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Rental Yield Report

SANTA CATARINA 2026

Comprehensive analysis of rental returns across all major areas — short-term vs long-term yields, occupancy rates, and rental income projections

DATA-DRIVEN INVESTMENT INTELLIGENCE

PLAN B BRAZIL

Rental Yield Overview

Santa Catarina offers some of Brazil's highest rental yields, driven by tourism, remote workers, and seasonal migration. This report compares yields across all major investment areas for both short-term (Airbnb) and long-term rental strategies.

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6.5%	8.2%	72%	+15%
AVG NET YIELD	PEAK SEASON YIELD	AVG OCCUPANCY	YOY RENT GROWTH

Key Findings

Short-term rental outperforms — 2-3x higher yields than long-term in beach areas

Itapema leads — 7.2% net yield with 18% annual appreciation

Winter occupancy drops — Beach areas see 60-70% occupancy in off-season

Management costs — Property management runs 15-25% of gross rental income

Rental Yield by Area

AREA	LONG-TERM YIELD	SHORT-TERM YIELD	OCCUPANCY	EST. ANNUAL INCOME (1BR)
Jurerê Int.	3.5%	5.2%	68%	$6.3K (~R$ 33K)
Balneário Camboriú	3.2%	4.8%	62%	$5.5K (~R$ 29K)
Itapema	4.5%	7.2%	72%	$5.7K (~R$ 30K)
Lagoa (Floripa)	4.0%	6.8%	75%	$5.1K (~R$ 27K)
Ingleses	4.2%	7.1%	70%	$4.5K (~R$ 24K)
Campeche	3.8%	6.5%	68%	$3.9K (~R$ 21K)
Canasvieiras	4.5%	7.5%	65%	$3.6K (~R$ 19K)
Porto Belo	4.0%	6.8%	60%	$3.4K (~R$ 18K)
Centro (Floripa)	4.8%	5.5%	82%	$3.8K (~R$ 20K)

Based on 1BR apartment averages. Net yield after management, taxes, and condo fees. Data from AirDNA, local agencies, ZAP Imóveis.

Seasonal Occupancy & Pricing

Occupancy Rates by Season

SEASON	MONTHS	BEACH AREAS	URBAN AREAS	AVG DAILY RATE
Peak (Summer)	Dec-Mar	90-95%	75-80%	$150-300/night (~R$ 800-1.6K)
High	Apr-May	75-80%	70-75%	$100-180/night (~R$ 530-950)
Shoulder	Jun-Aug	55-65%	65-70%	$70-120/night (~R$ 370-640)
Low	Sep-Nov	60-70%	70-75%	$80-140/night (~R$ 420-740)

Gross vs Net Returns

Gross rental income — Before any deductions
Property management — 15-25% of gross (cleaning, guest communication, maintenance)
Condo fees (condomínio) — $57-377/month (~R$ 300-2K)
IPTU (property tax) — 0.5-1.5% of assessed value annually
Rental income tax — Progressive 0-27.5% on net rental income
Net yield — Typically 60-70% of gross yield after all costs

Plan B Verdict — Rental Investment

AREA	RENTAL STRATEGY	PLAN B VERDICT	EST. ANNUAL NET
Itapema	Short-term (Airbnb)	⭐ Best total return	$5.7K (~R$ 30K)
Lagoa	Long-term (remote workers)	Stable year-round	$5.1K (~R$ 27K)
Ingleses	Short-term	Solid seasonal play	$4.5K (~R$ 24K)
Canasvieiras	Short-term (budget)	Best budget yield	$3.6K (~R$ 19K)
Centro	Long-term	Most stable occupancy	$3.8K (~R$ 20K)

⭐ Plan B Top Rental Picks 2026

1. Itapema — Best total return combining 7.2% net yield + 18% annual appreciation. The growth story alone makes this our #1 pick.

2. Lagoa (Floripa) — Highest occupancy rates, stable remote worker demand. Best for hands-off passive income.

3. Canasvieiras — Lowest entry point ($3.6K net annual income on $1.8K/m² (~R$ 9.5K) purchase price). Best yield-to-price ratio.

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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.