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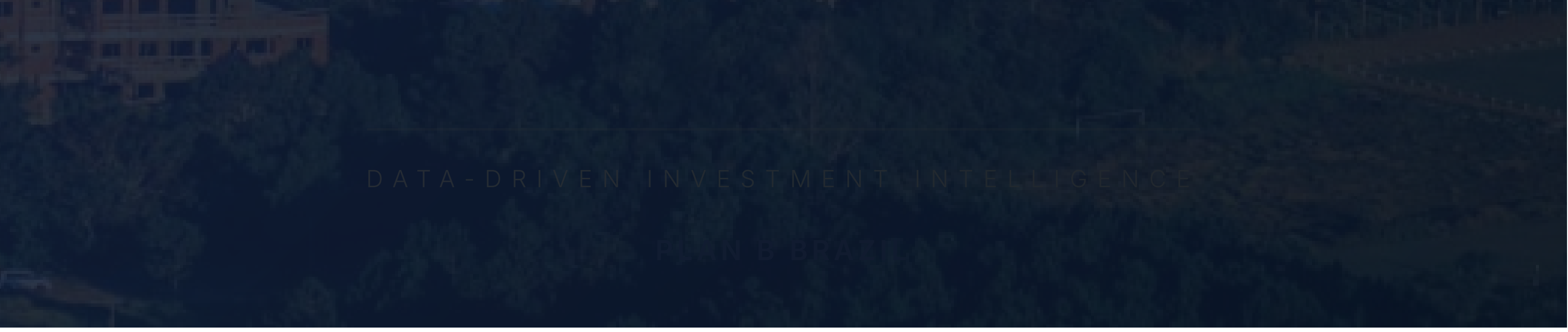
Campeche

INVESTMENT GUIDE

Fastest-growing beach neighborhood in southern Florianópolis — Novo Campeche development, strong appreciation potential, lifestyle-driven demand


DATA-DRIVEN INVESTMENT INTELLIGENCE

Campeche — Investment Guide

Campeche is a fast-growing beach neighborhood in southern Florianópolis that has transformed from a quiet fishing village into one of the city's most dynamic real estate markets. The area encompasses several sub-districts — Campeche Sul, Norte, Leste, Central, and the premium Novo Campeche development — each offering different investment profiles. The neighborhood is known for its 4 km sandy beach, surf culture, and more "authentic" feel compared to the established north-side beaches.

🏢	💰	📈	👥
$1.7K/m²	**6.5%**	**11%**	**30K+**
AVG (~R$ 8.9K)	RENTAL YIELD	ANNUAL GROWTH	POP. (GREATER)

Location & Profile

Located on the south coast of Santa Catarina Island, Campeche is approximately 18 km from downtown Florianópolis and 12 km from Hercílio Luz Airport (which is undergoing a major expansion). The neighborhood sits between Lagoa da Conceição to the north and Ribeirão da Ilha to the south, with easy access via SC-406 highway.

Population & Demographics

The greater Campeche area is home to approximately 30,000+ residents across all sub-districts. Campeche Sul alone had ~6,240 residents in the most recent census data, with 36.5% population growth from 2000-2015 and 189% growth from 1975-2015. The median age is approximately 32 years — significantly younger than the city average — driven by young families, remote workers, and lifestyle migrants relocating from other Brazilian states. The seasonal population swells by 40-60% during summer (December-March).

Real Estate Market Analysis

Price Segments

SEGMENT	PRICE/M²	2BR ENTRY	BUYER PROFILE
Beachfront (Novo Campeche)	\$1.7-1.9K/m² (~R\$ 9-10K)	\$94K+ (~R\$ 500K+)	Upper-middle, investors
Second line (Campeche Sul)	\$1.3-1.5K/m² (~R\$ 7-8K)	\$66K+ (~R\$ 350K+)	Families, first-time buyers
Inland (Campeche Norte)	\$0.9-1.1K/m² (~R\$ 5-6K)	\$47K+ (~R\$ 250K+)	Budget-conscious
Pre-construction	\$1.1-1.5K/m² (~R\$ 6-8K)	\$57K+ (~R\$ 300K+)	Growth investors

Market Dynamics

Campeche is experiencing strong verticalization with 4-6 floor buildings replacing older single-family homes, particularly in Novo Campeche. The neighborhood is driven by lifestyle migration — remote workers and families from São Paulo, Rio Grande do Sul, and other states who value the beach lifestyle and lower cost of living compared to Jurerê or Lagoa da Conceição. New mixed-use developments are appearing along Av. Campeche. Land availability is still good compared to saturated north-side beaches, giving Campeche a 5-7 year growth runway before prices converge with premium areas.

Rental Market & Yields

RENTAL TYPE	EST. MONTHLY INCOME	OCCUPANCY	GROSS YIELD
Long-term (annual)	$340-470/mo (~R$ 1.8-2.5K)	85-90%	4.5-5.0%
Short-term (Airbnb)	$570-850/mo (~R$ 3-4.5K)	55-70%	6.5-7.5%
Seasonal (Dec-Feb)	$1,500-2,800/mo (~R$ 8-15K)	90-95%	N/A

Rental Drivers

Campeche's rental market is driven by three segments: (1) remote workers on 3-12 month stays attracted by beach proximity and lower rents than central Floripa; (2) seasonal tourists (Brazilian families, surfers) during summer; (3) Argentines and Uruguayans on 2-4 week summer rentals. The neighborhood has 85%+ long-term occupancy year-round, making it stable even off-season. Short-term yields spike to 7.5%+ in high season.

Developers & Infrastructure

Active Developers

DEVELOPER	FOCUS	PROJECTS	STANDARD
Grupo OAD	Novo Campeche, Porto da Lagoa	Makai Beachfront, Natura	High-end, eco-certified
Local builders (5+)	Campeche Sul/Central	Small condos (20-50 units)	Mid-standard
SP/RJ developers	Novo Campeche beachfront	Luxury towers (emerging)	Premium

Infrastructure & Amenities

Campeche has seen significant infrastructure investment: new supermarkets (Zeer, Kobrasol), pharmacies, gyms, surf schools, and cafés along the main avenue. The neighborhood has a public school, health clinic, and regular bus service to downtown Floripa (45 min). SC-406 highway provides fast access to the airport and southern beaches. A major concern is increasing traffic during peak season — the single access road (Av. Campeche) becomes congested. Environmental constraints near dunes and mangroves limit construction in some areas, which actually protects property values by limiting oversupply.

Plan B Investment Score

Investment		8.0/10
Rental Demand		7.0/10
Liquidity		6.5/10
Lifestyle		8.0/10
Growth		8.5/10

⭐ **Overall Score** **7.6/10**

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

⭐ Plan B Verdict — Campeche

Campeche has the **highest upside in Florianópolis** for 2026-2028. The combination of lifestyle migration, airport expansion, and active developer pipeline (led by Grupo OAD's Makai Beachfront) creates a compelling growth story. Entry at $66K-94K for 2BR (~R$ 350-500K) in second-line positions offers the best risk-adjusted returns. Beachfront Novo Campeche commands premium pricing ($94K+ / ~R$ 500K+) but offers stronger appreciation. Key risk: oversupply from concurrent projects — verify building pipeline before buying. Best for growth-focused investors willing to hold 5+ years.

✅ **BUY for growth, 5+ year hold**

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Plan B Brazil represents international investors in Santa Catarina real estate. We work exclusively with vetted developers and stand on the buyer's side. This report is for informational purposes only and does not constitute financial, legal, or investment advice. All data is based on publicly available sources as of June 2026.