



South Coast



Semi-Arid



North Coast

SERGIPE: A RISING DESTINATION FOR TOURISM AND INVESTMENT

Strategic Plan for Tourism Development and Investment Attraction

- 📍 **Location:** Northeast Brazil, 2.2 million people, 21,938 km², reaching over 50 million people within 1,000 km
- 💰 **Economy:** R\$ 57B GDP | R\$ 26 thousand per capita (IBGE, 2022)
- 📊 **Credit Rating:** CAPAG A | Fitch AAA
- ⚡ **Energy Cost:** Lowest industrial tariff in the Northeast (2023)
- 📈 **Competitiveness:** Top 2 in Northeast market potential (CLP 2023)
- 🏖️ **Tourism Growth:** Sergipe recorded the fastest tourism growth in Northeast Brazil and ranks second nationwide, with a 7.24% increase in tourism-related economic activity in January 2025 (Fecomércio-SE 2025)
- 🤝 **Public-Private Partnership:** To structure destinations and attract strategic tourism investment

For the following years over **R\$10 billion in public and private tourism investments** are already underway in the south and north coast, semi-arid and center regions.

Two Initial Focus Areas:

- **Aracaju Historic Center** – revitalization of key urban heritage areas
- **Canindé de São Francisco** – river tourism hub + regional aerodrome

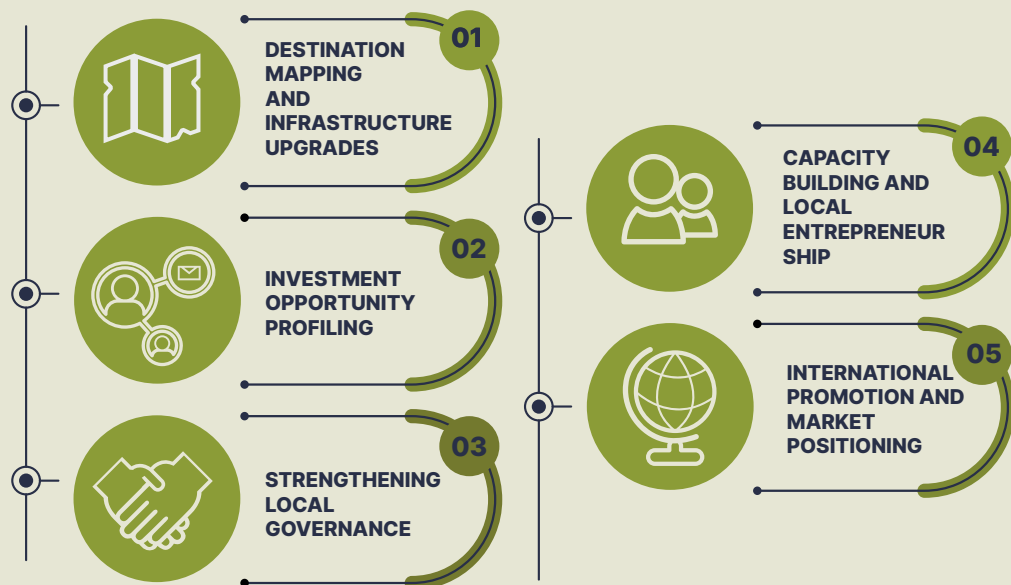


Download the full investment kit and discover opportunities for investment





The ongoing Tourism Development Plan, supported by a specialized consulting company, includes:



Aracaju International Airport

+22.6% in 2023
1.17M passengers
International flight-ready



Ground Access

BR-101 (coast) +
BR-235 (inland)
+15.8% bus travel (2024)



Hotel Occupancy

85% average in 2024
summer (ABIH/SE)

Strong fiscal incentives

- ✓ Tax breaks, infrastructure support, and streamlined licensing
- ✓ Sustainability-driven destination planning
- ✓ Vibrant cultural calendar and unique local identity

