



**Euromonitor  
International**

# Lodging (Destination) in Brazil

September 2026

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## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

## INDUSTRY PERFORMANCE

Lodging in Brazil records robust growth as hotels expand and short-term rentals surge

Hotel chains target both budget and luxury guests with new projects

Short-term rentals meet excess demand where hotel supply falls short

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

## WHAT'S NEXT?

Branded residences to attract investors as hotels expand across cities

Airbnb to navigate regulation as short-term rentals lead growth

Luxury guests to seek personalisation as immersive stays gain traction

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Lodging (Destination) Sales by Category: Value 2026-2031

## PRODUCTS

Experiential demand, format diversification, and regulatory pressure drive innovation

Operators launch experiential, residential, and sustainable product lines

Product innovation is creating premium pricing power, portfolio resilience, and new revenue streams

## ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

## CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

## COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/lodging-destination-in-brazil/report](https://www.euromonitor.com/lodging-destination-in-brazil/report).