

01 BRIEF DESCRIPTION OF THE PROJECT

Installation of a premium hotel, with 100 to 150 rooms, with a structure for holding events, within the Delta Coast Pole, one of the most promising coastal tourist destinations in the Northeast. The project aims to meet the growing demand for high standard accommodation, offering exclusive experiences in contact with nature, historical heritage, and ecotourism.

02 JUSTIFICATION AND OPPORTUNITY

The project takes advantage of the high tourist potential of the Piauí coast and the low supply of high standard local hotels. The region is home to destinations with unique attributes such as paradisiacal beaches, rich biodiversity, and historical and cultural heritage, as well as being integrated with the Route of Emotions, one of Brazil's main tourist routes. Despite this, the accommodation on offer is mostly made up of simple inns and hotels, limited to catering for a public that is looking for luxury experiences or hosting events such as fairs, exhibitions, training, and conventions.

At the same time, tourist demand has been growing steadily, and in 2024, the Parnaíba Delta, the only open sea delta in the Americas, received more than 50,000 visitors who stay for up to a month during the high season. Another strategic factor is the recent restructuring of Parnaíba International Airport, which now receives regular flights, significantly improving the region's air connectivity. The presence of entities such as ICMBio and IPHAN, as well as state and federal public policies to promote tourism, further reinforce the project's attractiveness.

03 INVESTMENT NEEDED

Total estimated at **USD 10 million**, including construction, furnishing and pre-operation.

04 EXPECTED RETURN

With an **IRR of 18% per year**, **payback in up to 7 years** and annual revenue estimated at **USD 4.3 million**, the project combines financial solidity and high potential for appreciation in the regional tourism sector.

05 SOCIAL AND ENVIRONMENTAL IMPACT

The project is expected to generate up to 175 jobs, promoting sustainable tourism and valuing the local cultural heritage. It will also strengthen production chains such as cooking, handicrafts, and fishing, helping to formalize the economy. The investment also encourages the use of clean technologies, with the potential to reduce costs associated with electricity consumption and strengthen decarbonization, in line with Piauí's renewable energy matrix.



CONTACTS

More information about this and other projects:

✉ investinbrasil@apexbrasil.com.br