

Brazil Tourism Surges 37% to 9.3 Million Visitors as Safety Concerns Drive Record Security Demand

Methanol crisis, 98% kidnapping surge, and new travel advisories reshape how luxury travelers approach the world's fastest-growing tourism destination

SAO PAULO, BRAZIL, March 3, 2026 /EINPresswire.com/ -- Brazil attracted 9.3 million international tourists in 2025, a 37% year-over-year surge that made it Travel + Leisure's 2026 Destination of the Year and the world's fastest-growing major tourism destination, according to the Brazilian Ministry of Tourism and EMBRATUR.

But the record influx -- including a 19% jump in European arrivals, with Spanish visitors up 92% (Euronews) -- has arrived alongside a parallel safety crisis: 259 suspected methanol poisoning cases since October 2025 (CNN, Healio), a 98% surge in express kidnappings in Rio de Janeiro (GSI, Insight Crime), and fresh travel advisories from the U.S., Canadian, and U.K. governments -- driving executive protection demand up 48%.

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The contradiction defines Brazil right now -- record tourism and genuine risks, with a widening gap between travelers who plan for security and those who don't”

Arthur Harris, CEO, Vanguard Attaché

statement analysis.



Tourism Boom / Security Risks / EP Market with key statistics

The executive protection market reflects a broader shift in how corporations approach travel risk. Global EP spending is projected to grow from \$427 million in 2024 to \$853 million by 2032, a 10.37% compound annual growth rate, according to Verified Market Research. Corporate security budgets have expanded sharply: median executive protection spending among S&P 500 companies reached \$94,276 in 2024, up 118.9% from 2021, per Equilar proxy

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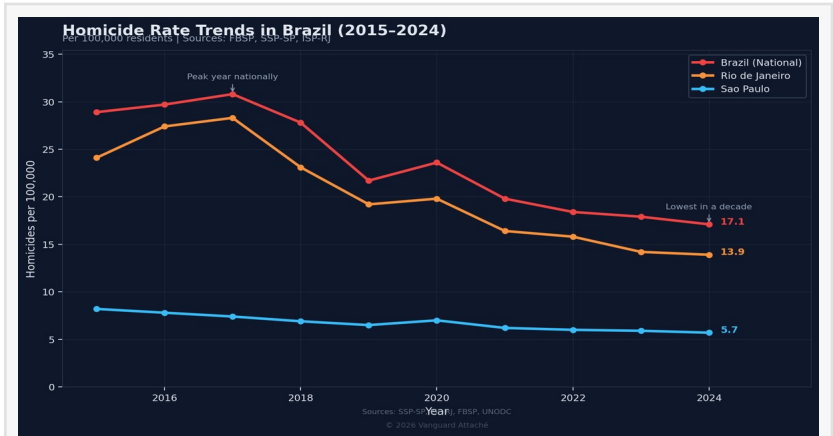
gap between travelers who plan for security and those who don't," said Arthur Harris, founder of [Vanguard Attaché](#), a Sao Paulo-based executive protection firm. "Our clients aren't avoiding Brazil. They're approaching it with the same diligence they'd apply to any high-value investment."

Brazil's safety landscape has grown more complex even as its tourism economy strengthens. The U.S. State Department maintains a Level 2 advisory citing kidnapping and street crime. Canada added Brazil to its high-alert list in February 2026 for gang violence and express kidnappings. A methanol contamination crisis affecting adulterated spirits has produced 259 suspected cases and five confirmed deaths, with 12 additional deaths under investigation; authorities have made 41 arrests and shut down four clandestine factories, according to CNN, Healio, the U.S. Embassy in Brazil, and the Journal of Travel Medicine. In Rio, more than 54,000 cell phones were stolen in 2025 -- one every seven minutes, per Interlira Reports.

For the 10 million international visitors Brazil is targeting in 2026, the destination offers compelling returns -- R\$7.3 billion in tourism revenue last year, a luxury market projected to reach R\$133 billion by 2030, and business travel spending growing 8.1% globally, per Reed & Mackay. Sao Paulo alone welcomed 2.7 million international arrivals in 2025, followed by Rio de Janeiro with 2.2 million.

Harris, a former LAPD officer and U.S. Army Criminal Investigation Division special agent with roots in Sao Paulo, founded Vanguard Attaché to apply [government-level protection protocols](#) to private travel. The firm provides [executive protection services in Brazil](#) across Sao Paulo, Rio de Janeiro, and Brasilia for executives, families, and high-profile individuals.

****About Vanguard Attaché****



omicide rate trends 2015-2024 showing SP at 4.5 per 100K — lowest among major cities



Media Kit.

Vanguard Attaché is Brazil's premier executive protection and secure luxury travel operator. Founded by Arthur Harris -- a former LAPD officer and U.S. Army Criminal Investigation Division special agent with roots in Sao Paulo -- the company applies government-level security protocols to serve private travelers. Operating across Rio de Janeiro, Sao Paulo, and Brasilia, Vanguard Attaché provides comprehensive security solutions for executives, families, and high-profile individuals visiting Brazil. Learn more at <https://vanguardattache.com/en/insights/brazil-tourism-safety-security-2026>.

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