

EXPERIENCE BRAZIL'S FESTIVE SPIRIT

Christmas traditions, recipes, and travel trends for 2026



■ In Brazil, the end-of-year period is all about food, family, and time together — and those details can supercharge the way you advise your clients. **I'm Jamil Neto, Regional Director LATAM**, and I'm sharing my favorite Christmas recipe, the traditions that define our celebrations, and travel trends I see emerging for 2026 — helping you and your fellow Hawks dive deeper into Brazilian culture and empower your clients with more meaningful guidance. ■



Jamil Neto

Regional Director LATAM



Christmas recipe: Taste the Brazilian holiday sweetness

One of my favorite Christmas treats is **Rabanada** — a deep-fried French toast soaked in sweet condensed milk and rolled in cinnamon sugar. Try [this recipe](#) to bring a touch of Brazilian flavor to your festive season and delight clients who appreciate cultural tips that help their travel experiences soar.



Christmas traditions: Celebrate the Brazilian way

In Brazil, Christmas is all about togetherness. Families come together for a **festive dinner on Christmas Eve** and a big lunch on the 25th. Popular dishes include turkey, Chester (a big chicken), and even barbecue — understanding traditions like these helps our Hawks empower travelers planning their holiday meals abroad.



Travel trends 2026: What's hot in Brazil and beyond

I'm seeing **strong demand for Asia** (especially Japan), the Caribbean, and exciting national destinations. Use these insights to keep your clients thrilled.

Print this checklist and share it with your fellow travel pros. Boas Festas!

