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Canasvieiras

INVESTMENT GUIDE

Budget-friendly entry into Florianópolis north — best yield-to-price ratio, strong Argentine tourism, mature rental market


DATA-DRIVEN INVESTMENT INTELLIGENCE
PLAN B BRAZIL

Canasvieiras — Investment Guide

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. 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.

🏢	💰	📈	👥
$1.8K/m²	**7.5%**	**8%**	**9.8K**
AVG (~R$ 9.5K)	RENTAL YIELD	ANNUAL GROWTH	RESIDENTS

Location & Profile

Located on the 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

Canasvieiras has approximately 9,814 permanent residents (52% female, 48% male) across 3.55 km². However, 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.

Real Estate Market Analysis

Price Segments

SEGMENT	PRICE/M²	2BR ENTRY	BUYER PROFILE
Beachfront / renovated	\$1.9-2.1K/m² (~R\$ 10-11K)	\$94K+ (~R\$ 500K+)	Seasonal investors
Mid-rise (2-4 blocks)	\$1.5-1.7K/m² (~R\$ 8-9K)	\$75K+ (~R\$ 400K+)	Budget investors
Older stock (needs renovation)	\$1.1-1.3K/m² (~R\$ 6-7K)	\$57K+ (~R\$ 300K+)	Value-add investors
Pre-construction	\$1.5-1.9K/m² (~R\$ 8-10K)	\$75K+ (~R\$ 400K+)	Yield-focused

Market Dynamics

Canasvieiras is a mature market with limited new supply. Most new development is infill — older houses being replaced by 3-5 floor apartment buildings. The neighborhood's appeal is primarily yield-driven: investors buy older units at \$57K-75K (~R\$ 300-400K), renovate, and achieve 7.5%+ yields through seasonal rentals. The Argentine economic situation has periodically affected demand, but Brazilian domestic tourism has compensated. The neighborhood is not experiencing the rapid appreciation of Itapema or Campeche, but offers the best yield-to-price ratio in northern Floripa.

Rental Market & Yields

RENTAL TYPE	EST. MONTHLY INCOME	OCCUPANCY	GROSS YIELD
Long-term (annual)	$340-470/mo (~R$ 1.8-2.5K)	80-85%	4.5-5.0%
Short-term (Airbnb)	$570-850/mo (~R$ 3-4.5K)	50-70%	7.5-8.5%
Seasonal (Dec-Feb)	$1,500-2,500/mo (~R$ 8-13K)	88-95%	N/A

Rental Drivers

Canasvieiras' rental market is driven by three key factors: (1) Argentine/Uruguayan families on 2-4 week summer stays — this is the largest segment and has been consistent for 20+ years; (2) Brazilian domestic tourists (São Paulo, Rio Grande do Sul) on weekend and holiday stays; (3) 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.

Developers & Infrastructure

Active Developers

DEVELOPER	FOCUS	PROJECTS	STANDARD
Small local builders	Infill projects	3-5 floor buildings (15-30 units)	Mid-standard
Renovation investors	Older stock	Unit-by-unit upgrades	Budget-to-mid
Emerging developers	Commercial corridor	Mixed-use projects (planned)	Mid-standard

Infrastructure & Amenities

Canasvieiras has the most developed tourist infrastructure in northern Floripa: dozens of restaurants, bars, pizzerias, and shops along the beachfront strip. The neighborhood has supermarkets, pharmacies, ATMs, and a health clinic. Beach amenities include lifeguard stations, water sports rentals, and beachfront kiosks. The neighborhood is walkable — most services are within 10 minutes of the beach. Public transport connects to downtown Floripa (50 min) and neighboring beaches. The main drawback is summer congestion — parking is difficult and traffic is heavy on weekends.

Plan B Investment Score

Investment	7.8/10
Rental Demand	7.5/10
Liquidity	6.5/10
Lifestyle	7.0/10
Growth	6.5/10

⭐ **Overall Score** 7.1/10

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

⭐ Plan B Verdict — Canasvieiras

Canasvieiras is the **best yield play** in northern Florianópolis. With 7.5%+ rental yields and entry prices starting at $57K (~R$ 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. The key strategy: buy older units at a discount, renovate, and rent seasonally. Avoid new construction at premium pricing — the yield advantage disappears above $94K (~R$ 500K).

✅ **BUY for yield, value-add strategy**

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