

TRAVELING SOLO TO RIO DE JANEIRO

*What Brazilians and foreigners arriving alone
in the city are looking for*

Photo: Caroline Cavalli / Unsplash

The city seen by those who arrive.

Rio intimidates, inspires and provokes.

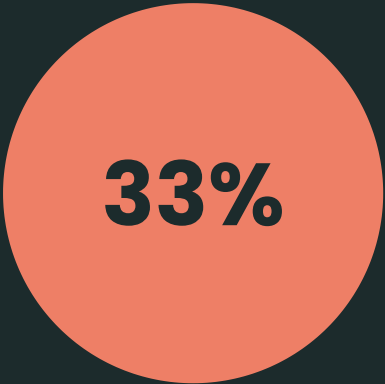
The one who told me Rio intimidates was a colleague from Pernambuco who has lived in Rio for 15 years. The same city inspires, provokes and becomes a dream for thousands of Brazilians and foreigners who arrive alone. Rio is a stage of a thousand possibilities.

What turns fear into belonging is not an itinerary. It is meeting whoever is on the way, and sometimes that begins at the hotel front desk.

Those who arrive in Rio alone don't want an itinerary. They want to be free to meet whoever is on the way.

**AND PEOPLE ARE THE
REASON EVERY HOTEL
EXISTS.**

FOUR FINDINGS



33%

Company comes first

It was the topic for 33% of those who wrote in Feltrip's open digital space, more than double safety (14%).



1

Couples barely show up

When people said who they were with: friends, 19 mentions; alone, 8; partner, 1.



8 pm

The night is decided on the spot

Conversations peak at 8 pm. Between 5 and 9 pm come 45% of the year's messages.

Feeling at home is the most fragile

Space was the lowest-rated pillar (on a 1 to 5 scale), followed by Identity (3.30).



4.1 M

Brazilian tourists in the summer of 2025 alone

1.8 M

foreign visitors from January to October 2025, a record

?

how many of them arrive alone

Nobody counts how many arrive alone. Feltrip went to listen.

Source: Agência Brasil (via Jovem Pan), with information from the Rio Tourism Observatory and the State Government.

PRACTICAL TIPS

FOR HOTELS

1

A dinner or an experience inside the hotel

A shared table, a class, a tasting: a simple reason for someone who arrived alone to meet other guests.

2

A guest WhatsApp group

Opt-in only. It is where guests plan outings, swap tips and meet up. The hotel moderates, and anyone can leave whenever they like.

3

The social feel of a hostel, with the elegance of a hotel

Gathering spaces away from the rooms, without noise, that show solo travelers there is a real chance to meet people.

PRACTICAL TIPS

FOR HOSTS

Having a group of travelers in your property's city is great. Foreigners and Brazilians from elsewhere give each other tips and often end up meeting.

FOR BOTH

Respect those who want to be left alone.

Sometimes a guest doesn't want to mingle. The invitation should exist; the pressure should not.



I live in Rio, and I have spent the past few years walking the city with people who have just arrived: foreigners, Brazilians from other states, people here for a week and people here to stay. I have moderated groups where hundreds of travelers asked what no one had explained to them. I have heard people from Curitiba speak of Rio as if it were another country.

This report is not a global trends survey. It is a cartography: what happens on the street, in Rio, to those who arrive alone. We measured what can be measured, and we say clearly how far each number goes.

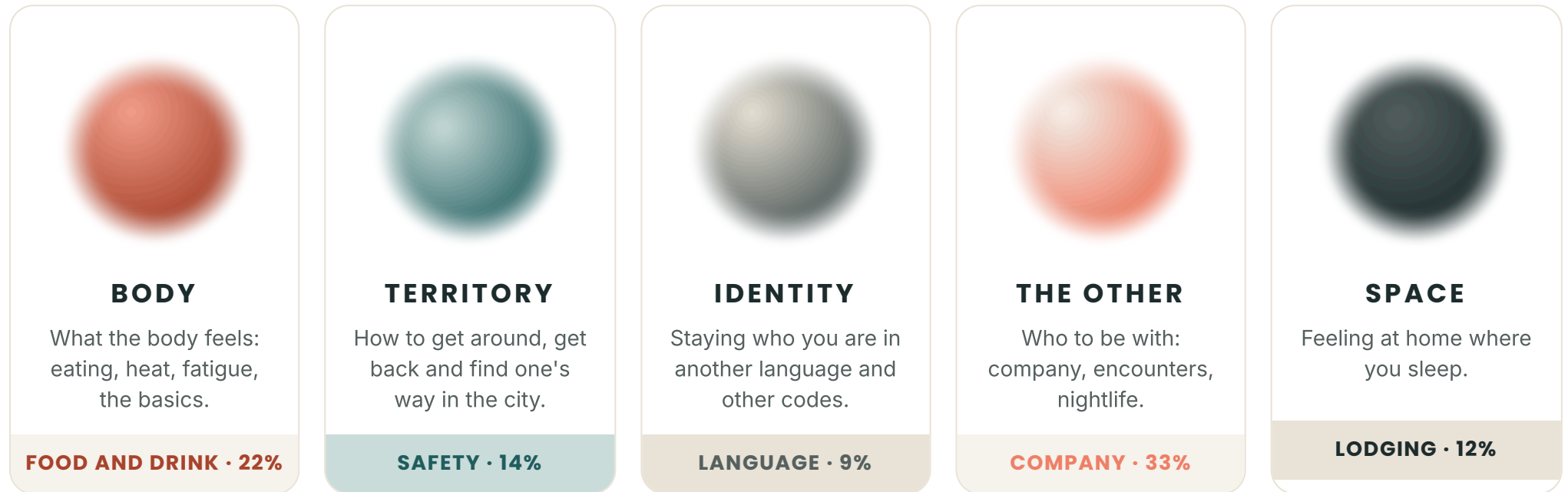
Fernanda Paixão

Founder and CEO, Feltrip

THE METHOD ON ONE PAGE

MAP OF RELATIONAL PRESENCE

Everything we heard is organized into five pillars. Under each one, the most-mentioned topic in the open digital space.



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CHAPTER 01

CARTOGRAPHY OF RELATIONAL PRESENCE

Feltrip listened to hundreds of people across three digital territories, conducted 7 in-depth interviews and led more than 200 walks, always accompanying those who arrive rather than just handing out questionnaires. You can't understand travel through a form alone: you have to walk.

200+

walks

7

in-depth interviews

3

digital territories

The field territories

TERRITORY	WHO	PERIOD	SIZE
Intercultural walks	Foreigners and new residents	ongoing	more than 200 routes
Open digital space	Foreigners in Rio (meetup group moderated by Feltrip)	Oct 2025 to Oct 2026	478 people in the year; 378 in summer and Carnival; 1,780 messages
Feltrip app	Brazilians and foreigners	Feb to May 2026	1,065 visitors, 330 sign-ups, about 125 users with sessions
Feltrip Guide on WhatsApp	Hotel guests and travelers	Oct 2026	18 people, 143 messages
In-depth interviews	Curitiba residents, with a cross-reading of Rio	Aug 2026	7 interviews (4 women, 3 men, aged 25 to 58)
Instagram listening	Broad audience, Brazilian and foreign	Sep to Oct 2026	over 140,000 views and 5,000 interactions; a 500-comment debate
Researcher's field listening	Brazilians from other states in Rio	over 20 years of travel across Brazil	includes about 20 recent conversations in Rio
Rio affective map	Cariocas, Brazilians from other states and foreigners	ongoing	18 place memories: 8 from cariocas, 5 from MG, SP and DF, 5 from foreigners

The cartography archive

82

neighborhood profiles

35 in Rio

960

curated, active places

412 in Rio

183

cultural codes

120 in Rio

177

local slang terms

149 in Rio

35

routes

15 in Rio

01 · METHOD

How attention moves

The method follows cartography as proposed by Passos, Kastrup and Escóssia in *Pistas do método da cartografia* (2009). The researcher inhabits the territories she studies, as host, moderator and curator.

1. **Tracking** everything that circulates
2. **Touch** on what repeats
3. **Landing** on recurring themes
4. **Attentive recognition** when the same theme appears in more than one territory

We only treat as a finding what cuts across at least two territories.

Ethics

Conversations in the groups, the app and the Guide are read in aggregate and anonymously: no names, phone numbers, profiles or screenshots are published. Affective map memories appear as their authors publicly signed them. Members of the open spaces are informed that anonymous perceptions feed Feltrip's studies.

Scope

This is a cartography of a specific audience: adults who arrive in Rio alone or with friends. It does not claim to represent all tourists, and the territories are not added up into a single number because they may overlap. It shows the processes this audience goes through on arrival.

CHAPTER 02

WHO ARRIVES

The profile that emerges across Feltrip's territories is an adult in transition: here for a few weeks or a few months, on a moderate budget, and almost always without a partner. They travel alone or with friends, rarely with family.

02 · WHO ARRIVES

Generations

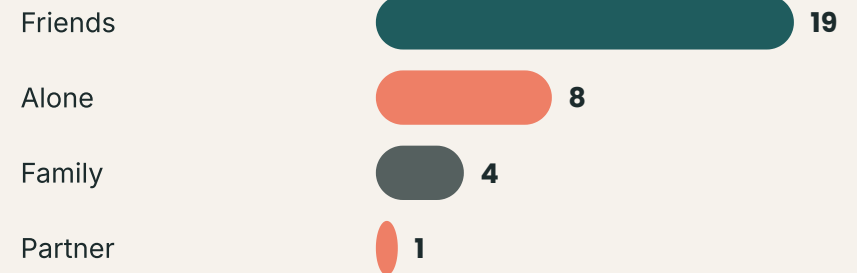
Share of app users



Gen X is not a fringe: nearly one in four. This is the traveler who has raised children, separated, or decided to travel without waiting for company.

Who they arrive with

Mentions in the open digital space



The couple, the central figure of hotel marketing, barely shows up.

02 · WHO ARRIVES

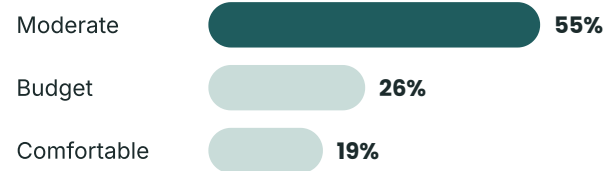
How long they stay

Stated length of stay in the app



How much they spend

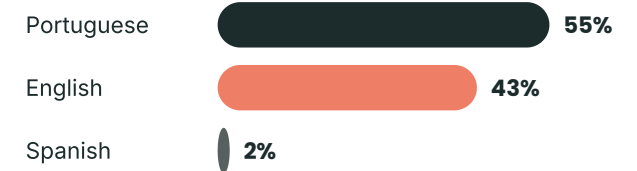
Stated budget



They save on the room and spend on eating, going out and meeting people.

What language they speak

Language of app sessions



77% of visitors were in Brazil and 9% in the US. Rio was the most searched city (109 sessions), followed by São Paulo (55) and Florianópolis (14).

The ones who stay

42% said they stay up to 3 months. Those who introduced themselves as digital nomads were almost always foreigners, with questions a tourist doesn't have: visas, CPF (Brazil's tax ID), bank accounts, renting for a few months. For a hotel, this is a two-stage guest: arrives for a few days, tests the neighborhood and decides whether to stay.

02 · WHO ARRIVES

Brazilians and foreigners

Feltrip's listening covers both audiences. In the app, 77% of visitors were in Brazil, yet 43% of sessions were in English. The questions change language, not nature: both want to know who to go with, where to eat and how to get back.

The Brazilian arriving alone

Where they come from

Other states, mostly for leisure and events

What feels strange

Friendships that stay on the street, the "let's get together" that never happens, the loud voices

What they look for first

Company and the "real" Rio

The foreigner arriving alone

Where they come from

The Americas and Europe: US, Argentina, Uruguay, Colombia, Slovenia, among others

What feels strange

Quick touch and intimacy, loud voices, seduction scams, lack of service in English

What they look for first

Company and local codes

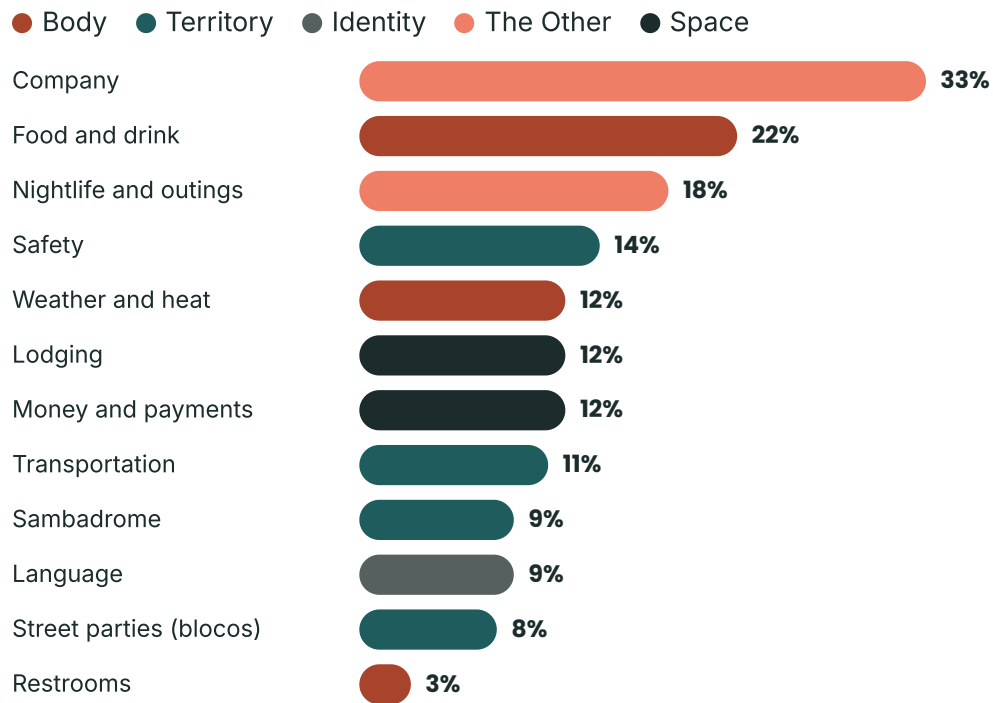
CHAPTER 03

RIO THROUGH FIVE PILLARS

In the open digital space, 221 people wrote at least once. The most present topic is not safety or price. It is company.

03 · THE TOPICS

% of those who wrote, by topic



1 in 3

asked who was going, who was in, where to meet people.

Those who arrive alone don't want to be alone all the time. They want to choose when to be with someone.

03 · WHAT EACH PILLAR REVEALS

THE OTHER

The first question is: with whom?

One in three asked who was going, who was in, where to meet people.

BODY

Food, heat and the basics

Food and drink appears in 22% and also leads on the WhatsApp Guide, where "where to eat" was 32% of questions. On the Guide, 8% of conversations were about what to do when it rains.

TERRITORY

Getting around without fear

The question is rarely "is it dangerous?"; it is "how do I get back?", "walk or take a car?", "until what time?".

SPACE

The most fragile pillar

In the app's self-assessment, Space had the lowest score (3.04, on a 1 to 5 scale). It is about feeling at home where you sleep.

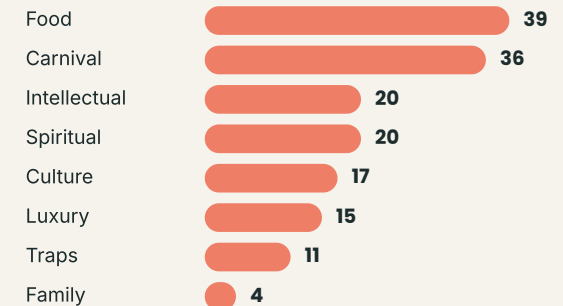
IDENTITY

Being yourself in another language

Identity came right after (3.30). These are precisely the two pillars where lodging has the most influence.

IN THE APP

Most-opened portals



Intellectual and Spiritual together outrank Food: a traveler looking for meaning, not just leisure.

CHAPTER 04

OPEN ARMS, BUT NO ONE GETS A HUG

The line comes from a Uruguayan who lives in Rio. Posted on video by Feltrip in September 2026, it drew 500 comments and 2,700 likes. It was the most intense debate among posts that together reached over 140,000 views and 5,000 interactions.



04 • THE DEBATE

We read the roughly 260 top-level comments. The conversation split into two sides.

THOSE WHO CAME FROM ELSEWHERE

"I've never felt so alone"

"it took me a year to build real friendships"

THOSE FROM HERE

"friends stay outside the front door"

"Sunday is for family"

1/3 of comments mentioned the home, Sunday lunch or hosting someone.

Comments translated from Portuguese.

What feels strange to foreigners

● BODY

Two kisses and a hug at the very first meeting. Affectionate touch from people you've just met. People talking loudly, as if they were arguing.

● THE OTHER

Being called "love" or "dear" by strangers. Questions about one's private life right away. The Brazilian who opens up and tells you their life story.

● TERRITORY

How to walk down the street without drawing attention. The "sweet scam": seduction as the entry point for a con.

● SPACE

People taking up room in lines, on sidewalks and on transit. Codes no one explains, like not slamming the door of a ride-hailing car.

● IDENTITY

Lack of service in English at the main tourist spots. Different names for the same product at the pharmacy and in cosmetics.

What a carioca calls warmth, a foreigner may read as intrusion, or as a misread invitation.

The same closeness that charms is the one that exposes people to scams.

What feels strange to Brazilians from other states

In the comments, people from Minas Gerais, Goiás, Bahia, Rio Grande do Norte, São Paulo and the North and Northeast described their own culture shock in five themes (paraphrased):

Friendship stays on the street

Cariocas are friendly at the bar and on the beach, but the home stays closed. Sunday lunch is for family only.

The "let's get together" that never happens

The invitation comes without an address. Things are said just to be said.

Quick, shallow ties

Friends for the good times, not for the hard ones. Whoever isn't out on the street ends up alone.

A different culture of hosting

People from places where you host at home ("there's always room for a mattress on the floor") find the reserve strange.

Loud voices and accent

The shouting is tiring. Those who arrive with another accent feel looked at as outsiders.

The other side

For some, this is what sets them free: chatting at the bakery and leaving without knowing anyone's name. And those who get past the first barrier say that, afterwards, you "become family".

ON FELTRIP'S AFFECTIVE MAP

Geovanni, from Brasília, recalls his first plane trip, alone, at 18: staying at the home of a friend of a classmate's grandmother, he went to Arpoador the next day and knew for sure he belonged in the city. **Carolina, from Poços de Caldas (MG)**, found Praça Saens Peña strange, "like the city center and a faraway village". **Camila, from São Paulo**, brought foreign friends to her own wedding in Alto da Boa Vista. **In all three stories, belonging comes through a network of people, not an itinerary.**

Full memories on Feltrip's affective map: [google.com/maps/d/viewer?mid=17mmiFyQA62FtliarLR6YjS8i-FbeqWE](https://www.google.com/maps/d/viewer?mid=17mmiFyQA62FtliarLR6YjS8i-FbeqWE)

What cariocas say back

In the same comment thread, cariocas responded to the culture shock. Almost none denied it; most explained it. One commenter from elsewhere noted there were more cariocas justifying themselves than outsiders sharing their own experience.

We invite you out

"Cariocas don't usually invite people into their homes. We invite you out, and that's not a flaw."

The door opens with time

Bringing someone into your home takes trust. Deep friendships grow slowly, at school and in classes.

Small homes, big city

Small apartments, a city in constant motion, and violence. Guarding the home is care, not coldness.

"Let's get together" is presence

The loose invitation isn't a lack of seriousness: it is living the encounter in the moment, with no strings attached.

Reciprocity

Whoever is hosted brings a gift, offers a dinner. Hospitality is an exchange.

The most-liked comment

From a carioca historian: in Rio, sharing a beer at the counter of a botequim can be a stronger proof of affection than dinner at home.

For hosts: cariocas invite you out. A guest who understands this code doesn't feel rejected, and the hotel can translate it right at arrival.

Two cities, two front doors

In the 7 interviews in Curitiba (Aug 2026), Rio came up as a mirror, without anyone asking.

	RIO DE JANEIRO	CURITIBA
First contact	Warm on the street: easy conversation, a hug at the bar	Reserved: the elevator, the unanswered "good morning"
Where welcome lives	On the street, at the botequim, in the samba circle	In the structure: organization, culture, courteous service
The way into intimacy	Home is the last step; after that, you "become family"	After the first conversation, "the ice breaks"
Time to adapt	"It took me a year" to make friends	"Give the city a year"

Comments on the "open arms" video and in-depth interviews. Accounts, not generalizations. Quotes translated from Portuguese.

"Here there's no place where everyone mixes."

woman from Curitiba, 39, on samba in Rio

"Curitiba wins people over through its structure, not its people."

woman, 31, 9 years in the city

ACTIVE HOSPITALITY

In both cities, those who arrive with a social bridge, someone who introduces people and places, are received differently. **The hotel can be that bridge.**

04 • TERRITORY

THERE ARE MANY RIOS

About one in ten comments pointed out that the experience changes from neighborhood to neighborhood. In the South Zone and Downtown, where most visitors stay, people meet on the street and lunch is at a restaurant. In the suburbs, the North Zone and the Baixada, commenters say it is common to be invited to a rooftop barbecue soon after meeting someone.

Those who arrive alone usually get to know only one of these Rios.

FOR HOSTS

The solo traveler already knows where the beach is. What they don't know is how to truly enter the city: where cariocas go, which code to use, how not to look like a tourist.

The welcome Rio promises at first glance, the hotel can complete for the rest of the stay.

CHAPTER 05

PROTOCOLS FOR THOSE ARRIVING ALONE

Safety came up in 14% of conversations. On the walks, the question is rarely "is Rio dangerous?". It is "how do I do this without exposing myself?". These protocols come from Feltrip's fieldwork. They are simple, and almost none of them reach guests in an organized way.

ON ARRIVAL

At the airport: photograph your bag tag and your bag being checked at the airline counter.

Lodging booked through apps: listings with high ratings and hosts with time on the platform.

Transportation: apps such as Uber and Taxi.Rio rather than a taxi hailed on the street. The record protects both passenger and driver.

IN THE CAR

Check the driver's face and the license plate before getting in.

Whenever possible, share your trip with someone.

Late at night, preferably travel far from the hotel with company.

ON THE STREET

Avoid empty streets, even during the day.

Don't tell groups, or people you've just met, where you're staying or where you are at the moment.

Be wary of seduction that moves too fast. The sweet scam starts with affection.

05 · AT NIGHT

The "boa noite, Cinderela"

This is the Brazilian name for drink spiking: slipping a sedative into someone's drink to rob or abuse them. The victim passes out or loses control and often can't remember what happened. The scam was not invented in Brazil and is also reported in European cities. In Rio, reports are more frequent in street-party areas.

- Never leave your glass unattended, and don't accept a drink you didn't see being poured.
- Agree with someone on a time to check in.

05 · PRICE

The "gringo price"

It exists: some places charge more to people who look foreign. It's worth noticing what those around you are paying and asking if there's another menu. But care is needed with prejudiced accusations. Foreigners often call "gringo price" what is simply the price of service: they value food and drink highly, and the work of those who serve, guide or drive very little.

FOR HOSTS

The hotel is the first place where these protocols can reach the guest, in their language and at the right moment: at check-in, before the first night, when calling a car. Coming from someone who knows the city, a protocol doesn't frighten. **It welcomes.**

CHAPTER 06

WOMEN WHO TRAVEL ALONE

They travel. What changes is the preparation: they research more, ask more, and choose lodging by neighborhood and by how to get back at night.

62%

of Brazilian women feel unsafe traveling alone (O Povo)

51%

of women worldwide usually feel safe traveling alone, versus 74% of men (Global Rescue)

35%

of app users were women, with the most detailed questions about getting around

What they ask

How to get back at night, and from what time it's worth taking a car.

Where to sit alone at a bar or restaurant without feeling exposed.

Whether other women are going to the same street party, the same samba circle, the same outing.

What to wear and what to carry on the street.

IN THE CURITIBA INTERVIEWS

4 of the 7 people were women. A 33-year-old woman from Curitiba points to women's groups, for hiking and meetups, as a gateway for newcomers. A 31-year-old Black woman reports being eyed with suspicion in restaurants, even with a high income: "does the city welcome people well?" has different answers depending on who is asking.

What helps

The safety they look for is relational: knowing someone knows the way and answers quickly.

A neighborhood recommendation given in the moment, a place where you can arrive alone, and a set time to head back are worth more than a generic warning to be careful.

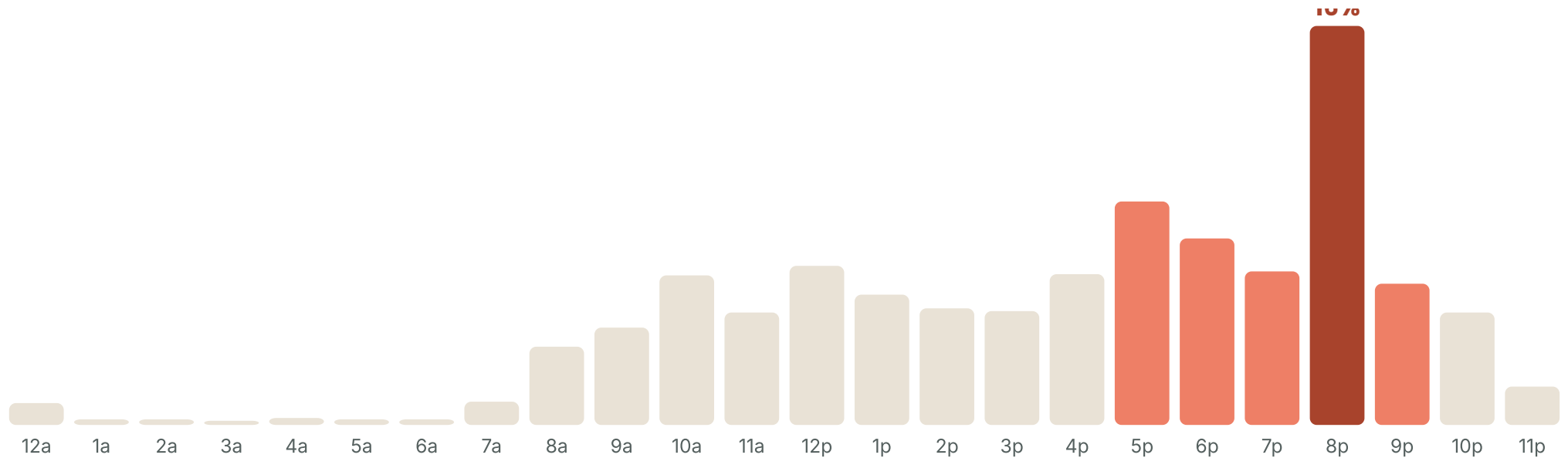
CHAPTER 07

THE CLOCK OF THOSE WHO ARRIVE

Those who arrive alone have their own rhythm, and it doesn't match front-desk hours.

07 · THE PEAK IS AT 8 PM

Messages by hour of day in the open digital space (1,780 messages in the year)



45%

of messages between 5 and 9 pm: where to have dinner, who's going, how to get there and how to get back.

16%

in the 8 pm hour alone. It is also when loneliness weighs most on those who arrived without company.

2%

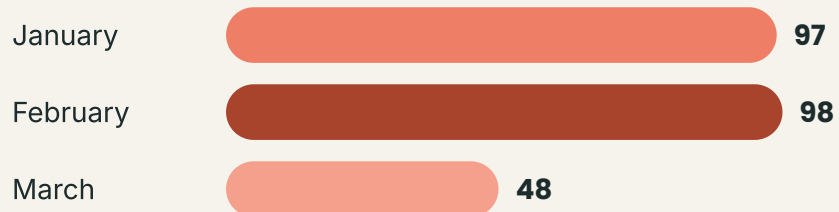
in the small hours. The night is decided before, not after.

07 · THE SEASON

85%

of the year's 1,780 messages came between January and March. Summer and Carnival concentrate the arrival of those who come alone.

Group joins by month



07 · THE FIRST DAYS

57%

of those who wrote asked all their questions within the first three days. After that, those who found company start talking outside the group.

The window to welcome is short: the first 2 or 3 days of the stay.

CHAPTER 08

CARNIVAL ALONE

Carnival is the ultimate test for those who arrive alone. The whole city is in groups, and whoever has no group needs to find one.

378

people joined the open space
between January and March 2026

169

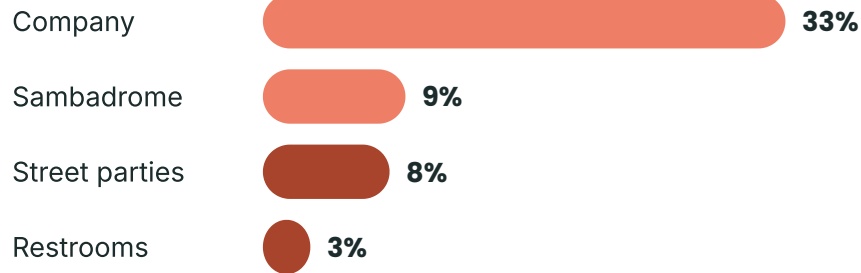
of them wrote

98

joins in February, the busiest month

08 · WHAT CARNIVAL DEMANDS

% of those who wrote, by topic



Restrooms seem like a detail, but they say a lot: it is the body asking for safe territory in the middle of the crowd.



The logic of the bloco

Those going alone choose a street party (bloco) by three criteria:

1. whether there is someone to go with
2. whether getting there and back is easy
3. whether the bloco matches who they are

That's why the Carnival portal was the second most opened in the app (36), right behind Food.

After Carnival

March still brought 48 joins. Many people stay after the party, and the question shifts from "where's the bloco?" to "what does Rio have when the party ends?".

CHAPTER 09

WHAT THE WORLD AND THE COUNTRY CONFIRM

What Feltrip's listening shows in Rio also appears in the major surveys: living and traveling alone is no longer the exception, in Brazil or abroad.

The economy of going solo

22.6%

of households in Rio de Janeiro state are single-person, the highest share in the country

IBGE, PNAD CONTÍNUA 2024

+52%

single-person households in Brazil: from 12.2% in 2012 to 18.6% in 2024 (14.4 million)

IBGE, PNAD CONTÍNUA

27.8%

of home sales in Rio in Q1 2025 were units under 45 m² (up from 18.1%)

ADEMI-RJ, VIA PORTAS

41.8%

of Brazilian women have traveled alone; 65.1% cite independence and freedom

MINISTRY OF TOURISM AND UNESCO, 2025

55%

of Brazilians who traveled alone want to meet new people

BOOKING.COM, 2025

21%

of women say better transportation and lodging would make them feel safer

MINISTRY OF TOURISM, VIA O POVO

The term *self-partnered* sums up the shift: being alone has become a choice, not a wait. Living alone isn't synonymous with being young and single either: 40% of single-person households belong to people aged 60 or over.

Freedom and connection go together

64%

of solo travelers say freedom and spontaneity are among the best parts of the trip

HOSTELWORLD, 2025 (3,300+ TRAVELERS)

58%

want to meet new people (up from 43% in 2024)

HOSTELWORLD, 2025

63%

of first-time solo travelers plan to do it again

HOSTELWORLD, 2025

US\$ 550 bn

global solo travel market in 2025, projected to reach US\$ 1.6 tn by 2033

GRAND VIEW RESEARCH, VIA AXIOS

51% vs 74%

women and men who usually feel safe traveling alone

GLOBAL RESCUE, 2025

1/3

of studios and one-bedroom apartments sold in the South Zone went to foreigners (Nov 2025 to Apr 2026)

PORTAL TELA, 2026

The solo traveler doesn't want to be alone: they want the freedom to choose who to be with.

CHAPTER 10

RECOMMENDATIONS FOR HOSPITALITY

Six paths, drawn from what solo travelers experience. Each one has a layer for the property and another for the chain.

10 · SIX PATHS

1

The first question is: with whom?

AT THE PROPERTY Point guests to places where you can arrive alone and meet people: samba circles, counter bars, classes, walks.

ACROSS THE CHAIN Treat the solo guest as a segment, with dedicated communication.

2

The night is decided at 8 pm

AT THE PROPERTY Have answers ready between 5 and 9 pm: where to eat, how to get there, how to get back.

ACROSS THE CHAIN Track questions by time of day and adjust service.

3

Feeling at home is the most fragile pillar

AT THE PROPERTY Small arrival rituals; common areas that invite people to stay.

ACROSS THE CHAIN Include belonging in guest-experience indicators.

4

Safety means knowing the way

AT THE PROPERTY Recommendations by time and by neighborhood, instead of generic warnings.

ACROSS THE CHAIN A clear policy for solo travelers, especially women.

5

Each neighborhood is another Rio

AT THE PROPERTY Partnerships with nearby businesses, chosen by guest behavior.

ACROSS THE CHAIN Local curation per property, not a single chain-wide guide.

6

Almost half speak another language

AT THE PROPERTY Recommend in Portuguese, English and Spanish, with local codes explained.

ACROSS THE CHAIN Standardize the tone, not the content.

Where to start: listen. Before changing the service, it's worth knowing what guests at that property ask, at what time and in what language. The answer changes from neighborhood to neighborhood.

CHAPTER 11

SAME CHAIN, DIFFERENT NEIGHBORHOODS

A chain may have the same room standard in Copacabana, Ipanema, Botafogo and Downtown. The guest who walks out the door, however, finds different cities.

35

Rio neighborhoods profiled

412

curated, active places

120

cultural codes · 149 slang terms

11 • A CODE NEWCOMERS DON'T KNOW



COPACABANA

The Rebel Princess of the Sea

The strategic seat at the boteco: no one sits with their back to the street. The chair is turned sideways, to watch the sidewalk go by.



IPANEMA

The Sunlit Showcase

Sand etiquette: you spread your sarong without invading your neighbor's, and a speaker on the beach is frowned upon.



BOTAFOGO

The B-Side Labyrinth

The lamppost as a table: locals drink standing on the sidewalk and drift between bars with no plan.



DOWNTOWN

The Base

The counter pause: coffee is quick and standing up, and shopkeepers call everyone "doctor", "boss" or "ma'am".



SANTA TERESA

The Romantic Intellectual

Neighborliness: you borrow sugar from next door, ask who's going to the market, and no one honks at the tram.

The brand standard guarantees the quality of the room. **The neighborhood decides the quality of the stay.** Local recommendations, nearby partners and cultural codes need to be chosen property by property.

feltrip

Feltrip is a cultural intelligence company. It studies how people arrive in a city and turns that into service: a WhatsApp Guide branded for the hotel, with local curation done by people and constantly updated, neighborhood partnerships and guest behavior diagnostics.

It operates in Rio de Janeiro, São Paulo and Curitiba, with 82 neighborhoods mapped and 960 curated places. Founded by Fernanda Paixão, a researcher of relational presence and creator of the Map of Relational Presence, and led by Fernanda and her partner Junior Cardoso.

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The city seen by those who arrive.

APPENDIX

Sources

Agência Brasil (via Jovem Pan): tourists in Rio in 2025.

Feltrip, Rio Affective Cartography (collaborative map of memories):
google.com/maps/d/viewer?mid=17mmiFyQA62FtliarLR6YjS8i-FbeqWE

IBGE, PNAD Continua 2024 and Registro Civil 2024: single-person households, age at marriage and marriages.

Ministry of Tourism and Unesco (2025): profile of Brazilian women who travel alone. O Povo (Mar 2026): 62% and findings on lodging.

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Hostelworld, State of Solo Travel 2025; Grand View Research (via Axios, 2026); Global Rescue (2025).

Ademi-RJ (via Portas, 2025) and Portal Tela (2026): compact studios in Rio.

Rio City Hall: share of domestic tourists in tourism's impact, first half of 2026 (65.6%).

Passos, E.; Kastrup, V.; Escóssia, L. (eds.). Pistas do método da cartografia. Porto Alegre: Sulina, 2009.

Notes on method and ethics

Measured: figures from the open digital space, the app, the WhatsApp Guide and the archive of neighborhoods and places.

Stated by the researcher: more than 200 walks, Instagram reach and field listening over more than 20 years of travel across Brazil.

Open-space topics were classified by keywords and read by the researcher. One person may appear in more than one topic.

Territories are not added up because they may include the same people.

Messages by hour and by person exclude moderation messages.

Aggregated, anonymous readings, in line with Brazil's data protection law (LGPD): no names, phone numbers, profiles or screenshots of participants in the groups, the app or the interviews are published. Affective map memories appear as their authors publicly signed them.

Quotes from Portuguese-language sources were translated by Feltrip.

Images

Illustrations and textures: Feltrip.

Photographs (Unsplash license): Carolinie Cavalli (cover), Kseniia Lobko, Ferran Feixas, Erika Mourão, Azzedine Rouichi, Peter Conlan, Callum Cutler.

Photos illustrate Rio and do not depict research participants.
