

HTLnews – Baía Formosa, take a non-metaphorical breath of fresh air

PKF hotelexperts recently completed a feasibility study for the planned development of the Eco Estrela Resort in Baía Formosa, covering a total area of about 2,571 ha. Baía Formosa is in the state of Rio Grande do Norte, on Brazil's north-eastern coast. For this assignment, our consulting team arrived at the official Aeroporto São Gonçalo do Amarante in Natal and spent almost four full days in the region to conduct the site and market analysis.



Source: PKF hotelexperts

Upon arrival to Baía Formosa, it was not difficult to see why this unique location was chosen for this development. The paradisiacal nature, combined with the sandy beaches and the 3,000 hours of sunshine every year makes Natal the seventh most popular tourist destination in Brazil. Lagging only behind Antarctica, Baía Formosa is also ranked by NASA as having the second-best air quality in the world.

Currently, the supply of accommodation consists exclusively of pousadas – small and mostly family-run guest houses. As the state's ministry of tourism is undergoing efforts to promote the State of Rio Grande do Norte as a tourist destination, the number of visitor arrivals is expected to rise in the future. With the potential to develop over 3,000 accommodation units, several food and beverage, retail, entertainment, sports and wellness facilities, as well as a turtle rescue centre and a technical research facility, Eco Estrela is expected to contribute significantly to the region's attractiveness.

PKF hotelexperts is pleased to have contributed to such a stunning and interesting project.

If you would like to learn more about this development, please contact:

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