PLAN B BRAZIL

INDEPENDENT INVESTMENT ADVISORY

Florianópolis Investment Report 2026

BRAZIL'S SILICON ISLAND

In-depth market analysis — population growth, infrastructure catalysts, price trends, rental market, and an outlook through 2030.

PREPARED BY PLAN B BRAZIL

SANTA CATARINA, BRAZIL

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The Short Version

Florianópolis is the capital of Santa Catarina and Brazil's leading tech hub outside São Paulo. Known as "Silicon Island," the city combines a thriving technology sector, world-class beaches, and a growing international community.

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

550K	4M+	6.5%	300+
city population (metro area 1M+)	annual tourists	average rental yield	tech startups

Market Overview

The metro area has over 1 million residents, and the city attracts 4M+ tourists annually. Hercílio Luz Airport handles 4M+ passengers annually, with direct flights to São Paulo, Buenos Aires, and seasonal European routes. Tech sector: 300+ startups, major tech companies, a growing remote worker community.

Infrastructure Catalysts

Florianópolis is going through a wave of major infrastructure projects simultaneously — a rare confluence for one city in one time window.

R$350M	R$19M	+330%
Marina Beira-Mar Norte — 440,000 m²	airport expansion in 2026	international passenger growth over 7 years

MARINA BEIRA-MAR NORTE — DOWNTOWN'S BIGGEST TRANSFORMATION SINCE THE 1960S

A **R$350 million** project (private investment, developer JL Construções) across 440,000 m² — public and private marinas totaling 612 boat slips, a park, a boardwalk, and commercial space. Environmental licenses were granted in February 2026, construction began in March 2026, with a 4-year timeline. Expected to generate 2,000+ jobs. The mayor called it "the biggest transformation of downtown since the construction of Avenida Beira-Mar Norte itself in the 1960s." Districts that benefit directly: Centro, Agronômica, Trindade, Itacorubi.

THE AIRPORT — ALREADY BRAZIL'S #3 FOR INTERNATIONAL TRAFFIC

The airport's 30-year development master plan calls for roughly **R$988 million** in investment through 2046. In 2026 specifically, **R$19 million** is allocated for expanding the international terminal (+824 m^2, 9 e-gates, a new Duty Free), completing early 2027. International passenger traffic has grown **330% over 7 years** — in Q1 2026, international flights accounted for 41% of all passengers, a record. Florianópolis already ranks **#3** among Brazilian airports for international traffic, behind only Guarulhos (São Paulo) and Galeão (Rio). A new route to Panama launches, 5x weekly.

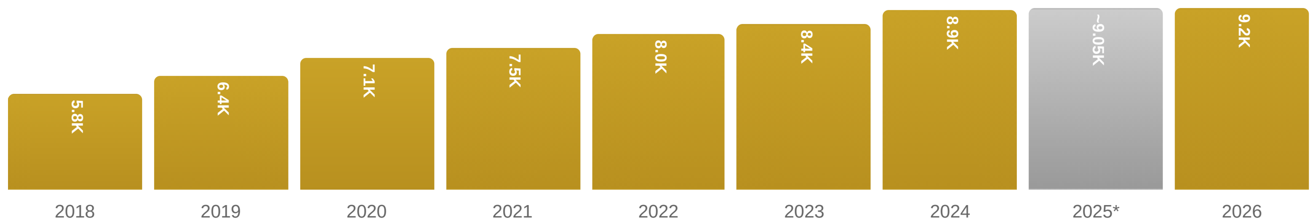
DOWNTOWN REVITALIZATION AND REGIONAL CRUISE INFRASTRUCTURE

The "Viva Cidade Arborizada" project is greening 7 key downtown streets with mature trees, improving comfort and urban aesthetics — part of a broader downtown revitalization already being linked in local media to a new wave of residential development. Separately, in the nearby port city of Itajaí (not on the island itself, but in the same coastal region), a new cruise terminal is being developed — designed by WSP (250+ ports worldwide), able to receive the world's largest cruise ships, and presented in Miami with Royal Caribbean, MSC Cruzeiros, and Costa Cruzeiros. This strengthens the whole region's positioning as a world-class tourism destination.

Price per m² Trend — 2018–2026

Source: FipeZap, ZAP Imóveis, data as of June 2026. This is a city-wide average trajectory — it differs from premium districts like Jurerê, where prices are significantly higher (see the district breakdown below).

Average price per m² by year (R$)



**2025 — interpolated value (this specific year's data wasn't provided by the source).*

Growth from R$5,800 to R$9,200/m² over 8 years — a cumulative **+58.6%**. This is a conservative city-wide metric, closer to mid-tier districts (such as Campeche) than to premium areas.

District Analysis

District	Price/m²	Yield	Growth	Score	Profile
Jurerê Internacional	R$22K (~$4.3K)	5.2%	**12%/yr**	**9.0**	Premium luxury
Lagoa da Conceição	R$12.5K (~$2.4K)	6.8%	10%/yr	**8.5**	Lifestyle + rental
Ingleses	R$10.8K (~$2.1K)	7.1%	9%/yr	8.2	Mid-range rental
Canasvieiras	R$9.5K (~$1.8K)	7.5%	8%/yr	7.8	Budget-friendly
Centro	R$7.2K (~$1.4K)	6.2%	7%/yr	7.2	Urban living
Campeche	R$8.9K (~$1.7K)	6.5%	**11%/yr**	8.0	Highest upside

Investment Opportunities

1

Pre-construction in Campeche

R$500K–700K (~$97K–$136K) for a 2BR, 11% annual growth.

2

Long-term rental in Ingleses

7–7.5% yields with stable demand.

3

Luxury appreciation in Jurerê

+180% over 7 years, limited supply.

4

Commercial in Centro

Growing tech sector creates office demand.

Risks

- **Seasonal vacancy**
  Beach areas see 60–70% occupancy in winter.
- **Construction oversupply**
  Several large launches simultaneously.
- **Environmental regulations**
  Coastal zone restrictions limit development.
- **Infrastructure strain**
  Growth is testing water, sewage, and road capacity.

Outlook 2027–2030

Florianópolis is positioned for continued growth. Key catalysts: Hercílio Luz Airport expansion (new international routes), the tech sector boom (300+ startups), remote worker demand — plus the marina, downtown revitalization, and regional cruise infrastructure detailed above. We project **8–12%** appreciation in emerging areas (Campeche, Lagoa) and **5–8%** in mature markets (Jurerê, Centro).

Plan B Verdict by District

Our on-the-ground assessment based on direct experience with investors and developers.

District	Verdict	Best Profile	Key Catalyst
Jurerê Int.	SC's most resilient real estate. Limited land, elite status. Prices doubled since 2018.	HNWIs, from R$1.2M (~$233K)+	Limited supply
Lagoa	Best lifestyle-to-price ratio. Strong remote worker demand. The "Brooklyn of Floripa."	Digital nomads, lifestyle	Remote work migration
Ingleses	Most stable rental market in northern Floripa. Safe, conservative choice.	Conservative rental investors	Airport proximity
Canasvieiras	Budget-friendly entry into Floripa's north. Best for lowest entry with decent yields.	First-time SC investors	Lower prices attract development
Centro	Urban core with commercial mix. Growing tech office demand. Not a beach play.	Urban, commercial investors	Tech expansion
Campeche	⭐ Highest upside in Floripa. New urban center near the airport. Risk: oversupply.	Growth-focused, 5+ yr	Airport, urban center

Plan B Top Recommendations 2026

> ① **Campeche** — best value play. New infrastructure, growing demand, R$500K–700K (~$97K–$136K) for a 2BR.
> ② **Lagoa da Conceição** — best lifestyle + yield balance. Remote worker demand. R$700K–1M (~$136K–$194K) for a 2BR.
> ③ **Jurerê Internacional** — best for wealth preservation. Highest liquidity. From R$1.2M (~$233K)+.

This material is for informational purposes only and does not constitute investment advice. Sources: Índice FipeZap (2026), ZAP Imóveis, Prefeitura de Florianópolis, Zurich Airport Brasil, Instituto Mais Itajaí.

Your Path Forward

1

Consultation

We discuss which district and strategy fit you.

2

Property Selection

From Campeche to Jurerê — matched to your budget and goals.

3

Deal Support

From due diligence to registration.

YOUR PERSONAL ADVISOR

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