



One Rio de Janeiro, Many Possibilities!

Recognized as the main gateway to international tourism in Brazil, Rio de Janeiro has been gaining, through the tourism sector, an important role in the resumption of Brazil's economy. Data from Rio Convention & Visitors Bureau show that by 2027 the city will receive 906 million participants who will leave an estimated revenue of US\$ 604 million.

The Brazilian capital of leisure and tourism business is also notable for events. As an example, Rock in Rio, one of the biggest music festival on the planet, was responsible for generating R\$ 344.9 million only in lodging. The city will also gain strength with the launch of the "Rio de Janeiro a Janeiro" project, a robust calendar of cultural, sports and corporate events that will stimulate employment and income generation, as well as the tourist flow throughout the state.

After Olympics, Rio de Janeiro also opened a range of opportunities for those who wish to visit the city. Today, the visitors have the chance to see four destinations in one – West Rio, São Conrado, South Rio and Downtown. Rio de Janeiro has a variety of tourist attractions, such as the Museum of Tomorrow and the AquaRio - Marine Aquarium, including the beaches of the West Rio, parks, forests and lagoons, without leaving aside the traditional postcards such as the Sugar Loaf, Christ The Redeemer and Copacabana beach.

Urban mobility, one of the greatest legacies from the Olympic Games, allows visitors to get to know the city from the Port Zone to Pontal with the most sustainable and modern urban transport system in the country, including the subway, VLT (Light Rail Transit) and BRT (Bus Rapid Transit). The improvement of the mobility system was an important and fundamental step for the development of the city's economy. In addition to benefiting the population, the current transport systems offer new possibilities for transportation, in a fast, safe and sustainable way.

Another exponent of the Olympic legacy is the hotel industry that besides the properties renovation also duplicated its capacity. The Olympics also brought to the city great worldwide hotel brands, as well as all the infrastructure that is now offered for congresses and events with modern equipment throughout the city.

With a natural vocation to receive events of all sizes and profiles, Rio de Janeiro is consolidated as one of the most prepared destinations in the world, from its hotel infrastructure, convention center, tourist attractions, to urban mobility and, not leaving aside, the kindness of the Carioca, locals from Rio. After all, we honor the title of Marvelous City.

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