



Santa Catarina, a place like no other....

www.SantaCatarina.travel

Rather unknown to those outside of South America, Santa Catarina is a region that most would call, “incomparable”. Santa Catarina is a subtropical state in the Southern portion of Brazil with a natural vocation for tourism. Santa Catarina not only offers whale watching, scuba diving, rafting, hiking, and beaching, but also, a growing niche of business and incentive travel.

In order to promote this unique, all-encompassing destination, Santa Catarina needed a way to reach the North American market and promote its appealing sales platform to adventure and business travelers alike. As of late 2007, www.SantaCatarina.travel was launched and since is witnessing increased growth and progress.

“We thought it would be more suitable to have a domain that would help end-consumers, travel agencies, and tour operators to identify our site as one that specializes in tourism; .travel states this message clearly,” commented Martin Desmaras, Director of IBI Asia-Pacific, “Additionally, we were recommended by USTOA and other trusted professionals in the industry about the advantages of .travel.”

As one of the emerging destinations for business and incentive travel, Santa Catarina has recently created 13 convention and visitors’ bureaus that offer the amenities to host large and small expositions while surrounded by all of its natural beauty. Adventurers or business travelers can enjoy the dazzling beaches, canyons, and mountains along with the rich culture, which provides a mixture of German, Austrian, Italian, Portuguese, Hungarian, and Polish heritages. This eclectic fusion of distinct cultures brings excitement to all aspects, including its architecture, dance, music, and cuisine.

Although yet undiscovered by most outside of South America, www.SantaCatarina.travel is making waves with great stories of scuba diving in the crystal clear waters of Bombas and Bombinhas and eco-tourism in Santo Amaro and Ilha do Papagaio. To learn more about the next destination “hot spot”, please visit www.SantaCatarina.travel.