

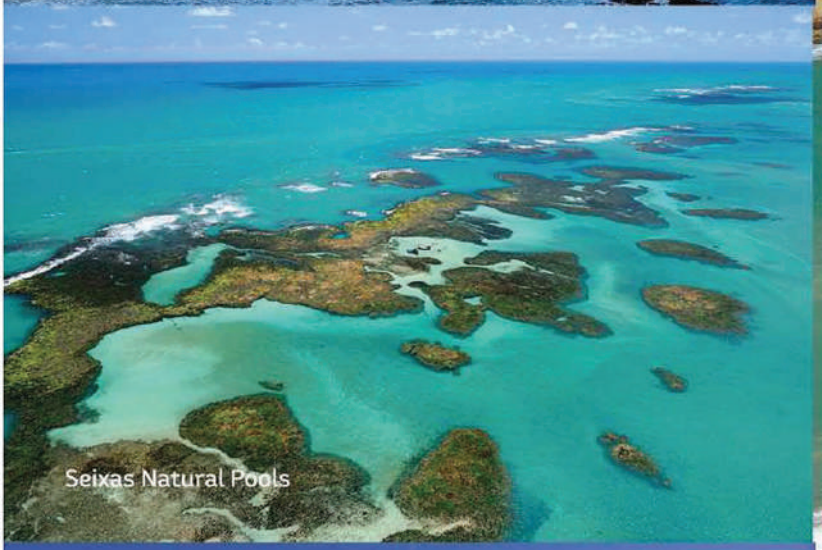
POLO
CABO
BRANCO

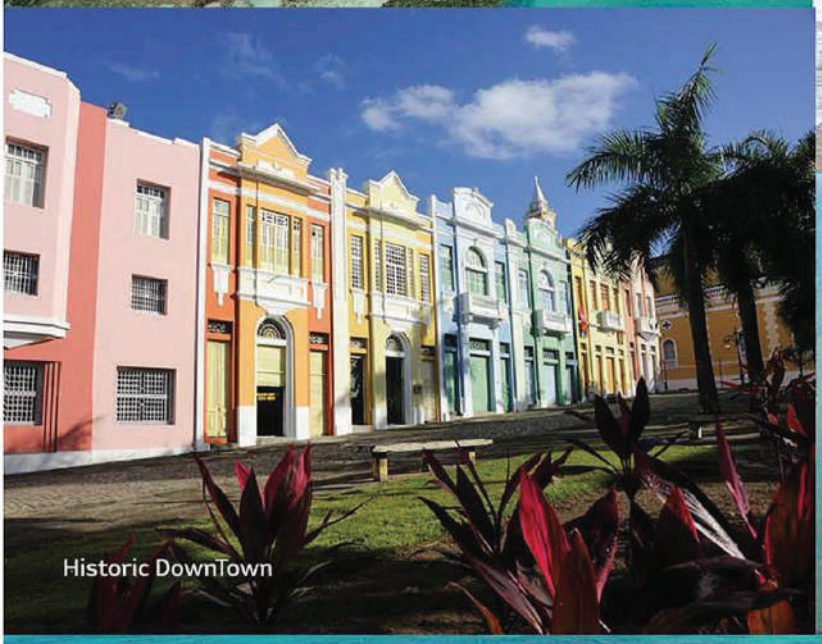
More than a Paradise

A COMPLEX OF GREAT OPPORTUNITIES

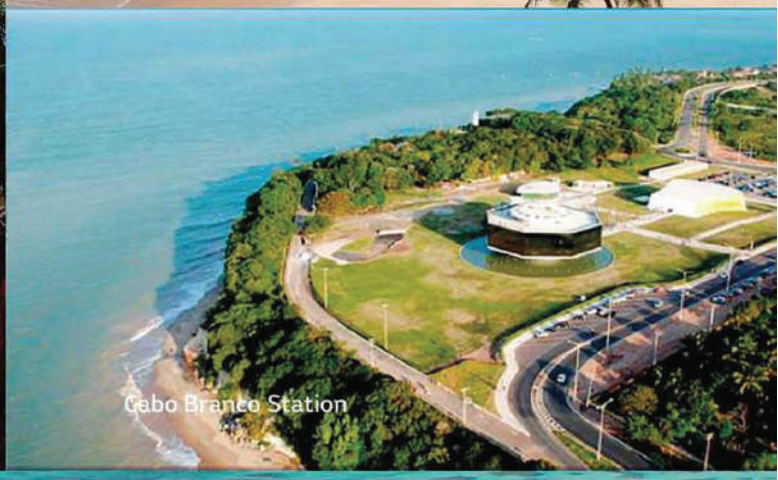


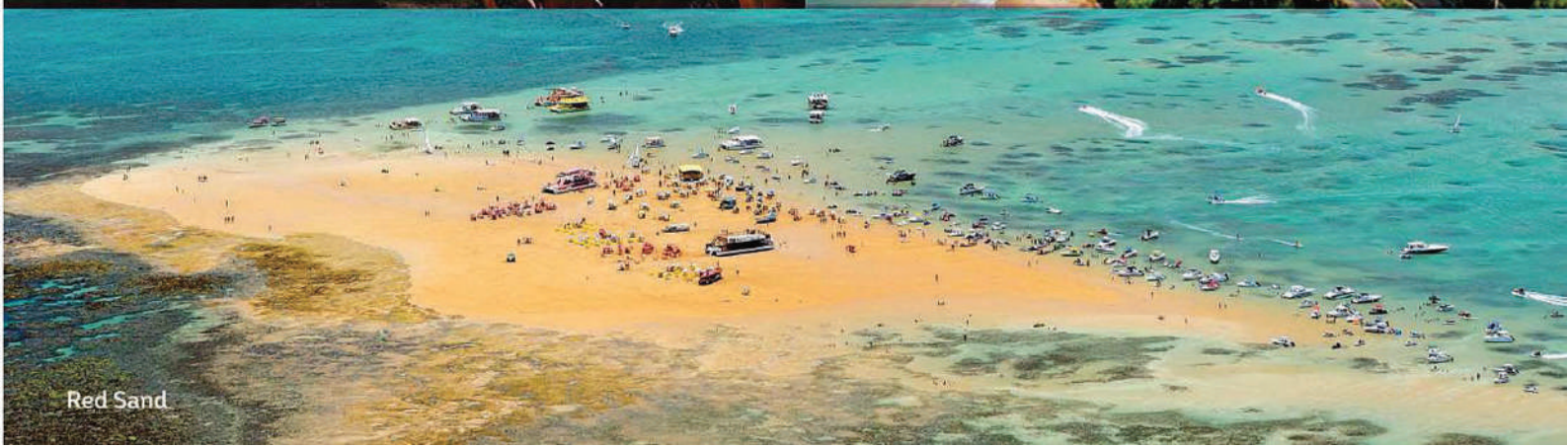

Tambaba Beach


Seixas Natural Pools


Historic DownTown


Coqueirinho Beach


Cabo Branco Station


Red Sand



Beyond Paradisiac Beaches and City's Confort

A New Business Tourism, Events, and Leisure Experience



Paraíba, globally renowned for its tourism potential from coast to hinterland, will soon host the Northeast´s most significant planned tourist Complex.

The Polo Turístico Cabo Branco, located on João Pessoa´s prime coastal area, spans 654 hectares and is surrounded by the Trilhas Park, Paraíba´s largest nature reserve. Located between the southern coast and the AtlanticForest, the complex will feature Resorts, event sectors, tourism activities, trade, and services.

The Convention Center, spanning over 48,000 m2, is already operational, ready to host business events and large events.

POLO CABO BRANCO

João Pessoa

833.932

population

Source: IBGE





EXHIBITION PAVILION



Simultaneous Events

19 m^2 built area

20 attendees



CENTRO DE CONVENÇÕES
JOÃO PESSOA



PEDRA DO REINO THEATER



2.924 seats

Projection and translation

Individual dressing rooms

CONVENTIONS AND CONGRESS PAVILION



13 m^2 built area

8 adaptable spaces

9 thousand attendees

ENVIRONMENTAL AND TOURIST POLICE BATTALIONS

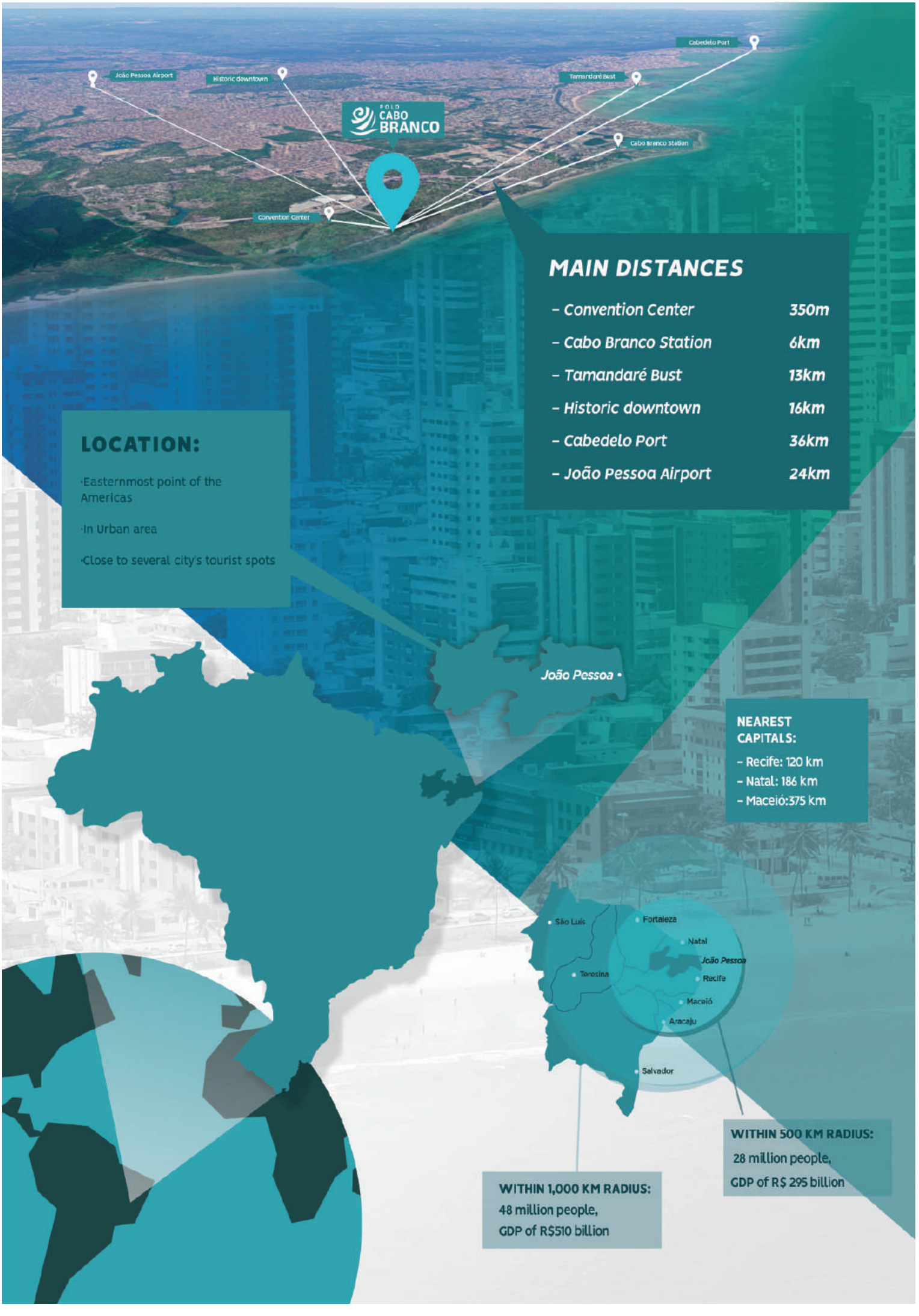
SEDE ADMINSTRATIVA DA UC: PARQUE DAS TRILHAS

ENVIRONMENT:

- Surrounded by Paraíba´s largest nature reserve
- Trilhas State Park – 578,55 hectares
- State Decree Nº 37.653/2017
- Installation License: c9/2017

UTILITIES:

- Pavement
- Water
- Gas
- Basic Sanitation
- Electricity
- Fiber Optics


Cabedelo Port
João Pessoa Airport
Historic downtown
Tamandaré Bust
POLO CABO BRANCO
Cabo Branco Station
Convention Center
MAIN DISTANCES
- Convention Center 350m
- Cabo Branco Station 6km
- Tamandaré Bust 13km
- Historic downtown 16km
- Cabedelo Port 36km
- João Pessoa Airport 24km
LOCATION:
·Easternmost point of the Americas
·In Urban area
·Close to several city's tourist spots
João Pessoa
NEAREST CAPITALS:
- Recife: 120 km
- Natal: 186 km
- Maceió:375 km
São Luís
Fortaleza
Natal
João Pessoa
Teresina
Recife
Maceió
Aracaju
Salvador
WITHIN 500 KM RADIUS:
28 million people,
GDP of R$ 295 billion
WITHIN 1,000 KM RADIUS:
48 million people,
GDP of R$510 billion



BOULEVARD DOS IPÊS

Among the investments made by the state government is the construction of Boulevard dos Ipês—the main thoroughfare of the Cabo Branco Tourist Complex, which will connect the Convention Center to the seaside.

Inspired by the Armorial movement, led by Paraíba-born writer Ariano Suassuna, it will be one of the major tourist attractions in Northeast Brazil.

The Boulevard will be lined with more than 200 colorful ipê trees and other native plants along its 700-meter length and 33-meter width. Covering approximately 20,000 m² of built area, the boulevard will bring together cultural, technological, and sustainable elements, as well as projects related to urban development, urban mobility, landscaping, a culinary, hospitality, and language school, a museum, an amphitheater, a playground, an observation deck, a sensory garden, a cyclist support area, public electric bicycles and scooters, and the Fishermen's Village.







PREAMAR

The Strategic Program for Artificial Marine Structures (PREAMAR) is an initiative of the Government of the State of Paraíba, implemented through the Paraíba Development Company (CINEP), aimed at integrating the conservation of marine and coastal biodiversity with the enhancement of quality of life for local communities.

This objective will be achieved through socio-environmental actions that promote nautical tourism in coral reef environments, establish themed diving areas, deploy artificial reefs to support artisanal, underwater, and recreational fishing, and foster scientific research, innovation, and knowledge production.

The program will span the nine municipalities along the Paraíba coastline—João Pessoa, Cabedelo, Lucena, Conde, Pitimbu, Rio Tinto, Marcação, Baía da Traição, and Mataraca—including the Cabo Branco Tourist Hub area. It is being implemented in partnership with the Federal Institute of Paraíba and its Innovation Hub, through the Paraíba Foundation for Technological and Cultural Education, as well as the Federal Public Prosecutor's Office in Paraíba.





VILA DOS PESCADORES
FISHERMEN´S VILLAGE

The Cabo Branco Tourist Complex will also include a dedicated area for the fishing community of Praia do Jacarapé: the Fishermen's Village, which will comprise housing for 45 families, a retail center, and services designed to support visitors to the complex.



ESCOLA DE GASTRONOMIA, HOTELARIA E IDIOMAS
CULINARY, HOSPITALITY AND LANGUAGE SCHOOL

The State Government, through the Paraíba Development Company (CINEP), will also establish the School of Gastronomy, Hospitality, and Languages, aimed at training young people from the Aratu community to access employment opportunities within the Cabo Branco Tourism Hub.



ESPAÇO PARAÍBA
PARAÍBA SPACE

The initiative is designed to promote tourist destinations across Paraíba, encompassing segments such as leisure, culture, ecotourism, religious tourism, gastronomy, and business tourism, among others.



AMADO BIO & SPA HOTEL

This project aims to redefine norms and behaviors and, to that end, will incorporate elements of the ocean, cliffs, and forest surrounding the tourist complex.

It incorporates concepts such as Biophilic Design, Tailor-Made, Wellness, and Mindfulness, personalizing services for each guest with unique sensory experiences, both in terms of the relationship with the environment and the spaces and amenities designed to leave a lasting impression at every moment.

The Amado Bio & SPA Hotel will be built on a site of nearly 40,000 m², and its structure will have a capacity for 240 units, 82 of which will be constructed.









OCEAN PALACE JAMPA ECO BEACH RESORT







A high-end, luxury, five-star development of international standard featuring an all-inclusive system.

Over 43,000 m² of floor space, comprising 405 apartments—most with ocean views—ranging in size from 41 m² to 99 m², along with a variety of recreational activities, including nature trails and diverse dining options.

Lap and VIP pools, sports courts, kiosks, water slides, a regional restaurant, a French restaurant, yoga and Pilates studios, a fitness center, an event space, a movie theater, a lobby, bars, lounges, an internet café, a beauty salon, a spa, a sushi bar, a pizzeria, a convention center, a central garden, and a kids' floor with a nursery and games. In addition, the facility will feature a medical clinic, sauna, laundry facilities, and other amenities.



TAUÁ RESORT & CONVENTION JOÃO PESSOA

As the first development inaugurated within the Cabo Branco Tourist Complex, the project features a large resort and the first indoor water park in the Northeast. The development emphasizes the concept of leisure in harmony with regional culture, incorporating elements and materials from Paraíba into its design to highlight the state's crafts, cuisine, and traditions.

The Tauá Resort João Pessoa is located on a 300,000 m² site, with 80,000 m² of green space, and features seven swimming pools, including one dedicated to children, as well as entertainment areas that include a kids' club, movie theater, bowling alley, theater, and other leisure activities; and a social and relaxation area located next to the main pool, featuring a small, traditional Northeastern-style plaza with small shops, cafes, kiosks, and live performances.

In addition, guests also have access to eight restaurants offering a variety of cuisines and a space dedicated specifically to regional cuisine, five bars and two lounges, a spa with an indoor pool, a fitness center, a convention center, and an events area.









ACQUAÍ PARKS & RESORT

Acquaí Parks & Resort is set to become the greenest water park and one of the largest in Brazil.

The concept developed for the Acquaí complex is to offer a range of leisure and entertainment activities, supported by lodging facilities, catering to all age groups, all in harmony with the local natural environment.

The water park will offer a variety of aquatic attractions, including a wave pool with a beach area of approximately 3,000 m³, specific areas for children, such as the baby pool and the kids' pool, as well as the Adventure Plaza with five towers featuring more extreme rides.

The resort will offer 610 apartments with exclusive access to the water park. In addition, it will also feature Acquaí Village, which will be an open-air shopping area, and will be integrated with the Boulevard dos Ipês.









HOLANDA'S GOLD RESORT CLUB

The Holanda's Gold Resort Club, a project by the Holanda Group, is designed to combine sports, leisure, and nature for the whole family.

The resort will offer a wide range of entertainment options for guests, including restaurants, bars, swimming pools, bowling alleys, massage rooms, beach tennis courts, a circus arts studio, a spa with a heated pool, and much more.

The development will also incorporate sustainable measures to preserve the environment, enhancing the guest experience, such as rainwater harvesting for garden irrigation, architecture that promotes adequate ventilation, the use of solar energy, and the preservation of a significant portion of the area's native trees.









MARDISA HOTEL E RESORT







The project is designed to integrate seamlessly with its surroundings, leveraging the natural beauty of the Atlantic Forest, the ocean, and the sun, while enabling guests to explore the full range of attractions within the tourist hub on foot.

Its contemporary architecture, featuring spacious rooms adorned with art and handicrafts from Paraíba, will include a Rooftop Pool Lounge on the 7th floor, offering a 180-degree panoramic view of the Paraíba coastline.

The development will provide a comprehensive leisure infrastructure, including swimming pools, sports facilities, nature trails, game areas, banquet halls, a convention center, as well as playrooms and playgrounds for children.

The Mardisa Hotel and Resort will also feature a dining complex comprising six restaurants, with a total seating capacity of 600 guests, distributed across a built area of up to 1,060 m² within a total area of 5,000 m². In its first phase, the project includes 264 guest rooms and a total of 528 beds.









WAM – VIVA COR

Viva Cor is WAM's new project that combines leisure, tourism, and shopping seamlessly with the natural landscape, designed to serve as an experience hub in the Cabo Branco area.

The development will feature a 480-room hotel tower, an Open Mall Outlet, a food village, a gaming area, an 80-meter panoramic Ferris wheel, and a space for events and festivals, with programming throughout the day, including evenings.

The complex will also include contemplative trails through the green space and a theme park with a roller coaster, drop tower, slingshot, and other attractions, offering an immersive experience integrated into the forest while preserving approximately 40% of the area as protected vegetation.

Covering an area of 130,000 m², the development will serve as a gathering place for the city, offering a complete experience for tourists and the local public.



HOTEL RESORT SETAI







With its innovative architecture, the Setai Resort Hotel is designed to seamlessly integrate indoor and outdoor spaces, optimizing solar gain to ensure thermal comfort while maximizing the use of natural light. Its sustainable design incorporates photovoltaic solar panels installed on rooftops, generating clean energy while reducing operational costs and environmental impact.

With a strong emphasis on accessibility, the development will feature a continuous circulation network and tactile paving for visual guidance, alongside landscaping centered on native vegetation, contributing to the preservation of local ecosystems.

Strategically integrated into Boulevard dos Ipês, the heart of the Cabo Branco Tourist Hub, the resort will encompass 41,000 m² of built area and offer 1,160 guest rooms with 360-degree views. Its amenities will include rooftop spaces, an aqua park, a sky bar, a convention center, a tennis court, retail areas, and a standalone restaurant open to the general public.

The Setai Resort Hotel will combine technology, luxury, and inclusivity, delivering a unique experience for guests and visitors in an environment that harmonizes sustainability, comfort, and a deep connection with nature.



THE WESTIN JOÃO PESSOA







Rated five stars, the Westin João Pessoa, part of the Westin Hotels & Resorts brand—owned by Marriott International—has been designed to offer guests a haven of tranquility, comfort, and connection with nature, without compromising service excellence and innovative design.

The resort will feature 178 spacious rooms and 712 beds, including accommodations with private balconies and jacuzzis, suites with suspended terraces and direct pool access, and villas with private pools. Additional amenities will include game rooms, the Heavenly Spa—a signature Westin experience—a fitness center, sauna facilities, meeting rooms, a lobby, and a bar. The dining experience will comprise five restaurants offering international buffets, as well as regional, Asian, and Italian cuisine.

Aligned with the broader vision of the resort complex, the Westin João Pessoa will adopt a range of sustainable practices, including the use of solar and photovoltaic energy systems to enhance energy efficiency, rainwater harvesting and reuse to reduce consumption, and the reduction of single-use plastics. The project will also promote the use of eco-friendly materials and establish partnerships with local producers, contributing to the strengthening of the regional economy.



PARQUE TERRA DOS DINOS







Terra dos Dinos Park, a national benchmark in themed tourism focused on environmental education and biodiversity conservation, is designed to deliver an immersive and educational experience that brings together entertainment, knowledge, and environmental awareness.

The complex will feature four themed areas. The Herdeiros da Terra (Heirs of the Earth) zone will explore the evolutionary relationship between reptiles and dinosaurs, with a focus on the Caatinga and Atlantic Forest biomes. The Mistérios da Mata (Mysteries of the Forest) zone will offer a sensory environment dedicated to the legends and myths of Brazilian folklore. The Humanities Park will present the trajectory of human civilization on both local and global scales, including references to Pedra do Ingá and its remarkable rock inscriptions. The Green Village will serve as an integrating hub, connecting the parks through an open-air retail area, cultural spaces, an auditorium, a theater, and market areas.

Spanning a site of 130,000 m², the development will be fully integrated into the Atlantic Forest, incorporating principles of organic architecture, the use of natural materials, efficient water management, and the preservation of native vegetation. The project will adhere to rigorous sustainability and environmental planning standards and will be directly connected to the infrastructure of the Cabo Branco Tourist Complex.









INSEA Global Health & Wellness

Inspired by global trends in health and wellness, INSEA Global Health & Wellness is conceived as an innovative complex focused on prevention, longevity, performance, recovery, and the balance of physical and mental well-being. The development is designed to welcome temporary residents, athletes, coaching staff, healthcare professionals, and visitors to the Cabo Branco Hub.

The project will comprise four fully integrated, state-of-the-art facilities: an executive hotel with a dedicated wellness hub, a specialty retail center, a medical center, and an education and training center—together forming a comprehensive ecosystem committed to excellence in health.

The executive hotel will offer 240 beds, with a focus on Senior Living, featuring long-term programs and precision medicine. The retail center will provide integrated services in health, wellness, and healthy nutrition. The medical center will include a full-service spa, therapeutic and aesthetic treatments, as well as integrative practices and functional gastronomy. The education and training center will feature cutting-edge infrastructure, including skills laboratories, high-fidelity simulators, virtual reality technologies, and surgical robotics, offering advanced training programs for physicians from Brazil and across Latin America.









SURFLOCH + ALLIANCE

The project will combine cutting-edge technology and a sports experience in a single destination, positioning João Pessoa as a national leader in land-based surfing and attracting visitors of all kinds from Brazil and around the world.

The complex will feature recreational areas, a restaurant, and facilities geared toward sports tourism, creating a comprehensive entertainment complex spanning over 16,000 square meters of floor space.

The artificial wave pool, developed by the American company Surfloch, accurately replicates real ocean conditions—including the shape, strength, and rhythm of the waves—offering experiences for beginners, families, and professional athletes in a safe and controlled environment.

The project's hotel facilities will include 400 guest rooms, divided into 200 standard 22-square-meter units designed for practical and comfortable stays, and 200 42-square-meter long-stay units, ideal for families and extended stays.









SENSES PARK RESORT

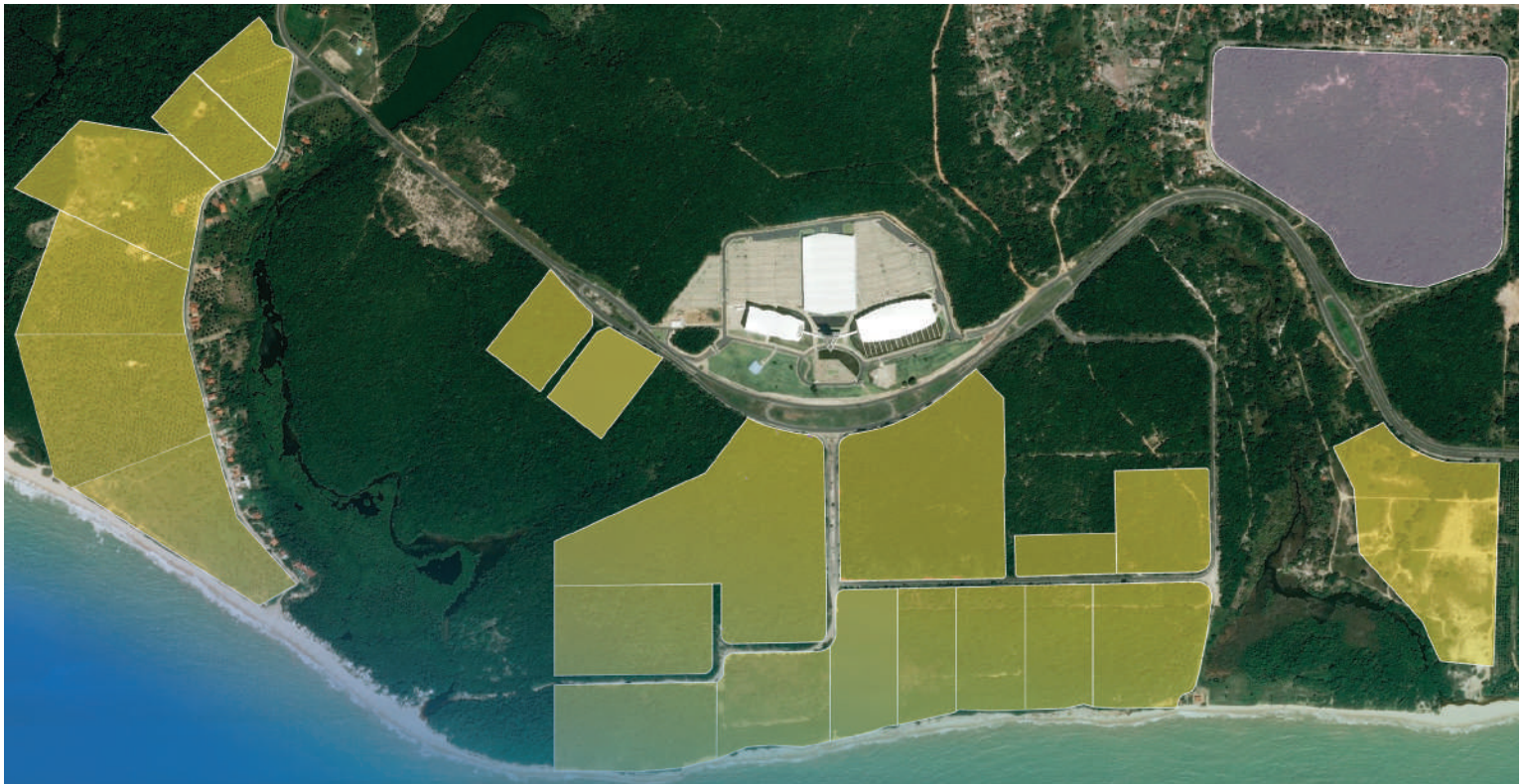
Senses Park Resort will be the first resort in Brazil designed from the ground up with a focus on inclusive tourism and accessibility.

Developed by Grupo Makários, the project will welcome people with disabilities, including people with autism spectrum disorder (ASD), their families, and the general public, in an environment planned to reduce stimuli and enhance the comfort of every guest.

With biophilic and sensory architecture, featuring organic shapes inspired by shells and corals, the project will integrate native vegetation, water, and green pathways. Accommodations will include a tower of sensory apartments and bungalows in more secluded areas, as well as restaurants, an outdoor park, a swimming pool, an inclusive playground, and a social plaza.

The resort will also offer therapeutic spaces, such as gardens and a sensory stimulation room, a psychomotricity room, and hydrotherapy, along with accessibility services such as a wristband with the guest's profile, signage that indicates each area's stimulation level, and a sensory concierge.

On a site of approximately 3.8 hectares, Senses Park Resort will combine leisure, care, and inclusion, establishing Polo Cabo Branco as a destination for all families.



TYPES OF OFFERED LOTS:

- Hotel
- Commerce and Leisure
- Entertainment

TAX INCENTIVES

60%
REDUCTION IN ISS[1]

[1] Municipal Law nº 115/2017

+ICMS[2]
SUBSIDY

[2] Specific State Decree for the Tourist Complex

CONDITIONS FOR OBTAINING AREAS:

- Subsidy through the locarion Incentive Program

PRICE REDUCTION UP TO:

90%
OF MARKET VALUE
Hotel Sector

95%
OF MARKET VALUE
Comércio e serviços

97%
OF MARKET VALUE
Entertainment Sector

15%
DOWN PAYMENT +60 INSTALLMENTS

2
YEARS GRACE PERIOD FOR THE 1ST INSTALLMENT

MORE INFORMATION:

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