



Press Release

Escape the British Weather This Winter for Brazilian Sun, Sea and Culture

London, 15th October 2014- Emerging as a key tourist destination following the success of this summer's World Cup which attracted a record-breaking 1,035 million tourists to the country, Brazil is the perfect destination for those looking to escape the British weather this winter. A haven for those seeking adventure, exotic cuisine and idyllic surroundings filled with culture; Brazil's vast array of winter sun destinations offer something to suit everyone.

Florianopolis



Florianopolis, or "Floripa" to locals, is the second largest city in the Santa Catarina state, occupying part of the mainland, one main island - Ilha de Santa Catarina - and surrounding small islands. Sparkling lagoons and 42 beautiful beaches make it one of Brazil's top holiday destinations with an incredible nightlife scene to match. Attracting Brazilians and international tourists alike, Florianopolis also has great outdoor activities on offer such as hiking, boat trips, surf schools and diving. Most of the population live on the island's central and

northern parts which are packed with fishing boats, lacemakers, folklore, cuisine and colonial architecture.

Bahia



Brazil's Bahian coastline is famous for its beauty and the former fishing village of Tranco is no exception, filled with sleepy charm, idyllic beaches and pretty guesthouses. A particular highlight for visitors is the magical 'quadrado', a square lined with laidback bars, candlelit restaurants and rustic charm. For those looking for a little more energy, the small town of Itacaré is an excellent alternative.

A popular spot with keen surfers, Itacaré also offers fantastic sailing, trekking, horse-riding and bird watching opportunities as well as extensive forest trails, all set well away from the beaten tourist track.



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Fernando de Noronha



Fernando de Noronha, a small island off the Northeast coast of Brazil, in Pernambuco, has long been a secret hideout, accessible most easily from either Natal or Recife. Full of natural life and allowing only 500 people to stay at any given time, the clear waters, home to dolphins and turtles, make this island the ultimate outdoor, romantic and unique retreat. With roughly 70 per cent of the island recognised by UNESCO as a protected National Marine Park, Fernando de Noronha is

home to over 200 varieties of fish, five types of shark, two species of sea turtles, 15 coral reefs and the Spinner Dolphin.

Ilha Grande



With summer here lasting from December through to February, Ilha Grande- a small, beautiful island located off the coast of Rio de Janeiro State- is perfect for those seeking a secluded winter sun escape. Relaxing, undeveloped and pristine, the island has an unusual history, previously home to pirates, a leper colony and a penitentiary, which kept developers at bay and maintained the islands tropical beauty. A favourite with laid-back travellers, Ilha Grande is home to protected

rainforest and is dotted with pousadas, restaurants and bars. Visitors here can enjoy the warm crystalline waters or jungle hikes to impressive waterfalls and secluded beaches.

Fortaleza



This city is situated on the northeast coast of Brazil with long stretches of sandy beach. Famous for its night-life, the sound of forro (local Brazilian music) can be heard spilling out of local bars. Among the tourist and cultural attractions is the Central Market, the José de Alencar Theatre, the Museum of Modern Art and the Beach Park Water Park. Due to the strong winds, the coast of Fortaleza is an ideal place for practising water sports, while local gastronomy, as in other cities of the North-Eastern region of Brazil, includes everything from

seafood to carne-de-sol; meat (usually beef) lightly salted and sundried.

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ABOUT EMBRATUR

The Brazilian Tourist Board (Embratur) is the specialist agency of the Brazilian Ministry of Tourism responsible for implementing National Tourism Policy in the areas of promotion, marketing, and marketing support for Brazilian tourist destinations, services and products in the international market. Embratur helps to generate social and economic development for the country by increasing the flow of international tourists to national destinations. For this purpose, it has the 'Aquarela Plan - International Tourism Marketing of Brazil' as the guideline for its action programmes.



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