



Rio's famed Copacabana Beach, a must-see for all visitors to the city

Basking in a post-World Cup glow and preparing for the global gaze again in 2016, Rio de Janeiro is, arguably, the destination of the moment. **Sarah McCay** reports

Dancing to its *own rhythm*

Day 1 Itinerary

Arrival and check-in

Fly into Rio de Janeiro International Airport, 20 km north of downtown Rio, direct from London Heathrow with British Airways. Check into the iconic, 1920s stucco-fashioned five-star, 216-room **Belmond Copacabana Palace Hotel**. Or, for smaller groups, the 1950s inspired five-star **Hotel Fasano Rio De Janeiro** offers just 82 rooms and 10 suites.

Large morning meeting

Many of the new hotels in Barra, the site of the 2016 Olympics, have dedicated conference facilities. Among these is the **Windsor Barra Hotel**, offering 60 meeting rooms in a dedicated area of 9,000 sqm with independent access.

Networking lunch

Tables with a view, as well as modern Sicilian cuisine, are served at **Café del Lago**, a hidden gem situated by the Rodrigo de Freitas Lagoon.

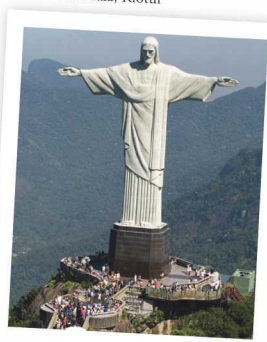
Afternoon activity

Visit World Cup final venue the **Maracanã** (*below right*). On arrival, two boys – experts in *embaixadinhas* (keepy-uppies) – will greet you in Brazilian football kit. The stadium can arrange for a corporate message and your logo to appear on the scoreboard, while a match can also be arranged on the hallowed turf, depending on fixtures.

Dinner

Founded in 1868, the **Jockey Club Brasileiro** has one of the best locations in the city with views of the Botanical Garden, Rodrigo de Freitas Lagoon and Corcovado Mountain, topped off by Christ The Redeemer (*above*). Enjoy a cocktail reception on the club's veranda with a fabulous view of the racecourse before dinner at the **Restaurante Photochart**.

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Courted by the world this summer as the Maracanã Stadium took centre stage in the FIFA World Cup, Rio's events story is just beginning. With the Olympic Games due in the city in two years' time, Rio's stock is set to rise even further; 5,000 new hotel rooms were built for this summer's festival of football and 7,000 more are under construction ahead of the Games.

More than 120 trade fairs and conferences are booked through to 2018, while the first half of 2014 saw 129 events, with a revenue of US\$265 million (£157m) – set to increase on 2013's total of 161 events and revenue of US\$274m (£163m). ●

Why Rio?

Paulo Senise
Rio Convention & Visitors Bureau



Framed by picture-postcard scenery, Rio offers a unique rhythm, combining excellent infrastructure and service with informality and the pleasures of living.

Day 2 Itinerary

Breakfast meeting

The boutique **Hotel Santa Teresa** offers views over rooftops towards Guanabara Bay from restaurant **Térèze**.

Lunch Brazilian-style

Check out the fabulous art deco **Confeitaria Colombo**. Nestled in the heart of the original colonial part of the city, it offers a great opportunity to see how the *cariocas* (locals) live and enjoy life.

Team building

Shrug off corporate malaise and learn to dance like a local as Brazilian samba players teach your group to samba. A professional *carnavalesco* (a carnival school worker) will help teams create their own carnival costumes.

Cocktail reception and gala dinner

Casa das Canoas is a private colonial-style house decorated with typical Brazilian antique furniture and objets d'art. Located in the Tijuca Forest, this authentic setting is perfect for events for up to 80 people.

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