

GOLD NEWS

Gold Experiences' Digital Magazine for Tourism Professionals



INTERVIEW WITH SIMONE SCORSATO, INTERNATIONAL EVENTS DIRECTOR AT EMBRATUR.

BRAZIL OF WONDERS: SALVADOR, FOZ DO IGUAÇU & RIO DE JANEIRO, FAITH, NATURE & ENERGY.

TUNISIA IN LONELY PLANET'S RANKING OF THE 25 MUST-VISIT DESTINATIONS FOR 2026.



The year is heating up, and Brazil continues to grow.

Brazil as a destination continues to expand in international tourism, showing consistent growth: in 2025, the country welcomed 9,287,196 international tourists — the highest number in its history — representing a 37.1% increase compared to 2024. Between January and March 2025, 3.7 million foreign visitors arrived in Brazil, marking a record-breaking start to the year and confirming the strength of our cultural, natural, and urban experiences.

Our participation in WTM Latin America and WTM Africa reinforces our international expansion and brand positioning strategy, connecting us with new markets and creating broader business opportunities within global tourism.

In this edition, we also feature an exclusive interview with Simone Scorsato, who shares insights on strengthening the Brazil brand abroad and the initiatives that continue to position the country as a strategic destination for international tourism.

Welcome to the third edition of Gold News — a monthly space dedicated to analysis, connections, and strategic content for those who live, drive, and transform the tourism industry every day.

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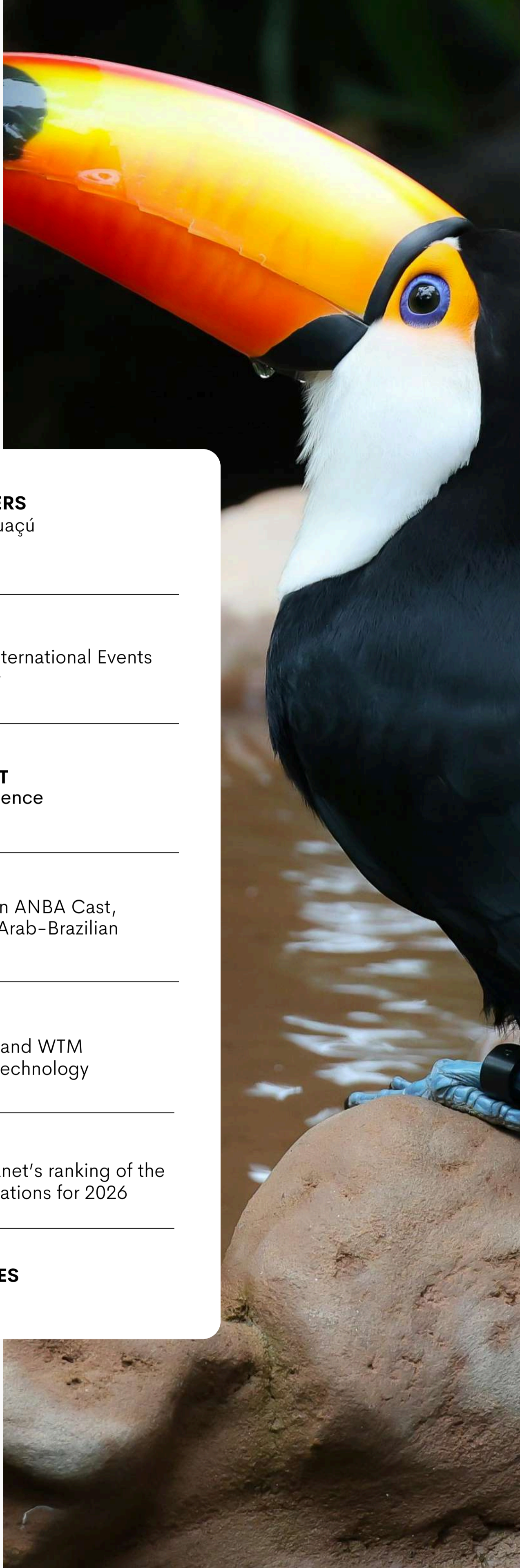
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Cover Photo: Rio de Janeiro





Pelourinho, Salvador

Brazil of Wonders: Salvador, Foz do Iguaçu and Rio de Janeiro.

A journey through faith, nature, and energy.

There are itineraries that simply showcase destinations. And there are those that reveal the true essence of a country. This 12-night journey through Salvador, Foz do Iguaçu, and Rio de Janeiro is exactly that: a passage through the many souls of Brazil, where history, nature, and culture come together in an intense and unforgettable way. Among all the Brazilian circuits carefully designed by Gold Experiences, this one stands out as a true best-seller.



Rio de Janeiro





Tamar Project



Forte Beach

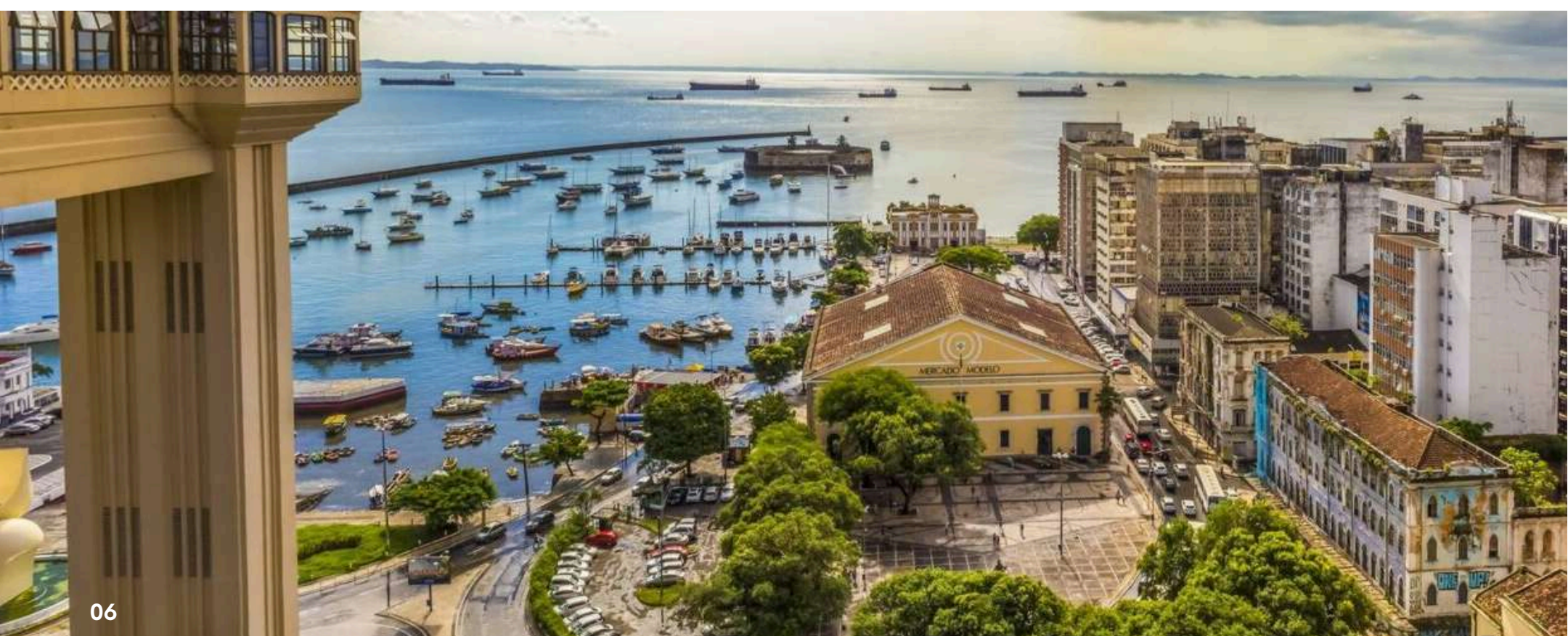


Coconut Route

The journey begins in Salvador, where time seems to move to the rhythm of tradition. From the very first days, travelers are guided through a city tour that reveals the contrasts of the city — from the iconic Farol da Barra and the elegant avenues of Corredor da Vitória to the vibrant heart of Pelourinho. Amid baroque churches, colorful façades, and cobblestone streets, the colonial heritage comes to life, while Mercado Modelo offers an immersion into local culture and craftsmanship.

The Bahian experience goes far beyond the urban landscape. An entire day is dedicated to the breathtaking Praia do Forte, along the famous Coconut Route, where endless palm trees lead to one of the most paradisiacal settings on the Brazilian coastline. There, a visit to Projeto Tamar brings travelers closer to sea turtle preservation efforts, while the fishing village and calm sea invite moments of pure contemplation.

Another highlight is the schooner tour through Baía de Todos-os-Santos, with stops at Ilha dos Frades and Itaparica. Between crystal-clear waters, tropical landscapes, and privileged views of the city, this experience perfectly captures Bahia's light, vibrant, and sun-soaked spirit.



Modelo Market

BRASIL



Iguaçu Falls

From Salvador, the journey continues to one of the greatest natural spectacles on the planet: Foz do Iguaçu. On the Brazilian side of the falls, the impact is immediate — more than 270 waterfalls create a breathtaking landscape surrounded by lush vegetation.

The experience is complemented by a visit to Parque das Aves, where close encounters with tropical species deepen the connection with the region's extraordinary biodiversity.

For those wishing to explore even further, optional experiences include visiting the Argentine side of the falls, traditional cultural performances such as Rafain Churrascaria Show, or the adventurous Macuco Safari boat tour.



Macuco Safari

Pão de Açúcar Cable Car

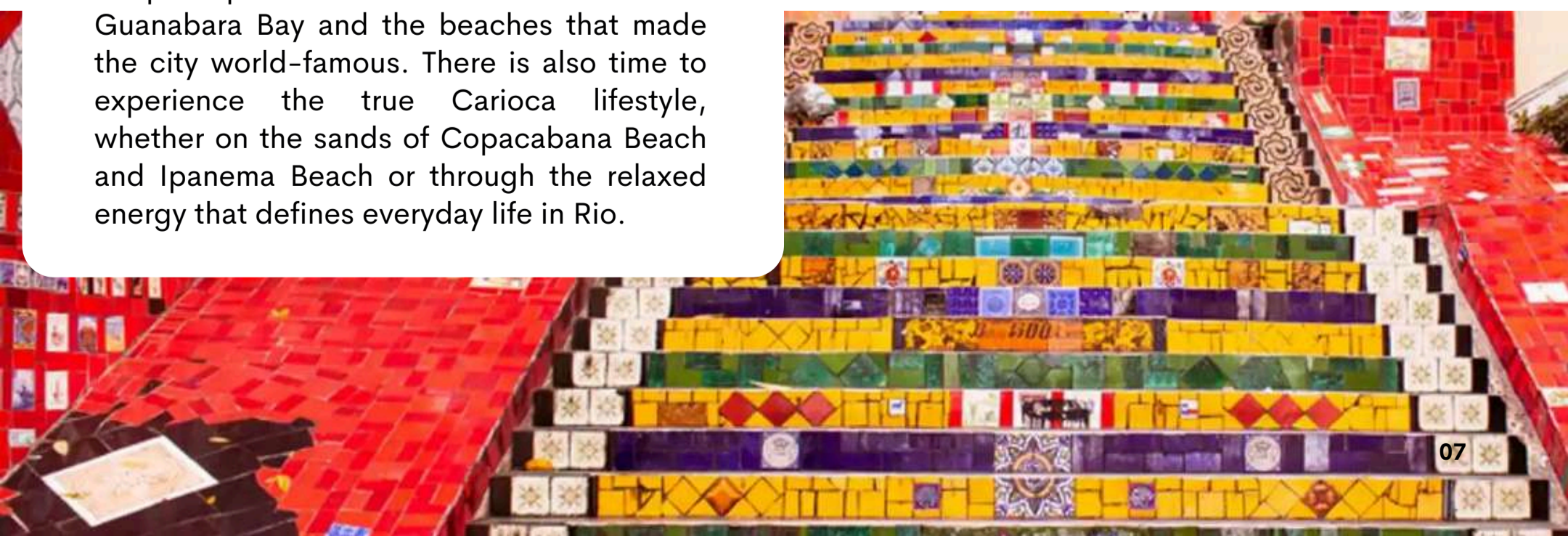
The final stage of the journey leads to the vibrant Rio de Janeiro, where nature and urban life coexist in perfect harmony.

The itinerary begins with a visit to Corcovado, where Christ the Redeemer stands as the city's ultimate symbol and offers one of the most breathtaking views in the world. The tour also includes the modern Metropolitan Cathedral of Rio de Janeiro and the colorful Selarón Steps, one of the most photographed landmarks in the city.

Another unmissable icon is Sugarloaf Mountain, reached by cable car, where unique panoramic views unfold over Guanabara Bay and the beaches that made the city world-famous. There is also time to experience the true Carioca lifestyle, whether on the sands of Copacabana Beach and Ipanema Beach or through the relaxed energy that defines everyday life in Rio.



Selarón Staircase



The journey dives even deeper into nature with an excursion through Tijuca National Park, the largest urban forest in the world, where waterfalls, trails, and tropical wildlife surprise visitors at every turn. In contrast, a visit to Rocinha offers an authentic and respectful perspective on the reality of Rio's communities, adding a meaningful social dimension to the experience.

More than an itinerary, this is a story in motion. A journey that begins with the faith and history of Salvador, crosses the untamed power of nature in Foz do Iguaçu, and culminates in the contagious energy of Rio de Janeiro. Three destinations, three identities, one single Brazil — experienced intensely every single day.



View of Rocinha Favela

Brazil Bets on Culture and Sustainability to Win Over European Tourists

During BTL Lisboa, one of Europe's leading tourism industry events, we spoke with Simone Scorsato, International Events Director at Embratur, about Brazil's positioning strategy in the European market, the challenges of increasing the flow of international tourists, and the new advertising campaign focused on regenerative tourism.



Simone Scorsato at the Embratur stand during BTL Lisboa 2026.

What is Embratur's strategy for positioning Brazil in the European market?

Embratur's strategy for positioning Brazil in the European market is centered on presenting the country in a broader and more qualified way, moving beyond traditional stereotypes and highlighting its cultural, natural, and human diversity. The goal is to establish Brazil as a destination for authentic experiences that combine culture, nature, and well-being, aligned with the new demands of international travelers — especially Europeans, who are increasingly interested in sustainability, purpose, and meaningful connection.

As part of this strategy, last year we launched the soft power campaign "Brazil. It's a vibe. Come experience it", which presented the country as a true state of mind. The initiative highlighted the essence of Brazilian identity — culture, music, gastronomy, diversity, and above all, human warmth — positioning Brazil not simply as a tourist destination, but as a unique emotional and sensory experience.

This year, we moved forward with the launch of the campaign "To Renew Yourself, There's No Place Like Brazil", focused on regenerative tourism. The proposal is to expand this perception by presenting the country as a destination for well-being, reconnection, and sustainability, with an emphasis on authentic experiences in contact with nature that also generate positive impact for local communities.



“THERE ARE IMPORTANT CHALLENGES. AIR CONNECTIVITY, FOR EXAMPLE, HAS HISTORICALLY BEEN ONE OF THE MAIN BOTTLENECKS.”



Brazil still receives a relatively low number of international tourists compared to European countries, for example. How do you view this challenge and what initiatives are in place to increase this flow?

Welcoming around 9 million international tourists is a record and a major achievement for Brazil, resulting from collective work and a well-structured strategy. This progress comes not from a single action, but from a combination of promotional tools such as international trade fairs, press trips, cooperative actions with tour operators, and digital campaigns. It is precisely the integration of these initiatives that has positioned Brazil at an unprecedented international level.

Of course, important challenges remain. Air connectivity, for example, has historically been one of the main bottlenecks. By increasing the number of flights, we also expand seat availability and, consequently, the flow of international tourists.

When comparing Brazil to European countries, it is important to consider very different contexts. Europe has its own dynamic, with strong circulation between neighboring countries, naturally facilitating regional tourism. Brazil, on the other hand, is a continental-sized country that requires greater planning and promotional efforts from international travelers. For this reason, the comparison is not always direct or fair.

Another key point is the partnership between the public and private sectors. Tourism growth depends directly on this collaboration. Embratur works on cooperation agreements with tourism entities and associations, bringing the industry closer to international promotion strategies. When these players work together in an integrated way, the results become far more consistent.

In addition, we have seen growing demand, especially from European travelers, for sustainable destinations. In this context, Brazil has been positioning itself strategically, including through the promotion of regenerative tourism, which encourages not only contact with nature, but experiences that actively contribute to its preservation. One example is the support for initiatives such as the coral biofactory in Pernambuco, focused on reef restoration and reinforcing the country's commitment to sustainable practices.

We are also expanding the promotion of destinations beyond the already established ones, such as Rio de Janeiro, the Amazon, and Foz do Iguaçu. Places like the Route of Emotions, Jalapão, and the canyons of Rio Grande do Sul are gaining visibility in campaigns, always prioritizing destinations that are already structured and prepared to welcome international tourists.

What recommendation would you give to DMCs promoting Brazil in the international market?

The main recommendation is to invest in portfolio diversification. We know it is often easier to work with well-established destinations and products that already have strong recognition and demand. However, there is a great opportunity in expanding this offer by incorporating new destinations and experiences that are already well-structured but still little known internationally.

By developing and promoting these new routes, DMCs not only enrich their products, but also contribute directly to Brazil's international positioning strategy, helping reveal a more diverse country full of possibilities.

Mobility with Excellence: Gold's Own Fleet

Gold has been consistently investing in its own vehicle fleet, aiming to provide a more efficient, comfortable, and safe experience for its clients. The fleet currently includes modern vans with capacity for groups of up to 10 people, ensuring greater operational control, punctuality, and service quality. This structure allows for a faster response to daily demands while maintaining high standards of reliability across all transport operations.



GOLD FLEET



Mohamed Ali Najjaa
Logistics Manager at Gold Experiences

Logistics management is led by Mohamed, responsible for coordinating the team and ensuring the smooth operation of all services, including a team of experienced and professional drivers.

Gold maintains a strong focus on safety, vehicle maintenance, and continuous team training, with clear plans for future fleet expansion, reinforcing its commitment to continuous improvement and excellence in customer service.



Taoufik El Ghoul, Gold Experiences Driver



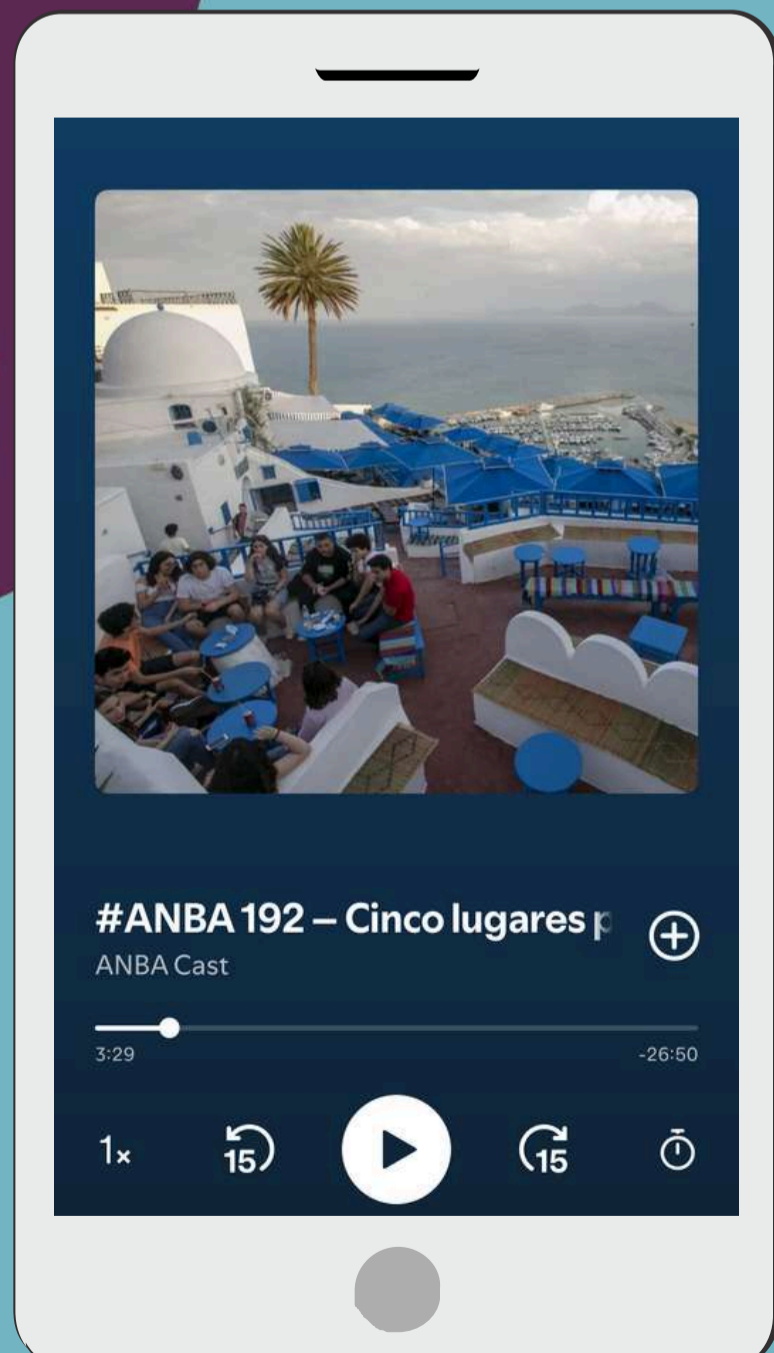
Mohamed Chihi, Gold Experiences Driver

Gold Experiences is featured on ANBA Cast, the podcast of the Arab-Brazilian News Agency!

The ANBA Cast episode "Five Places to Discover in Tunisia" is now live, featuring Slim Fsili and showcasing unique experiences across the country. ANBA has been producing exclusive podcast content with relevant discussions and unique perspectives on the Arab world.

Listen now on ANBA's website:

www.anba.com.br



WTM Latin America



WTM Latin America Reinforces Purpose-Driven and Innovative Tourism

Over three days in São Paulo, WTM Latin America once again brought together the leading players in global tourism in an environment focused on business, networking, and knowledge exchange. Recognized as the region's main B2B travel industry event, the fair connects destinations, tour operators, hotels, and technology companies, consolidating its role as a key indicator of the sector's transformations. Our executives Nizar Adib and Thiago Orsi represented Gold Experiences and shared some insights into what they experienced there.



This edition made one thing clear: tourism is going through a transition, becoming more conscious, more technological, and increasingly driven by authentic experiences.

"The fair reinforced the growing role of technology in tourism. Digital platforms, programmatic media, data intelligence, and solutions for personalizing the traveler's journey were among the topics discussed. In addition, the presence of technology companies and integrated solutions shows how the sector is becoming increasingly data-driven and commercially efficient, from travel inspiration to conversion," comments Nizar Adib, General Manager Brazil.

Thiago Orsi, Sales Executive, told us that the need to diversify the tourism offering also emerged as a strategic priority. Lesser-known destinations, regional routes, and niche products such as nature tourism, sustainable luxury, and cultural experiences are gaining more space. This movement responds both to the demands of contemporary travelers and to the need for destinations to better distribute tourism flows.

Despite the digital transformation, WTM Latin America reinforced the relevance of in-person meetings. With tens of thousands of professionals and hundreds of exhibitors, the fair remains an essential space for generating business, building partnerships, and strengthening international positioning.

For destinations such as Brazil and Latin America as a whole, this represents a clear opportunity: to position themselves not only through natural beauty, but through the ability to offer transformative, sustainable experiences aligned with the new expectations of global travelers.

Regenerative Tourism Takes Center Stage

One of the fair's central themes was regenerative tourism, reflected even in the event's positioning: "Regenerate. Restore. Reconnect. Travel with purpose."

More than sustainability, the proposal is for tourism to actively contribute to ecosystem recovery and the strengthening of local communities. This movement is already being reflected in tourism products, public policies, and new destination narratives.

The creation of specific regeneration-focused categories in the Responsible Tourism Awards reinforces this shift in mindset — moving beyond simply "reducing impacts" to generating real positive impact.

Experience Above Destination

Another highlight was the consolidation of a global trend already shaping the industry: travelers are increasingly seeking experiences, not just places.

In practice, this means that elements such as local culture, gastronomy, well-being, and human connection are becoming central to promotion strategies. The focus is no longer simply "where to travel," but rather "what to experience in that destination."

This shift directly impacts how destinations are communicated — with less emphasis on traditional landmarks and greater focus on authentic and personalized experiences.



Gold Experiences Strengthens Its Presence in the Brazilian Market During the 2nd Orinter Travel Summit



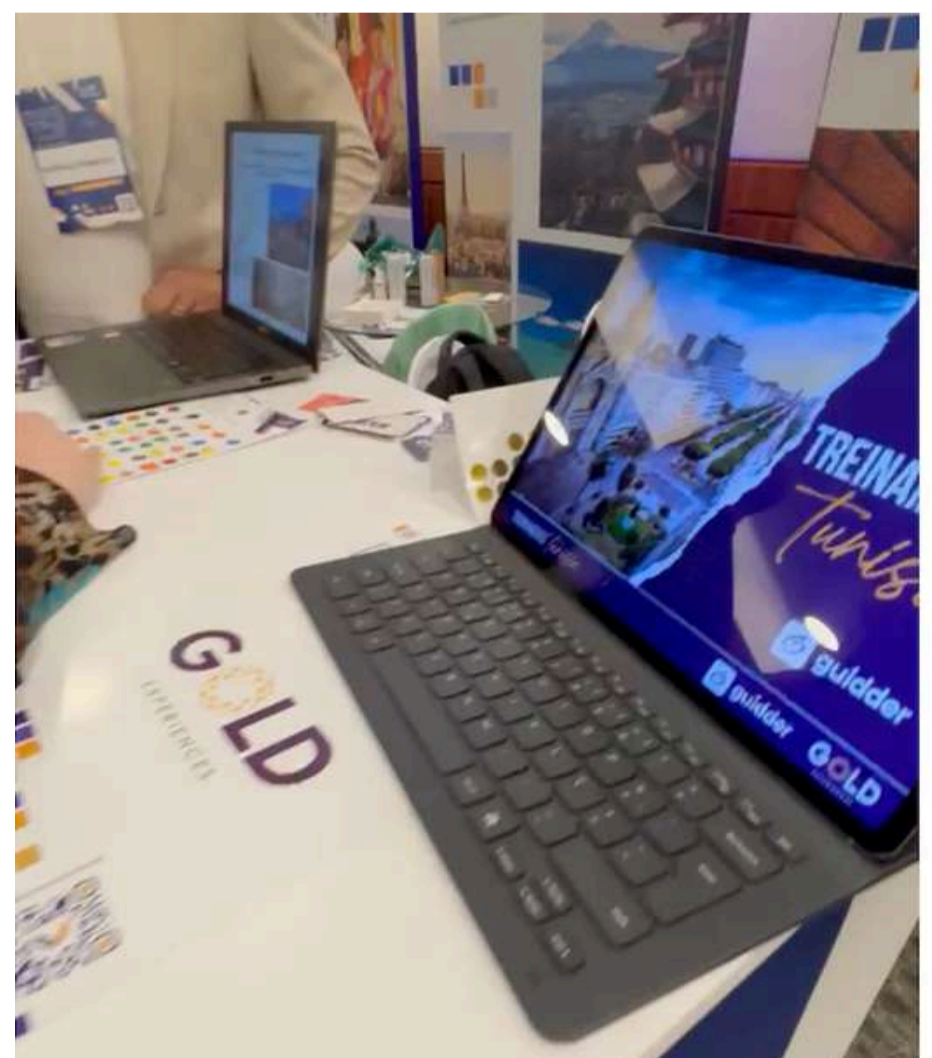
Gold Experiences, in partnership with Guidder, strategically participated in the 2nd edition of the Orinter Europe & Exotic Travel Summit, held this Monday (13) at the Renaissance São Paulo Hotel. The event, which brought together the elite of travel agencies focused on international products, became the setting for an intense day of business negotiations and networking for the company.

High-Impact Networking

Representing Gold Experiences, Thiago Orsi (Sales Executive for the Latin American market) and Rodrigo Tobias (from Guidder, the company's official representative in Brazil) followed an extensive agenda. In a single day, the duo held meetings with more than 300 travel agents from different regions of the country.

"It was a vibrant day of nonstop work. We had the opportunity to personally present our latest products to agents seeking excellence in exotic destinations and Tunisia. The feedback was extremely positive," says Thiago Orsi.

During the workshops and business rounds, Gold Experiences focused on training professionals about the unique aspects of its itineraries, ensuring that Brazilian travel agents have the confidence and distinctive sales arguments needed when offering complex destinations.



Tunisia Among Lonely Planet's 25 Must-Visit Destinations for 2026

Lonely Planet puts Tunisia on the global radar and highlights the country in two major releases: a complete travel guide and a must-visit destination for 2026. These launches reinforce Tunisia as a standout destination with international recognition and highlight its global appeal.

Best in Travel: Top Destination 2026

Lonely Planet included Tunisia in its prestigious "Best in Travel 2026" list, recognizing the country as one of the 25 destinations not to be missed.

Tunisia was praised for its unique blend of ancient history, including Carthage and Roman ruins, vibrant culture, Mediterranean beaches, and Saharan landscapes. The country's accessibility and compact diversity make it a fascinating choice for travelers seeking varied experiences within a single destination.

The list brings together diverse and trending destinations on the global tourism scene, including countries such as Japan, Mexico, and Slovenia, as well as emerging regions and cities gaining visibility among international travelers. In this context, Tunisia's presence reinforces its positioning as an accessible, diverse, and still relatively undiscovered destination.

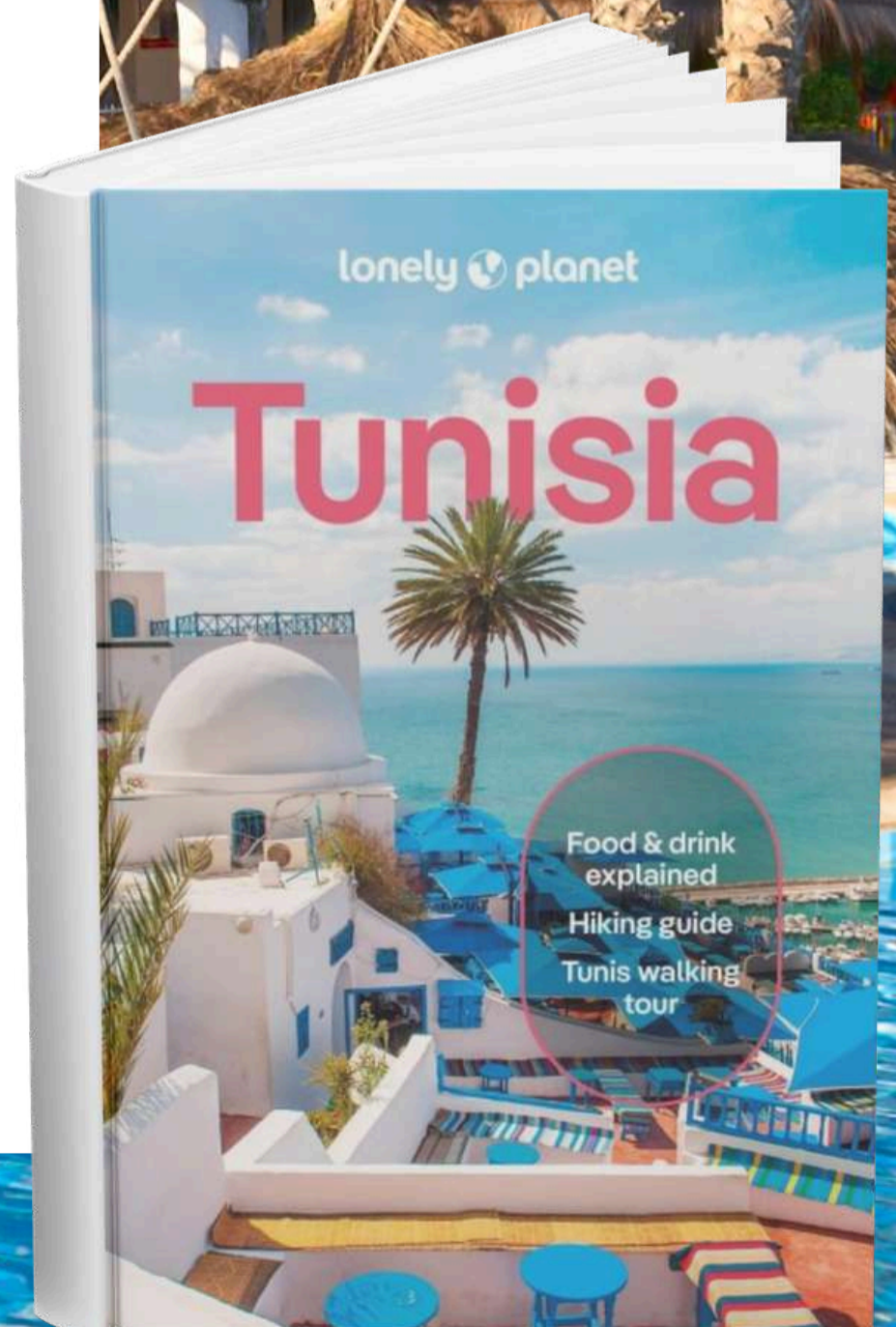


Lonely Planet Tunisia Guide: A Complete Journey Through the Country

Available since March 4 (Spanish edition), the new Tunisia guide is an essential tool for travelers wishing to explore the country in a deeper and more authentic way. The publication was presented in Madrid to travel journalists during an event marked by conversations, curiosity, and even traditional Tunisian cuisine.

The guide covers everything from the country's major icons to lesser-known gems. Highlights include Dougga, one of the most complete Roman archaeological sites in Africa, the Cap Bon peninsula with its wild beaches and natural pools, and the trails through the arid Dahar Mountains.

In addition, it offers a variety of itineraries, transportation tips, accommodation suggestions, gastronomy, nightlife, festivals, local etiquette, accessibility, and responsible tourism guidance. Featuring a renewed design, vibrant photography, and detailed maps, the guide makes trip planning easier while ensuring that every journey feels unique and personalized.



Gold Experiences Brazil Office in Rio de Janeiro

Gold Experiences Brazil is headquartered in Rio de Janeiro, a strategic location that places the company at the heart of one of the country's main tourist destinations, allowing greater proximity to clients and more agility in service delivery.



NIZAR ABIDI

An executive with extensive experience in the tourism sector, Nizar plays a strategic role in Brazil, serving as General Manager and COO. With a broad business vision and strong management skills, he is responsible for leading operations, developing destinations, and strengthening market partnerships. He stands out for his ability to align strategy and execution, contributing to the company's sustainable growth, service excellence, and the consolidation of the organization's presence in the country.

Nizar Abidi



Theo Monte & Otávio Luiz

THEODOSIO DA ROSA MONTE

A manager with extensive experience in tourism, hospitality, events, and customer service, Theo is the Booking Agent at Gold Brazil. With a strong background in sales, operations, and team management, he stands out for his versatility and leadership skills. Throughout his career, he has participated in major national and international events, contributing to the organization and execution of complex operations, always focused on service excellence, achieving results, and strengthening relationships with clients and partners.

OTÁVIO LUIZ CUSTÓDIO DO NASCIMENTO

Administrative and Financial Manager of the Brazil office, Otávio has built a solid career across several companies in the tourism sector. With extensive experience in financial and administrative operations, he stands out for his negotiation skills with suppliers, contributing to better agreements and commercial conditions. Throughout his career, he has consistently contributed to the organization, efficiency, and strong performance of the teams he works with, supporting decision-making processes and maintaining a well-structured financial operation.



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