

The Brazilian state of Rio Grande do Norte is ready to welcome international travelers.

Discover Rio Grande do Norte in Brazil



Rio Grande do Norte, Brazil May 19, 2022 ([Issuewire.com](https://www.issuewire.com)) - The Brazilian state of Rio Grande do Norte is ready to welcome international travelers with the return of tourist activities. The Potiguar Tourism Promotion Company (EMPROTUR) promotes the state worldwide and has partnered with Madu Media, a marketing agency based in US and Canada, to produce a series of videos in English promoting the cities of [Natal](#), [São Miguel do Gostoso](#), and [Pipa](#).

In the first phase of the campaign, three videos are presented by Canadian journalist and biologist, Dr. Steve McIntosh, who traveled to the state of Rio Grande do Norte with Tv producers and video reporters to get to know the region's charms up close. The content will help international visitors plan their next trip to Rio Grande do Norte.

"The variety of things to see and do in Rio Grande do Norte reflect its multicultural diversity and range of amazing natural environments. It's a place to recharge and find inspiration amid rich natural landscapes and consistent equatorial weather. Tourists in Rio Grande do Norte immerse in its vibrant culture and interact with its friendly people. They feel the infectious beat of its music, experience unforgettable gastronomy, and enjoy history, sports, shops, hotels, and resorts, as well as entertainment and adventure for the whole family".

Steve McIntosh – Journalist and TV Host

The filming took place over a period of 15 days in March 2022. The team explored the state's beaches, hotels, and gastronomy, as well as its history, local culture, and much more.

"North American tourists constitute the second largest market for international tourism in Brazil, and we want to share the attractiveness of Rio Grande do Norte with this growing market. Nowadays, North American tourists don't need a visa to visit Brazil, so it is a great opportunity to start promoting and marketing Rio Grande do Norte in view of our excellent historical-cultural facilities and the sun and beach segment that is much desired by this audience".

Bruno Reis – President of EMPROTUR

The [video series posted to Youtube](#) is an entertaining new way for tourists to explore travel opportunities and plan their getaway in Rio Grande do Norte.

For more information, please visit us at www.visiteriograndedonorte.com.br.

Please find press images here: <http://visiteriograndedonorte.com.br/pages/sol-e-praia.php>



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Source : Visit Rio Grande do Norte

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