PLAN B BRAZIL

INDEPENDENT INVESTMENT ADVISORY

Porto Belo Investment Report 2026

ECO-LUXURY ON THE COAST

A growing eco-luxury market on the Beto Carrero tourism corridor — prices, yields, risks, and Plan B's verdict.

PREPARED BY PLAN B BRAZIL

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The Short Version

Eco-luxury coastal market — R$12–18K/m² on average (full range R$6–25K by segment), 14% annual growth, the Beto Carrero tourism corridor, nature-focused development.

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

$2.3K	6.8%	14%	25K
avg. price/m² (~R$12K)	rental yield	annual growth	population

Market Overview

Porto Belo is an emerging eco-luxury destination on Santa Catarina's central coast, between Itapema and Bombinhas. The municipality of 25,000 residents combines pristine beaches, Atlantic Forest reserves, and a growing portfolio of luxury gated communities.

Porto Belo benefits from its location on the "tourism corridor," which includes Beto Carrero World (Latin America's largest theme park, 15 km away, 1.5M+ annual visitors), cruise ship terminals in Itajaí, and the expanding real estate markets of Itapema and Balneário Camboriú.

Location & Geography

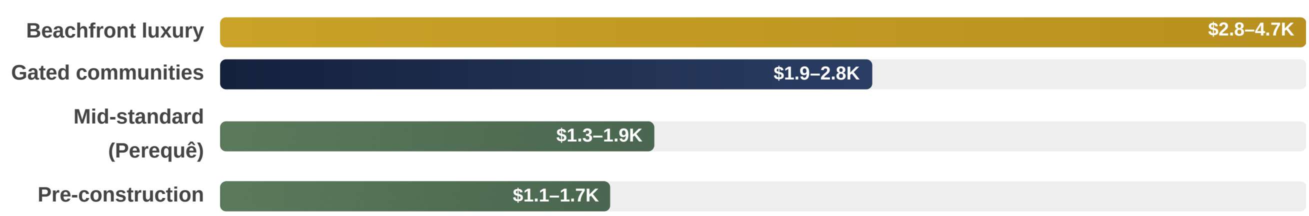
Central coast of Santa Catarina, approximately 60 km north of Florianópolis and 20 km south of Balneário Camboriú. Accessed via BR-101 highway and the SC-411 coastal road. The most developed beach area is Balneário Perequê. The area is surrounded by Atlantic Forest reserves with significant environmental protections limiting dense development — which actually protects property values by constraining supply.

Population & Demographics

Approximately 25,000 permanent residents, with a seasonal population that doubles during summer. The municipality grows 3–4% annually, driven by internal migration. The demographic skews toward families and retirees who value the quieter, nature-oriented lifestyle. The summer influx includes significant numbers of theme park visitors, cruise passengers, and domestic tourists.

Real Estate Price Analysis

Price per m² by segment



Segment	Price/m²	Entry (2BR)	Buyer Profile
Beachfront luxury	**$2.8–4.7K** (~R$15–25K)	$291K+ (~R$1.5M+)	Luxury buyers, HNWI
Gated communities	**$1.9–2.8K** (~R$10–15K)	$146K+ (~R$750K+)	Upper-middle families
Mid-standard (Perequê)	$1.3–1.9K (~R$7–10K)	$78K+ (~R$400K+)	Investors, first-time
Pre-construction	$1.1–1.7K (~R$6–9K)	$58K+ (~R$300K+)	Growth investors

A NOTE ON THE PRICE RANGE

The stated average of $2.3K/m² spans a wide spread — from pre-construction ($1.1K) to beachfront luxury ($4.7K). The "Mid-standard (Perequê)" segment is the most common and closest to the R$8.5K/m² figure used in our broader Santa Catarina market overviews (Outlook 2027, Best Areas).

A Major Catalyst: Beto Carrero World's R$2 Billion Expansion

R$2Bn
announced expansion investment

5M
target annual visitors (up from 2.7M)

3
new theme areas + a hotel complex

Latin America's largest theme park, located 15 km from Porto Belo, has announced a **R$2 billion** expansion plan — three new theme areas and a hotel complex of three hotels (~200 rooms each) integrated into the park.

NOT A CONCEPT — AN ANNOUNCED, STRUCTURED PLAN

Confirmed projects include a SpongeBob-themed area in partnership with Paramount (the world's largest area dedicated to the character, by 2028) and a Galinha Pintadinha area (2026). The park's goal is to grow visitors from **2.7 million to 5 million** annually within five years, and staff from 2,000 to 4,000 by 2030. Per the park's CEO Alex Murad: "We're thinking about the park's future for the next 5, 10 years and beyond."

For Porto Belo, sitting on the "tourism corridor" next to the park, this points to structural growth in tourist flow — and, by extension, demand for short-term rentals and real estate — for years to come, not a one-off effect.

Market Dynamics & Trends

Porto Belo is in the early-to-mid stage of its growth cycle. Prices are 30–40% below Balneário Camboriú and 20–30% below Itapema, offering significant upside as the area continues developing.

The area is attracting eco-conscious developers who build sustainable, nature-integrated projects. Land near the beach is increasingly scarce due to environmental protections, which limits supply and supports price growth. Expect 8–12% nominal appreciation per year through 2026.

Rental Market & Developers

Gross yield by rental type

Rental Type	Est. Monthly Income	Occupancy	Gross Yield
Long-term (annual)	$280–470 (~R$1.5–2.5K)	—	**4.0–4.5%**
Short-term (Airbnb)	$470–750 (~R$2.5–4K)	75–80%	**6.8–7.5%**
Seasonal (Dec–Feb)	$1,300–2,300 (~R$7–12K)	85–92%	—

The seasonal figure is peak-season income (December–February), not an annual yield.

Active developers: eco-luxury developers (gated communities, sustainable projects, 50–100 units, premium), regional builders (Balneário Perequê, mid-rise apartments, 30–60 units, mid-standard), boutique developers (nature-integrated, small eco-condos, 15–30 units, premium).

Plan B Investment Score

Metric	Score
Investment	**7.8/10**
Rental Demand	7.5/10
Liquidity	6.5/10
Lifestyle	**9.0/10**
Growth	8.0/10
Overall	**7.8/10**

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

Plan B Verdict — Porto Belo

✅ **BUY — for eco-luxury + growth, 5–7 year hold.** Porto Belo combines eco-luxury with strong growth potential. At 30–40% below Balneário Camboriú prices, it offers significant upside as the area continues developing. Beto Carrero World's R$2 billion expansion provides a unique, structural rental demand driver not found in other SC beach markets. Entry at $78K–146K (~R$400–750K) in gated communities offers the best risk-adjusted returns. Best for nature lovers, secondary home buyers, and eco-conscious investors who accept lower liquidity for lifestyle quality.

Your Path Forward

1

Consultation

We discuss whether Porto Belo fits your strategy.

2

Property Selection

Gated communities, beachfront luxury, or pre-construction.

3

Deal Support

From due diligence to registration.

YOUR PERSONAL ADVISOR

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