ICG 2027

Ilhabela - Brazil



Visitor's Guide

How to make your trip to Ilhabela an even more incredible experience.

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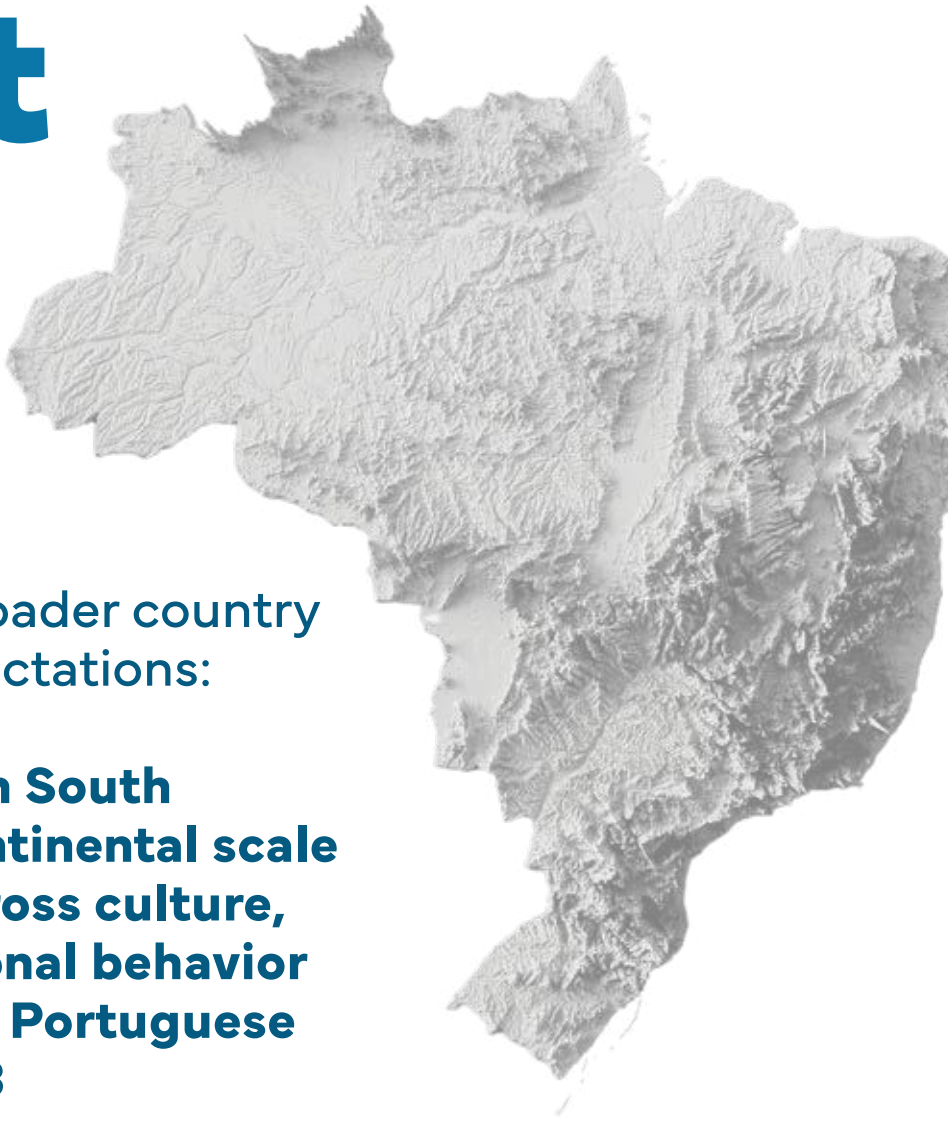
Welcome

Welcome to Ilhabela - one of Brazil's most distinctive coastal destinations and the host location for your event.

Brazil is widely recognized for its warm, welcoming people. Social interactions tend to be informal, open, and approachable. Visitors often notice a strong culture of hospitality, where friendliness and personal interaction are part of everyday life - including in professional environments.

This guide is designed to help you navigate your trip with confidence, reduce uncertainty, and avoid common operational mistakes (transportation, logistics, local norms). Use it as a practical reference throughout your stay.

About Brazil



Understanding the broader country context helps set expectations:

- **Largest country in South America, with continental scale**
- **High diversity across culture, climate, and regional behavior**
- **Official language: Portuguese**
- **Time zone: UTC -3**

Brazil offers a dynamic and culturally rich environment, with strong regional identity, vibrant cuisine, and a well-established tradition of hosting international visitors and events.

About Brazil

Entry & Documents

To ensure a smooth entry into Brazil, review the requirements below before traveling:

- **A valid passport, with at least six months beyond your planned stay is required for all international visitors**
- **Visa requirements vary by nationality – check in advance with your local Brazilian consulate or official sources**
- **If required, invitation letters can be issued after event registration**

Important recommendations:

- **Ensure your passport is valid for the entire duration of your stay**
- **Keep a digital and printed copy of your documents**
- **Be prepared to present return or onward travel information if requested at immigration**

Failure to verify visa requirements in advance is one of the most common and disruptive travel issues - do not



About Ilhabela

Ilhabela, literally "Beautiful Island," is one of the most important coastal destinations in Brazil, combining preserved nature with tourism infrastructure. Known as the sailing capital of Brazil, it is internationally recognized as one of the leading sailing destinations in Latin America.

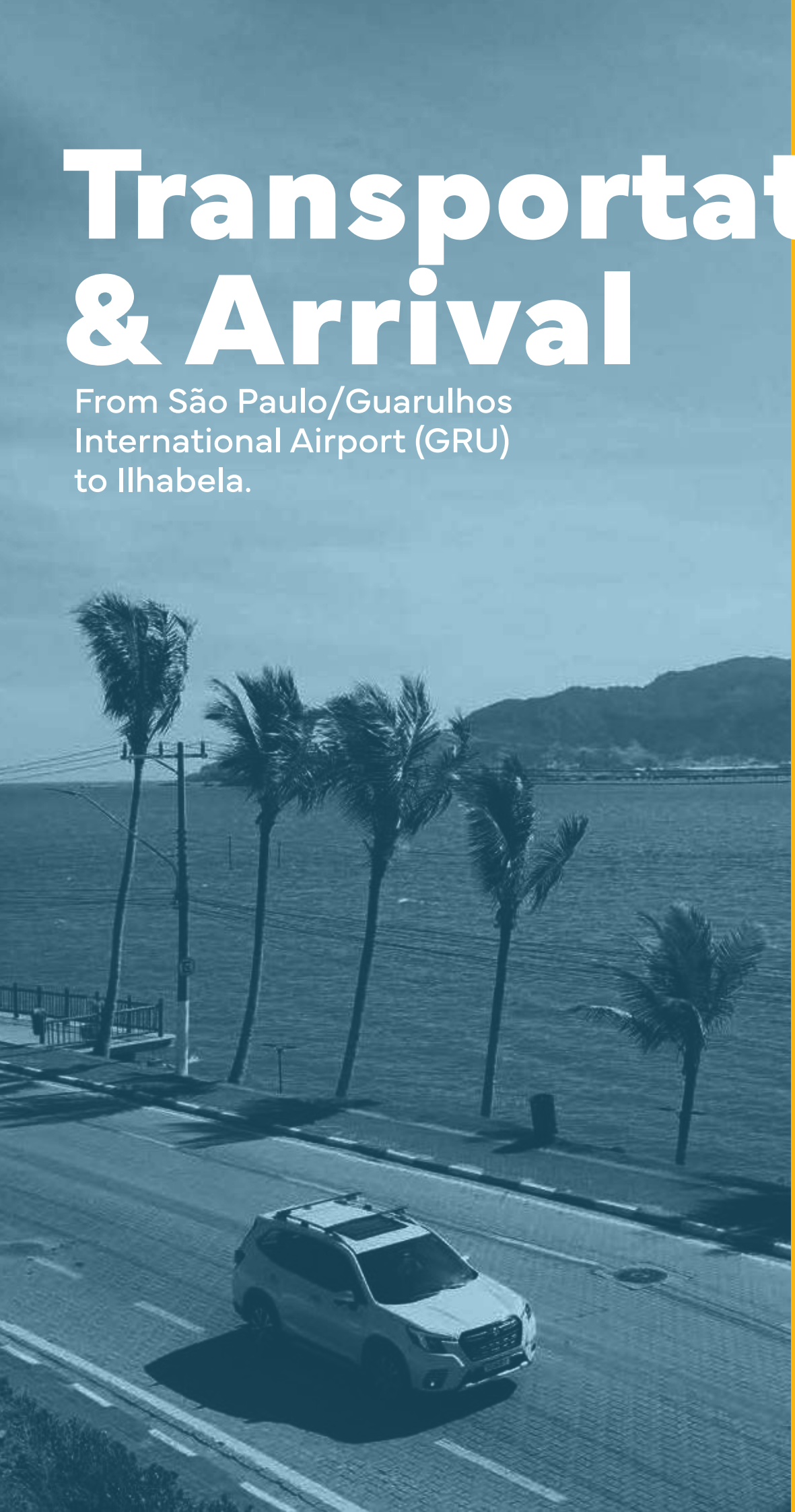
According to the São Paulo State Secretariat for the Environment, most of the municipality is encompassed by Ilhabela State Park, an environmental preservation area created in 1977 that covers São Sebastião Island and several surrounding islands, totaling more than 27,000 hectares.

Home to over 40 beaches, ranging from easily accessible to remote terrain, the island features dense Atlantic rainforest, mountains, waterfalls, and a coastline.

The island's geography creates a unique environment where you can experience ocean, jungle, and mountain landscapes within short distances. At the same time, this also means logistics (transportation, timing, access) are less predictable than in large urban centers.

Transportation & Arrival

From São Paulo/Guarulhos International Airport (GRU) to Ilhabela.



Your journey to Ilhabela involves two stages: ground travel from São Paulo and a short ferry crossing to the island.

- Main airport:
  São Paulo/Guarulhos International Airport (GRU)

- Total travel time to Ilhabela:
  Approximately 3–4 hours (road + ferry)

You will find below options to make the trip from GRU to Ilhabela.

Recommended Option

Pre-booked transfer through event registration:

- Direct route from the airport to Ilhabela
- Coordinated with event schedule
- Minimizes navigation and timing risks

Alternative Option

Bus from São Paulo to São Sebastião:

- Get off at the ferry terminal (“balsa”)
- Cross to Ilhabela as a pedestrian

Important Practical Information

Ferry between São Sebastião and Ilhabela:

- Free for pedestrians
- Frequent departures (no reservation required)

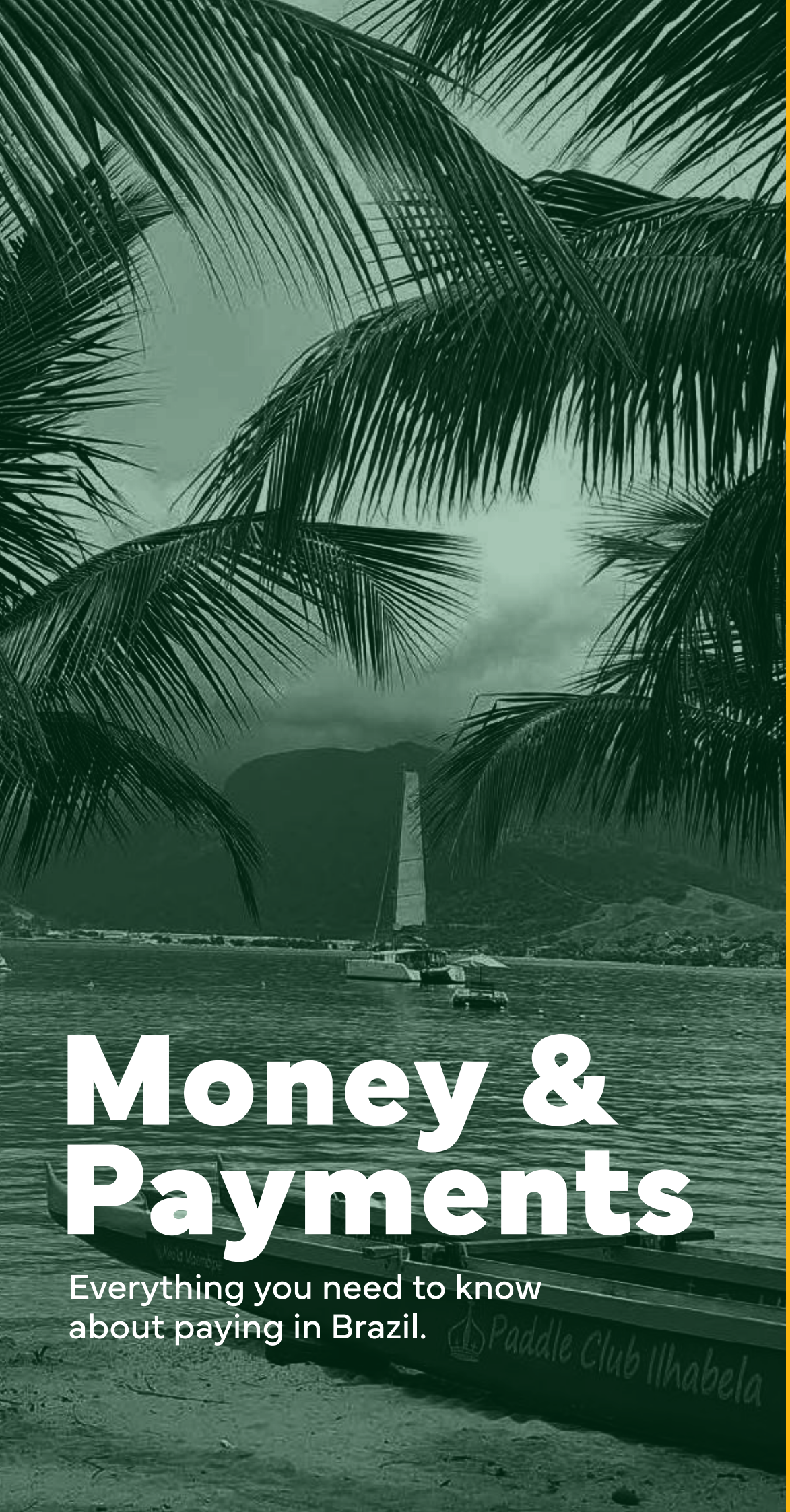
Vehicles:

- Subject to waiting times
- Not recommended unless necessary

Operational risk to avoid:
Underestimating transfer time from São Paulo is the most common cause of delays. Plan conservatively.

Get ready to go!

Scan the QR Code to open Google Maps and check your trip from GRU to Ilhabela



Money & Payments

Everything you need to know about paying in Brazil.

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Ilhabela - Brazil

Money & Payments

- Currency: Brazilian Real (BRL)
- Credit and debit cards are widely accepted in hotels, restaurants, and most stores
- Contactless payments are common in urban and tourist areas

ATMs are available, but:

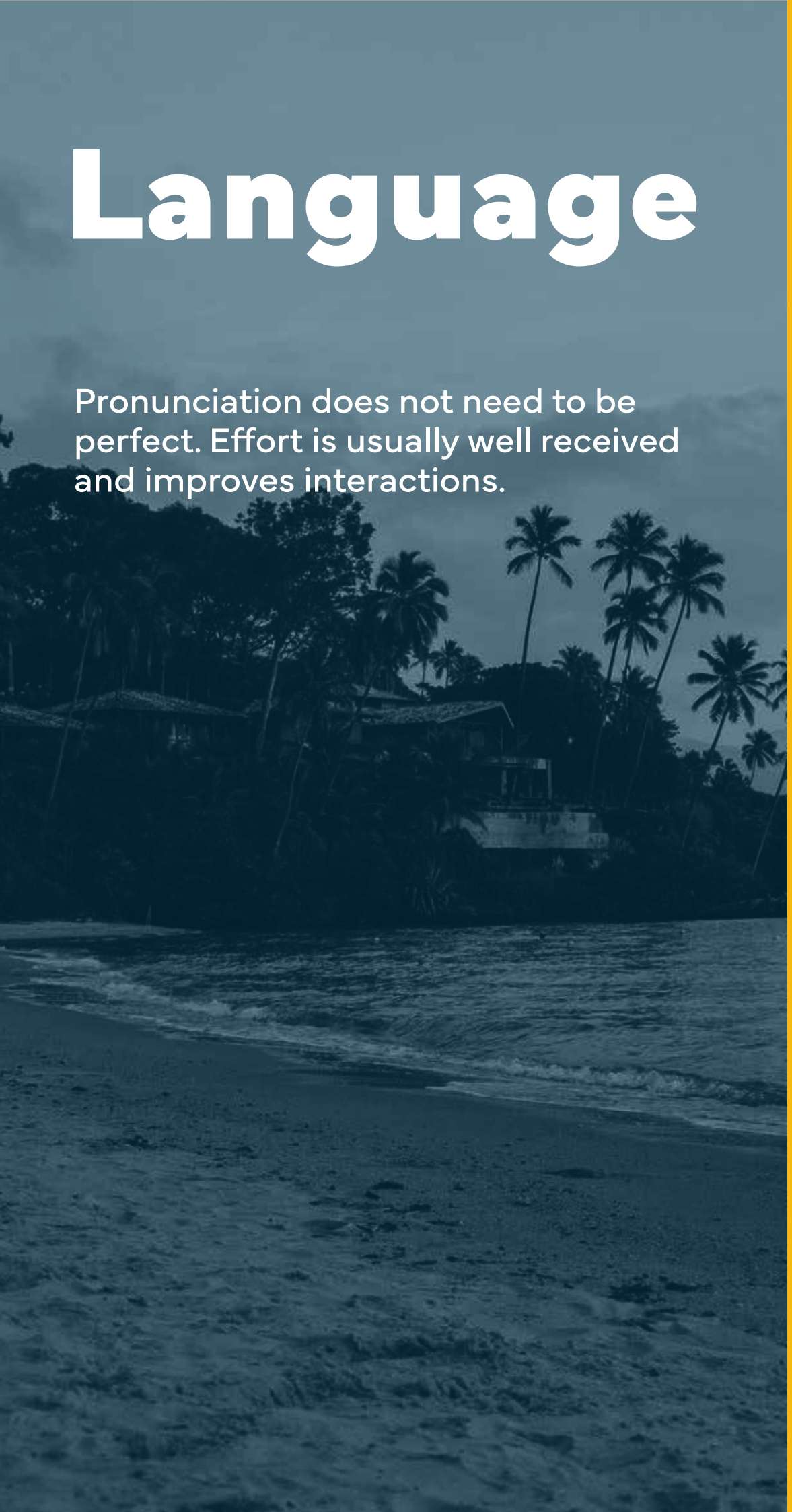
- Prefer withdrawing inside banks or secure locations
- Inform your bank before traveling to avoid card blocks
- Prices are typically shown in BRL only - currency conversion is your responsibility

Additional Notes:

- A 10 to 15% service charge is often included in restaurant bills
- Usually, different currencies (USD, EUR, etc) are not accepted

Language

Pronunciation does not need to be perfect. Effort is usually well received and improves interactions.



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Language

- Official language: Portuguese
- English support will be available during the event
- Outside tourist areas: English is limited

Basic Portuguese significantly improves day-to-day interactions and reduces dependency on others.

Knowing a few key expressions will make communication smoother. On the next page are simplified phonetic guides to help with pronunciation.

Get ready to speak!

Scan the QR Code to open Google Translate for better communication.

Language

Obrigado / Obrigada (Thank you)
oh-bree-GAH-doo (male) / oh-bree-GAH-dah (female)

Por favor (Please)
por fah-VOR

Bom dia (Good morning)
bom JEE-ah

Boa tarde (Good afternoon)
BOH-ah TAR-jee

Boa noite (Good evening / night)
BOH-ah NOY-chee

Com licença (Excuse me)
kong lee-SEN-sah

Desculpa (Sorry)
desh-KOOL-pah

Você fala inglês? (Do you speak English?)
voh-SEH FAH-lah een-GLEZ

Quanto custa? (How much does it cost?)
KWAN-too KOOS-tah

Packing

Pack smart for a comfortable stay.



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Weather

September in Ilhabela offers mild, comfortable weather with occasional variability due to the coastal and tropical environment.

- Average temperature: 18–26°C
- Generally warm during the day, cooler in the evenings
- Possibility of light rain and humidity

What to Wear

- Light, breathable clothing for daytime
- Layers for temperature changes
- Casual and comfortable outfits suitable for both the event and leisure.

What to Bring

- Light jacket or sweater for evenings
- Rain protection (compact umbrella or rain jacket)
- Comfortable shoes for walking areas

Additional Practical Tips

- Humidity can be high - choose breathable fabrics
- Sudden weather changes are possible - be flexible
- Air-conditioned indoor spaces may feel cooler than outside

Common mistake to avoid:
Packing only for warm weather. Evenings and rain can make conditions noticeably cooler.

Electricity

Brazil uses a mixed electrical system, so basic preparation is important to avoid compatibility issues.

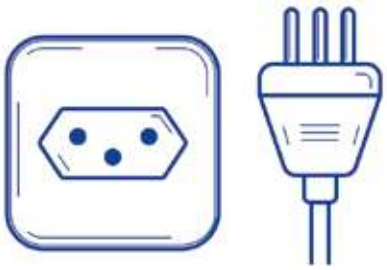
- Voltage: 127V and 220V (both may be used depending on the location)
- Plug types: C and N

What This Means in Practice

- Most modern electronics (laptops, phone chargers) are dual voltage and will work without a converter
- Some devices (e.g., hair dryers, grooming tools) may not support both voltages - check before use



Type C



Type N

Recommendations

- Bring a universal travel adapter compatible with types C and N
- If your device is not dual voltage, use a voltage converter or avoid plugging it in
- Hotel rooms may not always have multiple outlets - consider a compact adapter with USB ports

Common mistake to avoid:
Assuming all outlets and voltages are the same. Always check before plugging in high-power devices.



Mobility & Tech

Everything you need to get around and stay connected.

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Apps & Mobility

Using the right apps will significantly reduce friction during your stay, especially for transportation and food.

Transport:

- Fast Go Drive – main local ride-hailing app in Ilhabela. Download and set up your account before arrival
- Local taxis – widely available, especially in central areas and near hotels
- Uber is only available in big cities

Practical notes:

- Availability may vary depending on location and time of day
- Demand increases during evenings and event peak hours
- Confirm fares in advance when using taxis

Food Delivery:

- iFood – primary delivery platform in Brazil
- 99 – includes transport and food delivery
- Keeta – alternative option

Practical notes:

- Coverage on the island may be limited outside central zones
- Delivery times can vary depending on distance and weather
- Some smaller restaurants may not be listed in apps

Connectivity

Staying connected is straightforward, but planning ahead reduces costs and inconvenience.

- Wi-Fi is available at hotels and the event venue
- International roaming works, but may be expensive depending on your provider
- Local SIM or eSIM is recommended for extended stays

Recommended Option
Airalo – eSIM solution for international travelers:

- Easy setup before arrival
- Avoids physical SIM cards

Common mistake to avoid:
Relying only on roaming and facing high charges or unstable connectivity.

Health & Safety

Stay safe and enjoy your time in Ilhabela.



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Ilhabela - Brazil

Health & Safety

Healthcare services are available on the island, with additional assistance organized for the event.

- Basic healthcare services are available in Ilhabela
- A doctor will be available during the event
- Travel insurance is strongly recommended (medical care, emergencies, and travel disruptions)

Practical Safety Guidelines

- Avoid isolated or poorly lit areas at night
- Use standard precautions in transit areas and crowded locations
- Keep valuables secured
- Prefer registered transport options when possible

Emergency Contacts

Use these contacts only in real emergencies:

- **Police:** Polícia Militar do Estado de São Paulo – **190**
- **Ambulance (SAMU):** Serviço de Atendimento Móvel de Urgência – **192**
- **Fire Department:** Corpo de Bombeiros Militar do Estado de São Paulo – **193**
- **Event Emergency Contact:** Event Support Hotline (emergencies only) – **+55 11 985810031** (Whatsapp and Calls only)

Important

- Issues related to flights, accommodation, or personal travel arrangements must be handled directly with your contracting party (agency, airline, or hotel)
- The event team provides support only for event-related matters and on-site emergencies

Common mistake to avoid:
Contacting the event team for external logistics issues. This delays resolution - go directly to your provider.

Culture & Food

Discover local culture, cousine and traditions.



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Cultural Notes

Understanding a few cultural patterns will make interactions smoother and more effective during your stay.

Communication Style

- Communication tends to be very informal and social
- Small talk is common before moving into business topics
- Tone is generally friendly and expressive

Greetings & Interaction

- Physical greetings are common, including handshakes, hugs, and sometimes a kiss on the cheek in social settings
- Eye contact and engagement are expected
- Using names frequently is normal in conversation

Cultural Notes

Meals & Timing

- Meals, especially dinner, typically happen later than in the US or Europe
- Socializing during meals is an important part of the experience
- Business discussions may continue in informal settings

Professional Environment

- Business interactions often include a strong social component
- Building rapport is part of how relationships develop
- Interactions may feel less rigid but are still purposeful

Common mistake to avoid:
Interpreting informality as lack of professionalism. Relationship-building is part of how things get done.

Foods & Drinks you should try

Brazil is a large and highly diverse country, and its cuisine reflects that. Ingredients, preparation styles, and flavors vary significantly by region. What you experience in São Paulo or Ilhabela may differ from other parts of the country - this variation is part of the culture.

Practical Notes

- Meals in Brazil tend to be more flexible in timing, especially dinner
- Portions are often generous and sometimes meant for sharing
- Local restaurants may offer regional variations of these dishes

Common mistake to avoid:
Expecting a single "standard" Brazilian cuisine. Regional variation is the norm, not the exception.

Foods & Drinks you should try

Typical Foods & Drinks

- **Feijoada:**
  A traditional dish made with black beans and pork, slow-cooked and typically served with rice, greens, and farofa. Considered one of Brazil's most iconic meals.

- **Moqueca:**
  A seafood stew cooked with coconut milk, tomatoes, peppers, and herbs. Common in coastal regions, with slight variations depending on the state.

- **Pão de queijo:**
  Small baked cheese breads made from cassava flour. Light, chewy, and widely consumed as a snack or breakfast item.

- **Açaí:**
  A fruit from the Amazon, usually served as a cold, thick puree - often with toppings like granola or fruit.

- **Caipirinha:**
  Brazil's most traditional cocktail, made with cachaça, lime, sugar, and ice.

Local Practical Tips

(Read this carefully)

This is where most visitors make operational mistakes. Small details here have a direct impact on your experience.

Essential Guidelines

- **Do not flush toilet paper:**
  Use the bin provided. This is standard practice and prevents plumbing issues

- **Avoid drinking tap water**
  Prefer to drink bottled or filtered water

- **Use sunscreen:**
  Sun exposure is strong throughout the day, especially during outdoor activities and boat transfers

- **Use insect repellent:**
  “Borrachudos” (small biting black flies common in coastal and forest areas) are frequent near vegetation and can cause significant discomfort, most venues sell “Citroilha”, a local bug repellent and it is recommended for this type of fly

- **Book transport and accommodation in advance:**
  Availability on the island is limited and demand increases quickly

Local Practical Tips

(Read this carefully)

Additional Practical Notes

- Credit and debit cards are widely accepted
- Distances that look short on the map can take longer due to road conditions
- Weather can shift quickly - plan with some flexibility

Common mistake to avoid:

Ignoring local norms (especially plumbing and timing). These are not minor details - they directly affect your schedule and comfort.

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Thank you