

Olympic Games 2016 in Rio de Janeiro will Benefit Brazil's Economy and Travelers

By Geriel

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Last week, the Olympic Committee voted Rio de Janeiro to be the first city in South America to host the Olympic Games. Brazil's Tourism Industry and Travel Companies like ILS3 and Discover.Travel are preparing to welcome thousands of visitors to world

The city of Rio de Janeiro has been elected as the Host City of the Games of the XXXI Olympiad in 2016. Each of the four final candidate cities, Chicago, Tokyo, Madrid and Rio de Janeiro made an impressive presentation to support its bid. Rio de Janeiro's presentation <http://www.youtube.com/watch?v=Z00jic-WtZI> finally convinced the Jury: After three voting rounds and a moving speech by the president of Brazil, Luiz Inácio Lula da Silva, IOC President Jacques Rogge made the announcement at the close of the first day of meetings of the IOC's 121st Session in Copenhagen, Denmark. Rio de Janeiro received 66 votes compared to Madrid's 32 in the final round of voting. Intelligent Leisure Solutions and the Discover.Travel Group welcomed this decision together with Brazil's population, athletes, travel industry, and many other supporters of the bid.

Following the election, Rogge said, "I would like to congratulate the city of Rio de Janeiro on its election as the host of the 2016 Olympic Games. Rio de Janeiro presented the IOC with a very strong technical bid, built upon a vision of the Games being a celebration of the athletes and sport, as well as providing the opportunity for the city, region and country to deliver their broader long-term aspirations for the future. This call to "live your passion" clearly struck a chord with my fellow members, and we now look forward to seeing Rio de Janeiro staging the first Olympic Games on the continent of South America. Well done, Rio!"

The Rio 2016 Games will be a celebration of athletes, who will perform in world-class venues located in the host city itself. The Rio Games will also celebrate and showcase sport. The city's stunning setting, the enthusiasm for sports and the overwhelming support for the event amongst the population, and a desire to lift event presentation to new heights allows high expectations for the Games. At the same time, Rio 2016 will be an opportunity to deliver the broader aspirations for the long-term future of the city, region and country – an opportunity to hasten the transformation of Rio de Janeiro into an even greater global city.

Rio is determined to provide the best possible environment for peak performances. Athletes will enjoy world-class facilities, including a superb village, all located in one of the world's most beautiful cities, in a compact layout for maximum convenience. The competition venues will be clustered in four zones – Rio's neighborhoods Barra, Copacabana, Deodoro and Maracanã – and connected by a high-performance transport ring. Nearly half of the athletes will be able to reach their venues in less than 10 minutes, and almost 75 per cent will do so in less than 25 minutes. Of the 34 competition venues, of which 18 are already operational, eight will undergo some permanent works, seven will be totally temporary and nine are to be constructed as permanent legacy venues.

In order to provide this first class infrastructure, Rio de Janeiro counts on both its existing tourism infrastructure, and considerable investments in the coming years. During decades of being one of the world's most popular travel destinations and hosting yearly mega-events such as its world-famous Carnival Celebrations, Rio has developed numerous and diverse accommodation facilities and a good network of guides and travel service providers, which will be ready to welcome athletes and audience during the Olympic Games 2016. Intelligent Leisure Solutions and the Discover.Travel Group partner with the best hotels and guides for providing first class Personalized Luxury Travel Services in Rio de Janeiro to

travelers from across the globe.

The existing infrastructure will be complemented by big investments during the coming years up to 2016. “In 2010, South America will attract the greatest volume of investment in hotels and tourism in the world and Brazil is poised to reap the greatest benefit from this influx of capital, primarily from international groups. It is Brazil’s performance throughout this current world financial crisis – considered to be very good” analyzes Hospitalitynet. The big events to be hosted in Brazil, the FIFA Football World Cup 2014 and the Olympiade 2016 in Rio, promise great return on investments made. Both public and private investors see this as a unique opportunity. Programs preparing for the FIFA World Cup are already starting to be implemented. Construction work on several stadiums has been started. Several cities are renovating and revitalizing popular areas and points of interest; for example Manaus in the Amazon is investing R\$ 22 Million in preparing the Ponta Negra neighborhood with its famous river beaches for receiving large numbers of visitors during the Football World Cup 2014. Initiatives for qualifying human resources are being implemented, such as free English Courses for policemen, guides and taxi drivers. These initiatives will be beneficial both during the FIFA Football World Cup 2014 and the Olympic Games in Rio 2016, creating multiple synergies between the two events.

In the end, who will benefit from the Olympic Games 2016 in Rio de Janeiro are the athletes and sport fans who can expect unique Games in stunning setting and surrounded by the happy enthusiasm and welcoming attitude Brazilians are famous for, as well as the Brazilian economy and Tourism industry, which are expecting big and beneficial investments, and last but not least everyone who is going travel to Brazil and will find even better tourism infrastructure and services complementing Brazil’s stunning natural beauties and cultural heritage sights. Intelligent Leisure Solutions and the Discover.Travel Group’ team of Specialized Travel Consultants are up to date with the latest developments and advise travelers on the best destinations, hotels and services, creating personalized Brazil Vacation Packages exactly according to each traveler’s preferences, guaranteeing that every traveler experiences his individual dream holiday in Brazil.

For further information on travel destinations, services, hotels and contact with a specialized travel consultant please visit the Discover.Travel Group’s websites www.Discover.Travel, www.DiscoverBrazil.com, www.DiscoverSouthAmerica.Travel and www.DiscoverCentralAmerica.Travel.

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- 2008 Ulysses Award for Innovation in Tourism Enterprises from the UNWTO (United Nations World Tourism Organization),
- World Travel Award 2008 for South America’s Leading Travel Management Company,
- World Travel Award 2008 for Central America’s Leading Travel Agency,
- Managing Partner Robert Phillips was elected ASTA Chapter President for Brazil.
- Selected by the Brazilian Ministry of Tourism as an Affiliate Member of the United Nations World Tourism Organization.
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