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BRAZIL TOUR OPERATORS CELEBRATE RIO'S OLYMPIC BID WIN

New York, NY, October xx, 2009 – The cheers – along with the sounds of samba and *pagode* could be heard all the way from Rio to Miami and New York. For the first time a South American city will stage an Olympic Games. And what more beautiful place for the summer competition than Rio de Janeiro with its stunning location, dramatic natural scenery and beautiful beaches like Ipanema, Copacabana, Saõ Conrado, Leblon and Barra. The city is known for world-class dining – on Brazilian cuisine, fresh seafood and traditional barbecue – and sizzling, non-stop nightlife. And the charming *Cariocas*, as the people of Rio are called, know how to party and will give a warm welcome to all visitors.

In preparation for the Olympics, the city fathers plan to make major infrastructure improvements, upgrade the transportation system and continue cleaning up the environment. Hotel capacity is set to more than double, world-class sports facilities are being designed and both the historic quarter and the port area will be rejuvenated.

“We’ve been working to get the word out about Brazil’s fabulous attributes,” says Adam Carter, President of the Brazil Tour Operators Association (BTOA.) “Rio’s winning the bid will definitely increase visibility for this vibrant exciting city,” Carter continues.

The BTOA’s mission is to raise awareness of its member companies as Brazil travel experts and heighten visibility among North American travelers for all the destinations in Brazil.

“As a Carioca myself, I am thrilled that Rio will host the Olympic Games,” says Jose Gherardi, Vice President of BTOA. “We intend to spread the word and encourage more North Americans to visit this incredibly warm and hospitable destination. And they don’t have to wait five years,” Gherardi adds.

Currently the world's 10th largest economy, Brazil is forecast to be the fifth largest by 2016 when the Games are staged. Experts are already talking about the Olympics "effect" when a city experiences a renaissance – both cultural and economically – after hosting the Games.

BTOA's Active Members are: AAT American Adventure Tours; Abreu; Air Projects; American Express Vacations; Avanti Destinations; Borello Travel and Tours; Brazil Nuts Tours; Brazilian Vacation Center; BROL/Brazil Online Travel; Chanteclair; Cox & Kings USA; Discover Brazil Tours; Dumonde Travel, 4 Star South America Tours & Travel; Fredson Travel; Globus; HOTUR - Just Brazil Vacations; Marnella Tours; Pan American Travel Services; SITA World Tours; Skyline Travel Specialists; Tourlite International, VIP Tour Group, and Visit Brazil Tours.

For more information about the Brazil Tour Operators Association, email info@braziltouoperators.com or go to www.braziltouoperators.com.