PLAN B BRAZIL

INDEPENDENT INVESTMENT ADVISORY

Canasvieiras Investment Guide 2026

BUDGET-FRIENDLY ENTRY INTO NORTHERN FLORIANÓPOLIS

The best yield-to-price ratio, strong Argentine tourism, and a mature rental market.

PREPARED BY PLAN B BRAZIL

SANTA CATARINA, BRAZIL

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The Short Version

Canasvieiras is one of the most established tourist neighborhoods in northern Florianópolis, with a resident population of approximately 9,800 that swells dramatically during summer.

Exchange rate: 1 USD = R$5.15, unified across all Plan B materials.

$1.8K	7.5%	8%	9.8K
avg. price/m² (~R$9.5K)	rental yield	annual growth	permanent residents

Market Overview

The neighborhood is particularly popular with Argentine and Uruguayan tourists, who have been visiting for decades and maintain a strong presence through seasonal rentals and second-home ownership. Canasvieiras has a lively beachfront strip with restaurants, bars, and shops, creating a resort-town atmosphere.

The real estate market is mature — most buildings were constructed between 1990–2015, with newer infill projects focusing on modernized units.

Location & Geography

Northern tip of Santa Catarina Island, approximately 23 km from downtown Florianópolis. Canasvieiras is the northernmost urbanized beach neighborhood on the island, bordered by Ingleses to the south (2 km) and the Atlantic Ocean to the north. The beach faces northeast with calm, warm waters. Access is via SC-401 highway, with the neighborhood's main commercial strip running parallel to the beach.

Population & Demographics

Approximately 9,814 permanent residents (52% female, 48% male) across 3.55 km². The effective population during summer reaches 30,000–40,000+ due to the strong influx of Argentine, Uruguayan, and Brazilian tourists. The neighborhood has a significant Argentine community — many families have owned second homes here for 20+ years. The permanent resident population skews toward service workers, small business owners, and retirees. The seasonal demographic is heavily family-oriented.

Price by Property Type — Older Stock vs New Construction

Entry by property type (per unit)

Most buildings in Canasvieiras were constructed between 1990–2015 — creating a genuine price gap between discounted older stock and select new-construction projects. The key threshold is around **$97K** (~R$500K): above that, the premium for newness stops paying for itself through rental yield, and the classic value-add investor loses their edge.

A Major Catalyst: Sapiens Parque

#1
Brazil's largest innovation park

900+
resident tech companies

2026
park expansion underway now

Sapiens Parque sits literally between Canasvieiras and the neighboring district of Cachoeira do Bom Jesus — this isn't an abstract "nearby driver," it's effectively part of the district's own infrastructure. The park's official address is registered under Canasvieiras.

NOT JUST TOURISM — A YEAR-ROUND HUB

Expansion works are in full swing, with direct support from the state governor, who requested new partnerships to further develop the area. Beyond growth in the number of resident tech companies, a new space recently opened — **Passeio Sapiens** — an urban gastronomy, culture, and coworking hub within the park, 5 minutes from the sea. The stated goal from local developers is honest: give the north of the island "something beyond its summer vocation" — a permanent space for living, business, and leisure year-round, not just during peak season.

For a real estate investor, this means Canasvieiras is no longer solely dependent on Argentine and Uruguayan summer tourism. A growing tech cluster creates demand from a completely different audience — resident-company employees, entrepreneurs, and people seeking year-round housing near work, not just seasonal rentals.

Rental Market & Yields

Gross yield by rental type

Rental Type	Est. Monthly Income	Occupancy	Gross Yield
Long-term (annual)	$340–470 (~R$1.8–2.5K)	80–85%	4.5–5.0%
Short-term (Airbnb)	$570–850 (~R$3–4.5K)	50–70%	**7.5–8.5%**
Seasonal (Dec–Feb)	$1,500–2,500 (~R$8–13K)	88–95%	—

The seasonal figure is peak-season income, not an annual yield.

THREE DEMAND DRIVERS

Argentine and Uruguayan families on 2–4 week summer stays — the largest segment, consistent for 20+ years. **Brazilian domestic tourists** (São Paulo, Rio Grande do Sul) on weekend and holiday stays. **Remote workers** on 1–3 month stays during the off-season. The neighborhood has a well-developed seasonal rental ecosystem with local property managers, cleaning services, and booking platforms. Long-term rental demand is moderate — the neighborhood is primarily optimized for short-term yields.

Plan B Investment Score

Metric	Score
Investment	**7.8/10**
Rental Demand	**7.5/10**
Liquidity	6.5/10
Lifestyle	7.0/10
Growth	6.5/10
Overall	**7.1/10**

Plan B Expert Assessment — subjective evaluation based on market analysis. Not financial advice.

Plan B Verdict — Canasvieiras

✅ **BUY — for yield, value-add strategy.** Canasvieiras is the best yield play in northern Florianópolis. With 7.5%+ rental yields and entry prices starting at **$58K** (~R$300K) for older stock, it offers the best cash-flow-to-price ratio on the island. The mature market means lower appreciation potential (8% annually) but more predictable returns.

Best for conservative investors who prioritize rental income over capital gains. **Key strategy:** buy older units at a discount, renovate, and rent seasonally. Avoid new construction at premium pricing — the yield advantage disappears above **$97K** (~R$500K).

Your Path Forward

1

Consultation

We discuss whether Canasvieiras fits your yield strategy.

2

Property Selection

Older stock at a discount, ready for renovation and rental.

3

Deal Support

From due diligence to registration.

YOUR PERSONAL ADVISOR

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