



## I LOVE RIO EXECUTIVE SUMMARY

A socially responsible portal, aiming at promoting the image and culture of Rio de Janeiro and facilitating tourism, business and cultural exchange through meaningful and qualified information on a global scale.

## INTRODUCTION

**Presented in English** to reach a broader audience, the objective of I LOVE RIO is to **promote, improve and divulge globally the image of the city and the state of Rio de Janeiro.**

As a one-of-a-kind, world-class internet portal, I LOVE RIO boasts over 25,000 pages of original content celebrating the history, culture and beauty of the city and state of Rio de Janeiro, Brazil.

## 'I LOVE RIO' BRAND & SYMBOL

'**EU AMO RIO**' (meaning 'I love Rio') is part of the Carioca culture, therefore the English phrase '**I LOVE RIO**' was chosen as the **brand and symbol of the project** and **translated in 70 languages**, thus divulging internationally a message of **Brazilian love and pride for Rio de Janeiro.**

## ECONOMIC IMPACT

I LOVE RIO divulges little-known places and events, which can result in an extension of stay in Rio de Janeiro by 12% of the tourists for an average of 1 or 2 days more, **generating additional income for businesses and the economy of the State** between 120 and 240 million Reals per year, based on official statistics.

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## PORTFOLIO

I LOVE RIO includes a **portfolio of books and products, as well as the I LOVE RIO portal** directed towards foreign readers as well as Brazilian users.

Each product in the I LOVE RIO portfolio uses a different approach to divulge the image and culture of Rio de Janeiro.

## BRANDS & COMMERCIAL DEVELOPMENT

I LOVE RIO turned the phrase into a symbol and **into a brand that can be licensed by any manufacturer** in any product category.

At essentially no cost, the I LOVE RIO brand allows small and large businesses to take advantage of new markets, increase their sales and contribute to a **healthier economy for the city and state**.

**The I LOVE RIO brand turns any product into a souvenir.**

## THE WORLD'S LARGEST WEBSITE FOR A CITY

Defined by the media as “**the first city rebuilt online**” and “**the first virtual encyclopedia of Rio de Janeiro**,” I LOVE RIO is an international project, resulting from years of work designed to show the **City** and the **State of Rio de Janeiro** from **unique historical, touristic and cultural perspectives** like never done before, in any region of the world.

## MISSION & VISION

With about **25.000 pages of content**, thousands of pictures and hundreds of thousands of external and internal links, I LOVE RIO offers a **new touristic-cultural interpretation**, along with direct access to a plethora of **scientific and academic** papers, well beyond the standard information for visitors.

The portal was conceived to show how each characteristic of Rio de Janeiro came to develop, providing an explanation of **how various parts of Rio de Janeiro affect the Carioca lives, traditions and artistic-cultural productions**.

I LOVE RIO divulges projects and initiatives related to the **conservation of nature, the preservation of the environment in its physical and cultural aspects, and its harmonization with the regional development**, in addition to providing **direct links** for the various institutions responsible for these activities.

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The work largely emphasizes the respect for nature and **sustainable tourism, highlighting the importance of environmental protection** in public and private initiatives.

## SCOPE

Part of I LOVE RIO, portal and paper publications, is dedicated to **16 cities of the state of Rio de Janeiro**. For each one of these cities, there is an **emphasis on history, nature, cultural events, as well as the gastronomy and lodging and business options**, aiming to increase knowledge and interest of tourists and international businesspeople throughout the state of Rio de Janeiro, beyond the Capital.

## MARKETING

I LOVE RIO's strategy includes partnerships and the use of high-visibility domains such as [www.cidademaravilhosa.com](http://www.cidademaravilhosa.com) and a set of additional programs and websites.

## INTERNATIONAL SITES

To establish an international presence, **70 summarized and separate complementary websites were published in 70 different languages**.

Each website offers a comprehensive introductory overview of Rio de Janeiro's tourism, culture, and economy, and all take visitors back to the main 25,000-page portal.

## RIO DE JANEIRO – BOSTON SISTERHOOD

I LOVE RIO is currently promoting and mediating a sisterhood between Rio de Janeiro and Boston, establishing a **platform for important bilateral trade** and, not less important, highlighting the centrality and meaning of Rio de Janeiro as a cultural center and home of opportunities for promising investments.

## MEDIA

I LOVE RIO appeared in the **Brazilian and global media** including CNN, Yahoo Finance, Globo, Folha de S.Paulo, Veja, Rio Economy, CBN, ABC7, FOX19, RTBF, NIEWSNL, SBS and many others in each receiving positive coverage and reflecting positively the city as a whole. A photo of the opening night appeared in the international media along with several presidents and heads of governments and Times Square in New York.

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## OFFICIAL ENDORSEMENTS

I LOVE RIO has already **garnered and secured the institutional and governmental support of over 40 Brazilian entities at the Municipal, State and Federal levels**, making of the portal an **institutionally-backed**, but **privately owned** and **independent** multi-lingual platform with an extraordinary global reach. This project is the result of the work of an independent multicultural team without any specific political or religious affiliation.

**Official endorsements include:** TurisRio - SETUR-RJ (State Tourism Company of Rio de Janeiro), Embratur (Brazilian Institute of Tourism), Riotur (Tourism Company of the Municipality of Rio de Janeiro), Niterói Empresa de Lazer e Turismo - NELTUR (Niterói - Leisure and Tourism Company), Secretaria Municipal da Cultura - SMC-RJ (Municipal Department of Culture of Rio de Janeiro), RioFilme SMC-RJ (Municipal Department of Film and Movie Production of Rio de Janeiro), Liga Independente das Escolas de Samba do Grupo Especial do Rio de Janeiro - LIESA (Independent League of the Special Group of Samba Schools of Rio de Janeiro - LIESA), Secretaria Municipal de Meio Ambiente - SMAC-RJ (Municipal Environment of Rio de Janeiro), Instituto Estadual do Ambiente - INEA (State Institute of Environment), Secretaria do Estado do Esporte Lazer e Juventude - RJ (Secretary of State of Leisure and Youth Sport of Rio de Janeiro), Secretaria Municipal de Esportes e Lazer - SMEL (Municipal Secretary of Sport and Leisure of Rio de Janeiro - SMEL), Associação Brasileira de Hotéis Rio de Janeiro (Brazilian Association of Hotels Rio de Janeiro), Sindicato de Bares e Restaurantes do Rio de Janeiro - SINDRIO (Rio de Janeiro Bars and Restaurants Union), Associação de Cama & Café e Albergues do Estado do Rio de Janeiro - ACCA-RJ (Bed & Breakfast Association and State of Rio de Janeiro Hostels), Sindicato dos Guias de Turismo do Rio de Janeiro - SINDGTUR (Union of Tourist Guides of Rio de Janeiro), Federação Nacional Turismo - FENACTUR (National Federation of Tourism), Associação Brasileira de Agências de Viagens do RJ - ABAV/RJ (Brazilian Association of Travel Agencies of Rio de Janeiro), Parque Nacional da Tijuca (National Park of Tijuca), Rio de Janeiro Convention & Visitors Bureau (Convention & Visitors Bureau of Rio de Janeiro), Federação de Convention & Visitors Bureaux do Estado do Rio de Janeiro (Federation of Convention & Visitors Bureau of the State of Rio de Janeiro), Petrópolis Convention & Visitors Bureau (Convention & Visitors Bureau of Petrópolis), Rio das Ostras Convention & Visitors Bureau (Convention & Visitors Bureau of Rio das Ostras), Cabo Frio Convention & Visitors Bureau (Convention & Visitors Bureau of Cabo Frio), Nova Friburgo Convention & Visitors Bureau (Convention & Visitors Bureau of Nova Friburgo), Teresópolis Convention & Visitors Bureau (Convention & Visitors Bureau of Teresópolis), Angra dos Reis Convention & Visitors Bureau (Convention & Visitors Bureau of Angra dos Reis), Búzios Convention & Visitors Bureau (Convention & Visitors Bureau of Búzios), Macaé Convention & Visitors Bureau (Convention & Visitors Bureau of Macaé), Prefeitura de Niterói - NELTUR (Niterói City Hall - NELTUR), Prefeitura de Maricá (Maricá City Hall),

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Prefeitura de Nova Friburgo (Nova Friburgo City Hall), Prefeitura de Araruama (Araruama City Hall), Prefeitura de Arraial do Cabo (Arraial do Cabo City Hall), Prefeitura de Cachoeiras de Macacu (Cachoeiras de Macacu City Hall), Prefeitura de Miguel Pereira (Miguel Pereira City Hall), Prefeitura de Angra dos Reis (Angra dos Reis City Hall), Prefeitura de Saquarema (Saquarema City Hall), Prefeitura de Cabo Frio (Cabo Frio City Hall), Prefeitura de Rio das Ostras (Rio das Ostras City Hall), Prefeitura de Paraty (Paraty City Hall), Prefeitura de Armação dos Búzios - Secretaria de Turismo, Cultura e Patrimônio Histórico (Armação dos Búzios City Hall - Department of Tourism, Culture and Heritage), Prefeitura de Petrópolis - Fundação de Cultura e Turismo de Petrópolis (Petrópolis City Hall - foundation for culture and tourism), Secretaria Municipal de Turismo - Prefeitura Municipal de Teresópolis-RJ (Teresópoli City Hall - foundation for culture and tourism), Prefeitura de Macaé (Macaé City Hall) and Serviço de Apoio às Micro e Pequenas Empresas no Estado do Rio de Janeiro - Sebrae/RJ (Micro and Small Business Support Service in the State of Rio de Janeiro - Sebrae / RJ).





## international logos:

EUAMO  
RIO.com  
JEGELSKER  
RIO.com  
IOAMO  
RIO.com  
RIO  
MAITEDUT.com

YOAMO  
RIO.com  
JAVOLIM  
RIO.com  
আমি ভালবাসি  
রিত  
MINÄRAKASTAN  
RIO.com

J'AIME  
RIO.com  
我愛  
里約  
IKHOUVAN  
RIO.com  
EUAMO  
RIO.com

アイラブ  
リオ  
我愛  
RIO.com  
EKISLIEFVIR  
RIO.com  
நான் ரியோ  
காதலிக்கிறேன்  
RIO.com

I LOVE  
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ICHLIEBE  
RIO.com  
MIAMAS  
RIO.com  
MAARMASTAN  
RIO.com

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РИО.com

მეძიყვარს  
რით

MWENRENMEN  
RIO.com

ALOHA WAU  
RIO.com

SAYASAYANG  
RIO.com

アイラブ  
RIO.com

ÉN SZERET  
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IS BREÁLIOM  
RIO.com

ÉGELSKA  
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KUVHLUB  
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사랑해요  
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ЯЛЮБЛЮ  
РИО.com

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리오.com

ΣΑΓΑΠΩ  
ΡΙΟ.com

ESMILU  
RIO.com

JACAKAM  
RIO.com

ကျွန်တော်  
ရီယို.com

INHOBOK  
RIO.com

БИРИО  
ХАНТАН.com

KOCHAM  
RIO.com

में रियो  
प्यार करता हूँ  
RIO.com

AKUSAYANG  
RIO.com

MILUJEM  
RIO.com

MONIFE  
RIO.com

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NGIYAKUTHANDA  
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EUIUBESC  
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NAKUPENDA  
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JAGÄLSKAR  
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EGOAMO  
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ริโอ  
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РИО.com

GLADI  
RIO.com

TËDUA  
RIO.com

MILUJU  
RIO.com

ЯКОХАЮ  
РИО.com

IRIO  
AŞK.com

