

ANA PIMENTEL >>



SHORT BIOGRAPHY >>

Ana Pimentel is a Brazilian tourism professional with local and international academic recognition and hands-on experience. Her specialty in consulting activities is on communications and sustainable tourism. She also dedicates volunteer time to the secretariat of the Brazilian Sustainable Tourism Board and is the Director of Communications for EcoBrasil.

Currently the domestic market is estimated to be worth over \$50 million and the international market over \$5 million. EcoBrasil estimates about 2-3% of the domestic market and 5-8% of the international market to be ecotourism

ABOUT INSTITUTO ECOBRASIL >>

The EcoBrasil Institute, the Brazilian Ecotourism Association, is a not-for-profit, non-governmental, organisation founded in 1993 to help develop Brazil become a reliable destination for ecotourism. Since then, EcoBrasil has participated in a number of ecotourism projects and its founders are now well-known ecotourism pioneers. Today EcoBrasil continues to be a small dedicated organisation, active through its well visited website, conferences, workshops and seminars on ecotourism concepts.

ABOUT BRAZIL >>

Brazil is one of the largest economies in the world and is a country of continental dimensions. Brazil is blessed with rich and varied ecosystems including the Amazon forest with one of the world's highest rates of biodiversity; the endangered Atlantic Rainforest; the Cerrado and its magical landscapes; and the Caatinga and its surprisingly rich flora and fauna. South of the Amazon lays the Pantanal, the largest wetland in the world and a must for nature lovers. In the very South of Brazil lays the Pampas with its beautiful grassland.

Tourism is growing rapidly in Brazil, which can be a benefit to poor communities as well as a threat to livelihoods and ecosystems. However, Brazil hosts interesting experiences in ecotourism, community tourism and adventure tourism development. Brazil also has a Sustainable Tourism Certification Program.

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