute to the experience. It is worth observing the atmosphere of the place, the behavior of employees, and the dynamics among guests. Feeling safe and respected during a stay is essential for a good solo travel experience, which is not always the case, as shown in the account of Professor Marutschka Martini Moesch:

"Despite having a reservation at an international chain hotel, with a voucher, as an official state representative at an event, I was mistaken for a prostitute and was required to pay for the entire stay in advance. It was embarrassing. The next day, when I complained to the hotel management, the situation was minimized and I did not even receive an apology," she recalls.



Stages of the traveler's experience in accommodation



TRAVELER'S RIGHTS

During the stay, the traveler has the right to respectful service, privacy, and clear information about the establishment's safety protocols. Whenever she feels uncomfortable, she may request a room change, a change in service, or clarification from the responsible staff. If the situation is not resolved, it is legitimate to seek external support channels and file complaints...

TIPS FOR your stay



- If something bothers you, do not minimize it: express discomfort immediately through noise, privacy invasions, or inappropriate behavior. Do not hesitate to contact specialized channels or authorities if you feel at risk.
- If you wish to socialize, use common areas strategically, allowing interaction with others.
- Check with the accommodation whether there are safety protocols or emergency contact numbers.
- If possible, request contactless room service. This helps avoid opening the door to an unknown person.
- If someone knocks on the door, confirm their identity with reception and only open the door if you feel safe.
- Ask about experiences designed for women. Some accommodations offer massages, tours with other women, themed dinners, and safe cultural events.

Thus, accommodation ceases to be just a place to stay and becomes a central part of the travel experience for women who travel alone. By observing the environment, adopting preventive measures, and trusting their own perception, travelers strengthen their autonomy and increase the conditions to feel safe and welcomed throughout their stay.



São Francisco de Paula (Anelise Zanoni)



Why choose destinations with policies TO PROTECT WOMEN

Traveling is about discovering places, cultures, and experiences, but it also requires attention to personal safety. Knowing that there are clear protection protocols for women makes all the difference, especially for those traveling alone. Many establishments already adopt reception and prevention policies, providing accessible information on how to seek help in cases of harassment or violence, which helps prevent risky situations and reduce vulnerabilities.

In Brazil, Law No. 14,786, enacted on December 27, 2023, made the implementation of the “No Means No” protocol mandatory in bars, nightclubs, and events that sell alcoholic beverages. Under this regulation, these venues must have trained professionals to assist women reporting harassment or discomfort, offer immediate support, and fully respect the victim's decisions. In addition to the national law, several states have created their own strategies, reinforcing that women's safety must be a priority in both public and private spaces.

Examples of some state initiatives

- **Ceará:** the Public Prosecutor's Office of Ceará, through the State Gender Center Pró-Mulher (Nuprom), promoted in November 2025 the third edition of the training “**I Respect No,**” aimed at professionals from commercial and entertainment establishments, training them to prevent harassment, support victims, and properly refer them.



São Luis – MA (Carol Fávoro)

- **Paraná** – The **“Viajantes + Seguras”** Program, created in 2024, aims to make tourism safer, more welcoming, and more responsible for women. The initiative is from the Government of Paraná, through the State Secretariat of Tourism, in partnership with the Secretariat for Women, Racial Equality and the Elderly, and Sebrae-PR. The program offers in-person and online training through the Sebrae-PR Knowledge Path to prepare tourism sector businesses to identify situations of gender-based violence, act appropriately, and apply protection protocols for women. After completing the training, establishments may adhere to the Code of Conduct and receive the **“Viajantes + Seguras”** Seal, which indicates a commitment to ethical, sensitive, and safe service for female travelers. To learn more, visit: turismo.pr.gov.br/pagina/viajantes-seguras
- **Rio de Janeiro**: the **“Selo Mulher + Segura,”** created in September 2023, certifies events and establishments that implement measures to prevent harassment, support victims, and establish clear safety policies, including trained staff and reporting channels.
- **São Paulo**: the **“Não se Cale Protocol,”** from August 2023, established mandatory measures requiring bars, restaurants, nightclubs, and events to train employees to recognize warning signs, including the **“Signal for Help”** —a discreet gesture in which a woman shows the palm of her hand, tucks her thumb inside, and closes the other fingers over it, allowing her to ask for help without the aggressor noticing. When the signal is identified, staff must escort the victim to a safe space, provide immediate support, and arrange transportation if necessary.

PROTOCOLS IN CAPITALS AND ABROAD

In addition to state strategies, some Brazilian capitals have adopted their own protocols, expanding protection in bars, restaurants, and leisure spaces.

- **Cuiabá** (MT): in August 2025, the city launched the voluntary seal **“Cuiabá Protects Women”** for establishments, reinforcing the fight against

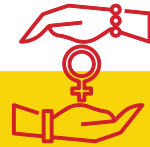
harassment and violence while ensuring physical and psychological safety. To receive certification, establishments must implement clear reception policies, train employees, offer reporting channels, and guarantee safe spaces, becoming a reference for women's protection in the city.

- **Rio Branco** (AC): in 2024, it created the voluntary seal “**Não é Não - Mulheres Seguras,**” promoting a public commitment to women’s safety in participating venues.

For travelers going abroad, knowing local protocols is essential. One example is “**Ask for Angela,**” created in London and widely adopted not only in the United Kingdom but also in several European countries, especially in bars, pubs, restaurants, and nightclubs. If a woman feels unsafe, harassed, or uncomfortable, she can approach a staff member and say the phrase “**I’m looking for Angela.**”

This discreet signal immediately alerts the team, which removes her from the risky situation, takes her to a safe space, and provides transportation or necessary assistance.

The initiative is also present in France under the name “**Demandez Angela.**” Cities such as Chambéry, in the French Savoy region, display banners promoting the protocol, which can be activated with the phrase “**Où est Angela?**” (Where is Angela?) or “**Je voudrais le cocktail Angela**” (I would like the Angela cocktail).



PROTOCOL “NO MEANS NO” – LEARN MORE

The “**Circuitos Não é Não**” program is based on **Law 14,786/23**, which implemented the “No Means No” protocol for the protection and prevention of violence against women in establishments that sell alcoholic beverages, such as bars, restaurants, and parties.

It is a free, public online course offered by the University of Brasília (UnB) in partnership with the Ministry of Women and Anis – Institute of Bioethics, which provides training for the prevention of violence and harassment against women in public spaces. Aimed especially at professionals in the leisure sector, it is short in duration, can be completed on a mobile phone, teaches how to apply the “No Means No” protocol, does not require a minimum level of education, and offers an official certificate from UnB.B.

To learn more, visit: circuitos.org.br » » »



ATTENTION TO LOCATIONS AND THEIR CERTIFICATIONS

In addition to reception protocols, it is important to observe the structure and certifications of the places you visit. In Brazil, Cadastur (Registry of Tourism Service Providers of the Ministry of Tourism) is a reference for formalization and safety, but there are other relevant initiatives, such as:

- The Ministry of Tourism acts through the **Brazil Code of Conduct** and the **Tourism that Protects Movement**, instruments aimed at **preventing the sexual exploitation of children and adolescents in tourism**. Although they have this specific focus, these initiatives contribute to promoting more ethical, responsible tourism environments that are attentive to the care of people in vulnerable situations, which also favors the protection and well-being of women. To learn more, visit: codigodeconduta.turismo.gov.br and turismo.protege.gov.br
- Blue Flag: The **Blue Flag** award is an international certification granted to beaches and marinas that meet strict criteria of sustainability, environmental quality, management, and infrastructure. Among the requirements are the presence of basic services, proper signage, trained teams, accessibility, and space organization actions. Although it is not a certification specifically focused on personal safety, these elements contribute to more structured and predictable environments, which can favor a sense of protection and well-being, especially for women traveling alone. In the **2025–2026** season, Brazil stood out by **breaking a record in the number of beaches and marinas certified with the Blue Flag**, expanding the offer of destinations with high standards of sustainability and qualified infrastructure.
- ABETA Seal, from the Brazilian Association of Ecotourism and Adventure Tourism Companies: indicates ecotourism and adventure tourism operators that follow technical standards and offer safety, training, and appropriate insurance.
- ABNT NBR ISO 21101: establishes requirements for adventure tourism companies to create a Safety Management System (SMS) to control risks and ensure the protection of participants.



HOW TO PREPARE FOR ADVENTURE ACTIVITIES

Another essential point is personal preparation. As Fernanda Dornelles, vice president of ABETA, points out, women face stigmas in adventure activities, such as doubts about their capabilities, lower credibility, and expectations of choosing "less radical" options. When something does not go as planned, judgment tends to be more severe. While society evolves slowly in this regard, solo travelers

can act by preparing well and carefully choosing who conducts the activity.

"Guided activities offer an additional layer of safety, support, and experience, which can be especially relevant for women traveling alone or exploring a destination or activity for the first time. Non-guided activities may offer more freedom and autonomy, but require greater preparation, familiarity, and personal responsibility," states the association's vice president.

Some practical tips:



- Check whether the operator follows technical standards, has trained guides, and provides equipment in good condition and suitable for participants.
- Verify whether the number of participants matches the guide/client ratio and whether there is an emergency plan, first aid, and evacuation procedures.
- Get information about routes, difficulty levels, safety structure, and emergency support.
- Prepare physically and with appropriate equipment.
- Share the itinerary with family/friends and have emergency contacts.
- Trust your instincts: if something seems unsafe, question it or choose another operator.
- Women-only experiences may be more comfortable and safer.

With preparation, information, and attention to protocols, the trip becomes safer and more enjoyable, allowing destinations to be explored with autonomy and confidence.

Support networks FOR TRAVELERS

Starting gradually, in more familiar destinations, with good infrastructure, helps build confidence to move around alone.



Tepequém – Roraima
(@sisterwave)

Even when traveling alone, it is entirely possible and recommended to create contact and support networks before departure or once at the destination. Connecting with other women strengthens autonomy, expands the sense of belonging and can make a difference in situations of doubt or insecurity. Rebecca Aletheia reinforces the importance of increasingly valuing these bonds among women: traveler groups, community initiatives, Afro-tourism and local-based tourism, which strengthen the autonomy and safety of those who travel.

However, the survey “Women Who Travel Alone” (2025) reveals that, despite the growth of discourse on sorority and women’s safety, only 14.1% of respondents stated they had already used some women’s network as support on solo trips. In addition, 32.1% were not even aware that this type of network existed, which highlights an important paradox: women travel alone, seek information and consume digital content, but are not connected (or do not recognize themselves) as part of structured female support networks for travel.

“When a woman travels, she does not only want to discover places, she wants to feel that she belongs and that she is respected,” says Rebecca.

Platforms and communities of women and other Brazilian initiatives offer spaces to exchange information and create mutual support before and during the journey. These support points, whether in-person or



virtual, are valuable in situations of doubt, illness or insecurity. Local women's groups and traveler networks also serve as important references for welcoming and guidance.

"A good tip is to try to connect with local people, seeking to understand which environments foster this connection the most. It is also possible to choose tours and group excursions, as well as to stay in hostels, environments in which there are many people traveling alone," says Jussara Pellicano, CEO of Sisterwave.

FOR THOSE WHO ARE STARTING OUT, RELYING ON A SPECIALIZED AGENCY CAN HELP AVOID MANY UNFORESEEN SITUATIONS AND INSECURITIES.

Female travel communities create welcoming environments guided by sorority, where it is possible to share fears, ask for specific advice and receive information that only those who have lived the same experience can offer. In addition to emotional support, which reduces the

feeling of isolation of solo travel, these networks offer practical help, connecting you to other women at the destination and ensuring safe companionship or a reliable point of contact in case of need.

SPECIALIZED AGENCIES

Currently, there are increasingly more packages and services designed especially for women who travel alone, for those seeking group experiences or among friends. These initiatives have been responding to a growing demand for safer, more planned travel and sensitive to women's needs.

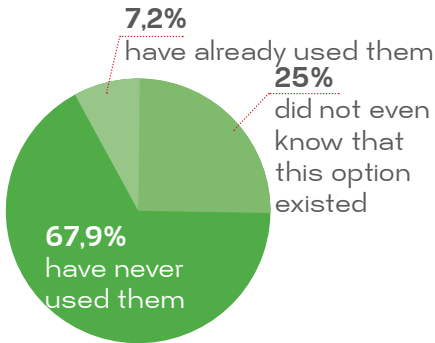
Even so, only 7.2% of travelers who participated in the survey stated that they had already used agencies with packages exclusively for women. In total, 67.9% have never used them and 25% did not even know that this option existed, which reinforces the need to expand awareness and access to these offers. The president

of the Brazilian Association of Travel Agencies (ABAV), Ana Carolina Medeiros, notes the growing relevance of women's travel in tourism and highlights the efforts of agencies to update themselves to meet the needs of solo travelers.

Bagé - RS (@travelterapia)



They hired agencies with exclusive packages for women



"ABAV, together with its associated travel agencies, always seeks to promote training and reinforce the importance of agencies being prepared with knowledge and understanding of what it means to travel alone. We aim to have all the necessary knowledge to find what is best for her and make her trip a dream come true, without any complications," says Ana Carolina.

SAFETY APPS

When technology and community go hand in hand, travel becomes much more peaceful. Before leaving, it is important to research the apps available at the destination, as many allow you to share your location in real time with trusted people or quickly request help in emergency situations.

Below are some examples of apps that can contribute to safety during the trip:

For those who are starting out, relying on a specialized agency can help avoid many unforeseen situations and insecurities. It is worth researching options that already work with solo travelers and have a careful approach to issues such as safety, autonomy, location and suitable routes. "For women who are going to travel alone for the first time, who still have no experience and feel a lot of fear, I recommend looking for a responsible and reputable travel agency. You are learning, so starting gradually, in more familiar destinations, with good infrastructure, helps build confidence to move around alone, dine alone and, little by little, overcome these fears calmly," recommends Ana Carolina.

This segment tends to grow, as indicated by the survey: 56.9% of respondents stated that they would be interested in special packages aimed at women.

App Protegida: offers a prevention and safety network for those traveling in Brazil. In emergencies, the SOS Button can be triggered discreetly, even using the phone's power button. The app collects evidence silently, activating audio and cameras to send information to contacts or to the support center.

The "Follow Me" feature monitors your route and sends alerts if you deviate

from it or take too long to arrive. It also allows users to mark dangerous spots on the map.

Life360: a global safety and GPS location app that allows you to share your real-time location with private groups, the "Circles." For women traveling alone, it works as an extra layer of reassurance: you can discreetly share your whereabouts with trusted people and trigger an SOS alert that sends your exact location in case of emergency.

These resources help reduce the feeling of isolation of solo travel. In an unfamiliar place, knowing that there are quick ways to ask for help or to be monitored remotely brings a sense of peace of mind and allows you to enjoy the experience with greater confidence.

TRAVEL CALMLY AND WELL INFORMED

Traveling alone is an exercise in autonomy, discovery and the right to mobility. More than just moving from one place to another, the female solo journey reaffirms women's presence in public spaces and in tourism. Therefore, the **Guide for Women Who Travel Alone** will always be a consistent support along this path.

Whenever necessary, revisit the chapters that speak to your current moment, because the publication brings together information, guidance

and references to encourage conscious choices, recognize challenges and strengthen paths of protection, confidence and freedom.

By expanding access to information and valuing support networks, protocols and good practices, it is reaffirmed that tourism should be a space of welcome, respect and equality, in Brazil and around the world. After all, preparation enhances the experience, and planning and knowledge transform insecurity into strategy and freedom.

May this guide be a constant companion to dream, plan and continue traveling with safety, autonomy and joy. Have a great trip, always.



BIBLIOGRAPHICAL REFERENCES

ALETHEIA, Rebecca. Idealizadora da Bitonga Travel, a maior rede de mulheres negras viajantes das Américas. Interview granted to Leticia Paludo. Chambéry, 5 nov. 2025.

ASK FOR ANGELA. Ask For Angela. Available at: <https://www.met.police.uk/police-forces/metropolitan-police/areas/about-us/about-the-met/campaigns/ask-for-angela/>. Accessed on: Nov.24, 2025.

BEKLER, Ecevit. Under the Shade of Colonialism: Mary Kingsley and Her Travels in West Africa. 2023. Available at: <https://dergipark.org.tr/en/download/article-file/3488859>. Accessed on: 28 Oct. 2025.

BORGES, Aylana. Professora do curso de Turismo da Universidade de Brasília (UnB) e coautora do artigo Segurança Turística: A Experiência da Mulher Enquanto Viajante Solo. Interview granted to Leticia Paludo. Chambéry, 30 Oct. 2025.

BOTELHO, Jussara Pellicano. CEO da Sister-wave, comunidade para mulheres que amam viajar. Interview granted to Leticia Paludo. Chambéry, 28 Oct. 2025.

BRASIL. Lei nº 14.786, de 27 de dezembro de 2023. Protocolo "Não é Não". Available at: https://www.planalto.gov.br/ccivil_03/_ato2023-2026/2023/lei/l14786.htm. Accessed on: Nov.24, 2025.

CABRAL, Bianca Nathalia Rodrigues; BORGES, Aylana Laissa Medeiros; SILVA, Rodrigo Cardoso da. Segurança Turística: A Experiência da Mulher Enquanto Viajante Solo. Turismo: Visão & Ação, v. 27, UNIVALI, 2025. Available at: <https://periodicos.univali.br/index.php/rtva/article/view/20696>. Accessed on: 30 OCT. 2025.

DEMÁNDEZ ANGELA: un dispositif pour lutter contre le harcèlement de rue dans le Gers. Available at: <https://www.gers.gouv.fr/Actions-de-L-Etat/Droits-des-femmes-et-a-egalite-entre-les-femmes-et-les-hommes/Demandez-Angela-un-dispositif-pour-lutter-contre-le-harcèlement-de-rue-dans-le-Gers>. Accessed on: Nov.24, 2025.

DORNELLES, Fernanda. Vice-presidente da As-sociação Brasileira das Empresas de Ecoturismo e Turismo de Aventura (ABETA). Interview granted to Leticia Paludo. Chambéry, 14 nov. 2025.

FÁVERO, Ivane. Turismóloga e Consultora de Turismo. Interview granted to Anelise Zanoni. Porto Alegre, 19 nov. 2025.

GOVERNO DO ESTADO DO PARANÁ. Secretário do Turismo; Secretaria da Mulher, Igualdade Racial e Pessoa Idosa. Cartilha Viajantes Mais Seguras. Curitiba, 2025.

GOVERNO DO ESTADO DO RIO DE JANEIRO. Secretaria da Mulher. Selo Mulher + Segura. Available at: <https://www.rj.gov.br/secmulher/node/399>. Accessed on: Nov.24, 2025.

GOVERNO ESTADUAL DE SÃO PAULO. Secretaria de Políticas para a Mulher. Protocolo Não se Cale. Available at: https://www.mulher.sp.gov.br/sec_mulheres/nao_se_cale. Accessed on: Nov.24, 2025.

IBGE. Censo 2022. Available at: <https://censo2022.ibge.gov.br/panorama/>. Accessed on: 28 Out, 2025.

KLINK, Tamara. Viajante. Interview granted to Leticia Paludo. Chambéry, 31 Oct. 2025.

LIFE360. Life360 – Localização em Tempo Real. Available at: <https://www.life360.com>. Accessed on: Nov. 28, 2025.

LIMA, Melina de. Historiadora, cofundadora e Diretora de Cultura e Educação do Instituto Memorial Lélia Gonzalez e coordenadora na Secretaria de Gestão do Sistema Nacional de

Promoção da Igualdade Racial no MIR. Interview granted to Leticia Paludo. Chambéry, 1 nov. 2025.

MEDEIROS, Ana Carolina. Presidente do Conselho de Administração da Associação Brasileira de Agências de Viagens (ABAV). Interviews granted to Leticia Paludo. Chambéry, 27 nov. 2025.

MINISTÉRIO DE PORTOS E AEROPORTOS. Assédio e à importunação sexual na aviação civil [cartilha eletrônica]. Brasília, 2025. Available at: https://www.gov.br/portos-e-aeroportos/pt-br/assuntos/transporte-aereo/cartilha-digital-assedio-aviacao-civil/digital_cartilha-as-sedio-sexual_aviacao-civil.pdf. Accessed on: Nov. 19, 2025.

MINISTÉRIO DO TURISMO. Selo Turismo Responsável. Available at: <https://www.turismo.gov.br/seloresponsavel/>. Accessed on: Nov.24, 2025.

MINISTÉRIO DO TURISMO. Governo incentiva o turismo de aventura como opção para

conhecer o Brasil. Agência Gov. 25 Oct. 2025. Available at: <https://agenciagov.etc.com.br/noticias/202510/conheca-o-brasil-gover-no-incentiva-o-turismo-de-aventura-no-pais>. Accessed on: Oct. 31, 2025.

MINISTÉRIO PÚBLICO DO ESTADO DO CEARÁ. Capacitação "Eu Respeito o Não". Available at: <https://mpce.mp.br/mp-do-ceara-promovera-3a-edicao-da-capacitacao-eu-respeito-o-nao-nos-dias-18-e-19-de-novembro/>. Accessed on: Nov.24, 2025.

MIRANDA, Aline. Viajante e criadora do blog e perfil @umasulamericana. Interview granted to Leticia Paludo. Chambéry, 1 nov. 2025.

MOESCH, Marutschka. Professora e pesquisadora do Centro de Excelência em Turismo da Universidade de Brasília (CET/UnB). Interview granted to Leticia Paludo. Chambéry, 17 nov. 2025.

(Tamara Klink)



PESQUISA "Mulheres que viajam sozinhas".

Formulário Google. Available at: <https://docs.google.com/forms/d/1FS2lovjCBeefe4rapun-RuD-hADpFXZtj3xJHHVRPCJo/edit>. Accessed on: 28 Out, 2025.

PREFEITURA DE CUIABÁ.

Selo "Cuiabá Protege Mulheres". Available at: <https://www.cuiaba.mt.gov.br/noticias/lei-sancionada-pelo-prefeito-institui-selo-cuiaba-protege-mulheres>. Accessed on: Nov.24, 2025.

PROTEGIDA.

Protegida App. Available at: <https://protegida.net/>. Accessed on: Nov. 28, 2025.

ROSSA, Leticia.

Gerente comercial do restaurante Catherine, em Gramado – RS. Interview granted to Leticia Paludo. Farroupilha, 23 jul. 2025.

SEBRAE.

Tendências de turismo para 2025–2027. [2025]. Available at: <https://homologacaoites.rj.sebrae.com.br/inteligenciasetorial/turismo/Tendencias-de-Turismo-para-2025-2027>. Accessed on: Oct. 31, 2025.

SERRANO, Sônia.

Interview conducted via Google Meet. Oct. 23, 2025.

SOLO FEMALE TRAVELERS.

2025 Solo Female Travel Trends & Statistics Report. Available at: <https://www.solofemaletravelers.club/solo-female-stats/>. Accessed on: 28 Out, 2025.

THINK OLGA.

Os sonhos delas. [2025]. Pesquisa realizada em parceria com o projeto "Sonhe como uma garota". Available at: <https://lab.thinkolga.com/sonhos-delas/>. Accessed on: 28 Out, 2025.

UNWTO.

Global Report on Women in Tourism, second edition. 2019. Available at: <https://www.unwto.org>. Accessed on: 10 Nov. 2025.

VEIGA, Márcia.

Professora Adjunta no Programa de Pós-Graduação em Comunicação e na Escola de Comunicação, Artes e Design (Famecos) da

PUCRS. Interview granted to Anelise Zanoni.

Porto Alegre, 17 nov. 2025.

WOTTRICH, Laura.

Publicitária, professora e pesquisadora da Pós-Graduação em Comunicação da UFSM e da UFRGS. Interview granted to Leticia Paludo. Farroupilha, 24 jul. 2025.

YANO, Sylvia.

Viajante e autora do blog Sentidos do Viajar. Interview granted to Leticia Paludo. Chambéry, 28 Oct. 2025.

Ícones adaptados de flaticon.com

Cordilheira do Espinhaço - MG
(Fabiana Oliveira)



FICHA TÉCNICA

Projeto g14BRZ4024 / UNESCO – Ministério do Turismo e Organização das Nações Unidas para a Educação, a Ciência e a Cultura (Unesco)

MINISTRY OF TOURISM

GUSTAVO FELICIANO

Minister of Tourism

FERNANDA CÂMARA NORAT

Executive Secretary

AUGUSTO LIRA DA ROCHA

National Secretary of Tourism Policies

ALDO VALENTIM

*Director of Quality, Sustainability
and Climate Actions*

CAROLINA FÁVERO DE SOUZA

*General Coordinator of Sustainable
and Responsible Tourism*

TATIANA OLIVEIRA DELGADO CORREIA

Coordinator of Responsible Tourism

Technical Coordination and Review

Carolina Fávero de Souza

*General Coordinator of Sustainable and
Responsible Tourism*

Technical Collaboration and Review

Tatiana Oliveira Delgado Correia

Coordinator of Responsible Tourism

Juliana Paula de Paiva Oliveira

*Head of the Advisory for Social
Participation and Diversity*

Adriana Souza de Oliveira Barreto

Analista Técnica de Políticas Sociais

Pilar Cler

Analista Técnica de Políticas Sociais

Jacqueline Salles Lemes

Administrative Assistant

Nayara Marques

Administrative Assistant

Technical Collaboration

Leticia Paludo

Journalist

Camila Provenzi

Designer

Specialized Consultancy

Anelise Zanoni

Parque Estadual Pedra Azul, Domingos Martins – ES (Setur-ES)



This publication has the cooperation of UNESCO within the scope of Project g14BRZ4024 – “Promotion of Cultural Tourism in Cultural and Natural Heritage Sites, the Creative Economy, and Other Policies Linked to Tourism and Sustainable Development,” whose objective is to support, with content and technical information, the development of two informational guides focused on Women Travelers, with practical guidance on planning, safety, health, rights, and women's empowerment during travel. The ideas and opinions expressed in this publication are the sole responsibility of the authors and do not necessarily reflect the views of UNESCO, nor do they commit the Organization.



COOPERATION



MINISTÉRIO DO
TURISMO

