

OLYMPICS TO BOOST TOURISM IN RIO DE JANEIRO



The choice of Rio de Janeiro as the 2016 Olympics host is viewed as the extension of the World Cup success. The city tourism expects a significant boost of the industry thanks to the Olympics.

The Brazilian city began preparations to welcome the athletes competing in 28 sports. According to the Olympic committee 71% of the work is underway.

Rio de Janeiro was one of the most visited cities during the recent World Cup with a total of 886,000 tourists who moved 4,400 million “reales” (EUR 1.5 billion) in the Brazilian city.

The Brazilian Tourism Institute (Embratur) predicts that they will receive at least 380,000 foreigners during the Olympic Games that will be held from 7 to 18 September 2016.

Furthermore, according to a survey by the Ministry of Tourism in collaboration with the Institute of Economic Research Foundation (Fipe), one of the most popular beach destinations was Rio de Janeiro.

The data collected from the World Cup in Brazil revealed that nearly 300,000 people visited Christ the Redeemer and 175,000 tourists went to Pan de Azúcar during the month in which the world’s football’s greatest competition was held.

According to the study, 98.8% of foreign tourists reached or exceeded their expectations by visiting Rio for the World Cup and **98.3% would recommend the city as a destination to family and friends**. Overall, 97.1% of interviewees approved the hospitality of the Brazilians.

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