



TIPS FOR WELCOMING WOMEN TOURISTS



TIPS FOR WELCOMING **WOMEN** **TOURISTS**



Arambaré-RS (Anelise Zanoni)

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poolna tanklewitch/pexels



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Glossary

To complement the **Tips for Welcoming Women Tourists guide**, we have put together a glossary of key terms that enrich the content of this publication. Below are some definitions that may help you when training your staff and guiding them toward more inclusive and empathetic practices..



Hospitality: The act of receiving someone with respect, attentiveness, and genuine 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 remarks, persistent catcalling, inappropriate jokes, or sexually charged language.

Physical harassment: unwanted touching, gestures, or physical advances made without consent.

Psychological harassment: intimidation, emotional manipulation, coercion, or invasive staring that causes emotional distress. Under the Maria da Penha Law (Art. 7, II), psychological violence against women is defined as "any conduct that causes emotional harm or diminishes self-esteem, aimed at degrading or controlling a woman's actions, behaviors, beliefs, and decisions."

Sexual harassment: Under Article 216-A of the Brazilian Penal Code, sexual harassment consists of "constraining someone with the intent of obtaining sexual advantage or favor, where the perpetrator exploits their hierarchical superiority or authority inherent to their position, role, or function." Sexual harassment is a criminal offense.

Autonomy: The recognition that women travelers have the full capacity to make their own decisions regarding routes, schedules, itineraries, and interactions throughout their trip, without relying on others for their 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 their own income and resources through access to paid work on equal terms and conditions with men.

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

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

Gender: A social construct that defines the roles, behaviors, and expectations associated with people based on their identity. Gender is not limited to biological sex and may vary across cultures.

Gender identity: The way each individual recognizes themselves in relation to their gender. It refers to each person's internal and individual experience of gender, which may fall within the binary spectrum (masculine and feminine), be non-binary, or gender fluid. Gender expressions are social constructs and may be manifested differently across cultures.

Inclusion: The commitment to 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 illustrates how different forms of oppression, such as racism, sexism, lesbophobia, transphobia, ableism, and others, combine and affect people in compounding ways. As Carla Akotirene explains in Intersectionality (2019), the concept is not simply the sum of oppressions, but rather the way they intertwine to produce unique experiences of inequality and violence. For this reason, it is essential to consider the multiple factors that shape the experience of women travelers.

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.

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.



Code of Conduct Brazil.



Learn about the Tourism That Protects Movement.



Sign the Tourism That Protects Movement.

Editorial

THEY ARE TOURISTS AND PROTAGONISTS

This guide is intended
for all those who
serve women tourists,
especially those
who travel alone



Platô da Serra, Amajari-RR
(Embratur/Sebrae - visitbrasil.com)

Traveling is a transformative experience. Discovering new places, cultures, and people broadens our horizons and creates lasting memories. For women, regardless of age, race, ethnicity, gender identity, sexual orientation, physical condition, or socioeconomic background, the act of traveling carries meanings that go far beyond leisure: it represents freedom, personal achievement, and connection with oneself and with the world.

The movement of women travelers is part of a global phenomenon driven by social, economic, and cultural shifts. At the same time, the World Tourism Organization (UNWTO) indicates that women make up the majority of the sector's global workforce (54%), underscoring their central role in the industry. Reports from the Organisation for Economic Co-operation and Development (OECD) point to the urgent need for policies that promote a more inclusive and resilient tourism sector, while UN Women highlights the importance of safe environments and services for women in public and tourist spaces. Together, these findings support the need for **hospitality, accessibility, and safety protocols designed for all women travelers.**

With this in mind, they dream, research, plan, and set off. Traveling sits at the top of the Brazilian woman's priority list. Whether seeking rest, freedom, new discoveries, or professional commitments, women now represent a growing and significant share of tourism both in Brazil and

around the world.

The desire to explore new destinations cuts across different socioeconomic backgrounds and life stages, whether young or elderly, a corporate executive or an adventurer, a mother or child-free, and often outranks other major life goals. More than ever, women are taking the lead in their own journeys, yet they still face specific challenges, ranging from fear of violence to being overlooked or made to feel invisible when seeking services.

It is within this context that the guide *Tips for Welcoming Women Tourists* was created, inviting the tourism sector to prepare itself to receive women with empathy, information, solid infrastructure, and the right attitude. The content was developed through interviews with more than ten professionals from different regions and areas of the tourism industry, all women, including researchers, consultants, organizational leaders, and tourism specialists, and draws on recent studies related to safety, hospitality, and social perception. By offering targeted and thoughtful care, businesses and destinations build trust with these travelers and ensure safe, respectful experiences.

In the pages that follow, you will find practical guidance for teams, safety strategies, and tips for more inclusive practices. Many improvements require no major investment: they lie

in simple gestures, such as how a bill is presented, how an experience is recommended, or how tourists are made to feel welcome. They also involve building diverse teams, creating open feedback channels, and offering services tailored to different profiles, including women with disabilities, mothers traveling with young children, guests with pets, LGBTQIA+ travelers, and visitors of all ages. The guide also presents national and international references.

Although the guide is aimed at all those who receive and/or serve women tourists, special attention is given to those who travel alone. This group, which has been growing steadily in Brazil and around the world, faces specific challenges.

This guide is built on the principle that every woman is a complete guest in her own right, one who

does not need to be accompanied to be valued. Creating a fair and welcoming environment for women naturally extends that same care to other vulnerable groups, promotes inclusion, strengthens reputation, builds customer loyalty, and attracts new visitors. The tourism sector has both the power and the responsibility to implement initiatives that protect women and drive inclusion and economic growth.

Happy reading!

**TRAVELING CARRIES
MEANINGS THAT GO FAR
BEYOND LEISURE:
IT REPRESENTS FREEDOM,
PERSONAL ACHIEVEMENT,
AND A DEEPER
CONNECTION
WITH ONESELF AND WITH
THE WORLD.**

WHO IS THE BRAZILIAN WOMAN TRAVELER

Traveling is the
top dream of
women across all
socioeconomic
backgrounds



Santa Bárbara Waterfall, Maranhão (Carina Furlanetto, AdobeStock)

Packing a suitcase or a backpack and heading out to discover beaches, canyons stretching to the horizon, intensely green forests, vibrant cities, or quiet little villages. Whatever the experience, for a great many Brazilian women, traveling is a dream, embraced in many different ways.

That assertion comes from the study "Their Dreams" (Os Sonhos Delas), conducted in 2025 with 1,080 women. The research, carried out by the NGO Think Olga, revealed that the desire to "travel the world" is present across all socioeconomic backgrounds and outranks other major life goals, such as achieving financial stability or building a solid career. It is a powerful aspiration: **traveling is a current, top-priority dream for:**



**67% of women
between the ages
of 18 and 29**



**59% of women
between the ages
of 30 and 49**



**59% of women
aged 50 and older**

This desire is not merely theoretical, it translates into many different ways of traveling. Indigenous women, for example, may wish to revisit ancestral territories or take part in cultural gatherings that strengthen their communities.

Black women may seek out destinations where they feel represented and safe. Women with disabilities may look for tourist experiences that are fully accessible and barrier-free. Whatever the context, each journey carries a search for belonging, safety, and freedom, and reflects a society in transformation, driven by greater access to information, the growing presence of women in the workforce, and increasing financial independence.

To turn this dream into reality, women travelers set out in many different ways: often with family, partners, or friends, and sometimes alone, for work, or simply for their own company, choosing to honor their own decisions, pursue self-knowledge, and take full ownership of their own paths.

MULTIPLE PROFILES

The Brazilian woman traveler has no single face. She may be a young woman eager to explore the world, a mother traveling with her children, a professional on vacation, an exchange student, or a mature woman seeking new experiences. She may be Black, Indigenous, white, or Asian. She may have a disability, be transgender, identify across a range of sexual orientations, and come from vastly different backgrounds and social circumstances. All of them belong in this rich, plural landscape, one that mirrors the diversity of Brazil itself.

LK Hotel, Florianópolis-SC
(Embratur/Sebrae - visitbrasil.com)



"Solo female tourism is growing. Many women are prioritizing their studies, professional development, and travel, putting marriage and children on hold for later. Women are also working, have their own financial resources, and see travel as an investment in themselves," says Ana Carolina Medeiros, Chair of the Board of Directors of the Brazilian Association of Travel Agencies (ABAV).

Among women in later stages of life, according to ABAV, many choose to travel in groups of friends, neighbors, or community members, such as those from a church or gym, to enhance their sense of security. What they all share is the courage to go out and travel, and the desire to live something that is entirely their own and to create memories that belong only to them.

TRAVELERS WITH DIFFERENT MOTIVATIONS

Women travel for countless reasons, leisure, rest, business, events, courses, conferences, family gatherings, religious pilgrimages, adventure, cultural tourism, and more, and each type of trip brings its own specific expectations and needs. Within this universe, there is also a growing number of women who travel alone, including for work and business purposes.

According to the study "Brazilian Corporate Traveler," conducted in 2024 by TRVL Lab (a market intelligence initiative by Panrotas and Mapie), women business travelers are typically between 30 and 39 years old and work predominantly in education, services, healthcare, and social services. They take between two and four domestic trips per year, representing significant potential for the tourism sector. The

study also found that when choosing accommodation, these women prioritize location, safety, and price, key areas of focus for the industr

These professional trips frequently blend with leisure activities, such as visits to bars, restaurants, museums, parks, and tourist attractions. Family trips, on the other hand, tend to prioritize structure and comfort, while trips with friends or as a couple may center on cultural and gastronomic experiences.

The tourism sector must remain attentive to this diversity of motivations and offer services tailored to each profile.

Women are present across all segments and must therefore be understood and served throughout the entire tourism supply chain, since their vulnerabilities and needs are similar to those of women who travel exclusively for leisure.

FREEDOM AND INDEPENDENCE

For many women, traveling means autonomy and the freedom to make their own decisions. Even when accompanied, they play a central role in planning, choosing the destination, and organizing the trip. And for those who choose to travel alone, this sense of ownership is even more pronounced

The article "Women as Solo Travelers: Motivational Factors and Challenges,"

published in 2025 in the journal *Ateliê do Turismo* of the Federal University of Mato Grosso do Sul (UFMS), interviewed solo women travelers and found that freedom, autonomy, and self-discovery are central motivations for this type of experience. While some women still have reservations and do not yet feel ready to travel alone, the number of those willing to try continues to grow.

"When a woman travels alone, what she is doing is challenging a very deeply rooted history of denying her autonomy and confining her role to the private sphere, to the home," explains Laura Wottrich,

an advertising professional, professor, and researcher in the Graduate Program in Communication at the University of Santa Maria (UFSM) and the Federal University of Rio Grande do Sul (UFRGS).

SAFETY IS A SENSITIVE ISSUE

Feeling safe is an essential need for every woman traveler, regardless of who accompanies her. And it is a particularly critical concern for those who travel alone. For this reason, tourism professionals and the broader tourism ecosystem must not only offer genuine hospitality, but also ensure safety, comfort, and confidence. In this regard, it is essential to have effective public policies, clear protocols, sound operational strategies, and engaged, well-trained teams, with special attention to the protection and inclusion of Black women,

Indigenous women, women with disabilities, transgender women, and women of diverse sexual orientations.

With easier access to information and a growing number of specialized companies entering the market, women are better prepared than ever to travel. Whether planning itineraries, booking accommodation, or seeking safety tips, women travelers turn to networks, apps, communities, and travel agencies for support. Understanding the diversity of profiles and needs within this audience is the first and most essential step toward welcoming them well.

IT IS ESSENTIAL TO HAVE EFFECTIVE PUBLIC POLICIES, CLEAR PROTOCOLS, SOUND OPERATIONAL STRATEGIES, AND ENGAGED, WELL-TRAINED TEAMS — WITH SPECIAL ATTENTION TO THE PROTECTION AND INCLUSION OF WOMEN



Banca Tatui, São Paulo-SP (Camila Provenzi)

WHY SHOULD WE WELCOME WOMEN TOURISTS

Traveling brings together multiple motivations, personalities, and realities, and women are increasingly present across every segment of tourism: leisure, business, study, events, adventure, and cultural travel. In Brazil and around the world, the number of women who choose to travel unaccompanied continues to grow, inspired by the pursuit of autonomy, knowledge, connection with the world, and freedom of choice.

Welcoming women tourists well is therefore an important step toward a tourism sector that is more inclusive, empathetic, sustainable, and economically empowering. Having strategies and initiatives specifically directed at female travelers enhances a company's image, attracts new

customer profiles, and strengthens its commitment to the Sustainable Development Goals (SDGs), which include gender equality, the reduction of inequalities, and the empowerment of women and girls. According to UN Tourism, eliminating gender inequalities could increase global GDP per capita by as much as 20%.

Creating safer, more welcoming environments means acknowledging that, despite traveling in a wide range of contexts and with different companions, women still face greater risks, restrictions, and social judgment when they travel. **When businesses adopt more inclusive strategies, every type of guest benefits, elderly travelers, people with disabilities, members of the LGBTQIA+ community, and others.**

INVEST IN PERSONALIZED SERVICE

According to the Tourism Trends 2025 report, produced through a partnership between the Ministry of Tourism and Embratur, women travelers represent a relevant and growing audience across all travel categories. As a result, companies and platforms are already developing products

specifically aimed at this audience, yet there is still considerable room to build truly inclusive and specialized service.

Accounts from women travelers show that there are real opportunities for improvement in the way they are served. For those who travel alone, the study "Women as Solo Travelers: Motivational

Factors and Challenges" (UFMS, 2025) found that the most significant challenge they face is linked to gender-based violence. There are reports of unwanted attention and harassment from men,

causing distress and a persistent sense of vulnerability. Offering safety and genuine attentiveness is therefore essential to welcoming them well, regardless of the type of trip.

DRAW INSPIRATION AND BUILD PROCESSES

- Tourism companies that adopt inclusive policies and value gender diversity are 63% more likely to increase profitability and productivity and 60% better positioned to attract and retain talent.
- Companies with balanced leadership between men and women tend to deliver up to 20% better business results and are 58% more likely to strengthen their institutional reputation.
- Welcoming women well is not simply an ethical matter. It is also a smart, strategic decision.

Source: UN Tourism, 2025



SAFETY IS A CORE STRATEGY

For every woman traveler, safety must be present at every stage of the journey. In transportation, accommodations, and experiences alike. Physical safety, emotional safety, and the delivery of services that meet expectations are all fundamental factors, as highlighted by the Sebrae Trends Bulletin of 2022. In this regard, every tourism professional has both the power and the responsibility to build and strengthen that trust.

Several strategies and measures can be adopted to this end. One of the most effective is investing in gender diversity within teams and in leadership positions, according to UN Tourism and UN Women.

The presence of women also contributes to the creation of tourism experiences that are more sustainable, authentic, and inclusive, while strengthening social and economic indicators within local communities, in alignment with Sustainable Development Goal (SDG) 11, Sustainable Cities and Communities.

Despite these benefits, women continue to occupy predominantly lower-paid and lower-prestige positions within the sector. Transforming this reality is a strategic opportunity for tourism, one we will explore in the pages ahead, across the different segments covered in this guide.

Everyone is RESPONSIBLE

A trip begins even before any physical movement takes place: it starts when friends' stories, social media content, photos, and advertisements first inspire the dream of getting out and going somewhere.



Aeroporto Salgado Filho, Porto Alegre-RS (Camila Provenzi)

Welcoming women tourists well requires an integrated network of services, establishments, and professionals focused on providing them with a safer, more hospitable, and more positive experience, from the moment of booking all the way through to the journey home. Strong alignment between travel agencies, tour guides, drivers, receptionists, accommodations, restaurant managers, attendants, and all other actors in the tourism ecosystem helps ensure that, by the end of the journey, only good memories remain in the traveler's luggage.

SERVICE IN PRACTICE

Each segment has its own particularities when it comes to ensuring safety and quality service. For this reason, the guide is divided into themes related to specific types of services and activities: travel agencies, tourist attractions, food and beverage, tour guides, accommodations, and transportation. For each one, we offer practical guidance to help create experiences that are more welcoming, respectful, and safe. And on that note, safety is always a central priority.

STAGES OF THE TRAVEL JOURNEY

A trip begins even before any physical movement takes place, it starts when friends' stories, social media content, photos, and advertisements first inspire the dream of getting out and going somewhere. Next come

the planning, research, and booking stages. At each phase, travelers seek clear information, reliable service, and providers that convey a sense of security. At the destination, the expectation is that everything will deliver on its promise: the local experience, the quality of service, and the feeling of being safe and genuinely welcomed. Every step along the way shapes the memory that will be formed, and shared. When it comes to sharing experiences,

the 2025 study "Scroll & Go: The Social Journey of Brazilian Travelers" found that women tend to post about their experiences on social media more frequently than men, and share more content in their main feed. This reveals that quality service has real potential to influence recommendations. Serving women travelers well is therefore not only the right thing to do, it is also a powerful way to maintain and grow your business's reputation.

SOCIAL MEDIA: REPRESENT DIVERSITY

For women to feel that they belong in the world of travel, it is essential that they see themselves represented in the sector's communications, especially on social media. This means ensuring that marketing communications and campaigns reflect the full diversity of women: different ages, lifestyles, races, ethnicities, body types, and sexual orientations. Women with disabilities, older women, and LGBTQIA+ individuals should also be included. Take the time to identify who currently visits your business and who could become your target audience..

"Representing a universal woman in a marketing campaign is an idea destined to fail, because there is a multiplicity of experiences within

womanhood," explains researcher Laura Wottrich.

To communicate more effectively, ask yourself the following questions: Which women connect with my business? Which channels do they use? Which social media platforms does my audience frequent? Which profiles might be drawn to my establishment? In your campaigns, avoid sexualization. Historically, a great deal of advertising has used the female image

to promote destinations through stereotypes and the objectification of the body. In Brazil, particularly from the second half of the 20th century onward, it was common to associate the female figure with activities related to sexual exploitation,

**REPRESENTING A
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with advertisements that emphasized curves and implied availability.

Despite the progress that has been made, this approach still persists in some spaces and must be eliminated, as it undermines the dignity and autonomy of women. Furthermore, the sexual exploitation of children and adolescents is a criminal offense. The

Brazil Code of Conduct, for example, is a Ministry of Tourism initiative aimed at preventing the sexual exploitation of children and adolescents in tourism. The Tourism That Protects Movement is the campaign that raises awareness and engages tourism service providers, travelers, and society at large in adopting protective and preventive practices.

STRATEGIES TO ENHANCE SAFETY

A growing number of businesses understand that it is essential to approach women travelers with sensitivity and respect. Travel agencies, hotels, transportation providers, attractions, and restaurants all play an important role in this effort, which translates into practical attitudes in service delivery and the building of a safe, efficient support network.

Below, we list general foundational tips for welcoming women well.

Training and Monitoring

- **Train your teams** to serve women travelers, especially those who travel alone, so that the experience is more confident and positive.
- **Be attentive to the woman's surroundings:** watch the behavior of other tourists to ensure she is not bothered. Take note of any interactions that cause discomfort, such as invasive or persistent approaches. During group activities, keep a close eye on the overall dynamic among participants.
- **Instruct your team to be welcoming** without being condescending, judgmental, or presumptuous about the purpose of her trip.
- **Listen attentively** to the traveler and treat her with professionalism, so that she feels safe and respected..
- **Represent Black, Indigenous, trans, and disabled women**, as well as women of different ages and sexual orientations, in your communications and service practices.



Chapada dos Veadeiros-GO (Jacqueline Salles)

Strategies to Enhance Safety

- **Have more women on your teams,** including in leadership positions. This brings benefits to the entire tourism ecosystem and also contributes to good practices aligned with global principles of gender equality.
- **Develop protocols that account for the specific needs of women and for cultural differences.** Consider, for example, awareness of different women's realities, such as Indigenous women in traditional dress, transgender women, lesbian women (feminine-presenting or not), and Black women..
- **Create support channels** to handle situations involving harassment, unwanted attention, or discomfort. Having a phone number or email address for emergencies or reports, with a quick response time, is strongly recommended. Also train your team in how to provide appropriate support.
- **Take active steps to attract a female audience:** One example is the 15% discount on accommodations for solo women travelers, launched by the Ministry of Tourism with support from the Brazilian Hotel Industry Association (ABIH)..
- **Make it clear on your website,** social media, and on-site that the environment is safe for women. Identify a clear point of contact for emergencies and display guidance on how to act, including the hotlines Call 180 and Dial 100. Service providers also need to be aware of these resources.
- **Personalize simple services,** such as designating a comfortable area where women can wait calmly for transportation, or providing a secure space to leave luggage when needed.
- **Listen to women's feedback** through complaint channels and satisfaction surveys.
- **Offer local support networks,** such as women's groups at the destination, female drivers, or women-focused events.

Sinal do Vale, Duque de Caxias-RJ (Vanda Witoto)



Welcoming Well Means **INCLUDING AND INFORMING**

Every woman deserves equal treatment, free from prejudice.

Inclusion and respect for diversity must be the pillars of every service interaction.



Restaurante O Cacaú, Trancoso-BA (Embratur/Sebrae - visitbrasil.com)

Welcoming women well goes beyond simple courtesy: it requires an attentive, empathetic approach that is prepared to receive different profiles and situations. Regardless of the reason for travel or who accompanies her, it is essential that teams be equipped to understand the challenges faced by women travelers, ensuring safety, comfort, and genuine hospitality at every stage of the journey.

FAIR SERVICE, FREE FROM STIGMA

The experience of a trip often depends directly on the way services are delivered. An inattentive approach, the absence of hospitality protocols, and even low female representation within companies can all undermine positive memories. This is why investing in representation and staff training matters so much.

Ana Clévia Guerreiro, Coordinator of Commerce, Services, and Future Economies at Sebrae, points out that it is still common for women to receive less attention from service teams, especially when traveling alone, being seated at less desirable tables or overlooked by guides during tours. Good practice therefore begins with recognizing that every woman, regardless of whether she is accompanied, her age, ethnicity, sexual orientation, gender identity, or physical condition, is a complete, paying customer who deserves



equal treatment free from prejudice. Inclusion and respect for diversity must be the pillars of every service interaction.

Providing personalized service, offering solutions for specific needs, and delivering a high-quality experience is an effective strategy for building

customer loyalty and encouraging organic recommendations, as highlighted by the Sebrae Tourism Trends Bulletin 2025-2027. After all, customers who are well served come back, spread the word, and strengthen the reputation of the business.

EXTRA TIP FOR serving women who TRAVEL ALONE

The feeling of being welcomed and safe from the very first interaction is essential for women to feel confident and at ease. Avoid any approach that gives the impression she is "out of place" for traveling alone. The treatment must be natural, equal, and respectful.

"It is important to make it very clear that the solo visitor is welcome and that she can count on the team at that establishment. On the other hand, you can only say that if you have genuinely prepared your team to handle those situations," says Ana Clévia Guerreiro, Coordinator of Commerce, Services, and Future Economies at Sebrae.

TAKE COMPLAINTS SERIOUSLY

Respecting and validating the perceptions and concerns of women travelers is itself a form of genuine hospitality. As Ana Clévia Guerreiro points out, it is common for complaints made by women to be dismissed or treated as exaggeration, a reflection of a culture that tends to minimize women's discomfort.

Every expression of discomfort must be taken seriously, received with active listening, and addressed with the same attention that would be given to any other customer's complaint. Listening, engaging, documenting, and acting are all attitudes that demonstrate a genuine commitment to the integrity and well-being of that woman's experience.

Tips and Strategies for Welcoming and Serving Women Well

- **Treat every woman as a complete, paying customer.** Free from discrimination, regardless of whether she is traveling alone or accompanied. If she is traveling unaccompanied, do not make assumptions based on that fact.
- **Train your team to handle specific situations that affect women.** Cover topics such as safety during nighttime travel, prevention and support in cases of harassment, discomfort related to the menstrual cycle, service for women with young children and/or women with disabilities, and the importance of respectful, judgment-free communication..
- **Avoid stigma and inequality in service:** do not seat unaccompanied women at less desirable tables, and do not overlook them during tours or guided explanations.
- **Clearly communicate** that women of all races, ethnicities, ages, sexual orientations, gender identities, and physical conditions are welcome. Display this policy at the front desk, in rooms, on social media, or in booking confirmations..
- **Make support channels visible and accessible** at every customer touchpoint: reception, rooms, bathrooms, tourist information points, and digital materials. Include information such as the Women's Service Hotline (Call 180), Dial 100, and Military Police (Ligue 190).
- **Take seriously all complaints and reports** of discomfort, especially from women experiencing fatphobia, racism, ableism, xenophobia, or LGB-Tphobia. Do not minimize feelings or adopt a paternalistic stance. Listen actively, respond with professionalism and respect, document the occurrence, and provide appropriate follow-up, demonstrating a genuine commitment to safety.
- **Provide practical guidance** such as: safe routes, peak-traffic hours, higher-risk areas, and useful local contacts..
- **Make diversity and inclusion core principles of your service.** Having staff members with different profiles helps foster empathy and a sense of safety..

Liberdade Neighborhood, São Paulo-SP (Ludymilla Chagas)



EXTRA TIPS FOR serving women who TRAVEL ALONE

Formal documentation of complaints is important, as it may depend more directly on the destination or the service provider to resolve eventual problems.



Serra dos Pirineus-GO (Anelise Zanoni)

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SAFETY IS PART OF HOSPITALITY

Ensuring a positive experience means structuring hospitality and service so that women feel safe and respected. The service attitude should not undermine the privacy and autonomy of the traveler — whether she is alone or accompanied — and she should feel welcomed and respected. This can include, for example:

“If you need to get around at night, we recommend route X, which tends to be busier, and we have a list of trusted drivers available if you would like.”

Offering practical support information, such as contacts for female drivers, events aimed at women, or local groups that assist visitors. This effort to create support networks and provide relevant information contributes to making

women feel safer and more valued as tourists.

“Women are not only afraid of violence itself, but of the institutional void they encounter when they need help. The lack of support is, in itself, a new form of violence,” says tourism specialist Bianca Cabral.

Bento Gonçalves-RS (Carolina Favero)



EXTRA TIP FOR serving women who TRAVEL ALONE



Providing clear information about safe transportation and trusted services can be decisive in helping women choose your establishment or destination.

- Do not ask invasive questions about why she is traveling alone, and demonstrate natural, welcoming behavior from check-in onward.
- Provide contacts for trusted drivers and guides, preferably women.
- Offer itineraries and activities that can be done independently.
- Suggest local events or groups that facilitate socializing with other women.
- Train staff to act immediately in response to complaints of harassment or violence.
- Record the incident and follow up until resolution, demonstrating commitment.



Foz do Rio São Francisco, Brejo Grande-SE (Embratur/Sebrae - visitbrasil.com)

To Better Serve TRAVEL AGENCIES

This is not a passing trend: more and more women are exploring Brazil and the world on their own, with family, friends, or partners, and serving them well is both an opportunity and a responsibility. For travel agencies, this means the chance to create services and products specifically designed for this audience, prioritizing safety, freedom, hospitality, and personalization.

“The agency must be prepared to support the traveler's journey: it is not the client's role to explain all her anxieties, fears, and needs. It is important to understand the universe and mindset of a woman,” says entrepreneur Letticia de Campos Gerhardt, founder of the women-only travel agency Viaja Guria.

To prepare, it is essential that the agency considers the entire experience: from the first contact to the return from the trip. Representation within teams and tours also makes a difference, as it broadens the perspective on the needs of each group.

CARE, INFORMATION, AND CONNECTION

Creating an environment of trust, understanding specific needs, and ensuring that tourists feel safe and supported at every stage of the trip are pillars of good service. According to Ana Carolina Medeiros, chair of the board of directors of the Brazilian Association of Travel Agencies



Hotel Juma Opera, Manaus-AM
(Embratur/Sebrae - visitbrasil.com)



(ABAV), the agency's role goes beyond the ticket: it is about providing guidance as if you were a family member, pointing out precautions regarding transportation, hotel location, and cultural particularities of the destination. This approach contributes to better preparation,

especially for trips to less familiar places or when traveling to destinations where one does not know anyone

Safety begins with choosing the itinerary. Opting for accessible locations that are well lit and monitored during tours conveys confidence.

EXTRA TIP FOR serving women who TRAVEL ALONE

Unaccompanied travelers value even more the sense of safety and the clarity of information before and during the trip.

Emphasize continuous support before, during, and after the trip, offering clear information and easy access to help channels.



Tips and Strategies for Travel Agencies

- **Create specialized service protocols** for travelers, focusing on welcoming common fears, needs, and questions.
- **Provide information with emergency numbers and useful contacts** in visible places at the physical agency and also in digital materials (police, fire department, healthcare, reporting channels such as 180 and 100). In remote service, include this information in confirmation emails and itineraries delivered to clients.
- **Maintain a curated list of reliable suppliers** who understand the desires, priorities, and concerns of this audience. Consider forming partnerships with women-led businesses.
- **Offer connection experiences**, such as tours in small women-only groups or local events led by women.
- **Provide practical safety tips**, such as using registered transportation, sharing location, and safe alternatives for nighttime travel.
- **Recommend safe routes** on foot or by public transportation, considering lighting, policing, and peak hours.
- **Train your team** to gather detailed information during service: allergies, restrictions, and preferences. A good itinerary begins with attention to detail. One tip is to use personalized travel checklists to better understand each client before building the itinerary.
- **Provide a support channel**, during the trip, such as a WhatsApp group or a dedicated emergency number..
- **When creating itineraries, avoid unsafe areas and plan routes** considering schedules, accessibility, and lighting of suggested paths.
- **Guide the client about the destination** with up-to-date information on safety, local customs, culture, and religion.
- **Assist in choosing well-located accommodations**, avoiding remote or low-traffic neighborhoods.
- **Suggest connecting with groups of women travelers** as a form of support and exchange of experiences.
- **Keep the team updated** on changes in local conditions at destinations to always provide the best guidance.
- **Include post-trip feedback** to identify improvements and record client suggestions.
- **Keep Cadastur** up to date.
- **Adhere to** the Brazil Code of Conduct.



To Better Serve **TOURIST ATTRACTIONS**

Women who travel alone value welcoming environments and activities designed especially for them.

Visits to museums, parks, beaches, trails, and other attractions can be the highlight of a trip, but it is important that these spaces are prepared to provide both hospitality and safety. This requires, in addition to basic safety infrastructure, elements such as proper lighting, access to maps, clear signage, cleanliness of the spaces, and well-trained staff.



Santa Luzia Lighthouse, Vila Velha-ES (Embratur/Sebrae - visitbrasil.

Tips and Strategies for Tourist Attractions

- Offer lockers and storage spaces for backpacks and bags
- Display visible notices about local legislation, including the “No Means No” protocol, and inform that there is a team prepared to assist women in cases of harassment.
- Provide guidance on safe routes on foot or by transport, highlighting well-lit bus, and policed areas.
- Include, in high-traffic areas such, as ticket offices, reception, maps, and information totems, contact details for emergencies and reporting channels (police, fire department, healthcare, 180, 100), in a visible, legible, and preferably multilingual format. This information can also be available on the attraction's website and printed materials.
- Clearly and objectively communicate necessary information about the characteristics of the location visited: uneven terrain, fauna, flora, tides.
- Use digital tools to support the traveler's autonomy and reduce insecurity. Provide QR codes with useful information, self-guided audio trails, good internet connectivity, and digital service channels.

CREATIVE suggestion

For attractions that have waiting areas and queues, such as parks and museums, if possible, create a fast-track access for solo visitors, making better use of available spots and avoiding long waiting times.

EXPERIENCES THAT CONNECT

Often, women travelers wish to use the experience to connect with other people or with the local culture. Therefore, it is worth considering experiences that encourage social interaction among visitors. Themed events, group activities, and shared spaces can be good ideas.

Another tip from the entrepreneur and founder of Viaja Guria is that "attractions can go beyond the basics by creating experiences that intentionally promote interaction among participants."

On the other hand, it is also important to consider those who prefer to enjoy solitude, and the location must be prepared for this as well. In these cases, it is essential to offer a well-structured experience, with location, pricing, and services designed specifically for them. In other words, many aspects of service must be aligned with what it means to travel alone, without creating barriers or discomfort.

EXTRA TIPS FOR serving women who TRAVEL ALONE

- Value the individual journey by creating well-designed solo options, such as "*solo menu*," "*individual experience*," and "package for one."
- Offer communal tables and environments that encourage conversation.
- Take advantage of seasonal dates to create events that bring together different visitor profiles (e.g., local festivals, harvests, short courses).
- Pay attention to service naming, avoiding offers that only make sense for couples or groups, such as "romantic tour for two," "family picnic," or "double occupancy," without equivalent options for one person.
- Offer alternatives at the same proportional price for solo travelers. For

example: if a pair pays R\$ 100 each for an experience, someone traveling alone should not pay R\$ 200 for the same experience. Ideally, they should pay R\$ 100, or even receive a discount as an incentive.



Pipa-RN (Embratur/Sebrae - visitbrasil.com)



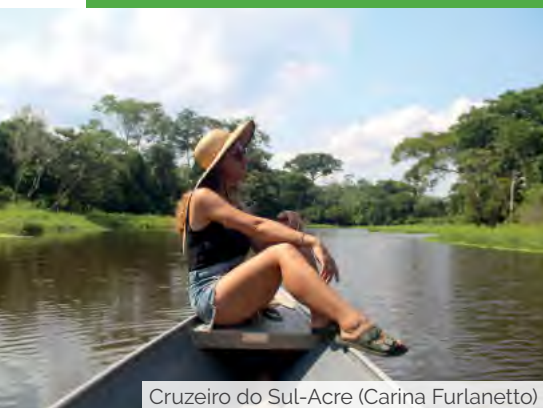
A CONSCIOUS PERSPECTIVE

To become a more welcoming attraction, it is not necessary to undergo major renovations, but it is essential to adopt a more attentive and conscious perspective of the many ways people experience travel today. Small changes in service, infrastructure, and the way experiences are designed can make the visit much more enjoyable for women travelers.

Communication by attractions, for example, can be adapted. When showing couples or families, brochures, signage, and posts should also include those who travel alone or with friends. Using images of women traveling independently, showcasing solo experiences, trips with a friend or a pet, and adopting inclusive language are symbolic actions that make the space more welcoming. In addition, it is important to remember that there is no single type of woman traveler. Some are over 60 years old, others have disabilities, others are part of the LGBTQIA+ community, and they come from different ethnicities and social classes. Being an inclusive attraction also means being prepared to welcome this diversity, offering accessibility, respect for differences, and care for all profiles.

Tips and strategies for tourist experiences

- **Value a diversified visual communication.** Including images of travelers with different profiles in promotional materials and graphics on social media is an important step so that more women feel represented.
- **Create accessible channels for feedback** so that women who travel alone can report experiences, suggest improvements, and feel part of building a more welcoming tourism.
- **Promote periodic training** for the team on inclusive service topics such as prevention of harassment, gender, race, and sexual orientation diversity, and attention to the needs of different traveler profiles.
- **Consider the possibility of establishing differentiated prices** for people who travel alone when defining the values of the experiences offered.



Cruzeiro do Sul-Acre (Carina Furlanetto)

To better serve TOUR GUIDES

A woman who travels alone is not only carrying luggage, but also responsibility for her own safety and well-being in often unknown places. In this scenario, the work of tour guides is essential to contribute to this well-being and create the experience the traveler seeks to have in the best possible way. More than presenting local beauties and curiosities, guiding is also about welcoming with respect, professionalism, safety, and a lot of information.

“*The best way to serve well is with a smile, knowing how to treat people well, and without showing too much intimacy or asking overly personal questions, which may generate discomfort.*”

The tour guide's work goes beyond just showing the place. The tour guide is there to solve conflicts, not create them,” says Irma Karla Freire Barbosa, vice president of the National Federation of Tour Guides (Fenagtur), in an interview for the production of this material.

Respecting the tourist's personal space, regardless of age, race, ethnicity, gender identity, sexual orientation, or physical condition, is crucial so that she feels safe and comfortable to enjoy her tour. But the tour guide's posture can be decisive, both to avoid uncomfortable situations and to show that the client can count on them if necessary.

Tips and strategies for tour guides

- **Be cordial,** but maintain a professional posture, without unnecessary intimacy. Avoid personal comments about the traveler's life.
- **Use inclusive language,** avoiding gender stereotypes or assumptions about different traveler profiles..
- **Never touch the client without necessity.** Show attention with words, not physical contact. If necessary to help, ask openly first.
- **Talk openly,** to create a channel of trust with the person. Include questions to understand whether everything is fine and whether they have any concerns.
- **Keep Cadastur updated.** Adhere to the Brazil Code of Conduct.

INFORMATION AND EMPATHY

Women tourists do not need excessive protection, but rather clear information, safety, and support when necessary. Tour guides play a key role in this regard by respectfully alerting them to practical aspects of the destination. According to Irma Karla, women's autonomy is strengthened when the guide informs them about busier areas, policing, safe routes, local customs, and situations **to avoid**.

Another important consideration is observing signs of discomfort. If a woman is being approached by third parties, the guide can discreetly step in and ask if she needs anything. It is important to show presence to prevent the situation from **escalating**.



Dom Pedrito-RS (Anelise Zanoni)

Tips and Strategies for Tour Guides

- **Provide information about safe areas** and recommended times to move around the city. Speak honestly about the destination without causing excessive fear. Highlight useful services such as restrooms, pharmacies, patrols, and support points for women, with attention to accessibility and inclusion. Advise on the risks of sharing personal information with strangers.
- **In suspicious situations, approach in a subtle and protective way:** "Is everything okay here?", "Can I help with anything?".
- **Train yourself** in inclusive and gender-sensitive tourism and develop effective strategies to welcome all women travelers in different travel contexts.
- **Women travelers may feel safer with female guides.** Therefore, it is important to ensure representation within the guiding team.
- **Always have on hand, and share with travelers, a list** of emergency numbers and useful contacts, including local authorities, healthcare services, reporting channels (Dial 180 and 100), and, when applicable, internal company or tour contacts. If possible, provide this information in both printed and digital formats, in Portuguese and other relevant languages.

Miranda-MS (Embratur/Sebrae - visitbrasil.com)



EXTRA TIP FOR serving women

WHO TRAVEL ALONE

Establish a clear and open communication channel from the beginning of the experience. Ask about preferences and any concerns, offering support without invading privacy. Show special attention during nighttime travel, stops in isolated places, and interactions with third parties. Whenever possible, introduce her to other group members so she feels included and safe.



To Better Serve

ACCOMMODATION PROVIDERS

Accommodation has everything it takes to be a space of rest, refuge, and safety for all tourists. Whether in hotels, inns, hostels, or short-term rentals, this environment must welcome them with respect and sensitivity, offering comfort and a structure suited to their needs and to different traveler profiles and styles.

Ensuring safety and respect begins with the staff's attitude and with small actions that make all the difference, both for solo and accompanied trips. It is essential that communication is handled carefully and that privacy is respected. Inappropriate comments, sexist assumptions, or lack of preparedness in dealing with situations of harassment must be addressed in order to properly welcome this traveler.

Tips and Strategies for Accommodation Providers

- **Avoid exposing the guest's data at check-in:** do not announce the room number or personal details out loud; prefer written, digital, or app-based collection.
- **Train all staff,** across all shifts, for gender-sensitive service, enabling them to handle harassment, preserve privacy, and avoid assumptions about the guest's personal life.
- **Provide emergency information** in visible and accessible places: rooms, reception, common areas, and near elevators; always legible and multilingual.
- **Offer equal service,** avoiding sexist assumptions such as presuming that a man decides or pays; address all members of the group directly.
- **At check-in and check-out, treat all travelers as decision-makers** with an active voice, without infantilizing or ignoring women.
- **Maintain a dedicated channel to assist women** in cases of discomfort, disturbance, harassment, or emergencies, with staff trained for individualized support.
- **Keep Cadastur** up to date. Adhere to the Brazil Code of Conduct.

PURPOSEFUL PERSONALIZATION

Every woman traveler has her own travel style. Some seek full autonomy, while others look for care and personalized attention. Understanding these differences can make hospitality more intelligent and strategic.

One way to achieve this is through prior contact, where it is possible to anticipate important adjustments, such as room floor preference or the offer of personalized experiences. Listening to needs and offering simple choices reinforces the sense of autonomy and respect.

Tips and Strategies for Accommodation Providers

- Use phone calls or messages to understand preferences before check-in, such as the type of trip and the guest's travel style.
- Include services with experiences designed for them, such as massages, curated dinners, and outings with other women.
- When requesting room service, give the guest the option to receive the meal at the door without contact with the delivery person or to be served by female staff members who provide this service, especially at night. This choice can be made at check-in or via an app.

EXTRA TIP FOR **serving women** **WHO TRAVEL ALONE**

According to hospitality and tourism strategic consultant Gabriela Poltronieri, the experience of a woman traveling alone can and should be personalized from the pre check-in stage. "An elegant call, for example, can anticipate her preferences, needs, and

travel goals. This allows for fine adjustments: from the room floor to amenities or personalized experiences. When a woman perceives that there is listening, intention, and curation, she is willing to pay more for it," she explains..



WELCOMING SPACES

The physical structure of the place and the details within a room directly influence the perception of safety and comfort: poorly designed bathrooms, dark corridors, and the absence of basic items can make the stay uncomfortable. For example, how many women do you know who appreciate and use a 3-in-1 shampoo, often provided in hotel bathrooms?

According to consultant Gabriela Poltronieri, there tends to be a masculinization of the items offered in accommodations. Therefore, adapting hygiene products and environments

is important and does not always require high investment. These are thoughtful details that communicate respect and care. One idea is to provide, in rooms that will be occupied by women, kits with specific items such as sanitary pads, nail files, tea, and cosmetics. Another possible solution is to offer exclusive rooms or floors.

"More than safety, these spaces can offer experiences designed especially for them. It is not about creating female-only enclaves, but about providing comfort, connection, and a sense of welcome," explains the consultant.

Tips and Strategies for Accommodation Providers

- **Invest in welcoming décor**, with good lighting in common areas and along paths to rooms; well-positioned mirrors contribute to a sense of safety
- **Invest in well-lit corridors**, accessible luggage storage, night lighting in rooms, and hooks for bags and coats
- **Place informational signs** with emergency numbers and useful contacts in a visible yet discreet manner for easy access.
- **Provide female hygiene items**, including kits with sanitary pads, intimate wipes, hair ties, disposable underwear, and moisturizers, to meet different needs.
- **Ensure safety** with reinforced locks, cameras in corridors and common areas, and controlled access to rooms.



Pousada das Bromélias, Paraty-RJ
(Embratur/Sebrae - visitbrasil.com)

CONSCIOUS CULTURE

The culture of accommodation is reflected in the behavior of the staff. Sexist attitudes, such as directing decisions to men or asking invasive questions to solo female guests, are still common and must be addressed. Hospitality that is appropriate for women travelers is not solely the responsibility of women: everyone must be prepared to provide service with empathy and professionalism. Leadership should regularly reinforce this approach, clarifying what is acceptable and how to act when necessary.

EXTRA TIP FOR serving women who TRAVEL ALONE



Consider offering women-only floors or rooms, especially in hotels and inns, expanding these options whenever possible.

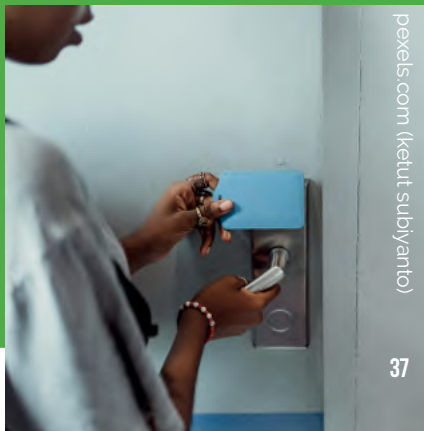
In accommodation settings, it is essential to provide clear guidance on safety, both for movement within the establishment and in surrounding areas. Inform guests about safe routes, nearby services, and make available rooms in strategic locations with easy access to exits and common areas. Always respect the guest's privacy and choices, avoiding any kind of assumption or imposition.

Tips and Strategies for Accommodation

- **Conduct training** focused on gender, diversity, and inclusion.
- **Train staff in protocols** for cases of harassment, discomfort, or invasion of privacy.
- **Train the entire team** to provide respectful service to women, considering mixed shifts. In some cases, the guest may prefer female assistance.
- **Management should encourage active listening**, correct deviations, and treat service for women with seriousness.
- **Ensure that emergency information**, both internal and external, is up to

date, visible, and accessible, and that staff know how to guide its use quickly.

- **Clearly establish rules** of respect and empathy, communicating that inappropriate behavior will not be tolerated.



pexels.com (ketut subiyanto)

To Better Serve

TRANSPORTATION MEANS

Policies focused on hospitality, staff training, educational campaigns, and a collective commitment to gender equity are essential

There is an invisible route that takes shape when a woman decides to travel. It is a journey that begins at her doorstep: it may start in a ride-hailing car or taxi and extend through bus terminals, airports, waiting points, and transportation within the tourist destination.

This movement, often carried out alone, requires attention at every stage: transfers, boarding, connections, and arrivals. To ensure the journey is as welcoming as possible for a woman traveler, it is essential to consider safety, information, and respect, as well as invest in elements such as good lighting, surveillance, and safe routes.

An initiative that promotes the protection of women is the "Harassment Does Not Take Off" campaign, promoted by the National Civil Aviation Agency (ANAC) and the Ministry of Ports and Airports and launched in 2025. The initiative developed a comprehensive guide that instructs passengers, companies, and workers on how to identify and respond to cases of harassment. Reports can be made through Dial 180 or 100, as well as through internal company channels and competent authorities. The content is available at: <https://bit.ly/GuiaAssedioNaoDecola>

Another important aspect that supports safe travel is the use of technology, which can be an ally for women. Today, there are well-developed digital tools that increase control over one's route and safety. More than facilitating mobility, these resources can, for example, enable real-time route sharing with a trusted person.



pexels.com (richard harris)



Tips and Strategies for Transportation Providers

- Choose well-lit and busy boarding and drop-off points for greater safety.
- Adopt safe drop-off strategies, such as the "Safe Stop" policy in São Paulo, which allows passengers to get off at any point after 10 p.m.
- Ensure monitoring through cameras with active surveillance, not just recording.
- Provide emergency numbers and useful contacts that are visible and accessible on tickets, apps, totems, and boarding areas, preferably multilingual and accessible.
- Encourage real-time route sharing with friends or family and reinforce the use of verification codes in ride-hailing services to confirm the vehicle.
- Offer emergency buttons that activate authorities and trusted contacts with the trip's location.
- Conduct campaigns against harassment and misconduct in public and private transportation.
- Guide drivers to maintain a respectful posture, avoiding persistent looks and invasive behavior.
- Support services that connect female drivers with female passengers, such as Lady Driver, available in more than 100 cities.
- Tourist transport companies: keep Cadastur up to date and adhere to the Brazil Code of Conduct. For other individuals or companies in the transportation sector, voluntary adherence to the Tourism that Protects Movement (MTur campaign) is recommended.



WELCOMING PHYSICAL SPACES

Bus stations, airports, and terminals should be more than waiting areas for women travelers: they must convey trust and offer clear support. Creating spaces with proper lighting, clear signage, and a visible security presence are important steps, as well as providing safe areas for caring for small children and for pets when allowed.

Whenever possible, provide reserved areas for female passengers, especially during peak hours, as already occurs in some women-only train and subway cars. However, this measure should not be seen as the only solution: all environments must be prepared to welcome them with respect, without invasive looks, prejudice, or jokes. Although exclusive areas may reduce physical harassment and the feeling of insecurity, they can also reinforce

the perception that, outside them, the passenger is more vulnerable or even responsible for unwanted interactions.

This reflection is presented by the authors of the study "Demand for Safe Space," from May 2025, which analyzed around 20,000 trips on trains in Rio de Janeiro. The research shows that, while these spaces provide protection, they may also reproduce harmful social norms, placing responsibility on women to avoid harassment instead of focusing on those who commit it.

For this reason, one of the solutions lies in building inclusive public spaces, where respect is the rule and the presence of women is expected and valued. Policies focused on hospitality, staff training, educational campaigns, and a collective commitment to gender equity are essential.



Tips and Strategies for Transportation Providers

- **Install clear signage** and, when possible, multilingual signage, especially at tourist and connection points
- **Keep maps updated** and in accessible language, indicating safe and well-lit routes.
- **Provide visible guidance** on how to seek help within terminals, including clear information on how to request assistance and whom to contact in cases of harassment, disturbance, or emergency, using simple language, universal icons, and preferably more than one language.
- **Invest in clean spaces**, well-equipped restrooms, and luggage storage so that waiting time in bus stations and airports does not disadvantage women travelers, especially those traveling alone.
- **Bus companies can offer seats designated for women.**
- **Encourage partner establishments** to provide a safe place to wait for transportation, such as receptions and halls with surveillance.

Aeroporto LEM, Salvador-BA
(Embratur/Sebrae - visitbrasil.com)



EXTRA TIP FOR serving women who TRAVEL ALONE



Offer special attention to unaccompanied passengers, during boarding or at any point along the journey. Check their comfort with the seat, offer help with luggage and, at night or in less busy areas, suggest drop-off in safe and well-lit locations — always respecting the woman traveler's decision and her privacy.

RESPECTFUL BEHAVIOR

No structure works without people prepared to handle delicate situations with empathy and seriousness. For transportation to be truly welcoming, it is necessary to invest in training teams, from bus stations to airports, including apps, drivers, and reception staff, as well as in raising awareness among passengers themselves.

Respect for the traveler's freedom and autonomy must guide transportation services, but it is also important that everyone involved in assisting women in transit knows how to offer support

naturally, ensuring that they feel safe and supported from the beginning to the end of the journey.

“ It would be interesting for ride-hailing drivers to wait a little longer when a woman is getting out of the vehicle, as it is a moment of vulnerability, especially if she is carrying luggage and arriving at a place that is new to her. It is recommended to provide support in this regard,” says Jussara Pellicano Botelho, CEO of the women travelers' community Sisterwave.

Tips and Strategies for Transportation Providers

- **Train ground and onboard teams** to welcome with empathy women who travel alone, with children, with pets, or in women-only groups.
- **Train teams to identify and act** with empathy and discretion in situations of risk or discomfort. Display notices at boarding and during flights or bus trips highlighting zero tolerance for harassment.
- **Promote respect in shared spaces** and discourage invasive behavior.
- **Avoid penalizing the traveler** for being alone. Do not force her to change seats to accommodate other passengers if she does not wish to do so.
- **Create safety alerts** in apps to report discomfort with nearby passengers.
- **Provide female hygiene kits** free of charge (sanitary pads, handkerchiefs, etc.).
- **Create content specifically for** women in apps, onboard magazines, and social channels.
- **Ensure that bus restrooms** (or stop facilities) are safe, clean, and stocked with paper, soap, and sanitary products.

To Better Serve FOOD SERVICES

More than a necessity during a trip, food is an important experience for women travelers. Gastronomy tourism is a reality in Brazil and can be a valuable opportunity to welcome them. Recent research shows this interest across different types of travel.

According to the study “Transformations of the Brazilian Corporate Traveler,” released in 2024 by TRVL Lab, a partnership between Mapie and Panrotas, 57.35% of business travelers visit the accommodation’s restaurant and 55.39% visit restaurants at the destination. These figures demonstrate the importance of this sector in the travel journey.

Thus, gastronomy is a fundamental part of the tourism experience, and bars, restaurants, and other food services

play a central role in how travelers perceive a destination. These spaces must welcome all women travelers (including different ages, races, ethnicities, gender identities, sexual orientations, and physical conditions), ensuring that they feel comfortable, respected, and safe.

“Some women, for example, are on a backpacking trip where eating is not a priority, so they search for restaurants spontaneously. But there are many women who want to take gastronomic trips, visit the best restaurants and wineries, and who will have a higher average ticket. These women usually look for more references before booking and may even have specific requirements, such as individual tables and a digital menu to review before making a reservation,” explains Luiza Campos,



ESG leader at the Brazilian Association of Bars and Restaurants (Abrasel).

Therefore, properly welcoming women travelers begins at the reservation stage. In the case of online forms, one suggestion is to request details about the number of people and also provide appropriate service for those traveling alone. Choose a quality location for the guest—without isolating her—and show that she is welcome.

One of the biggest challenges lies especially in bars or restaurants, as it

is still common for some women to face curious looks, inappropriate comments, or uncomfortable situations. For this reason, maintaining a welcoming environment, without invasive curiosity, assumptions, or prejudice, is essential. It is also crucial to guide staff to provide neutral service, use inclusive language, and avoid comments about appearance, infantilization, flirting, or assumptions. Preparing the team to maintain respect is the responsibility of leadership.

Tips and Strategies for Food Services

- **Maintain adequate lighting** in establishments, including in outdoor areas such as parking lots.
- **Avoid seating women travelers in dark or isolated** areas, especially if they are alone.
- **Keep restrooms clean**, with hygiene items and, preferably, with baby changing stations and hooks for bags.
- **Avoid paternalistic or sexist attitudes** in service, such as automatically handing the bill to a male companion.
- **Train staff** to treat all guests equally and without judgment, including women who are alone or dressed differently from local norms.
- **Maintain diversity within teams** so that different women travelers feel represented.
- **Provide a discreet and effective channel** for customers to report uncomfortable situations or harassment, with a QR code or direct contact, and with clear and immediate actions.
- **Install cameras** in common areas and access points to restrooms (never inside), with clear signage and responsible use of images.

TABLE FOR ONE

The feeling of being placed at the worst table in the dining area is something many women travelers experience, especially those traveling alone. Table assignment is a sensitive issue, but finding a balance between the guest's well-being and the table flow that makes sense for the business is something that must be considered if the goal is to provide good service.

Offering options and allowing the guest to choose her preferred table is the ideal scenario, but on high-demand days or during peak hours, this may be difficult. In such cases, open dialogue about available tables, the establishment's dynamics, and waiting times helps avoid disappointment. One suggestion, if possible, is to create pleasant and intimate spaces with smaller tables, rather than placing them in leftover corners of the establishment. Under no circumstances should the guest receive inferior service for being alone or for being a woman.

Luiza Campos, from Abrasel, also notes that assigning smaller tables is often a practical matter rather than prejudice. Even so, service must be attentive so that the guest does not feel sidelined. A simple gesture, such as naturally asking whether she prefers a quieter spot or would like to sit at the bar, already demonstrates consideration.



Santana do Livramento-RS (Anelise Zanoni)

EXTRA TIP FOR serving women who TRAVEL ALONE

Many women report discomfort when dining alone, especially at night. For this reason, it is essential to create a welcoming environment, free from invasive looks and with equal attention. Whenever possible, offer the option to choose the table, avoiding placing them in less visible areas.

INCLUSIVE MENUS

Choosing to travel as a woman is already an act of autonomy, and the menu can reflect that spirit. Offering individual dishes or half portions is a way of showing that the restaurant is prepared for different profiles, including those who wish to try dishes in smaller portions, without reinforcing stereotypes about food consumption.

Journalist and PhD in Communication Leticia Rossa, partner at the restaurant Catherine in Gramado (RS), points out the importance of adapting to different audiences.

"For example, a tasting menu for just one person is something that can be done. Those who do not want it, simply won't choose it," she remarks.

According to Abrasel, it is necessary to adapt offerings, which includes

providing smaller portions and guiding attendants to present such options when they realize that the person is alone, for example. It is also important to communicate this practice on social media and travel websites, where customers often research before deciding where to eat.

"Individual dishes and half-portion options are important and must be present on the menu. Staff should even recommend them," says Luiza Campos.

Another important factor is offering recipes with gluten-free, lactose-free, vegetarian,

and vegan ingredients, with allergen labeling (for example: gluten, milk, seafood, nuts) to reach different audiences. On the drinks menu, avoid stereotypes such as suggesting "feminine" beverages or "delicate" menus.

**INDIVIDUAL DISHES
AND HALF-PORTION
OPTIONS ARE
IMPORTANT AND
MUST BE PRESENT
ON THE MENU.**

Tips and Strategies for Food Services

- **Adopt an internal policy** against jokes or comments about women traveling alone or women-only groups, ensuring continuous supervision even when leadership is not present.
- **Communicate on social media and on the website** that the space welcomes all types of travelers.
- **Develop wine and drink lists** without gender stereotypes.
- **Offer dishes in different portion sizes** and clearly indicate individual or half-portion options.
- **Maintain clear menus** with ingredients, allergens, and visible pricing.
- **Provide menus in other languages** and accessible formats, including a digital version with larger font and QR code with voice reading.

SAFETY PROTOCOLS

The establishment's attitude is decisive for ensuring that women travelers feel protected against harassment, disturbance, and violence. One way to achieve this is by displaying informational materials in the restaurant area and restrooms about protocols that can be activated if a woman needs help. Prominently include the numbers 180 (Women's Assistance Hotline), 100 (Human Rights), and 190 (Military Police), as well as internal support contacts..

The enactment of Law No. 14.786/2023 made the "No Means No" protocol mandatory in Brazil for bars, nightclubs, and events that sell alcoholic beverages. These venues must have trained professionals to support women in situations of harassment or discomfort, provide immediate assistance, and respect the victim's decisions. In addition to the national regulation, some states have created their own protocols. In the Federal District, for example, there is "For All of Them"; in Amazonas, "Don't Stay Silent, Mana"; and in São Paulo, "Don't Stay Silent," which provides guidance on how establishments should act and promotes a one-hand distress signal. Publicizing these initiatives strengthens the sense of welcome. It is also important to take care of the physical structure of the establishment. In the study conducted

by Abrasel and Sebrae, "Consumption Habits in Bars and Restaurants" (2023), with approximately 6,000 people, it was found that "cleanliness and hygiene of facilities" are the most important characteristics when choosing a place to eat outside the home (32.4% of respondents). In second place is "courtesy, politeness, and knowledge of staff" (17%), and in third, the "environment of the establishment" (12.4%), which provides insight into how to properly welcome customers.

“ Price and taste of the food appear as less important than an environment where the person feels comfortable and safe, where staff are courteous and spaces are clean. "Looking at the results and seeing how cleanliness is valued by consumers, I know that, for women, a clean restroom makes all the difference," concludes Luiza Campos (Abrasel).

Oka da Mata, Pipa-RN
(Embratur/Sebrae - visitbrasil.com)



Tips and Strategies for Food Services

- Establish safety protocols and display informational posters in restrooms and visible areas (preferably multilingual and with QR code for quick access).
- Keep, in a visible and easily accessible place, emergency contact information (police, fire department, healthcare services, and reporting channels – 180 and 100), in Portuguese and, if possible, in other languages.
- Train staff to assist women in situations of risk and to know whom to contact.
- Ensure constant cleanliness, especially in restrooms. Check the supply of basic items and accessibility conditions.
- Learn about the Brazil Code of Conduct and voluntarily adhere to the Tourism that Protects Movement, initiatives of the Ministry of Tourism.

Gran Mercure Hotel, Belém-PA



Villa Amazônia Hotel, Manaus-AM



Dona Chica Restaurant, Campos do Jordão-SP



Porto de Galinhas Downtown - PE

Photos by Embratur/Sebrae (visitbrasil.com)

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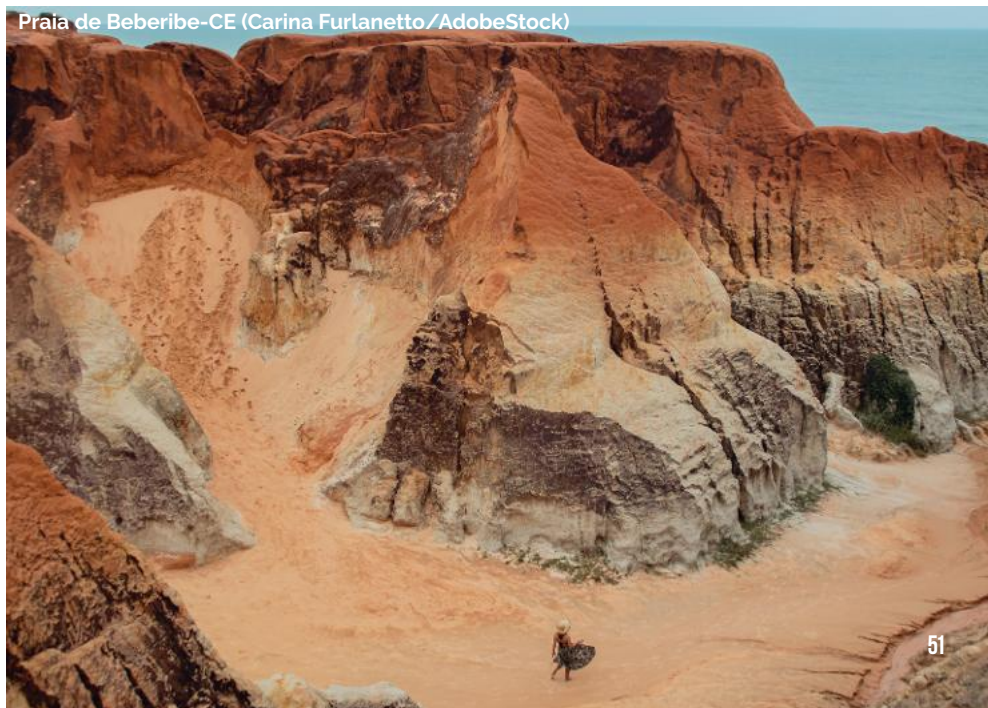
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