



Invest in Sergipe's **SUSTAINABLE TOURISM**

SUSTAINABLE TOURISM

Sergipe is located in the Atlantic Coast of the Northeast of Brazil. Its capital, Aracaju, is famous for the beautiful beaches.

Atalaia Beach offers calm waters and a wide stretch of white sand, in addition to a long boardwalk. Founded in 1590, the old capital, São Cristóvão, preserves colonial-era buildings, including the 17th-century Convent and Church of São Francisco.

One of Sergipe's most sought-after tourist destinations is the Xingó Canyon, with impressive reddish rock formations carved by the São Francisco River. Located in Canindé do São Francisco, 213 km from Aracaju, the canyon is a must-see attraction.

Beyond its natural beauty, Sergipe has rich cultural and historical diversity, as well as unique cuisine—together making the state a tourist destination with high investment potential.

Airport

Aracaju International Airport is an important gateway to the state of Sergipe. Located only 12 km from the capital, it plays a crucial role in the development of tourism and regional connectivity.

- Airport area: 3,874,000 m²
- Aircraft apron: 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

Recent upgrades include:

LED lighting and new signaling for safer takeoffs and landings

Revamped baggage handling with an automated BHS system and X-ray inspections

Two new boarding bridges

New escalators and elevators

Expanded public areas by 70% (+8,000 m²)

Better signage, air conditioning, and acoustic insulation

New flight information system

More capacity

With these improvements, the airport is ready to meet growing passenger demand and ensure a safer, more efficient, and more comfortable travel experience—essential for boosting tourism and business in Sergipe.



Foto: Eduardo Freire

Aracaju International Airport



Roads

BR-101 – Borders Bahia and Alagoas, connecting directly to Brazil's coastline

BR-235 – Borders Bahia and connects directly to the countryside of Pernambuco and Piauí



Foto: Marcos Rodrigues

Main Cities and its Touristic Milestones

Canindé do São Francisco

Xingó Hydroelectric Power Plant: Impressive and visible from afar, the Xingó Hydroelectric Plant is an imposing landmark. The navigability of the São Francisco River canyons was made possible thanks to its construction, which massively dammed the river, creating depths of up to 170 meters.

São Francisco River Canyons: Geological formations that can exceed 50 meters in height, emerging from the waters of the São Francisco River, composing one of the most beautiful natural landscapes in Brazil. Local tourism companies offer tours lasting more than three hours, with stops for swimming in the waters of “Velho Chico.”

Cangaço Eco Park: Located on the banks of the São Francisco River, the park features well-structured trails in an environmentally and culturally protected area by the Government of Sergipe. The site offers excellent infrastructure to welcome, entertain, and enchant tourists.

Itabaiana

Serra de Itabaiana National Park: The second-highest point in Sergipe, at 659 meters above sea level, is one of the state's main ecotourism attractions. It has waterfalls, natural pools, streams, and cliffs ideal for extreme sports. The mountain has 12 trails that allow visitors to explore the biodiversity of the Atlantic Forest and the Caatinga.

Falcon Park: A must-stop for nature lovers, the park is home to birds of prey and also serves as a rehabilitation center for injured or trafficked birds, promoting reintegration into their natural habitat.

Macambira

Serra da Miaba: Located between Macambira, São Domingos, Lagarto, and Campo do Brito, about 70 km from the capital, the region has caatinga vegetation and seasonal forest. Known for its trails and waterfalls.

Macambira Waterfall and Pedra da Arara: In Sergipe's semi-arid region, these natural attractions are explored by agencies specializing in trails and adventure tourism.

Aracaju

Atalaia Seafront: The city's postcard, gathering beaches, bars, and restaurants for all tastes. One of the most visited places by both tourists and locals.

Albano Franco and Thales Ferraz Markets: Located in downtown Aracaju, they offer handicrafts and regional products.

Museum of the People of Sergipe: The first interactive multimedia museum in Northern and Northeastern Brazil, presenting the state's cultural diversity. It has rooms dedicated to cordel literature, with excerpts displayed on screens and spaces for recitations.





Macaw Rock - Macambira



Xingó Canyons - Canindé de São Francisco

Church of Santo Antônio: Located on Santo Antônio Hill, it is a neo-Gothic monument of the Third Order of St. Francis. It was the site of the Assembly that decided to move the capital from São Cristóvão to Aracaju. It receives masses of devotees on July 13th, the feast day of the patron saint.

Sunset Seafront (Orla Pôr do Sol): The sunset here is spectacular. The orange sky reflected in the Vaza Barris River provides an unforgettable scene.



Foto: Eduardo Freire

Sunset Beachfront - Aracaju

Mem de Sá Island: Located in Itaporanga D'Ajuda, on the southern coast, 53 km from Aracaju. With approximately 2,000 m², it is a charming refuge bathed by the Vaza Barris River, accessible by boat crossing.

Main Cultural Festivals

Pré-Caju: One of Brazil's most traditional pre-carnival events, held at Atalaia Seafront. In 2024, hotel occupancy reached almost 100%.

Forró Caju: One of the largest June festivities in the Northeast, with about 140 performances throughout June, between Albano Franco and Thales Ferraz Markets. Free event attracting about 1 million people.

Arraiá do Povo: Another major June festival, held at Atalaia Seafront, promoted by the State Government. In 2024, it lasted 60 days.

São Cristóvão

São Francisco Square: Home to Sergipe's most valuable architectural complex—Church and Convent of São Francisco, Sacred Art Museum, the old Santa Casa da Misericórdia, Sergipe Historical Museum, and Zeca de Norberto Folklore House. Recognized by UNESCO as a World Heritage Site, as the first example of Spanish colonial architecture in the Americas.

FASC – São Cristóvão Arts Festival: A free festival with more than 100 regional, national, and international performances, spread across several city stages. Held in late November or early December.

Barra dos Coqueiros

Tototó Crossing: A traditional crossing in a wooden boat powered by oars or motor, used since colonial times, connecting Aracaju to Barra dos Coqueiros. Departure is from the Santa Luzia Square pier, offering beautiful views.

Brejo Grande

Mouth of the São Francisco River: 137 km from Aracaju, a place of rare natural beauty surrounded by islets and lush vegetation.

Cabeço Lighthouse: An icon of resilience, part of the submerged remains of the old village of Cabeço. One of the highlights of the São Francisco river mouth tour.





Museum of the People of Sergipe - Aracaju



Brejo Grande

Pacatuba

Santa Isabel Biological Reserve: A key environmental protection area and headquarters of one of the main TAMAR Project bases. It protects endangered species such as the hawksbill turtle and shelters olive ridley turtle nests. It plays an important role in conserving São Francisco River mangroves.

Estância

Praia do Saco: One of the state's most popular destinations, 70 km from Aracaju. Fine dunes, calm warm waters, mangroves, and a wide protected ecological zone.

Ponta do Saco: An extension of Praia do Saco, accessible only by buggy. Offers privileged views of Mangue Seco (Bahia) and Ilha da Sogra—a paradise between the river and the sea.

Barco de Fogo (Fire Boat): A cultural artifact tied to June festivities. Created by Chico Surdo, it is part of Sergipe's cultural heritage. Celebrated on June 11, his birthday.

Tambaqui Lagoon (Blue Lagoon): Allows swimming among tambaqui fish in clear waters. Located 40 km from the municipal seat, it features bars and restaurants around it.

South Coast of Sergipe

Considered one of the cleanest in Brazil. The report "X-ray of Garbage on the Brazilian Coast 2024" points to a low density of solid waste, microplastics, and plastics.

Foto: Eduardo Freire



Santa Isabel Reserve - Pirambu





Governor
Fábio Cruz Mitidieri

Vice-Governor
José Macedo Sobral

State Secretary
Jorge Araújo Filho

CEO of Desenvolve-SE
Milton Arthur Vasconcelos de Andrade Cruz





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