

TOURISM

Sergipe is located on the Atlantic coast in the northeastern region of Brazil. Its capital, Aracaju, is famous for its beautiful beaches

Praia da Atalaia, which offers calm waters and a wide stretch of white sand, along with a long boardwalk. Founded in 1590, the former capital, São Cristóvão, preserves Colonial Era buildings, including the Convent and Church of São Francisco, from the 17th century.

One of the most sought-after tourist destinations in Sergipe is the Xingó Canyon. This impressive canyon features reddish rock formations that stretch for miles, carved by the São Francisco River. Located in the municipality of Canindé do São Francisco, 213 km from Aracaju, the Xingó Canyon is a must-see attraction.

In addition to its natural beauty, Sergipe has a rich cultural and historical diversity, as well as unique cuisine, which together make the state a high-potential tourist destination for investments.

Airport

The Aracaju International Airport is an important entry and exit point for the state of Sergipe. Located just 12 km from the capital, Aracaju, the airport plays a crucial role in the development of tourism and regional connectivity.

Airport site: 3.874 million m²

Aircraft yard: 22.356 m²

Aircraft parking: 11 positions

Runway dimensions: 2,200 m x 45 m

Passenger terminal: 9,321 m²

Passenger capacity/year: 2.6 million

Vehicle parking: 199 spaces

The airport has recently undergone renovations that brought the following improvements:

Security: Security is a priority at Aracaju Airport. Several measures have been implemented to ensure the safety of passengers and air operations:

Runway dimensions: 2,200 m x 45 m: More precise take-offs and landings with new signage and LED lighting

Revitalization of horizontal signage and aprons

Baggage: Efficiency in baggage handling has also been improved with the implementation of new systems:

- Implementation of a new automated processor - Baggage Handling System (BHS)
- Preparedness for baggage inspection by X-rays

New Systems: Several new systems have been implemented to enhance the passenger experience:

- Installation of two new boarding bridges
- New escalators and elevators
- Expansion of public areas by 70% (+8,000 m²)
- More intuitive signage
- Installation of air conditioning and soundproofing
- New flight information system

More capacity

To meet the growing demand, the airport has also increased its capacity in several areas:
More parking spaces for vehicles

- Expansion of the aircraft apron
- The boarding area is twice as large
- More efficient baggage conveyors

With these improvements and new systems, the Aracaju International Airport is prepared to meet the growing demand of passengers and ensure a safer, more efficient, and comfortable travel experience. These changes are essential to boosting tourism and business in Sergipe, attracting investors, and contributing to the sustainable development of the state.

Highway

BR-101: Border with Bahia and Alagoas, and direct connection to the Brazilian coast



BR-235: Border with Bahia and direct connection to the interior of Pernambuco and Piauí

DATA:

- A 15.8% increase in the number of bus passengers during the summer of this year (2024) (Source: SOCICAM)
- Average hotel occupancy rate in Sergipe during the summer of 2024: 85% (Source: ABIH/SE)

Canindé do São Francisco

Xingó Hydroelectric Power Plant: Impressive and visible from afar, the Xingó Hydroelectric Power Plant is a striking landmark. The navigability of the São Francisco River canyons is made possible by its construction, which resulted in a massive damming of the river, creating depths of up to 170 meters.

São Francisco River Canyons: These geological formations, which can reach over 50 meters in height, rise from the waters of the São Francisco River and form one of the most beautiful natural landscapes in Brazil. Local tourism companies offer various tours lasting over three hours, where visitors can stop for a refreshing swim in the waters of the "Velho Chico" – a popular nickname for the São Francisco River.

Cangaço Eco Park: Located on the banks of the Velho Chico, the park features well-developed trails within an environmentally and culturally protected area managed by the Government of Sergipe. The site offers excellent infrastructure to host, entertain, and captivate numerous tourists.

Itabaiana

Serra de Itabaiana National Park: It is the second-highest point in Sergipe, with an altitude of 659 meters. It stands as one of the state's main ecotourism attractions, featuring waterfalls, crystal-clear pools, streams, and cliffs ideal for extreme sports. The mountain range includes 12 trails that allow visitors to explore the biodiversity of the Atlantic Forest and the Caatinga. Within this region is Falcon Park.

Parque dos Falcões (Falcon Park): Falcon Park has become a must-visit for nature enthusiasts, offering a spectacular setting with birds of prey. It also serves as a treatment and recovery center for injured or trafficked birds, helping to reintegrate them into their natural habitat.

Macambira

Serra da Miaba (Miaba Mountain Range): Located between the municipalities of Macambira, São Domingos, Lagarto, and Campo do Brito, about 70 km from the capital of Sergipe, this area features a caatinga habitat with seasonal forest. It is known for its beautiful trails and waterfalls.

Cachoeira de Macambira e Pedra da Arara (Macambira Waterfall and Macaw Stone). Located in the semi-arid region of Sergipe, Pedra da Arara and the Macambira Waterfall are natural attractions already explored by agencies specializing in hiking and adventure tourism.

Aracaju

Orla de Atalaia (Atalaia Waterfront): A must-visit for locals and tourists alike, the Atalaia Waterfront is one of the most iconic landmarks of the capital. This lively area brings together beaches, bars, and restaurants to suit all tastes, making it one of the most sought-after spots in the city.

Albano Franco and Thales Ferraz Markets: Located in downtown Aracaju, these markets offer visitors a variety of shops selling local handicrafts and regional products.

Museum of the Sergipe People: The first interactive multimedia museum in the North and Northeast of Brazil, it showcases the full cultural diversity of the state. The museum features special rooms dedicated to literatura de cordel, where screens display excerpts from these traditional folk booklets, and visitors are invited to recite the verses.

Church of Santo Antônio
Located on Santo Antônio Hill, this church is a Neo-Gothic monument belonging to the Third Order of Saint Francis. It was the site of the Provincial Assembly meeting that decided the transfer of the capital from São Cristóvão to



Aracaju. To this day, it welcomes a large number of worshippers on July 13th, the feast day of the church's patron saint.

Orla Pôr do Sol (Sunset Waterfront)

Sunset at Orla Pôr do Sol is simply breathtaking—and it's no coincidence the place is named after it. The orange sky and the day's last rays reflecting on the waters of the Vaza Barris River create a perfect setting to etch the moment into visitors' memories.eintegrate them into their natural habitat.

Mem de Sá Island:Mem de Sá Island is located in the city of Itaporanga D'Ajuda, on the southern coast of the state of Sergipe, 23 km from the town center and 53 km from the capital, Aracaju. The island spans about 2,000 m². It's a bright and pleasant hideaway. Bathed by the Vaza Barris River, Mem de Sá Island delights all who visit with a boat crossing, opportunities to enjoy the natural beauty, refreshing swims in the river, and more.

Pré-caju: Established as one of Brazil's most traditional pre-Carnival events takes place along Orla de Atalaia (Atalaia waterfront). In addition to showcasing Aracaju's tourism potential, the event energizes the city with locals and tourists filling the streets in search of joy and entertainment. As a result, expectations are high among business owners and workers in the tourism sector. The government of Sergipe reports that in 2024, the event drove hotel occupancy rates to nearly 100%.

Forró Caju: One of the largest June Celebration (Festa Junina) events in the Northeast of Brazil, featuring around 140 local and national attractions throughout June in the event square located between the Albano Franco and Thales Ferraz markets. The event is free and part of the Brazilian Festa Junina calendar, organized by the Aracaju City Hall, attracting an audience of 1 million people in each edition

Arraiá do Povo: Also one of the largest June Celebration events in the Northeast region. In 2024, the festivities lasted for 60 days in the event square at the Atalaia Waterfront, organized by the State Government.

São Cristóvão

São Francisco Square: São Francisco Square is home to the most valuable architectural ensemble in the state of Sergipe, consisting of the Church and Convent of São Francisco, the Museum of Sacred Art, the former Santa Casa da Misericórdia (now the Imaculada Conceição Home), the Historical Museum of Sergipe, and the Zeca de Norberto Folklore House. It is recognized by UNESCO as a World Heritage Site for being the first example of Spanish colonial architecture in the Americas, incorporating the concept of the Plaza Mayor.

São Cristóvão Arts Festival (FASC): A free arts and culture festival that, in its latest edition, brought together over 100 attractions from Sergipe, as well as national and international performers, who took the stage across various venues throughout the city. It is part of the circuit of major national festivals and takes place at the end of November or the beginning of December.

Barra dos Coqueiros

The crossing from Aracaju to Barra dos Coqueiros aboard the Tototó is a way to relive the past, from a time before the bridge connecting the two cities existed. This wooden boat, powered by oars or a motor, has been used since colonial times to transport passengers. It departs from the Santa Luzia Square dock and glides through greenish waters, offering scenic views of Barra dos Coqueiros and Atalaia Nova Beach.

Brejo Grande

Mouth of the São Francisco River: Located 137 km from Aracaju, Brejo Grande is a scenic destination on the banks of the São Francisco River. Its privileged location at the river's mouth, surrounded by various islets and the lush diversity of Brazilian flora, makes the municipality a pleasant surprise for visitors

Cabeço Lighthouse: The village of Cabeço was almost entirely swallowed by the waters of the São Francisco River and the Atlantic Ocean, but its old lighthouse became a symbol of resilience and is now a local tourist



attraction. The Cabeço Lighthouse is a highlight of the tour to the mouth of the São Francisco River, with part of its structure submerged in the Atlantic waters.

Pacatuba

Santa Isabel Biological Reserve: The Santa Isabel Biological Reserve is located in the city of Pacatuba and stands out as one of the main sites of the TAMAR Project, which has already released millions of sea turtles into the ocean. The main endangered species protected in this conservation unit is the hawksbill turtle, and the area also serves as an important nesting site for the olive ridley turtle. The reserve is a key conservation area for the mangroves of the São Francisco River.

Estância

Praia do Saco (Saco Beach): Located on the southern coast of the state of Sergipe, in the municipality of Estância, Saco Beach is only 70 kilometers from Aracaju, about a one-hour drive. It is one of the most sought-after tourist destinations in Sergipe due to the combination of beautiful landscapes with light, fine dunes, calm and warm waters, and mangrove forests. The region features a vast protected ecological zone.

Ponta do Saco: An extension of Saco Beach, this is one of the most beautiful places in the region, accessible only by buggy, offering a privileged view of Mangue Seco, a beach located further north in Bahia. Ponta do Saco is simply paradisiacal! On one side, you see the sea; on the other, the river. It's also where you'll find Ilha da Sogra, a paradisiacal spot close to the coastline.

Barco de Fogo (Fire Boat): The Barco de Fogo is a historical and cultural artifact crafted by hand, deeply connected to the Festa Junina traditions. Produced exclusively in Estância, this cultural item dates back to the early 20th century and was created by Chico Surdo. The State Government recognizes the Barco de Fogo as a cultural heritage of the people of Sergipe. June 11th is considered the Day of the Barco de Fogo, marking the birth of its creator, Chico Surdo, and is part of the cultural calendar of Estância.

Lagoa dos Tambaquis (Tambaquis Lagoon)

Have you ever imagined swimming in a lagoon

with clear, warm waters surrounded by tambaqui fish? At Lagoa Azul (Blue Lagoon), also known as Lagoa dos Tambaquis (Tambaquis Lagoon), this is possible. Located 40 km from the municipal seat, in a region with strong ecotourism appeal, the lagoon attracts visitors with its structure of bars and restaurants around it, where swimming among the fish is a local tradition.







SERGIPE
GOVERNO DO ESTADO

DESENVOLVE-SE
AGÊNCIA SERGIPE DE DESENVOLVIMENTO