



Greenhouse dining at Maine's Aragosta at Goose Cove. *Photographer: Greta Rybus for Bloomberg Businessweek*

Pursuits + Businessweek

Where to Go in 2023

The next year will break major tourism records, so this is the time to go big with your plans. Because you're definitely not staying home.

By Bloomberg Pursuits

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Inflation, recession, global conflict, labor unrest and stock market volatility cannot stop our human desire to get away.

Some call it the tourists' revenge: After two years of Covid-related restrictions, travel in 2022 rebounded nearly to pre-pandemic levels. International travel boosted

spending in the world's most-visited cities and was a key contributor in driving their recovery. Total tourism spending in 2023 is projected to be \$1.16 trillion dollars globally, and may surpass even 2019 levels as travelers from China return to the road. Restaurants and hospitality brands are leaping to meet the moment. Resorts both vast and tiny are opening up in hot cities and remote getaways around the globe. Chefs have crafted adventurous dining experiences to serve a newly rambunctious clientele. Many museums and cultural institutions are emerging, refreshed and renewed.

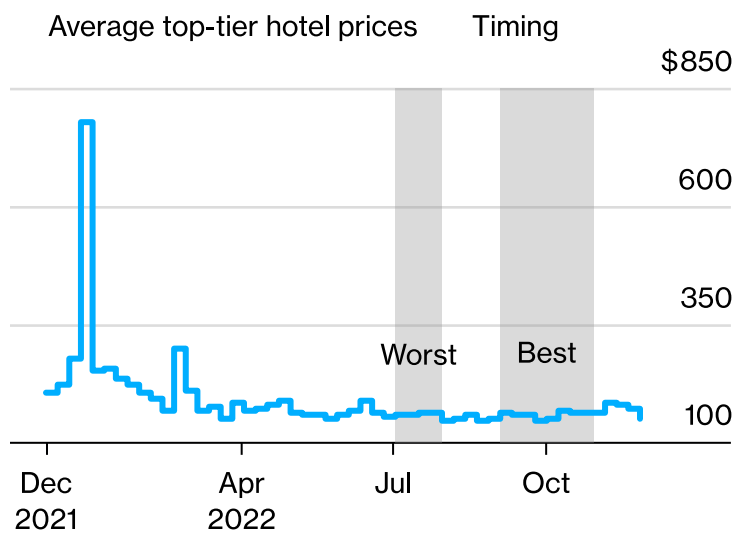
With that in mind, we put together a list of 21 places that can fulfill whatever you want most in a vacation, whether it's outdoor adventure, luxurious pampering, delicious food, decadent nightlife or simply, a little peace and quiet. And to help you maximize your time off, we gathered insights from destination experts on the most ideal (and questionable) times to travel; paired with custom hotel price data from Google, finding your perfect trip is easier than ever.



Horseback riders in Trancoso's Unesco-protected *quadrado central*. VIDEO BY MARTA TUCCI FOR BLOOMBERG BUSINESSWEEK

Chill by the Beach in Trancoso, Brazil

When to Visit Trancoso, Brazil



Source: Google Search hotel data

In 2020, Spanish photographer Marta Tucci was sent on assignment to Trancoso, a chic beachfront town 650 miles or so north of Rio de Janeiro on the coast of Bahia in Brazil. “In the first week, I fell in love with the place,” she says from the town she and her property developer husband now call home.

The couple isn’t alone. This village was once best known as a counterculture hideout in the 1970s and ’80s during the Brazilian military dictatorship; it transformed when the fashion pack began descending roughly 15 years ago to rent out the little houses here, which sit on and around the *quadrado central*. Bob Shevlin and his partner, Wilbert Das, Diesel’s former creative lead, were pioneers. “The first house we bought on the town square—in 2006?—it had no glass windows,” he recalls, noting they slept on the floor for a while. The pair went on to open the 13-room Uxua Casa Hotel & Spa in 2009, a magnet for the likes of Beyoncé and Leonardo DiCaprio.

Shevlin says Trancoso has undergone another radical change over the last two years: Folks like Tucci are flocking to live long-term in this chic beachfront hideaway. Many of Shevlin’s international friends are spending considerably more time here than they did pre-pandemic.

The uptick in year-round residents has spurred an increase in amenities, too, bolstering what's long been available at luxury deli Empório le Marché, which hawks imports such as asiago cheese and mortadella. Nexo Brunch & Coffee Bar, for instance, is run by a young Brazilian nutritionist and her husband. Another coffee shop, Café Na Praça, is on the way. And São João Batista Burger & Pizza slings hamburgers in a homey setting.

Still, the sleepy, laid-back appeal of the village persists. "I was really hoping to find a place where I could spend a bit more time," says Tucci of life here. "We're taking it slow."

When to go: Trancoso is warm year round but not too hot, with high temperatures rarely reaching above the 80s. Whale-watching season is June to October, with September and October offering the uncrowded ideal.

When not to go: July is rainy, with an average monthly precipitation of approximately 7 inches. And if you're seeking a low-key escape, avoid New Years and Carnival (Feb. 17-22 this year).

Whom to call: Landed