

FLORIANÓPOLIS e REGIÃO
Convention & Visitors Bureau

Florianópolis
SC-Brasil

Florianópolis



Ponte Hercílio Luz / Hercílio Luz Bridge

Inspire seus sentidos/ Inspire your senses

Florianópolis

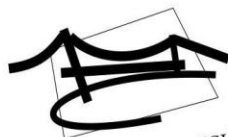
Santa Catarina - Brazil



Global Healthy Workplace Awards & Summit

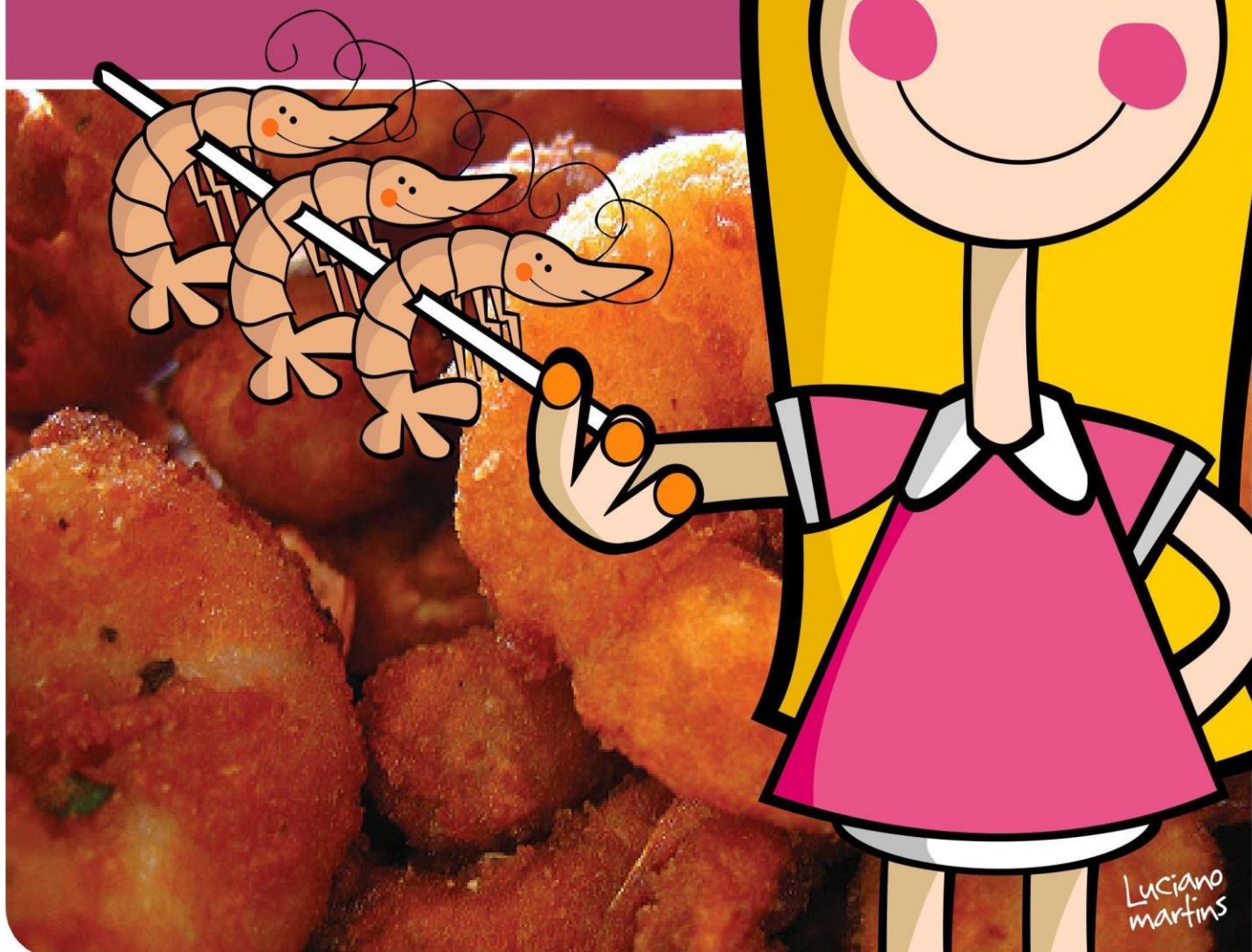


Florianópolis



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Gastronomia - Sequência de camarão
Gastronomy - Shrimp sequence

Florianópolis

With its more than 43 beaches, exuberant natural life, a hospitable people and, moreover, an excellent infrastructure for welcoming visitors, Florianópolis can easily be compared to paradise. The city was elected by Brazil's two largest tourism publications as Brazilian main destination: the tourist capital of Mercosur is the second most important destination in our country.



A PLACE TO LIVE

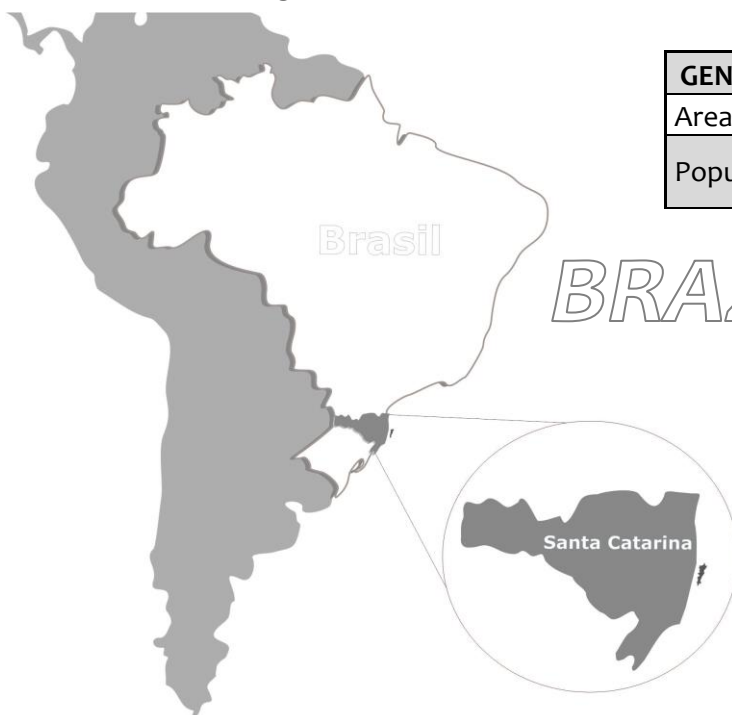
Those who get to know the beauties of the State of Santa Catarina want to stay here longer than just one season. This is why an ever increasing number of people are choosing the capital with the best quality of life in our country as a place to live. Those who like beaches and a peaceful life, without sacrificing the advantages of bigger cities, find here the perfect place to be. Florianópolis combines everything you find in a big city with the charm of a small town.

The city has become cosmopolitan, but without losing its identity. The “manezinhos”, gentile for Florianópolis, known for speaking fast, walk the narrow streets downtown and the Public Market, preserving their customs and festivals, inherited from Portuguese colonization.

LOCATION

Florianópolis is built on an ocean island with 424.4 Km² and a small continental peninsula with 12.1 km²: the city's total surface is 436.5 km². Little over 400 thousand people live on the Island and the neighborhoods on the Continent.

Florianópolis is located amongst the main Brazilian capital cities and Latin America, right on the axis formed by Brazil's large urban centers and the cities of Buenos Aires and Montevideo.



GENERAL INFORMATION	
Area	436,5 km ²
Population	400.000 inhabitants



CLIMATE

Florianópolis' climate is characteristic of the Southern Brazilian coasts. Seasons are well characterized, summer and winter are clearly defined; fall and spring climates are quite similar to each other. The average maximum temperature of the hottest month stays between 26°C and 31°C, and the average minimum temperature of the coldest month stays between 15°C and 19°C.

Average Temperature (°C)											
January	February	March	April	May	June	July	August	September	October	November	December
24.5	24.6	24.1	21.9	19.4	17.4	16.4	16.8	17.8	19.5	21.3	23.1

Source: EPAGRI, 2009

ENVIRONMENT



Our island strikes a very good balance between human settlement and environmental preservation. The harmony and the conservation of biodiversity around the urban center are outstanding in this region, which is the only Brazilian capital city located on an island where the ecosystems are preserved. There are now more than 20 ecological conservation districts and new parks in the county, covering 42% of its territory.

GASTRONOMY

In Florianópolis, over 523 restaurants offer you high quality and a variety of cuisines. Our typical gastronomy is based on seafood.

The oysters, a gastronomic highlight, are cultivated in our island; the region surrounding Florianópolis is responsible for 80% of the Brazilian oyster production. When you are in Florianópolis, you just can't miss what we call a "Shrimp Sequence", which is an extraordinary meal consisting of a series of shrimp-based dishes.



EVENINGS



You can choose from a simple sunset happy hour in small bars to the excitement of the best nightclubs, and, in between, cafeterias, gambling houses, theater, alternative places and different music nightclubs. You won't lack options in Florianópolis: from the traditional places along Beira Mar Norte Avenue, not far from Downtown, to the innovative choices around the Conceição Lagoon.

SHOPPING

Here you find the same main shop as in any large city, in dedicated streets, as well as in our 06 shopping malls. As to culture and handcraft, Florianópolis is proud of its typical, historic neighborhoods, with their series of old houses and open-air markets offering local handcraft.

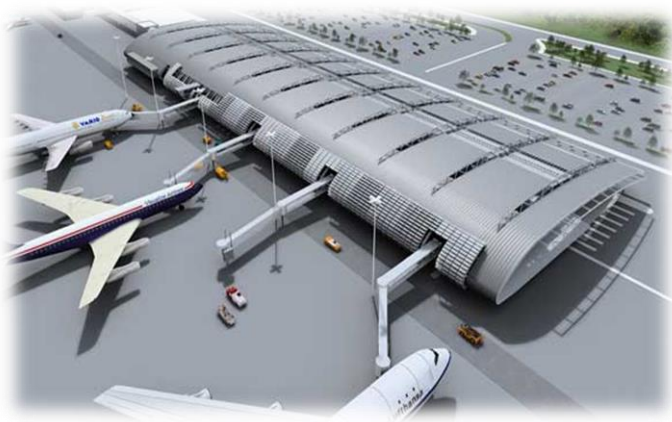


Infrastructure

ACCESS BY PLANE

Florianópolis has one airport – **Hercílio Luz International Airport (FLN)** – located in the Southern part of the Island and managed by Infraero (Brazilian Airport Authority). The airport is 13Km (15 minutes) away from the main hotels and convention centers, located downtown, and 40Km (30 to 40 minutes) away from hotels & resorts located in the Northern end of our island.

With more than 3 million passengers a year, the Hercílio Luz International Airport is one of the main Brazilian airports in passenger traffic. The city outgrew the current passenger terminal capacity, thus, until the end of 2014, Florianópolis will have a new airport.



New Passengers Terminal

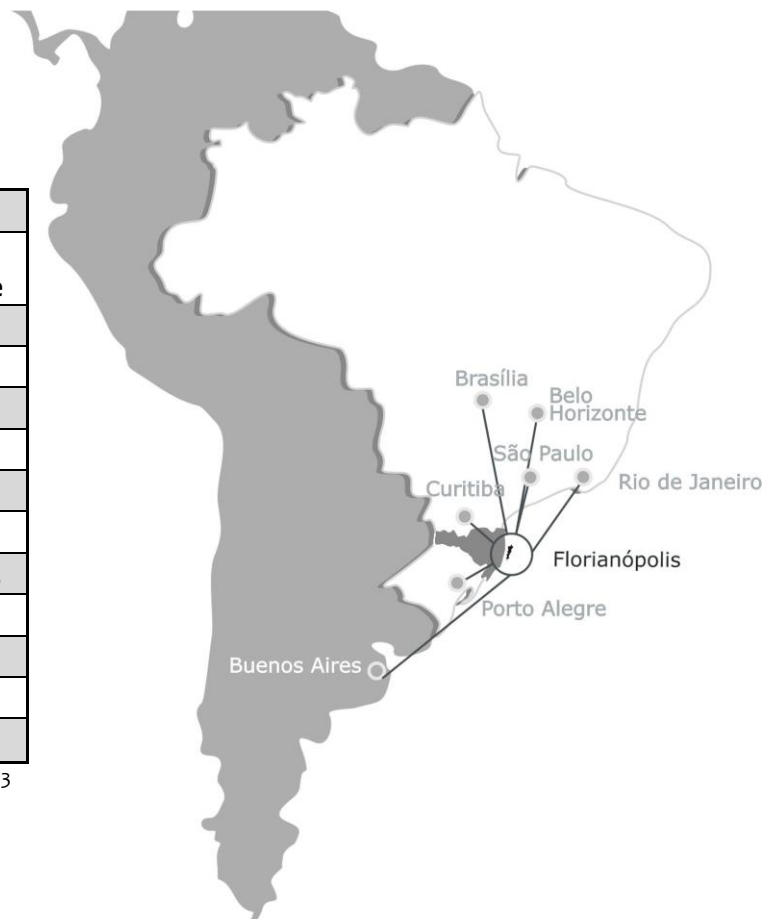
- Capacity for 8.5 million passengers per year
- Apron area for 12 aircrafts
- 5 boarding bridges
- 3 baggage carousels
- 8 escalators
- 13 lifts
- 64 stores (Shop, F&B, Other facilities)
- Parking for 1.800 vehicles

The main Brazilian airlines operate regular flights to and from Florianópolis. The city receives 71 domestic and 02 international daily flights.

Direct flights* to Florianópolis (FLN)			
From	Airport	Number of Flights	Flight Time
São Paulo	GRU	14	1h10
São Paulo	CGH	15	50 minutes
Rio de Janeiro	GIG	9	1h35
Rio de Janeiro	SDU	4	1h30
Brasília	BSB	4	2h15
Porto Alegre	POA	8	1h
Curitiba	CWB	1	40 minutes
Belo Horizonte	CNF	1	1h50
Campinas	VCP	6	1h15
Chapecó	XAP	8	1h
Buenos Aires	EZE	2	2h

*Without stopping

Source: Panrotas, fev/13



INTERNATIONAL FLIGHTS TO FLORIANÓPOLIS

The city is served by two international regular flights, both from Buenos Aires. During the summer there are a range of international charter flights, usually from Uruguay and Argentina.

Although there is not a great number of international directly flights to Florianópolis, there are some ways of getting to the city.

São Paulo, one of the main cities in Brazil, has a hub airport, receiving several flights weekly from all over the world. It makes easier to get to Florianópolis, considering we are only 50 minutes far away – by plane. Another Brazilian hub airport is in Rio de Janeiro, 2 hours from Florianópolis – by plane.

International Flights to São Paulo – weekly

From Europe			From North America			From Latin America		
City	Frequency	Flight Time	City	Frequency	Flight Time	City	Frequency	Flight Time
Frankfurt	21	12h 10	Toronto	7	10h 10	Asunción	14	2h
Munich	7	12h 30	Atlanta	7	9h 35	Ciudad del Este	7	5h 30
Linbon	9	10h 15	Chicago	7	10h 35	Bogotá	14	5h 45
Porto	2	10h 50	Houston	7	9h 50	Buenos Aires	117	2h 30
London	14	11h 35	Los Angeles	3	12h 20	Bariloche	2	4h 10
Madrid	20	10h 40	Miami	34	8h 10	Lima	31	4h 50
Milan	10	11h 55	New York	34	9h 45	Montevideo	21	2h 30
Rome	6	12h	Orlando	7	8h 45	Santiago de Chile	38	3h 45
Paris	24	12h	Washington	7	9h 20	Panama City	21	7h
Istambul	7	13h				Mexico City	12	9h 10
						Córdoba	7	2h30
						Cancun	2	9h

From Africa/Asia		
City	Frequency	Flight Time
Abu Dhabi	7	15h
Dubai	6	14h40
Johannesburg	11	8h

International Regular Flights to Rio de Janeiro – weekly

From Europe			From North America			From Latin America		
City	Frequency	Flight Time	City	Frequency	Flight Time	City	Frequency	Flight Time
Lisbon	10	10h 15	Atlanta	7	9h 45	Buenos Aires	52	3h
Porto	3	10h 25	Miami	14	8h 20	Lima	4	5h 20
London	3	11h 30	New York	4	10h 15	Montevideo	5	2h 40
Madrid	6	10h 15				Panama City	7	7h 26
Paris	17	11h 30						

ACCOMMODATION FACILITIES

According to IBGE – Brazilian Institute of Geography and Statistics, Florianópolis is the 4th Brazilian capital in number of beds, one of the biggest hotel chain capacities in Brazil.

Beds	20.060
Apartments	10.098
Hospitality Establishments	254

Source: IBGE, 2011

In Florianópolis you'll find individual as well as chain hotels, from renowned domestic and international chains, allowing the city to offer 20,060 hotel beds, along the beaches (65%) and downtown (35%). Some examples of domestic and international hotel chains: International: Accor (Sofitel, Ibis, and Mercure); Domestic: Blue Tree, Deville, Bristol, and Intercity.

From the total of beds available, 13,000 ranks as higher category, but the city also offers different kinds of accommodation, like hotels, resorts and five star hotels.



TRANSPORTATION

Hired transportation – There are many companies that offers a transfer service. It may be hired by the event organization, considering airport/hotels/airport and hotels/convention center/hotels, with special route and schedule. There are lots of vehicles options like executive cars, minivans, buses and mini buses.

Taxis – The city offers a range number of taxis available, almost 500 cars. The fares change depending on the time, for example, it's a bit more expensive at nights and weekends.

Public Transportation – Florianópolis public transportation is bus based, with an Integrated Transportation System, made up of six "Integration Bus Terminals". In this system, "local lines" connect our different neighborhoods with the relevant area terminals, which, in turn, are connected with the central bus terminal (TICEN) through the "main lines". The fare for a local bus ride is about U\$1.50 (U\$ 1 = R\$ 1.96).



The "Executive Transportation" system, designed for higher purchasing power passengers who look for additional comfort, resorts to minibuses which can stop anywhere its passengers find it convenient. There is, as well, an important incoming traffic of public transportation buses from neighboring townships.

Quality for Events

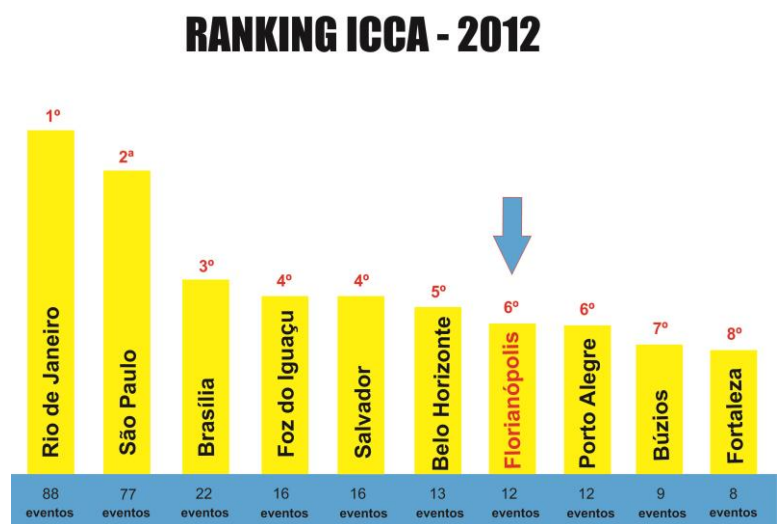
Florianópolis is a great choice for events. The city provides an efficient infrastructure and equipment for hosting national and international events. There are many auditoriums, rooms and other meeting areas for congresses, fairs, sports competitions, shows, and other business or leisure activities. All of the venues are easily accessible and have international standard infrastructure available, this is why we are able to successfully host events of any size.

A great point about organizing an event in Florianópolis is its cost-benefit. With the same facilities of the big cities, the prices are about 30% cheaper. Being such an important activity for the promotion and the establishment of the region as a tourist center, business tourism is broadly encouraged.

TOURISM AND BUSINESS

In recent years, the Greater Florianópolis tourist sector underwent considerable transformation. The city has hosted some important international events, such as the 9° WTTC - The Global Travel & Tourism Summit, when the bidding process was against Johannesburg, Paris and Xanghai.

The strive for better organization and planned growth led the region to be among the 10 first Brazilian cities in the organization of events, according to ICCA – International Congress and Convention Association.



EVENTS HOSTED BY FLORIANÓPOLIS

Our region is also known for the success of previous events.

National Events	Attendees	Year
XXXII Brazilian Congress on Hematology and Hemoterapy	3.500	2009
XIV Brazilian Thyroid Meeting	2.000	2010
IX Human gastrointestinal Tract Brazilian Week	5.000	2010
33 rd Brazilian Congresso f Urology	5.000	2011
XLVI Brazilian Congress of Dermatology	5.000	2011
33 rd Annual Meeting of the Brazilian Society of Chemistry	4.500	2011
XIX Brazilian Congress of Physiotherapy	3.000	2011
2 nd World Forum on Technological and Professional Education	16.000	2012
International Events		
9° WTTC - The Global Travel & Tourism Summit	1.300	2009
XXV International Biometric Conference	1.000	2010
34° Travel Mart Latin America	900	2011
29th IGLTA Annual Convention	450	2012

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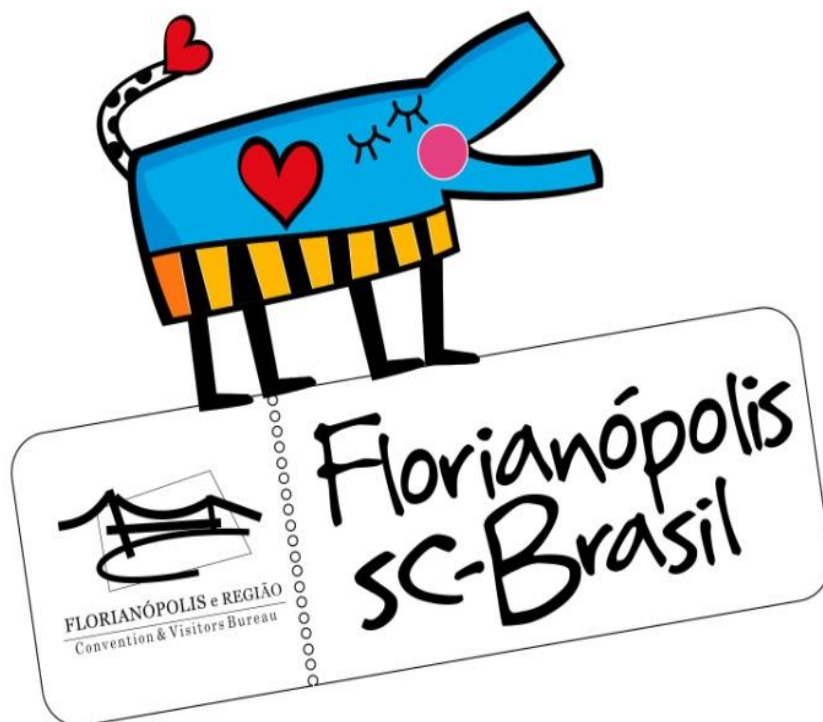
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FLORIPA
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