



PLAN B BRAZIL

INDEPENDENT INVESTMENT ADVISORY

Practical Guide for Newcomers to Florianópolis

YOUR FIRST MONTHS ON THE ISLAND

Transport, schools, healthcare, shopping, and practical details — not
about investment, about real life.

PREPARED BY PLAN B BRAZIL

SANTA CATARINA, BRAZIL

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The Short Version

This isn't about investment — it's about your first months living on the island. Schools, healthcare, transport, shopping, and the practical details that save you time and stress.

587K

city population (metro area
1.1M)

2

bridges connect the island
to the mainland

HDI 0.847

very high development
index

2021

I've lived in Florianópolis
since this year

Transport — What to Understand Right Away

Florianópolis is an island connected to the mainland by bridges, and this shapes daily logistics more than it might seem at first.

The actual vehicular link is the **Colombo Salles Bridge** (opened 1975) — not the famous Hercílio Luz Bridge, which is now open to pedestrians and cyclists only. Traffic jams entering/exiting the island at rush hour are a real, well-known issue, not a tourist legend; an alternative bridge has been under construction for a long time.

PRACTICAL TAKEAWAY

A car or scooter is practically a necessity for daily life, especially if you don't live downtown. Public transport (the TICEN bus system) is basic and not always intuitive without Portuguese. **Uber works well** in Florianópolis — unlike many Brazilian cities where the service is less developed.

Bike infrastructure is partially developed, especially along the Beira-Mar waterfront, but hilly terrain and traffic limit it as a primary mode of transport.

Schools — International and Bilingual Options

Families with children in Florianópolis have a choice between two types of schools.

International Schools

- IB accreditation or American curricula
- Focused on foreign university admission
- Higher cost
- Dual International School — IB World School, English/Portuguese, Spanish from Grade 6, since 2014
- Escola Internacional de Florianópolis (EIF) — American curriculum, Trindade district, since 2005

Bilingual Schools

- Brazilian curriculum + English immersion
- Prepare for ENEM/vestibular
- More affordable
- Maple Bear Canadian School — Canadian methodology
- Escola Dinâmica Bilíngue, Escola St. Patrick — other popular options

Healthcare — Public and Private

Brazil offers free public healthcare (SUS) for everyone, including foreign residents, but most expats and affluent Brazilians use private care or health insurance (plano de saúde) for faster access and shorter waits.

WELL-KNOWN PRIVATE HOSPITALS IN FLORIANÓPOLIS

Hospital Baía Sul, Hospital Universitário (at UFSC), Imperial Hospital de Caridade. Private insurance is usually arranged through an employer or directly — cost depends on age and coverage level.

Bank Account and First Documents

We covered opening an account and the role of the CPF in detail in our general ["Brazil for Dummies" guide](#) — the same logic applies here: without a CPF you can't open an account, without an account you can't set up PIX, and without PIX everyday life gets noticeably harder.

Where to Shop — From Groceries to Everything Else

✓ Supermarkets

Angeloni (a major chain originally from Santa Catarina), Giassi, and other regional chains.

✓ Mercado Público

The historic public market downtown — fresh produce, restaurants, bars, local culture.

✓ Big-ticket purchases

Furniture and electronics — shopping centers are spread across the island and mainland; plan your route around the bridges and traffic.

Neighborhoods — Where to Live, Not Where to Invest

We covered Florianópolis's neighborhoods from an investment angle in a separate, [detailed report](#) — here it's a different lens: where it's genuinely comfortable to live in your first months.

Families with children often find districts near international schools convenient (Trindade, home to EIF). Remote workers who value infrastructure tend toward Campeche and Lagoa, with their growing digital nomad community. Centro suits those who prefer urban rhythm without a beach focus.

Check for Yourself — A Free Tool

[Ideal Regions](#) → — a personalized report (after the short Brazil Fit Score test) that tells you which district of Florianópolis and Santa Catarina fits your specific situation.

Bottom Line

Your first months in Florianópolis are easier once you understand the island's logistics (the bridges and traffic are real), choose the right school system for your kids, arrange health insurance, and know where everyday needs get met. It's no harder than moving to any other new city — just with its own local specifics.

This material is for informational purposes only and is based on publicly available sources and personal experience living in Florianópolis since 2021.

Your Path Forward

1

Consultation

We discuss your move and the first practical steps.

2

Ideal Regions

Find out which district fits your specific situation.

3

Practical Support

Schools, insurance, documents — support at every step.

YOUR PERSONAL ADVISOR



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