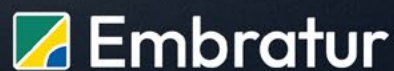


EVERYTHING ABOUT

# NATURE

# TRAVEL



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# SUMMARY

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**Context**

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**World**

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**Brazil**

Biodiversity

Biomes

UNESCO Natural World Heritage Sites

GeoParks

National Parks

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**Highlights and Awards**

# 1 CONTEXT

# what is it?

## Ecotourism

Segment of touristic activity that uses, in a sustainable manner, the natural and cultural heritages, encourages its conservation and seeks to build an environmentalist consciousness through interpretation of the environment, promoting well-being of populations

([Ministry of Tourism](#), 2010).

Source - Basic Ecotourism Guidelines Booklet

## Adventure Tourism

Comprehend touristic movements resulting from the practice of recreative adventure activities and not competitive

([Ministry of Tourism](#), 2010).



## Activities

Source: [ABETA](#) | INMETRO

### EARTH

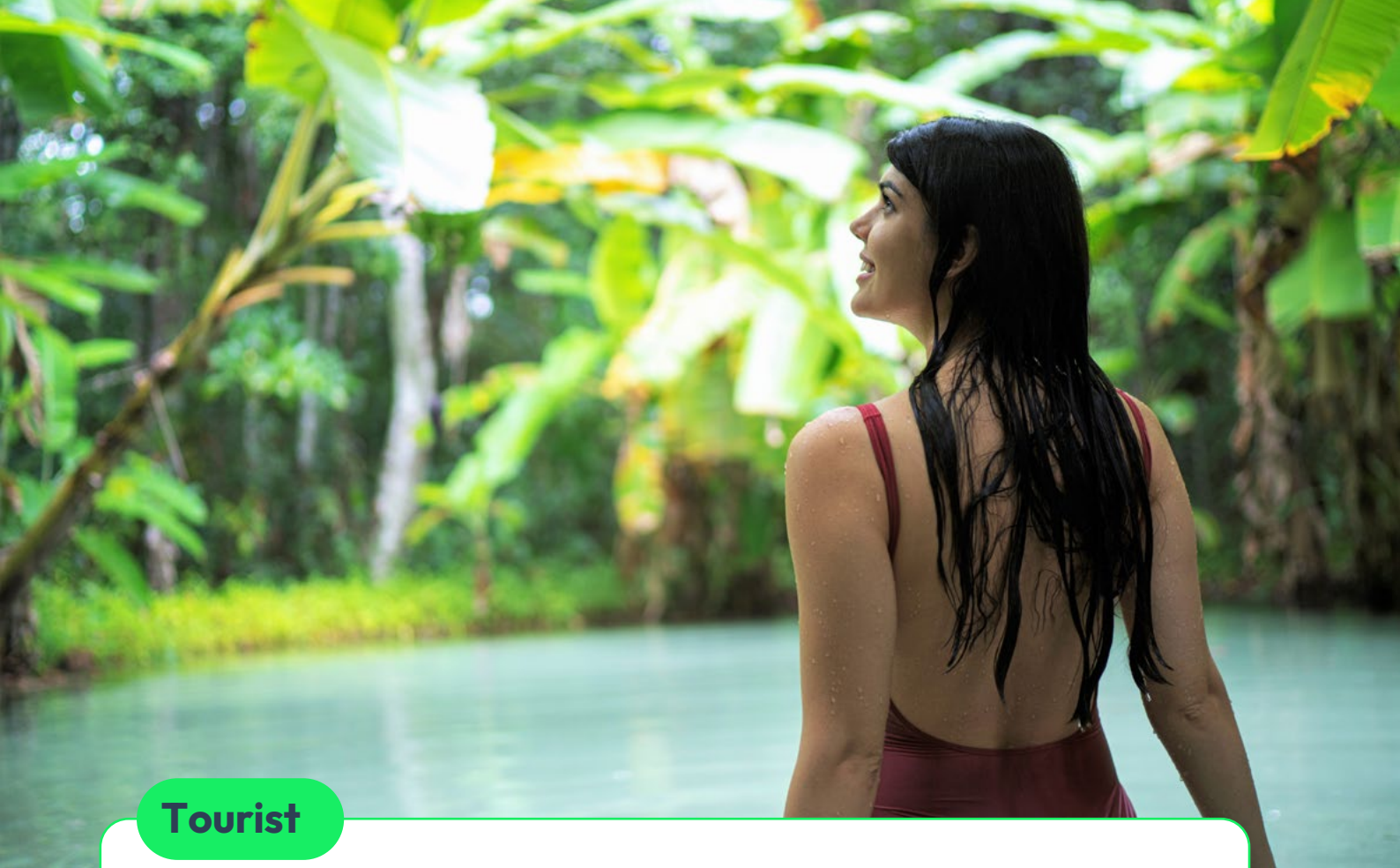
- Abseiling
- Birdwatching
- Buggy ride
- Bungee Jumping
- Canyoning
- Cascading
- Caving
- Cetacean observation
- Climbing
- Cyclotourism
- Fauna observation
- Feline observation
- Flora observation
- High Ropes Courses
- Hiking
- Horse riding
- Mountaineering
- Quadricycle
- Tree climbing
- Trekking
- Tyrolean
- 4 Wheel-drive

### WATER

- Acquaride
- Buoy-cross
- Canoeing
- Ducking
- Flotation
- Free diving
- Hydrospeed
- Kitesurf
- Polynesian canoe
- Rafting
- Sailing
- Scuba diving
- Stand up paddle
- Surf
- Windsurf

### AIR

- Ballooning
- Hang gliding
- Paragliding
- Skydiving



## Tourist

The new millennium tourist wants to travel to destinations where, more than just visiting and contemplating, it is possible to feel, live, exchange experiences and be a character in your own journey. (OMT, 2022).

### Motivations

Search for new experiences

Explore unique and untouchable spots

Connection with the nature

Learn and experience local culture

### Main motivations

Curiosity, knowledge about natural environment, interest in preservation and connection with local culture. (Globaldata, 2023).

### Challenges

Provide authentic experiences to travelers, with controlled visits, allowing integration between tourists and local community.



## 2 WORLD

## Growing international demand

According to the Ecotourism Global Market Report of The Business Research Company, the size of the ecotourism market expected to grow by US\$200.8 billion in 2023 to US\$331.62 billion in 2027, increasing the annual growth rate from 5,8% (2023) to 13,4% (2027).

# Ecotourism

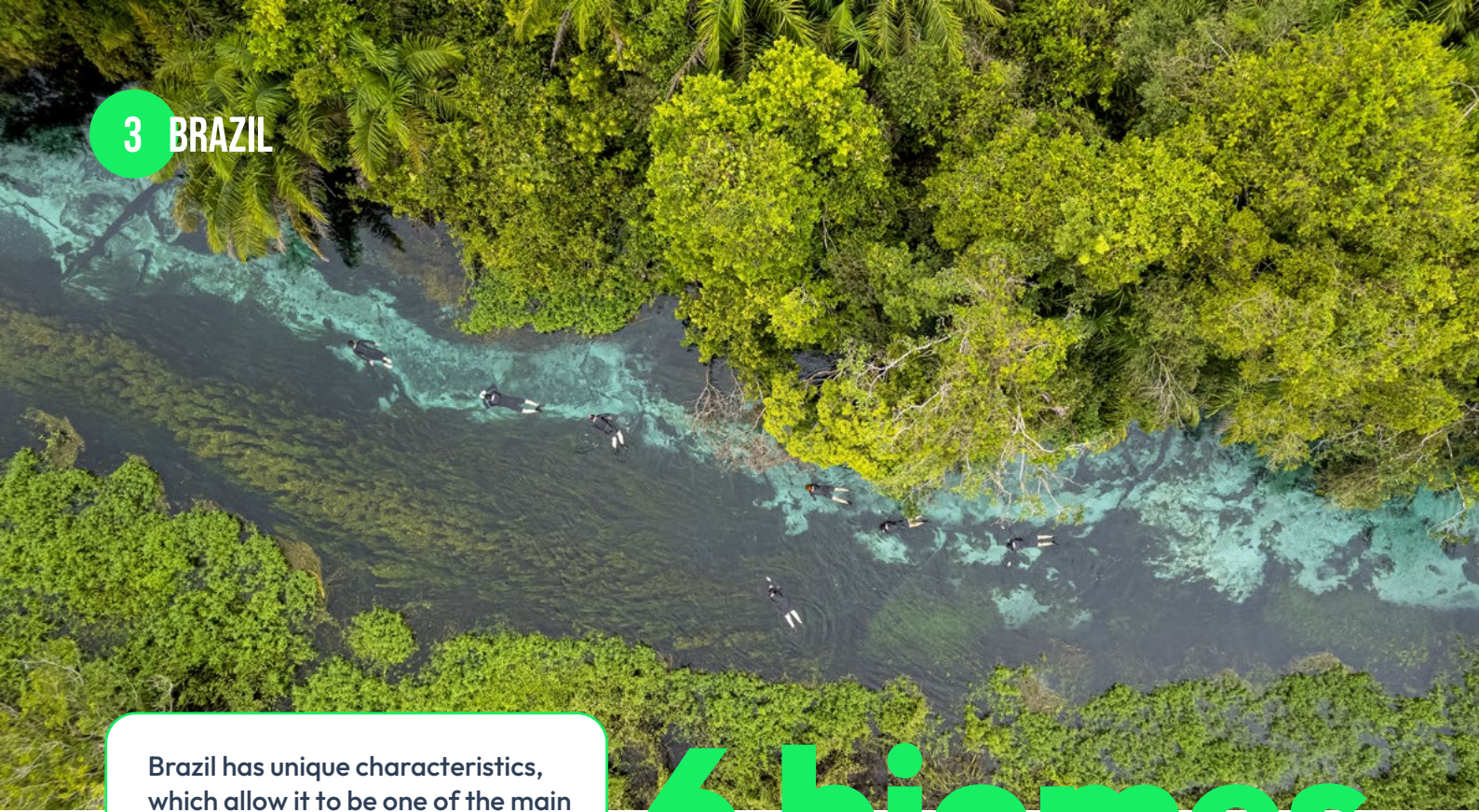
**Growth of 5% per year. This segment is considered the fastest growing in the tourism sector.** (OMT, 2023).

## Booking.com Sustainable Travel Report 2023

Source: [Booking](#)

- 80%** state that traveling more **sustainable** is important to them
- 75%** seek **authentic experiences** that represent local culture
- 43%** traveled in the **low season** in an attempt to avoid overcrowding
- 66%** want to leave the places they visited **better** than when they arrived
- 76%** of travelers express the desire to travel **more sustainably**





# 6 biomes

Brazil has unique characteristics, which allow it to be one of the main countries in the world with the potential to increase the nature tourism, with diverse biomes, favorable climate and unique tourist experiences.

Brazil is recognized as the country which has the greatest biodiversity of the planet. With a vast territorial extension and an impressive diversity of biomes, the country has a rich and incomparable flora and fauna. Each region of Brazil has a variety of natural landscapes and unique ecosystems.

## Biodiversity

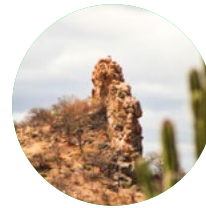
Brazil has the greatest biodiversity of the planet (20% of the number total species on Earth.) ([MMA](#)).

Brazil has 12.262 species of fauna, 120 thousand species of invertebrates and 8.930 of vertebrates (734 mammals, 1.982 birds, 732 reptiles, 973 amphibians, 3.150 continental fish and 1.358 marine fish.) ([ICMbio](#)).



### Amazon

Largest Brazilian biome, houses more than 2.500 tree species and 30 thousand plants.



### Caatinga

Biome exclusive to Brazil! Copper 10 Brazilian states, houses more than 1.400 fauna species.



### Brazilian Savanna

Recognized as the richer savanna in the world, holds 5% of the Planet's biodiversity.



### Atlantic Forest

Recognized as a national heritage, copper around 15% of National territory.



### Pampa

Restricted to Rio Grande do Sul State, it has varied natural landscapes, such as mountains and plains, rocky hills and thigs.



### Pantanal

One of the biggest wet continuous area in the planet, it has almost 2.000 plant species already identified.

# 7

## UNESCO Natural World Heritage Sites

Be considered a Natural World Heritage Site means being an exceptional formation and a physical, biological and geological habitat of animal species and unique plants that may be endangered. Natural World Heritage Sites protect these areas considered exceptional from the point view of biological diversity and the landscape.

Brazil has 7 Natural World Heritage Sites and 1 Mixed World Heritage Site (Culture and Biodiversity). Source: [UNESCO](#)

1

Pantanal Protected Areas (Mato Grosso/Mato Grosso do Sul)

2

Central Amazon Conservation Complex (Amazonas)

3

Discovery Coast Atlantic Forest Reserves (Bahia / Espírito Santo)

4

Brazilian Atlantic Islands - Fernando de Noronha and Atol das Rocas Reserves (Pernambuco / Rio Grande do Norte)

5

Iguaçu National Park (Paraná)

6

Atlantic Forest South-East Reserves (Paraná / São Paulo)

7

Cerrado Protected Areas - Chapada dos Veadeiros and Emas National Parks (Goiás)

click here and  
see more

### Mixed Heritage

Paraty and Ilha Grande – Culture and Biodiversity (Rio de Janeiro)







# Global Geoparks

Geoparks are unified geographic areas, where sites and landscapes of international geological relevance are managed on the basis of a holistic concept of protection, education and sustainable development. ([UNESCO](#)).

- 1 Seridó Geopark (Rio Grande do Norte)
- 2 Araripe Geopark (Ceará)
- 3 Southern Canyons Pathways Geopark (Rio Grande do Sul / Santa Catarina)
- 4 Quarta Colônia Geopark (Rio Grande do Sul)
- 5 Caçapava Geopark (Rio Grande do Sul)
- 6 Uberaba Geopark (Minas Gerais)



## National Parks

National Parks are home to a vast diversity of experiences that include activities, such as observation nature, trails, cultural tourism, community-based tourism and much more. ([SEMEIA, 2023](#))

### 10 National Parks most visited ranking

Source: [ICMBIO](#)

- |   |  |
|---|--|
| 1 Tijuca National Park<br>3.5 million visits                      | 6 Lençóis Maranhenses National Park<br>367 thousand visits |
| 2 Jericoacoara National Park<br>1.6 million visits                | 7 Monte Pascoal National Park<br>366 thousand visits       |
| 3 Iguçu National Park<br>1.5 million visits                       | 8 Brasília National Park<br>198 thousand visits            |
| 4 Serra da Bocaina National Park<br>701 thousand visits           | 9 Ubajara National Park<br>186 thousand visits             |
| 5 Fernando de Noronha Marine National Park<br>678 thousand visits | 10 Serra dos Órgãos National Park<br>178 thousand visits   |



4 HIGHLIGHTS AND AWARDS

# Brazil as a reference in Adventure Tourism



### #1 Ecotourism

Best country in the world to experience ecotourism

[Forbes Advisor](#)



### #1 Adventure Tourism

Brazil is in the 1<sup>st</sup> place of Best Countries in the Adventure category of U.S. News ranking

[U.S. News](#)



### #2 Most desired country

Brazil came as the second place in the “Most desired for Nature and Wildlife” category by Wanderlust Reader Travel Awards 2023

[Wanderlust Reader Travel Awards 2023](#)



## And much more...

- **Bonito** - 1<sup>st</sup> Carbon Neutral ecotourism destination in the world [Green Initiative](#)
- [Green Destinations](#) - Brazil currently has 6 certified destinations
- **Blue Flag** - Brazil has 42 beaches and marinas with international awards in 2023/2024 season
- **South America's Leading Cruise Destination 2023.** [World Travel Awards](#)
- **South America's Leading Sports Tourism Destination 2023.** Rio de Janeiro. [World Travel Awards](#)
- **Lençóis Maranhenses National Park** came in 2<sup>nd</sup> place in the [Bounce's ranking of the World's Most Beautiful National Parks in 2023](#)
- **Ipanema Beach (Rio de Janeiro)** came in 2<sup>nd</sup> place in the ranking of the world best beach by [Lonely Planet 2024](#)



**Brazilian Adventure Tourism Standards**



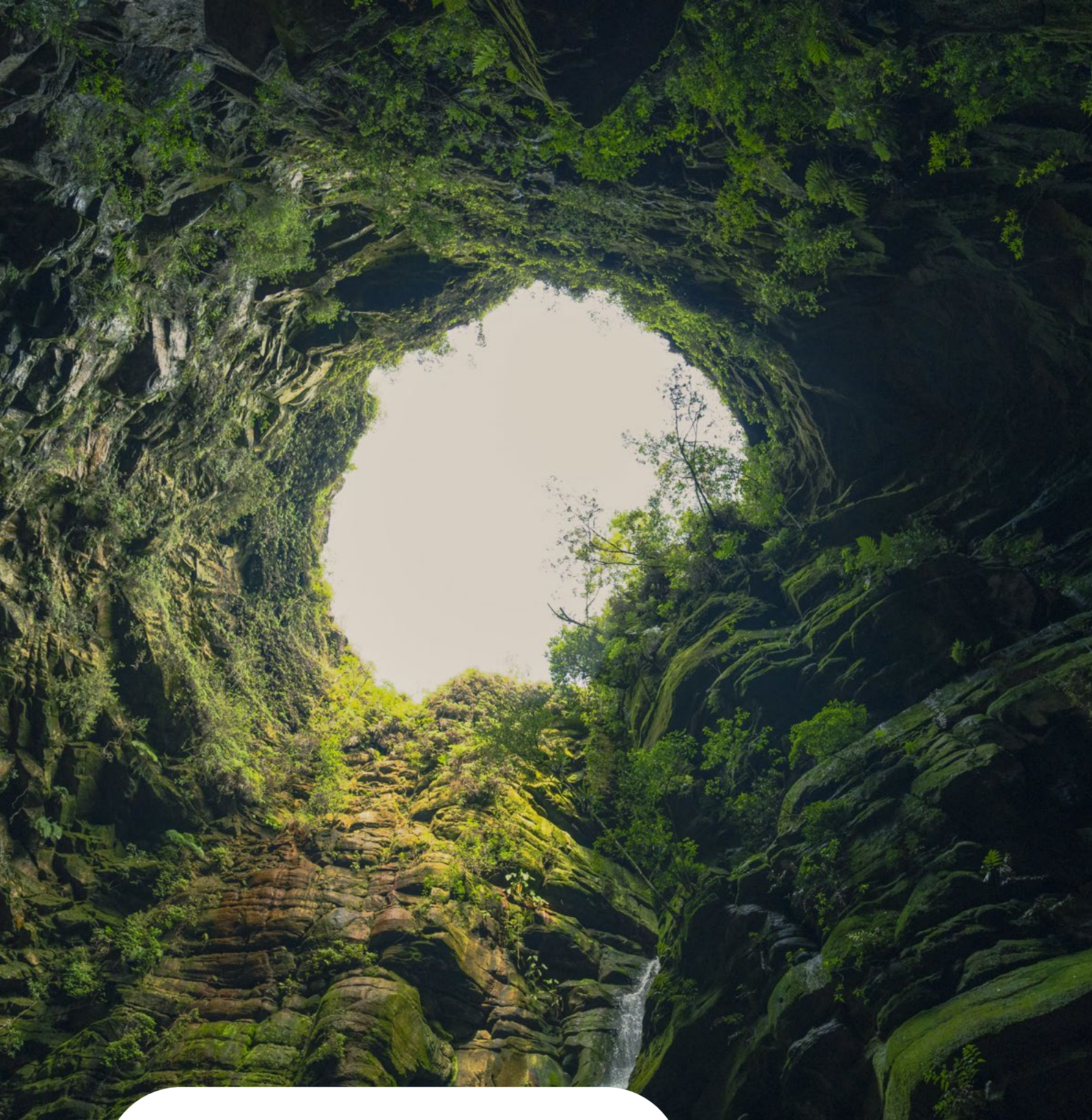
**Providers**  
Brazilian Certified Adventure Tourism Providers



**Standards**  
ISO International Adventure Tourism standards were based on Brazilian good practices



**Concessions**  
of National Parks already adopt ISO 21101 – Safety management systems – in Public Notices



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