

**THE KEY TO UNLOCK THE  
LGBT AND AFRO TRAVEL  
MARKET IN BRAZIL.**







# JOY MORE THAN A CONCEPT

IS A CROSSING. IT IS THE THREAD  
THAT CONNECTS TWO SIDES OF THE  
ATLANTIC, BRAZIL AND SOUTH  
AFRICA, THROUGH A SHARED  
LANGUAGE: JOY AS RESISTANCE,  
BELONGING AS HEALING, AND  
ENCOUNTER AS A WAY OF EXISTING.





**AT THIS POINT, JOY BECOMES A  
BRIDGE. A BRIDGE BUILT FROM**

**BELONGING  
AUTHENTICITY  
SAFETY  
IMMERSION  
AND SOCIAL  
VALIDATION**

**THE FIVE PILLARS THAT SUSTAIN A NEW  
WAY OF RELATING TO TOURISM.**