PLAN B BRAZIL RESEARCH LIBRARY

Porto Belo

INVESTMENT REPORT 2026

Eco-luxury coastal market — R$12-18K/m², 14% growth, Beto Carrero tourism corridor, nature-focused development


DATA-DRIVEN INVESTMENT INTELLIGENCE
PLAN B BRAZIL

Porto Belo — Market Overview

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, attracting 1.5M+ annual visitors), cruise ship terminals in Itajaí, and the expanding real estate markets of Itapema and Balneário Camboriú. Prices range from R$10,000-25,000/m² (~$1.9K-4.7K/m²) depending on location and standard, with luxury beachfront projects at the upper end.

$2.3K/m²	6.8%	14%	25K
AVG (~R$ 12K)	RENTAL YIELD	ANNUAL GROWTH	POPULATION

Location & Geography

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, which actually protects property values by constraining supply.

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+ annually), cruise ship passengers, and domestic tourists.

Real Estate Price 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 (Perequê)	$1.3-1.9K/m² (~R$ 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 & 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 Beto Carrero World theme park 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. Expect 8-12% nominal appreciation per year through 2026.

Rental Market & Developer Landscape

Rental 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

Active Developers

DEVELOPER	FOCUS	PORTFOLIO	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

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

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) 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. 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

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.