



REPORT 3: **STRATEGIES FOR DIGITAL NOMADS**



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EXECUTIVE SUMMARY

This report analyzes the key initiatives that BRICS countries undertake to promote their destinations to digital nomads. The research framework was organized around four thematic axes:

1 - Destination Mapping;

2 - Visa Policies and Regulations;

3 - Infrastructure and Services;

4 - Promotion and Access to Information;

The following are the key recommendations related to each thematic axis.

1 Destination Mapping

Quality of life and the availability of reliable technological infrastructure are critical factors for digital nomads when selecting their destinations. Additionally, the flexibility provided by remote work, coupled with a strong desire to travel and immerse themselves in diverse cultures, significantly shapes their decision-making process.

The main destinations for Digital Nomad Tourism (DNT) within BRICS countries are Dubai and Abu Dhabi (United Arab Emirates); Brasília, Rio de Janeiro, and Pipa (Brazil); Lalibela, Addis Ababa, Hawassa, and Harar (Ethiopia); Goa, Bangalore, Jaipur, Rishikesh, Dharamshala, Udaipur, and Kerala, including Kochi, Alleppey, and Varkala (India).

2 Specific Visas for Digital Nomads

The first visa policies for digital nomads date back to 2021, making them relatively recent. Visas following this approach are generally implemented and managed by a public authority responsible for tourism matters, such as a Ministry of Tourism or a tourism board. They are rarely presented as "visas" in the traditional sense, understood as an authorization to legalize a person's stay in a destination.

The growth of the DNT segment has prompted many countries to implement specific government initiatives to attract this rapidly expanding audience. Among the most significant factors influencing these individuals' choices are safety, the quality of internet services, visa policies, and the leisure options available at the destinations.

The main requirements for applying for Digital Nomad visas are:

- A valid travel document or another document that proves your identity and nationality, following treaties to which the country is a party, and valid health insurance for the visited territory.
- A completed visa application form.
- A criminal background check issued by the country of origin or, at the discretion of the consular authority and under the specific requirements of the country where the visa is being requested, an equivalent document.
- A rental agreement or online reservation for the intended accommodation.
- Proof of remote work.
- A monthly income of \$1,500 or \$18,000 in bank funds.

3 Infrastructure and Services

The expansion of connectivity across various modes of transportation and the improvement of access to destinations are strategies aimed at diversifying tourism offerings and alleviating pressure on well-established destinations. For digital nomads, efficient infrastructure is a decisive factor in choosing destinations, as it ensures continuous mobility, reliable internet access, and integration between remote work locations. BRICS countries recognize that investments in infrastructure are strategic for the development of regional tourism and for attracting and retaining digital nomads. The planned actions include:

- The expansion of air, land, sea, and rail connectivity;
- The improvement of accessibility and tourist safety;

- The implementation of sustainable projects to address climate change.
- The modernization and technological innovation of destinations and tourism services.
- Support community-based tourism to promote social inclusion in rural and local communities.

4 Promotion and Access to Information

Destination marketers may find value in strategically crafting messages highlighting authentic experiences while presenting cultural and natural activities as integral to local lifestyles, maximizing their appeal to digital nomad tourists.

Brazil and [the United Arab Emirates](#) have promotional materials targeted at digital nomads. The United Arab Emirates has a state policy focused on artificial intelligence, the digital economy, and remote work applications. Meanwhile, Brazil promotes digital nomad tourism through a campaign to attract digital nomads to the [Digital Nomad Village \(Nomadx\)](#) in Tibau do Sul, at Pipa Beach, Rio Grande do Norte.

Recommendations

Tourism is dynamic and contributes significantly to the economy of many countries. The rising number of tourists, such as digital nomads, has pushed nations to adopt innovative and sustainable practices that attract digital nomads while fostering local development and cultural preservation.

The report explores strategies to position BRICS countries as premier destinations for digital nomad tourists, analyzing four dimensions: destination mapping, visa policies, infrastructure and services, and promotional efforts. Key findings reveal that some BRICS nations have pioneered targeted policies (e.g., income-based visa requirements and coworking hubs). At the same time, other BRICS countries would benefit from targeted investments in connectivity and streamlined visa processes

to enhance their competitiveness. The report emphasizes that seamless connectivity, safety, and leisure offerings are key to attracting digital nomad tourists (DNTs). Recommendations include establishing a unified BRICS digital platform to share visa and destination data, harmonizing visa policies to reduce barriers, and investing in high-speed internet and sustainable transport.

1. INTRODUCTION

Digital nomadism is a modern phenomenon of the "networked" society (Castells, 2023), characterized by networked information and communication. It emerged as a result of mobility, connectivity, and digitalization. Currently, numerous studies are being conducted to position and understand the dynamics of [digital nomads as tourists](#).

In the literature, digital nomads are defined from various perspectives. Initially, digital nomadism was characterized as a subcategory of tourism. Digital nomads have been described as [creative tourists](#), [non-institutionalized tourists](#), and, more recently, [Digital Nomad Tourists](#), encompassing the intersections between travel, leisure, work, and migration.

The term "digital nomad" (DN) was first introduced in 1997 by Makimoto and Manners to describe a revolutionary way of combining work, mobility, technology, and the desire to travel. It was later recognized as a social phenomenon. Digital nomads refer to professionals who perform remote work via the internet, enabling an innovative lifestyle compared to traditional jobs. This work mode offers flexibility, allowing for varied work and leisure routines and the possibility of constant travel.

The activities undertaken by digital nomads go beyond professional obligations, extending to practices essential for sustaining their lifestyle. These include personal aspects, such as activities that could even be considered leisure, including self-care, physical and mental health maintenance, and other pursuits to foster creativity.

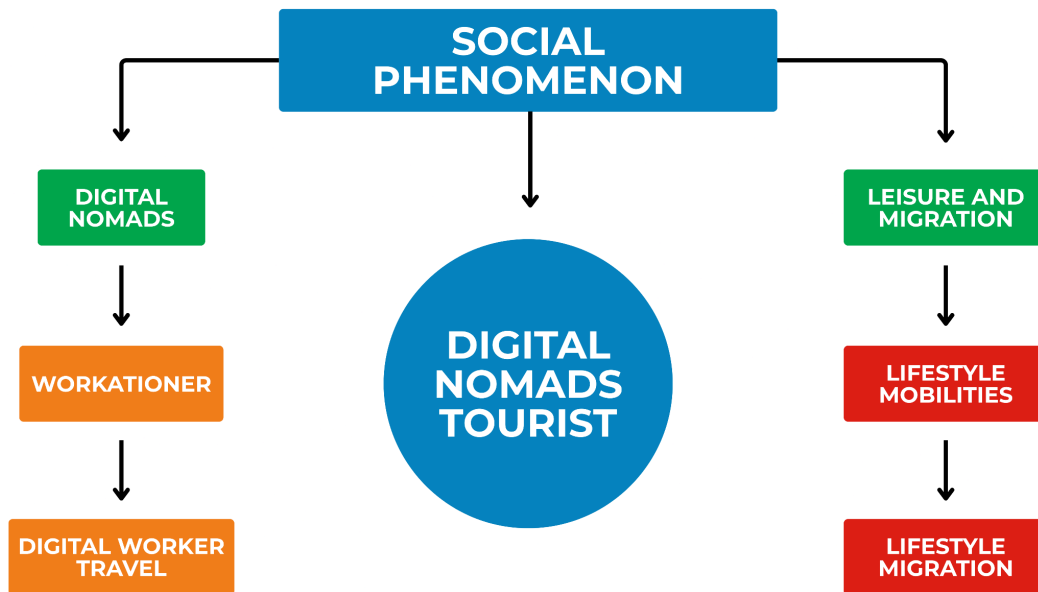
One of the main characteristics of digital nomads as potential tourists is their mobility. They display patterns of geographic mobility and constant connectivity, performing their professional duties through portable digital infrastructures and tools (Santos, 2020). This condition enables continuous spatial fluidity, allowing these individuals to redefine the boundaries between work and leisure time with each destination they visit and experience.

The phenomenon of digital nomadism grew significantly during the COVID-19 pandemic. Only healthcare professionals and essential sectors continued in-person work during this global event, while other activities were either halted or had to be digitally reinvented. This transformation replaced traditional processes and activities with digital and automated infrastructures, accelerating and normalizing remote work and professional mobility.

[Many governments](#) have been striving to adapt to the normalization of remote work, location independence, and mobility restrictions. Some have begun introducing "digital nomad visas" or "remote work visas" to address this tendency. Although visas are a global trend, their issuance goes beyond the exclusive competence of tourism ministries.

The presence of digital nomad tourists in tourist destinations presents a paradox. While they stimulate the local economy and promote the internationalization of these locations, they also generate sociocultural tensions in destinations with a higher concentration of this segment. This duality highlights the need for policies that reconcile the economic benefits of digital nomads with the preservation of local identities.

Figure 1. Digital Nomads Tourist



Source: Research data (2025).

2. OBJECTIVES

2.1 General Objectives

Evaluate the key initiatives the BRICS countries undertake to promote their destinations to digital nomads.

2.2 Specific Objectives

- Map the leading destinations for Digital Nomad Tourism (DNT) in BRICS countries.
- Identify the key infrastructure requirements for DNT in BRICS countries.
- Gather information on policies, visa regulations, and tax incentives for DNT in BRICS countries.
- Understand promotion and access to information for DNT across BRICS countries.
- Propose strategic recommendations to enhance the policies and initiatives of BRICS countries aimed at developing destinations for DNT.

3. METHODOLOGY

This report was prepared through bibliographic, documentary, and exploratory research. Five thematic axes were established for the study:

1. Destination Mapping;
2. Visa Policies and Regulations;
3. Infrastructure and Services;
4. Promotion and Access to Information;
5. Perspectives and Trends.

To understand and analyze the thematic axes, four guiding questions were developed:

1 - What are the leading destinations for digital nomad tourists (DNTs)?

2 - Are policies, visa regulations, and tax incentives targeted at digital nomads in BRICS member countries?

3 - How are promotion and access to information for digital nomads carried out?

4 - What are the main challenges BRICS member countries will face in creating policies for digital nomads?

After the data provided by BRICS countries was collected, it was processed and used to support the preparation of this report on the measures implemented by member countries for digital nomads.

Regarding documentary research, official documents related to digital nomad tourists in each country were gathered, and official websites were consulted (Table 1).

Table 1. Documents and official websites consulted.

Country	Official Institution	Official Document	Official Website / Source of Documents
Brazil	Ministry of Justice and Public Security	Resolution No. 45, dated September 9, 2021.	https://portaldeimigracao.mj.gov.br/images/resolucoes_normativas/RESOLUCOES_NORMATIVAS/RESOLUCAO_CNIG_MJSP_N%C2%BA_45_DE_9_DE_SETEMBRO_DE_2021.pdf
Egypt	Ministry of Foreign Affairs	Document not found	Home - Ministry of Foreign Affairs
Ethiopia	Ministry of Foreign Affairs	Document not found	A Week in the Horn – Weekly eNewsletter of the Ministry of Foreign Affairs of Ethiopia
India	Ministry of Home Affairs	Document not found	AnnexI_01022018.pdf
Indonesia	Ministry of Immigration and Corrections	Remote Worker Visa (E33G) Program	The Official eVisa Website for Indonesia
Iran	Ministry of Foreign Affairs	Document not found	IR-IRAN Electronic Visa (Iran eVisa) Application - Ministry of Foreign Affairs
Russia	The Ministry of Foreign Affairs Consular Department	Decree of the Government of the Russian Federation of December 5, 2024 N° 3583-p	https://electronic-visa.kdmid.ru/index_en.html
South Africa	Department of Home Affairs	5398 Immigration Act (13/2002): Third Amendment of the Immigration Regulations	Gazette-Third-Amendment-of-the-Immigration-Regulations-2014.pdf

Saudi Arabia	Saudi Arabian Ministry of Foreign Affairs	Document not found	منصة التأشيرات
United Arab Emirates	General Directorate of Residency and Foreigners (Affairs) (GDRFA)	Law No. (9) of 2022, Regulating the Provision of Digital Services in the Emirate of Dubai.	SLC Detail

Source: Research data (2025).

4. DISCUSSION AND DATA ANALYSIS

4.1 Mapping Destinations

The mapping of destinations for DNTs can be verified through more complex studies combined with analyzing migratory flows from visa control agencies in each country and examining geographic mobility on platforms specific to DNTs. Figure 2 presents the leading destinations for DNTs mentioned in the research.

Figure 2. Mapping destinations for digital nomad tourists in BRICS countries



Source: Research Data (2025).

The leading destinations for DNTs in BRICS countries are Dubai and Abu Dhabi (United Arab Emirates); Brasília, Rio de Janeiro, and Pipa (Brazil); Lalibela, Addis Ababa, Hawassa, and Harar (Ethiopia); and Goa, Bangalore, Jaipur, Rishikesh, Dharamshala, Udaipur, and Kerala - Kochi, Alleppey, Varkala (India).

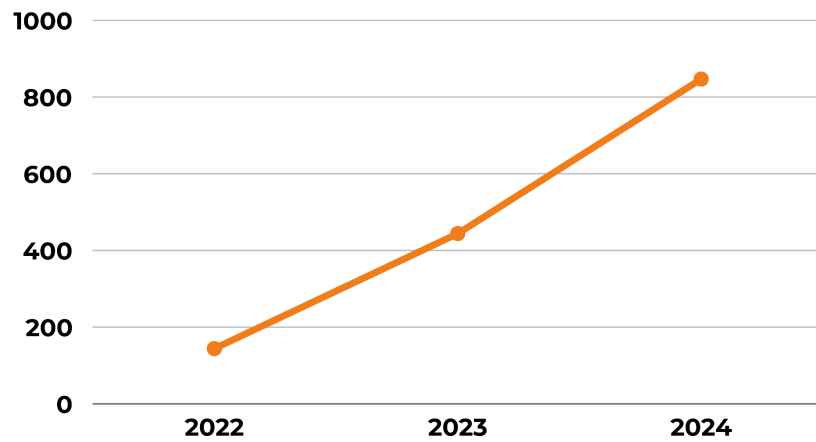
Digital nomads choose destinations based on various factors. Locations with natural tourist attractions—such as beaches, national parks, mountains, rivers, waterfalls, and tropical forests—have emerged as a

growing preference among digital nomads. Examples include Goa, Rishikesh, Dharamshala, Kerala, Rio de Janeiro, Pipa, Addis Ababa and Hawassa.

The [digital nomad profile data \(2025\)](#), with over 37,000 digital nomads surveyed, confirms this growth and highlights the behavioral characteristics of DNTs. Their favorite sports include hiking, fitness, yoga, running, and cycling. Digital nomad tourists are predominantly men (89%), single (67%), and highly educated, with 90% holding a higher education degree. Their dominant professions include software developer, freelancer, or startup founder.

In Brazil, the analysis of the document Digital Nomads (2025), prepared by the [General Coordination of Labor Immigration](#), reveals an exponential increase in the granting of permits during the first three years of the policy's implementation. While only 144 permits were recorded in 2022, this number jumped to 444 in 2023 and reached 847 in 2024 (partial data), representing an accumulated growth of nearly 600% (Figure 3).

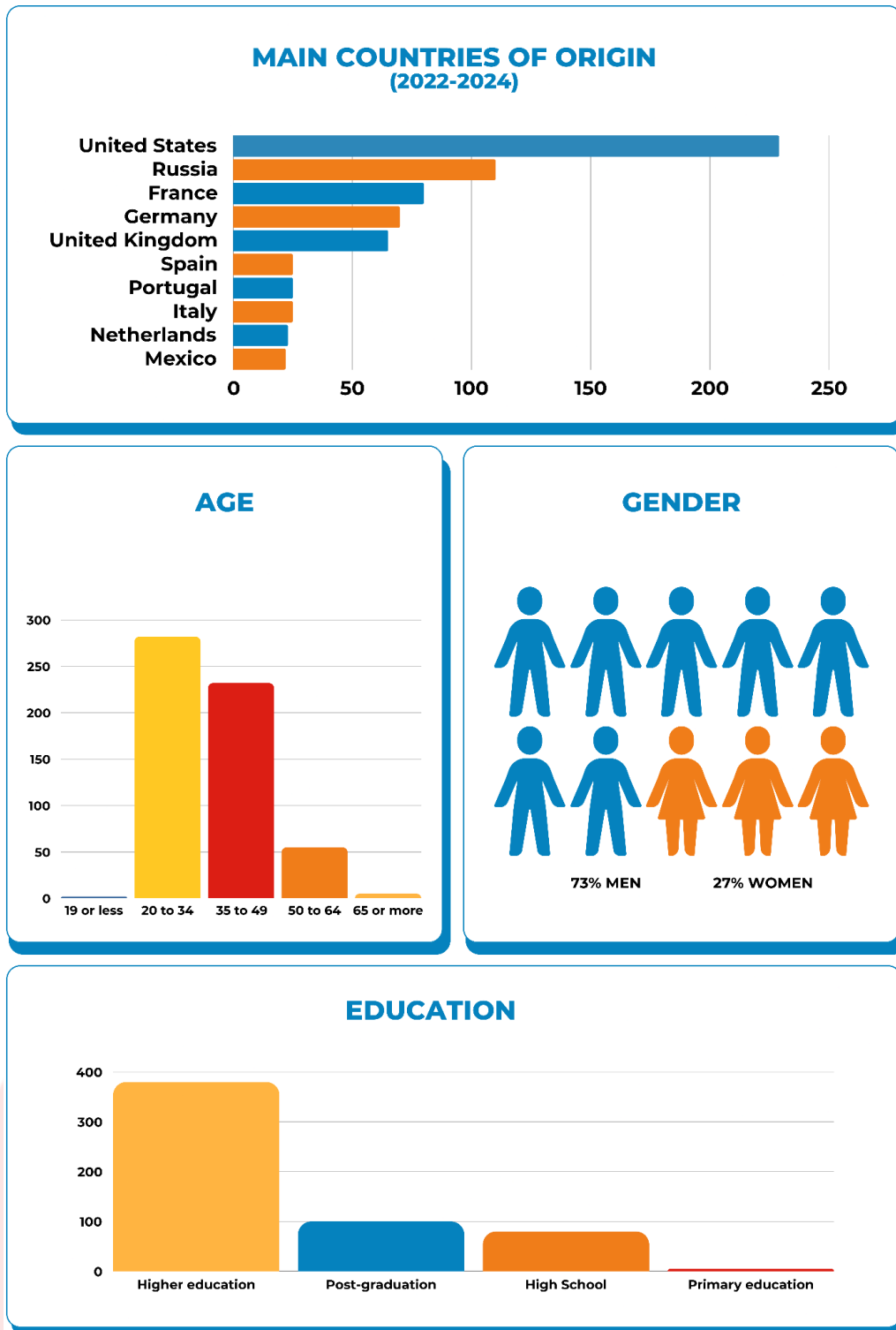
Figure 3. Evolution of Permits for DNTs (2022–2024) in Brazil



Source: Ministry of Justice and Public Security (2025).

Regarding the origin of digital nomads, the data indicates a predominance of applicants from Northern Hemisphere countries, with the United States and Russia standing out, followed by France, Germany, and the United Kingdom. The profile data of digital nomads who applied for visas in Brazil align with the trends observed on nomads.com, particularly regarding gender, marital status, education level, and profession (Figure 4).

Figure 4. Profile of Digital Nomads in Brazil

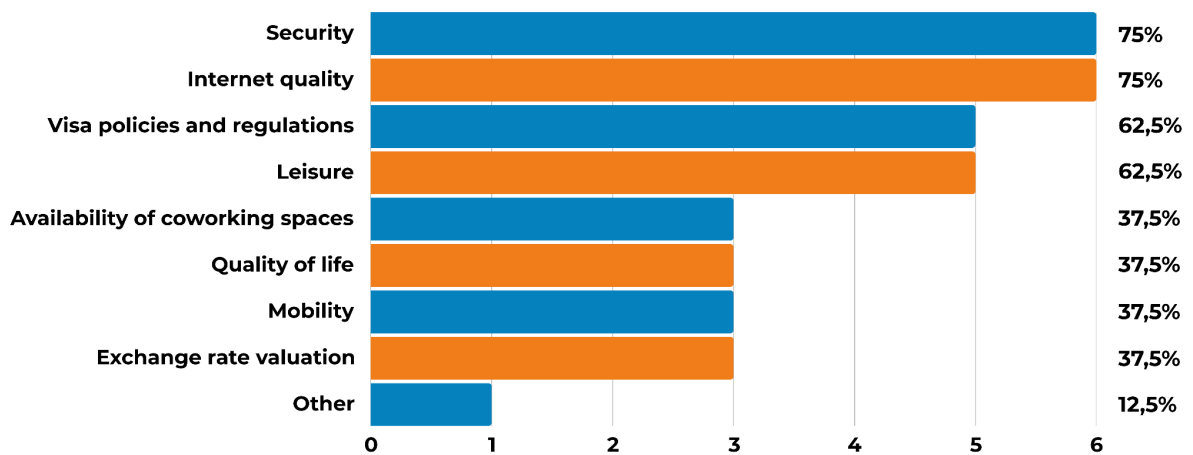


Source: Ministry of Justice and Public Security (2025).

4.2 Government Initiatives Aimed at Attracting Digital Nomads

The growth of the digital nomad tourist segment has led countries to implement specific government initiatives to attract this increasingly prominent group. Among the most relevant factors influencing the choices of these individuals are safety, internet quality, visa policies, and leisure options available at the destinations (Figure 5).

Figure 5. Government initiatives aimed at attracting digital nomads



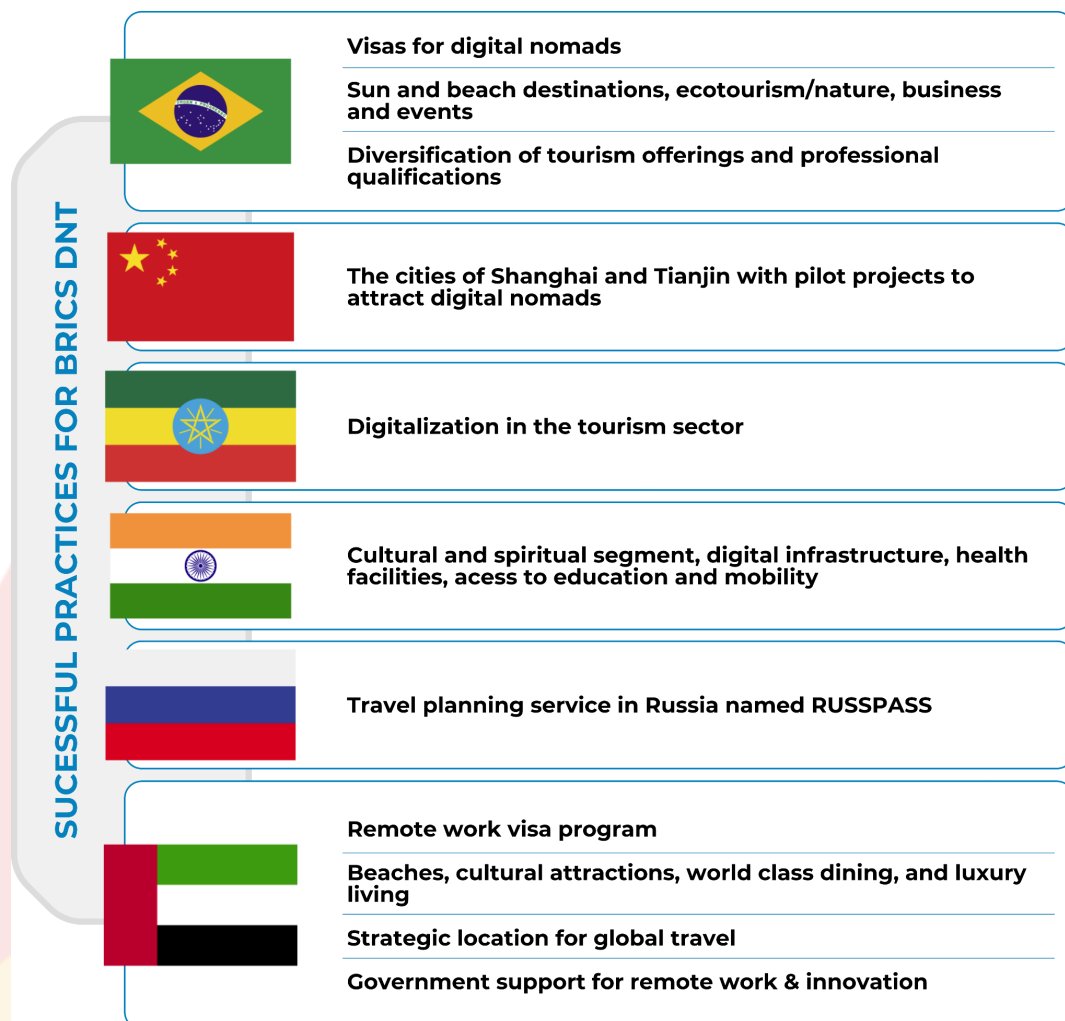
Source: Research data (2025).

An essential aspect for DNTs when selecting their location is leisure options, which account for 62%. This information aligns with the responses obtained in the research, where DNTs expressed that a remote work environment does not exclude the desire to enjoy recreational experiences. Recent studies confirm this perspective, emphasizing that quality of life and reliable technological infrastructure are key determinants in digital nomads' decision-making when choosing their destinations. Factors such as work flexibility, attraction to travel, and cultural immersion emerge as positive influences in this choice. Countries' evaluations of these initiatives consistently match DNT benchmarks in (i) digital connectivity, (ii) livability standards, and (iii) leisure tourism accessibility.

Research data revealed successful practices for BRICS' digital nomads. In Brazil, initiatives include visas for digital nomads, sun-and-beach destinations, ecotourism and nature attractions, diversification of tourism offerings through business and events, and professional qualifications.

India stands out for its cultural and spiritual segment, digital infrastructure, health facilities, access to education, and mobility. Russia has developed a travel planning service called [RUSSPASS](#). The People's Republic of China highlighted cities such as Shanghai and Tianjin with pilot projects to attract digital nomads. Ethiopia cited digitalization in the tourism sector as a key differentiating factor (Figure 6).

Figure 6. Successful Practices for BRICS's Digital Nomads



Source: Research data (2025).

Besides its remote work visa program, the UAE highlights that it offers competitive advantages for this niche, including beaches, cultural attractions, world-class dining, luxury living, a [strategic location for global travel](#), and government support for remote work and innovation.

Since this audience relies heavily on digital tools, stable, high-speed internet connections are indispensable. Governments that prioritize investments in technological infrastructure and ensure widespread access to fast Internet gain a significant competitive edge.

Research data revealed that none of the BRICS countries have fully implemented policies, and 87% show partially implemented initiatives to promote destinations targeted at the digital nomad segment. These findings indicate an initial stage of development in such policies. Thus, while there is acknowledgment of the importance of this segment, the countries are still formulating and executing comprehensive strategies.

4.3 Specific Visa for Digital Nomads

DNTs visas can serve multiple purposes, warranting a policy classification system based on their objectives and anticipated impacts. Research data shows that 4 (four) of BRICS countries have a specific DNTs visa, while 2 (two) are in the foundational stage, with implementation pathways now being established.

Overall, the analysis revealed significant heterogeneity in these visas. Based on their level of proactivity, two main policy approaches are adopted in creating visas for DNTs: legitimation and strategic.

(1) [Legitimation](#) - Visas for DNTs appear to be implemented without explicit political prioritization. They acknowledge remote workers as distinct groups of visitors and provide mechanisms to legalize their stay. Current efforts represent a starting point that can be further developed to

promote the program, attract (certain subsegments of) DNT, or simplify the administrative burdens associated with visa applications.

(2) **Strategic** - Visas for DNTs are implemented to support another political priority, whether existing or emerging, including tourism, labor market, entrepreneurship, or immigration policy. They are actively promoted with clear political intentions stemming from their design. “Strategic” visas for DNTs, aimed at working tourists, typically represent an extension of a country’s tourism offerings.

Bednorz (2024) argues that visas following the strategic approach are typically implemented and managed by a public authority responsible for tourism matters, such as a Ministry of Tourism or a Tourism Board. They are rarely advertised as "visas," understood as an authorization to legalize a person's stay in a destination. Instead, destinations promote them as dedicated programs with appealing names, such as "Work from Greece," "Barbados Welcome Stamp," "One Happy Workation" (Aruba), "@HOME in Curaçao," or "Live It" (Saint Lucia).

When choosing a tourist destination, digital nomads must pay attention to the laws of each country. Visa regulations are a key factor in influencing their choice of destination. Table 2 showcases the policies and regulations for digital nomads in BRICS countries.

Table 2. Policies and regulations for digital nomads in BRICS countries

Country	Policies and Regulations	Official website /Source of documents
Brazil	Resolution No. 45, dated September 9, 2021	https://portaldeimigracao.mj.gov.br/imagens/resolucoes_normativas/RESOLU%C3%87%C3%83O_CNIG_MJSP_N%C2%BA_45_DE_9_DE_SETEMBRO_DE_2021.pdf
Indonesia	Remote Worker Visa (E33G) Program	The Official eVisa Website for Indonesia
South Africa	Immigration Act (13/2002): Third Amendment of the Immigration Regulations	Gazette-Third-Amendment-of-the-Immigration-Regulations-2014.pdf

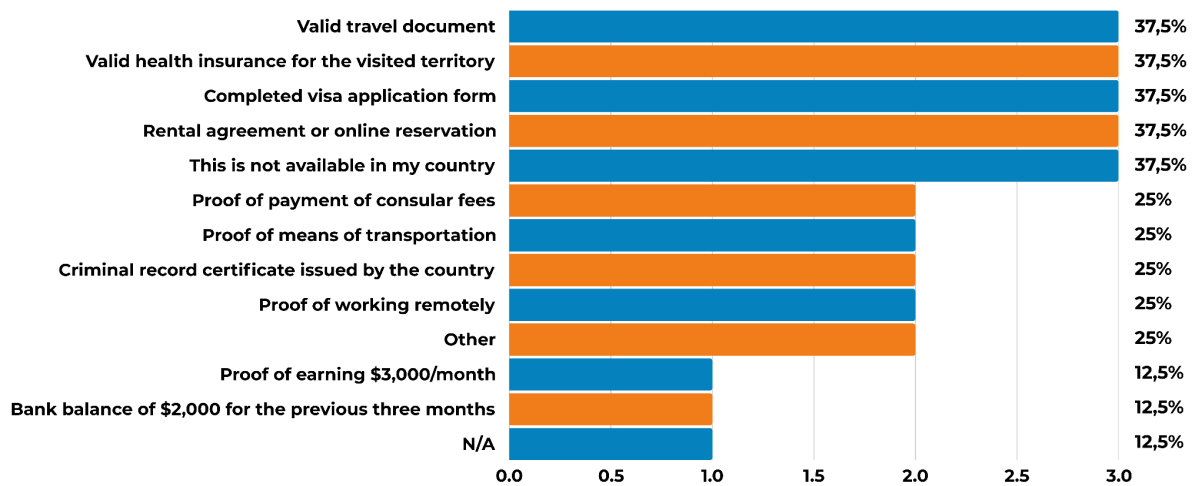
Country	Policies and Regulations	Official website /Source of documents
United Arab Emirates	Digital Nomad Visa of Abu Dhabi	https://www.globalpassport.ai/destination-mobility-assets/ united-arab-emirates-digital-nomad-visas#:~:text=The%20Abu%20Dhabi%20Digital%20Nomad,in%20a%20global%20business%20hub

Source: Research data (2025).

Only Brazil and the United Arab Emirates have specified existing regulations for the tourism modality in their forms among the BRICS members. Additionally, India and Ethiopia have stated plans to create or amend visa policies to facilitate the entry and stay of DNTs. However, documentary research has identified that countries like South Africa and Indonesia have established visa regulations designed for this audience, totaling four countries with enacted visa laws. The People's Republic of China has not yet established a visa classification for this tourist category. All visa policies fall under the jurisdiction of China's National Immigration Administration.

It is worth noting that the digital nomad visa policy is relatively recent, with the first regulations introduced by members in 2021. The United Arab Emirates (UAE) is the first Middle Eastern country to implement a digital visa. Dubai and Abu Dhabi have launched programs for digital nomads to attract remote workers and leverage their advanced infrastructure, high quality of life, and strategic location. These programs offer significant benefits for digital nomads. [Dubai's Remote Work Visa](#) allows professionals to live and work in the city for one year, with the possibility of renewal.

Figure 7. Requirements for digital nomads



Source: Research data (2025).

Based on the graph, the main requirements for applying as a DNT are:

- A valid travel document or another form of identification that proves the individual's identity and nationality, following treaties to which the country is a party, and valid health insurance for the territory being visited;
- A completed visa application form;
- A criminal record certificate issued by the country of origin or, at the discretion of the consular authority and following the specificities of the country where the visa is being requested, an equivalent document;
- A rental agreement or online reservation for the intended accommodation;
- Proof of remote work;
- A monthly income of \$1,500 or \$18,000 in bank funds.

These listed criteria are already being utilized by countries that welcome DNTs, with variations in the required income to be proven. In recent years, DNTs have gained prominence as remote workers seek locations that offer favorable conditions for living and working. However,

attracting these professionals to BRICS countries faces several legal and infrastructure challenges to be addressed and resolved.

One of the main obstacles faced relates to obtaining visas. While often design-comprehensive, numerous national regulatory systems face challenges adapting to evolving labor market dynamics. It is common to encounter countries with many documentary requirements and procedures that applicants must follow. This complexity in the documents to be submitted can result in significant delays in processing applications, causing frustration for DNTs seeking to settle in a new destination temporarily.

Another challenge DNTs face is the lack of clear and accessible information about visa procedures in each country. The available guidelines are often overly complex, making it challenging to prepare the required documents correctly. This lack of information can lead to mistakes in form completion, further delaying the application process for the applicants.

Beyond the legal aspects, infrastructure and living conditions play a significant role in attracting DNTs. Reliable internet connectivity, coworking spaces, and housing options that align with long-term lifestyle needs are still being developed unevenly across different regions.

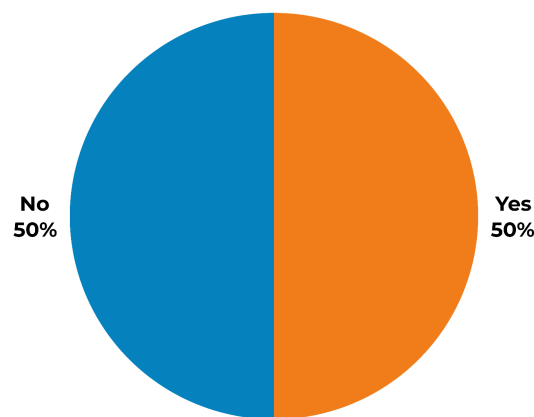
Integration with other policies is key to maximizing the economic benefits of this emerging group. It requires alignment with broader, interconnected tourism, economy, and migration strategies.

By addressing these challenges through coordinated action, BRICS nations can enhance their appeal as DNT destinations while strengthening regulatory frameworks and long-term economic viability. Thus, the future of DNT in BRICS countries can be promising through strengthened collaboration among their members and a united effort.

4.4 Promotion and Access to Information

Tourism promotion plays a key role in attracting DNTs, a rapidly growing category of tourists. This audience seeks a balance between work and leisure. Therefore, destination promotional actions should emphasize authentic experiences and cultural and natural activities, integrated into a **lifestyle**.

Figure 8. Informational materials or online platforms for DNTs



Source: Research data (2025).

Brazil and the [United Arab Emirates](#) have promotional materials targeted at DNTs.

The UAE's focus on the digital economy is reinforced by investments in smart infrastructure, digital payment systems, and blockchain technologies to enhance connectivity and business operations. The UAE Remote Work Visa Program further reflects the country's forward-thinking policies by attracting global talent in a post-pandemic era, making the UAE an appealing destination for digital nomads and remote workers. Together, these policies create an ecosystem that fosters innovation, supports economic diversification, and enhances the UAE's competitive edge on the global stage.

Meanwhile, Brazil encourages DNT with a campaign to attract them to the [Digital Nomad Village \(Nomadx\)](#) in Tibau do Sul, at Pipa Beach, Rio Grande do Norte (Table 3).

Table 3. Informative materials and/or digital platforms

Country	PLATFORMS AND / OR INFORMATIVE MATERIALS	Source of documents
Brazil	Embratur Practical Guide to Residency Authorization for Digital Nomads in Brazil	https://embratur.com.br/2022/11/17/embratur-incentiva-nomades-digitais-e-investidores-imobiliarios-de-outros-paises-a-virem-para-o-brasil/ https://portaldeimigracao.mj.gov.br/images/Informativos_Publica%C3%A7%C3%A3o/FOLDER_PORTUGUES.pdf
United Arab Emirates	Work remotely from Dubai/ Invest in Dubai	https://www.investindubai.gov.ae/en/live-and-work/visas-and-entry/work-remotely-from-dubai

Source: Research data (2025).

Although India has not provided access links, it has confirmed that there are materials and/or platforms in the country designed for the segment in question.

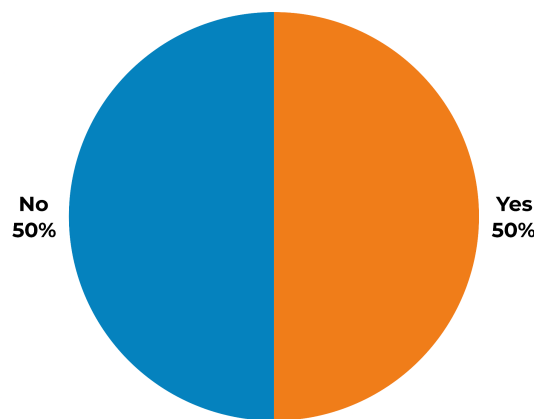
In the tourism sector, digital, informative, and interactive platforms provide a participatory and intangible service, standing out as unique distribution channels and alternative media for promotion. These platforms enable sharing information and services and enhance the overall travel experience. In this context, BRICS countries have shown interest in contributing to a multilingual data platform promoting tourist destinations. According to the findings reported in **Delivery 1 Regional Tourism**, specific actions have been highlighted as priorities in the tourism development process of BRICS members. These include strengthening the nation's brand and developing marketing plans aligned with national tourism strategies.

While joint policies for attracting DNTs have not yet been established, this presents a valuable opportunity for future collaboration. One of the main challenges in promoting these destinations is the need to strengthen discussions and exchange experiences regarding the tourism offerings for DNTs.

4.5 Infrastructure and Services

The official tourism bodies of BRICS countries recognize investments in infrastructure as a strategic action for regional tourism development. Such investments are also essential for attracting and retaining DNTs. Improvements in connectivity, accessibility, security, and destination technology directly impact this audience, which relies on structured and innovative environments for remote work and continuous mobility. Research data show that Wi-Fi quality is a key requirement at destinations for half of the BRICS countries (Figure 9).

Figure 9. Quality of public Wi-Fi in key destinations for DNT in BRICS



Source: Research data (2025).

Expanding air, land, sea, and rail connectivity and improving destination access are essential for diversifying tourism offerings and distributing visitor flows, easing the pressure on established destinations.

For DNTs, such infrastructure directly impacts destination selection, as they rely on efficient connections to ensure constant mobility, reliable internet access, and seamless integration between various remote work locations.

In the official tourism planning documents of each country, infrastructure actions aim to:

- The expansion of connectivity, encompassing air, land, water, and rail transport modes;
- Improving accessibility and tourism safety;
- The implementation of tourism projects focused on sustainability and addressing climate change.
- The modernization of destinations, services, and tourism products through technology and innovation.
- Support community-based tourism destinations as a social inclusion for rural and local communities.

In 2025, the [AmpliAR Program](#) in Brazil plans to invest in modernizing 100 regional airports, prioritizing the Legal Amazon region and parts of the Northeast (Brazil, 2025). The 2025 budget in India includes investments in airports and helipads to connect 120 new destinations, particularly in remote and underserved areas. The Russian Government also allocated funds to modernize 12 airports in different regions of the country.

Promoting the integration of demands for security, connectivity, facilitation of access to the country, and leisure options can enhance the competitiveness of destinations, improve the experience of DNTs, and positively influence their choices and stays.

BRICS member countries have been presenting initiatives to expand the sector to meet emerging tourism demands, such as those of the audience targeted in this research. Nevertheless, significant growth potential remains, fueled by the dynamism of both domestic and

international tourism and opportunities in emerging markets, particularly digital nomad tourism.



5. RECOMMENDATIONS AND FINAL CONSIDERATIONS

Digital nomad tourists prefer destinations with established visa policies, internet speeds that facilitate their work, safety, affordability, and a high quality of life in their chosen location. Thus, BRICS members should recognize DNT as a strategic segment within the tourism sector, incorporating it into their national policies and plans. The development of metrics and indicators is recommended to monitor this audience's economic, social, and cultural impact on destinations. Furthermore, governments can establish incentives to make businesses and tourist destinations more appealing to DNTs, such as tax benefits, improvements in digital infrastructure, and easier access to essential services, following examples like those of the United Arab Emirates.

Creating an integrated digital platform among BRICS countries is essential to solidify policies regarding DNT as a strategic tourism segment. Digital technologies pave the way for experience sharing, enabling digital public infrastructure (DPI) to serve as a foundation for transforming governance, streamlining services, and fostering trust among member countries.

This platform could provide information on visas, legal requirements, cost of living, internet quality, and networking opportunities while connecting DNTs to coworking spaces and local communities. By integrating these resources, BRICS countries enhance their global competitiveness, foster an accessible and inclusive environment for remote workers, and stimulate investments in digital infrastructure designed for this audience.

It is also recommended to strategically use platforms such as *Nomads.com* and other specialized digital tools to collect and analyze data on digital nomads' behavior. These platforms provide valuable information on mobility patterns, destination preferences, infrastructure demands, and

lifestyle choices of this audience, enabling public policies to be more assertive and aligned with the real needs of this segment. By monitoring these trends, governments can anticipate challenges, identify investment opportunities, and develop actions that promote a balanced integration between digital nomads and local communities, strengthening sustainable and innovative tourism in the region.

Digital identification systems, such as [Aadhaar](#) and [UIDAI](#), play a pivotal role in reducing inefficiencies and expanding access while significantly simplifying the lives of digital nomads in India. These systems establish a reliable digital identity, facilitating seamless access to essential services.

Investments in innovation and the integration of dedicated portals for digital nomad visa programs, such as Dubai's Virtual Working Programme and Abu Dhabi's "Remote Work Visa," significantly attract remote professionals to the country. These portals provide clear and accessible information regarding requirements, benefits, and application processes, simplifying decision-making and planning for potential applicants.

These investments are particularly significant for DNTs as they encompass enhancements in digital connectivity, such as high-speed internet and well-equipped coworking spaces. These measures ensure adequate support for remote work, accommodating a lifestyle characterized by continuous mobility. There are many initiatives in this area, such as digital platforms providing real-time tourist information on attractions, events, transportation, and more; the use of virtual and augmented reality technologies in tourist sites and museums; innovative city projects featuring public Wi-Fi and efficient transportation systems; environmental monitoring systems using sensors and drones in protected areas; and the digitization of payment methods to facilitate transactions for tourists.

People's Republic of China, for instance, aims to accelerate the implementation and dissemination of new technologies in the tourism sector, such as Big Data, Cloud Computing, Internet of Things (IoT), Blockchain, 5G, the Beidou system, Virtual Reality (VR), and Augmented Reality (AR), raising the sector's development level through scientific and technological innovation (People's Republic of China, 2021).

Various countries have implemented DNTs visas to attract remote professionals and boost the local economy. It is recommended that visa policies evolve from merely "legitimized" to "strategic," integrating explicit political priorities such as tourism, labor markets, entrepreneurship, and immigration policies.

Explicit income tax exemptions in Dubai has been implemented alongside DNTs visas, even for stays exceeding six months, a period typically recognized as establishing tax residency. These measures allow for the duty-free importation of work equipment and exempt individuals from the obligation to pay local income taxes.

Addressing this challenge requires a coordinated, multisectoral approach that integrates digital nomad visa policies with tourism, economic, migration, and labor frameworks. A practical solution is establishing an interministerial working group composed of tourism, economy, migration, and labor representatives.

In countries with vast territorial areas, air connectivity is deemed essential for developing tourism in more remote regions. Consequently, continued investments in airport construction, modernization, and expansion are necessary. BRICS countries could sustain and intensify investments in modernizing sustainable transportation, including electric trains and buses. Additionally, they could prioritize promoting renewable energy sources to minimize environmental impact and reduce reliance on fossil fuels.

Investing in tourism projects that focus on sustainability and address climate change seeks to encourage tourism enterprises to adopt

renewable energy, manage waste, maintain clean public spaces, and conserve natural resources and biodiversity.

In this context, initiatives include promoting and rewarding best practices and certifying sustainable destinations as incentives. In Russia, for instance, modular hotels with modern, high-quality technologies are being implemented, eliminating the need for heavy infrastructure and increasing the number of accessible hotels, particularly for the ecotourism segment.

Labor market transformations, including remote work and temporary visa regimes, offer BRICS economies a viable pathway to enhance tourism portfolios through niche market development.

Accessibility and tourism safety are essential considerations for countries seeking to create more inclusive and competitive destinations. Fundamental measures involve adapting infrastructure and services to support individuals with disabilities and reduced mobility, incorporating assistive technologies such as apps and digital platforms to facilitate communication, and enhancing service quality to accommodate DNTs with specific needs. Measures include implementing universal signage and providing information for tourists in multiple languages.

Regarding tourism safety, efforts are focused on strengthening public security, implementing crisis management plans, and establishing Tourist Information Centers that provide guidelines on safety measures.

Furthermore, it is crucial to establish dialogues with the private sector and international organizations to share best practices and align policies with global trends in remote work. Such collaboration can pave the way for implementing more flexible and appealing visa programs for remote professionals. The experiences of countries successfully adopting digital nomad visa policies serve as valuable references. For instance, Brazil has introduced specific regulations allowing these professionals to work remotely for up to one year, with the option for renewal.

BRICS countries should align these initiatives with strategic policies in tourism, labor markets, entrepreneurship, and immigration. Integrating artificial intelligence (AI) into these policies can enhance the digital nomad

experience by delivering personalized and efficient services. Collaboration among BRICS nations in AI development and governance, through working groups and alliances, strengthens their collective ability to innovate and adapt to the evolving demands of remote work.

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