



> **euroAtlantic wants charters to destinations in southern Brazil**

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The Chairman of the Board of Directors of euroAtlantic airways Tomáz Metello confirmed to the Brazilian Ministry of Tourism his company's intention to obtain authorisation from the Brazilian authorities for charter operations to destinations in southern Brazil such as S. Paulo, Rio de Janeiro and Florianópolis. The Chairman of the Portuguese air company held by the Metello family and the Pestana Group mentioned that – *during the Tourism Minister Mares Guia' visit to Lisbon last January we expressed our intention to generate new charter traffic to southern Brazil.* The Minister Mares Guia – who was accompanied on this occasion by the Chairman of Embratur Janine Pires according to Tomáz Metello – *said that this was a sound proposal though some points would have to be assessed – and that we have international experience of over 30 years in aviation with the mass development of a tourist destination always associated with its capacity to sell holiday packages capable of generating traffic flows.*

euroAtlantic airways is associated with the tourist development of the Northeast. Initially, it had a strategic partnership with BRA Transportes Aéreos which received its medium-haul Boeing 737-300s during the European winter. After a complex bureaucratic process which ran off on both sides of the Atlantic, the company obtained a license to run tourist flights. Against the backdrop of the "Commemorations of 500 Years since the Discovery of Brazil" euroAtlantic made its first series of charters flights between Portugal and Brazil to the city of João Pessoa, going down in the history of tourism of the Northeast as the landmark of the first «Portuguese tourists».

After founding his company, the Chairman of euroAtlantic Tomáz Metello never let up in his investments in Brazil. When the President Lula da Silva went to Portugal on his first State Visit abroad, the former announced that he was going to maintain seasonal charter operations to the Northeast throughout the year. He acquired the majority of the capital of the operator Sonhando S.A. which owns the terraBrasil brand, the leading seller of tourist packages in Portugal to Brazil as well as a controlling interest in the capital of the operator Atlantic Holidays in Spain which follows the same objectives from Madrid and Barcelona. The last few years have been marked by an agreement with Varig Charter which operated two euroAtlantic Boeing B767-300 aircraft, both displaying the brand logos on the fuselage. A financial success now backing up negotiations with Nova Varig.

**For further information:**

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