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Porto Belo Area

INVESTMENT GUIDE

Eco-luxury coastal market with growth potential — Beto Carrero World tourism corridor, nature-focused development, emerging investment destination

DATA-DRIVEN INVESTMENT INTELLIGENCE

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Porto Belo Area — Investment Guide

Porto Belo is an emerging eco-luxury destination on Santa Catarina's central coast, positioned 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" that includes Beto Carrero World (Latin America's largest theme park in Penha, 15 km away), cruise ship terminals in Itajaí, and the expanding real estate markets of Itapema and Balneário Camboriú. The area is increasingly positioned as a sustainable, nature-integrated alternative to the high-density coastal cities to the north.

🏢	💰	📈	👥
$1.6K/m²	**6.8%**	**14%**	**25K**
AVG (~R$ 8.5K)	RENTAL YIELD	ANNUAL GROWTH	POPULATION

Location & Profile

Located on the central coast of Santa Catarina, approximately 60 km north of Florianópolis and 20 km south of Balneário Camboriú. Porto Belo is accessed via BR-101 highway and SC-411 coastal road. The municipality includes several beach areas, with Balneário Perequê being the most developed. The area is surrounded by Atlantic Forest reserves and has significant environmental protections that limit dense development.

Population & Demographics

Porto Belo has approximately 25,000 permanent residents, with a seasonal population that doubles during summer. The municipality has been growing at approximately 3-4% annually, driven by internal migration from other parts of Santa Catarina and southern Brazil. The demographic skews toward families and retirees who value the quieter, nature-oriented lifestyle. The floating population during summer includes significant numbers of theme park visitors (Beto Carrero World attracts 1.5M+ visitors annually), cruise ship passengers, and domestic tourists.

Real Estate Market Analysis

Price Segments

SEGMENT	PRICE/M²	2BR ENTRY	BUYER PROFILE
Beachfront luxury	\$2.8-4.7K/m² (~R\$ 15-25K)	\$283K+ (~R\$ 1.5M+)	Luxury buyers, HNWI
Gated communities	\$1.9-2.8K/m² (~R\$ 10-15K)	\$142K+ (~R\$ 750K+)	Upper-middle families
Mid-standard apartments	\$1.3-1.9K/m² (~R\$ 7-10K)	\$75K+ (~R\$ 400K+)	Investors, first-time
Pre-construction	\$1.1-1.7K/m² (~R\$ 6-9K)	\$57K+ (~R\$ 300K+)	Growth investors

Market Dynamics

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 Beto Carrero World theme park (15 km away in Penha) provides a unique tourism driver — 1.5M+ annual visitors create rental demand for short-stay accommodations. 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.

Rental Market & Yields

RENTAL TYPE	EST. MONTHLY INCOME	OCCUPANCY	GROSS YIELD
Long-term (annual)	$280-470/mo (~R$ 1.5-2.5K)	75-80%	4.0-4.5%
Short-term (Airbnb)	$470-750/mo (~R$ 2.5-4K)	45-60%	6.8-7.5%
Seasonal (Dec-Feb)	$1,300-2,300/mo (~R$ 7-12K)	85-92%	N/A

Rental Drivers

Porto Belo's rental market is driven by three segments: (1) theme park tourists visiting Beto Carrero World — families on 2-5 day stays who prefer apartments over hotels; (2) beach tourists during summer months, primarily Brazilian families from São Paulo and Rio Grande do Sul; (3) nature and eco-tourists attracted by the Atlantic Forest reserves and hiking trails. The rental market is less mature than Itapema or BC, but growing rapidly as new projects add to the short-term rental stock.

Developers & Infrastructure

Active Developers

DEVELOPER	FOCUS	PROJECTS	STANDARD
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

Infrastructure & Amenities

Porto Belo has developing infrastructure: supermarkets, pharmacies, restaurants, and basic services in Balneário Perequê. The area has several schools, a health clinic, and regular bus service to Itapema (10 min) and Balneário Camboriú (20 min). The BR-101 highway provides fast access to Florianópolis (45 min) and Joinville (1.5 hours). The area's natural assets include pristine beaches, Atlantic Forest hiking trails, and the nearby Beto Carrero World theme park. Infrastructure is improving but still lags behind Itapema and BC — this is part of the growth story.

Plan B Investment Score

Investment		7.8/10
Rental Demand		7.5/10
Liquidity		6.5/10
Lifestyle		9.0/10
Growth		8.0/10

⭐ **Overall Score** **7.8/10**

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

⭐ Plan B Verdict — Porto Belo Area

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. The Beto Carrero World tourism corridor (1.5M+ annual visitors) provides a unique rental demand driver not found in other SC beach markets. Entry at $75K-142K (~R$ 400-750K) for 2BR 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 and growth potential. Target 5-7 year hold.

✅ **BUY for eco-luxury + growth, 5-7 year hold**

🌐 **Website:** planbbrazil.com
📱 **WhatsApp:** +55 48 988 11 7424
📧 **Email:** contact@planbbrazil.com