



*It's time to discover
Ilha do Guajirú!*

Beachlife



*if paradise exists,
it's Ilha do Guajiru*



Ilha do Guajirú

1. INTRODUCTION

1.1 BRAZIL

Brazil, one of the largest countries in the world, with a tropical climate and over 8,500 km of coastline, is today enjoying sustained political stability and strong economic growth.

With inflation fully under control, at levels comparable to European and U.S. standards, the local currency -the Real- is now gaining strength against the US\$ en Euro everyday!

But Brazil is also where the world's largest oil discovery of the past 30 years was made!, in April 2008.

Now imagine, what such discovery, with the forecast of Brazil becoming the 3rd largest oil exporter of the world, will do to that economy...

1.2 CEARÁ

In this attractive economical environment, Ceará, Brazil's N-eastern state, offers an extremely attractive climate.

With statistics, that visitors can only dream about:

- approx. 3,000 hrs of sunshine per year (>8 per day!)
- an air temperature of approx. 28 - 34 °C. everyday!
- a sea water temperature of approx. 26°C., year-round!
- a gentle seabreeze of approx. 12 - 22 knots, 95% of the days!

It is therefor no wonder that Ceará is fastly developing as a popular tourist destination, with more then 3 million visitors expected for the 2008 season! (2005: 2 million/2006: 2.5 million/2007: 2.75 million)!

1.3 FORTALEZA

Fortaleza, the capital of the state of Ceará, has appr. 3 million inhabitants and is located right in the centre of North East Brazil.

This place is like paradise with almost perfect conditions for having a great holiday.

But the region has a lot more to offer : untouched nature and beaches, historical things to see, activities of all kinds, on land and in the water, delicious sea fruits, cocktails & drinks and nightlife: life music at almost any bar.

It is not without reason, that many overseas visitors end up buying real estate or a holiday home here, to survive their freezing winters!

1.4 NEW HIGHWAY

Thanks to the opening of a brandnew highway, end 2007, all travel times between Fortaleza and it's N-Western located villages have now decreased by 1,5 hour!

Ilha do Guajirú, located almost 170 km westly from Fortaleza's International airport, is therefore now reachable in approx. 90 carmin.!

Ilha do Guajirú is simply no more far away!

Based on this welcome new fact, many overseas investors have started to invest largely in this area, where land prices are still less then 10% of the levels near Fortaleza, like Cumbuco!

1.5 (PENINSULA ISLAND) ILHA DO GUAJIRÚ

Ilha do Guajirú, an Ecological Paradise, used to be an island.

That's why it's nature and scenery are so rich and spectacular: the island is almost surrounded by water everywhere!

But some years back in time, the island's former owner paved a perfect all-season accessible road, allowing everyone today to reach the island by normal car.

This makes Ilha do Guajirú so special and unique: the beauty and charm of an island is still there while you enjoy the confort of a normal connection road to the main land.

1.6 ECOLOGICAL PARADISE

Ilha do Guajirú is also an Ecological Paradise.

When you visit you will quickly find out why, since Ilha do Guajirú:

- consists of rich, fertile lands everywhere!
- has no lack of water at any time, due to the massive Lagoon in the front and the River circling at the back!
- has an ideal climate, being located almost at the equator!

You will now understand, why this island served for many decades as a very productive coconut plantation...

But the above ingredients also are responsible for producing the island's tropical name: the "Guajirú", found upwind at Praia da Barra, is a large consumable berry, red of colour and sweet in taste!



the Ecological Paradise

Tourist Map



Ilha do Guajirú



Ilha do Guajirú

2. SPOTS

Ilha do Guajirú, is worldwide famous for it's unknown natural variety. Various ecologically different spots jointly form Ilha do Guajirú.

After visiting Ilha do Guajirú, don't be surprised other locations become simply disappointing!

2.1 PRAIA DA BARRA

The island's main beach, called Praia da Barra, known by the locals as "Mulheres da Areia" ('the women of the sand'), is located at the end of Ilha do Guajirú's main, arrival road.

This extremely beautiful, white sanded beach is lagoon front and the place where you will find all major activities and facilities such as barraca's (beachbars), restaurants and pousada's.

The water is bluer then you could possibly dream of!

2.2 PRAIA DAS DUNAS

Behind the large, stretched out dunes in front of Ilha do Guajirú, you will find the island's best preserved and longest beach, called Praia das Dunas.

While most visitors stay at Praia da Barra or Praia do Guajirú, simply cross the Main Lagoon surfing, sailing or by taking the ferry and arrive for an afternoon on this beach!

Look over the Main Lagoon towards Ilha do Guajirú on one side, and look towards the ocean windward on the other side while staying on Praia das Dunas.

2.3 PRAIA DO GUAJIRÚ

Located downwind of Ilha do Guajirú, you will find the island's most stunning beach called Praia do Guajirú. This beach is by far the island's widest beach.

Soft, white sanded dunes, slowly running uphill towards the back, coco palmed everywhere, meet the Main Lagoon's crystal clear, turquoise blue water.

2.4 THE SECRET SPOT

Heading upwind, by taking the ferryboat for appr. 20 min. at Praia da Barra, the Secret Spot is located.

The Secret Spot is famous for it's absolute extreme contrasts.

Here, at this spot

- the River & the Main Lagoon jointly meet the ocean...
- superflat water is only meters away from the waves...
- dry, sandy Dunes are neighbouring the wet, green Mangroves...

The Secret Spot is for sure Brazil's most fabulous spot!

2.5 THE PEARL LAGOON

On the western part of the Dunes, stretched out in front of Ilha do Guajirú, you will find the Pearl Lagoon.

Hidden for many visitors, the Pearl Lagoon can be reached by crossing the Main Lagoon, by taking the local ferry or simply your surfboard.

Named by it's round (pearl) form, this small lagoon offers you a perfect place to swim and cool down while spending an afternoon at Praia da Dunas.

2.6 THE MAIN LAGOON

Ilha do Guajirú is known for it's giant, massive Lagoon. The island's Main Lagoon is the biggest of whole (N-east) Brazil! More then 4 kilometer long x up to 400 meter wide...!

With the Dunes in the front and Praia da Barra at the back, the Main Lagoon offers an absolute safe harbour for every kind of watersporter: you simply don't drift away.

Due to the perfect direction of wind and water, the Main Lagoon is often called The-Flatwater-Sea, there is hardly water available anywhere worldwide, that is flatter while at the same time of this size.

Many first time visitors, find it hard to believe the Main Lagoon has not been discovered by them already years before.

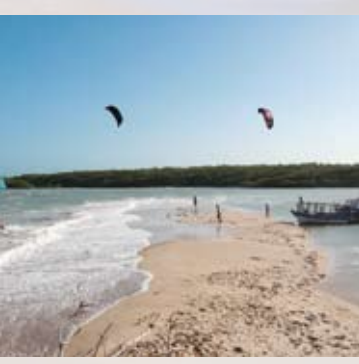
You will find direct access to the Main Lagoon directly from Praia da Barra, Praia do Guajirú, Praia das Dunas and the Secret Spot.

2.6 THE RIVER

Running all around the island's back side, you will find the island's (amazon-like) River.

It's Mangrovy borders harbour all kinds of wildlife and species of plants: sit and watch and pay some time to see what's going on deep inside!

The curly roots with which trees and plants are trying to keep up from it's swampy bottom below, are a spectacle to watch.



the Ecological Paradise

Ilha do Guajirú



the Flatwater Sea

Ilha do Guajirú

3. WATERSPORTS

While staying at Ilha do Guajirú you risk to become attracted to one of the island's addictive watersports.

A consistent water temperature of 26 Degrees C. and air temperature of between 28 and 34 Degrees C. with no less than 8 hours of sunshine per day, is not what Ilha do Guajirú can promise but what it guarantees!

Each watersport found on the island is appreciated for its unique characteristics and special qualities. This almost automatically separates all different watersports: an unexpected delight!

The island offers you conditions that you dreamed about!

- A huge Lagoon that's the biggest in North East Brazil, 4000 meter long and 400 meter wide with superflat water due to the two beaches located on the windward side of it!
- Some excellent waves found at the Secret Spot or at the downwind beaches of Praia do Guajirú where the River meets the ocean, and at Praia das Dunas in the open Sea!
- You will only find white sandy beaches with no rocks or obstacles any-where, allowing you easy, comfortable and safe access into the Lagoon's crystal clear turquoise blue waters!
- Wind EVERYDAY!!! from 12 to 22 knots, side shore and completely steady!

The huge Main Lagoon, due to its enormous size and at the same time perfectly flat water, is often nicknamed "the Flatwater Sea".

At the Secret Spot and Praia do Guajirú where the Lagoon meets the ocean, you will find butter flat water and perfect waves in one place!

And last but not least, the River, where you can spend hours in absolute serenity and quietness is appreciated for fishing or floating by boat or canoe.

Due to these unique conditions, many different kinds of watersports may be practised on Ilha do Guajirú.

For your easy overview, we have herewith listed them for you as follows, why don't you try them all?

- surfing
- windsurfing
- kiteboarding
- jangada sailing
- catamaran sailing
- swimming
- canoeing
- jetskiing
- snorkling
- diving

Most visitors spending their holidays at Ilha do Guajirú cannot resist watersporting everyday: they are simply too refreshing!

4. ACTIVITIES

Ilha do Guajirú, almost synonym for "a lot to see and do", offers many activities to ensure that all visitors have a fulfilled and relaxing holiday.

Whether you prefer to be active for the whole day or prefer to relax in a stunning environment, Ilha do Guajirú offers it all!

For sightseeing on the island, nearby villages and the surrounding region, various tours are offered by buggy, bus, taxi or your rented 4x4 or normal car.

Go around the entire island by foot, cycle or quad and see what this climate does to nature when remaining untouched for many years.

For your comfort we herewith state the activities that are already available or become shortly available on Ilha do Guajirú:

- cycling
- trekking
- fishing
- bird watching
- buggy kiting
- quad riding
- buggy touring
- landboarding
- beach volleyball
- mangrove climbing
- horse riding
- sightseeing
- capoeira dancing
- forró dancing

5. ITAREMA & REGION

There is a wealth of different places to explore and discover on and around Ilha do Guajirú.

If you appreciate to experience Brazil's local lifestyle, then Itarema is definitely worth an afternoon's visit.

Go and see the beautifully coloured pink village church by turning right when returning to Itarema from Ilha do Guajirú's access road.

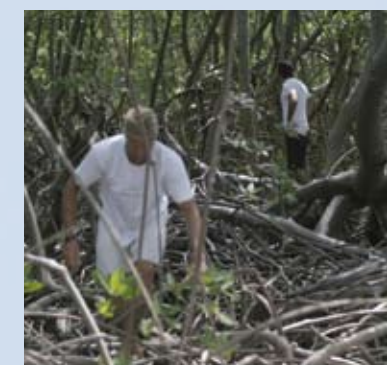
Or enjoy Itarema's many coloured houses that are all around the village's market square. Wonder how they remained all in such condition...

For a change of scene, some different restaurants, bars and nightclubs, Acaraú is also a nice place to visit.

Acaraú is only 15 minutes car drive away from Itarema or Ilha do Guajirú: spend your afternoon to sightsee or enjoy a good meal at one of Acaraú's local restaurants.

A 40-minute car drive to the beach of Preá will reward you with stunning views from the 5 meter uplevelled sandy beach. An amazing surprise!

Or drive further up to Jericoacoara, just an extra 10 minutes from Preá and check out the sunset from the top of the giant sand dune - watch the spectacle of the sun sinking in the tropical ocean.



the Flatwater Sea

Official Masterplan Ilha do Guajirú



Ilha do Guajirú

6. REAL ESTATE

Real estate at Ilha do Guajirú has become very booming business.

Eversince Beachlife, a large, overseas project development company active in the whole of N-East Brazil, has made large investments on the island, real estate values on the island are rising sharply.

The forecast is, this will continue to be the case during many more years yet to come.

Beachlife, operating under european management, now offers you the rare opportunity to realise your dream on a top location. Building plots, beachfront, right into an Ecological Paradise!

Ilha do Guajirú is getting ready to become Brazil's hottest tourist destination!

6.1 BEACHLIFE

If you are interested to construct a holiday home, or like to start up your business on beautiful Ilha do Guajirú, thé company to contact is Beachlife.

Beachlife are the majority owners of Ilha do Guajirú, owning almost all of the terrain.

Beachlife, as project developer, is taking it's business very serious:

- an official masterplan has already been made,
- new roads have meanwhile been paved,
- building plots have been set out, marked & fenced,
- a worldwide promotion campaign has been put on go,
- an Official Tourist website is available online,
- various projects for condominium houses and apartments have been drawn and are being initiated,
- a car-, bus- and heliservice has started to operate.

But this is not the end, we continuously invest time and money to guide Ilha do Guajirú on it's way to become Brazil's hotspot no. 1!

6.2 BECOMING URBAN ZONE

For many years, Ilha do Guajirú, the Ecological Paradise, used to be Rural zone.

But recently, the "prefeitura" (prefect) decided the area to become Urban zone, allowing the place to be developed into a top, holiday destination. With all kinds of activities & facilities that automatically come along.

The municipality of Itarema is now busy executing and formalising the decision. Just imagine, how this will affect the island's future value!

6.3 BUILDING PLOTS (SIZE, PRICE & LOCATION)

On Ilha do Guajirú, various top located building plots are on sale.

For details of the different plots, sizes, prices and locations, please visit our website www.beachlife-realestate.com

Ilha do Guajirú, the Ecological Paradise, is Beachlife's largest and most prestigious project sofar.

This project offers overseas buyers the best possible plots and locations of the entire N-East Brazil.

6.4 PROJECTS & DEVELOPMENTS

On Ilha do Guajirú, many different projects are being initiated.

Also a lot of other developments are taking place, making Ilha do Guajirú a more attractive place, day by day.

Various entrepreneurs are preparing to receive the island's increasing number of visitors:

- a brandnew watersports centre & kiteschool is being drawn & built,
- several (renovated) beachbars will become operative,
- a local, brazilian style restaurant has been upgraded,
- an italian style restaurant will welcome and recieve you uphill,
- project Wind Village residence is being constructed & already on sale,
- project Mirante D'acqua will soon be constructed & put on sale,
- project Cangulo residence will soon be constructed & put on sale.

To obtain further details of all projects initiated on Ilha do Guajirú, you may visit our website, www.beachlife-realestate.com

As you can see, Ilha do Guajirú is the locations where manu developments are taking place.

6.5 PROMOTION CAMPAIGN & WEBSITE

During 2008, and even more years yet to come, a well managed, promotional campaign will be launched on Ilha do Guajirú.

This campaign takes place both in N-East Brazil and in Europe.

At the same time, the island's Official Tourist site, www.ilha-do-guajiru.com or www.theflatwatersea.com has become online.

Here, you find all the information about the island: more then 140.000 hits represent the visiters before you during the first 3 months!



the Ecological Paradise



7. LOCATION

Ilha do Guajirú is located approximately 170 km North-west from Fortaleza's International airport.

To obtain the exact location of Ilha do Guajirú, please download or print any of the maps available on the island's official tourist site, www.ilha-do-guajiru.com or www.theflatwatersea.com



8. CONTACT AND INFORMATION

For more details on our project Ilha do Guajirú, the Ecological Paradise, please visit our website www.beachlife-realestate.com

Should you prefer any personal meeting instead, to discuss further details of our project, you may also contact us as stated below:

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We will be happy to make an appointment with you!

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