

# BRAZIL

## WORLD CUP



2014

Brasília

São Paulo

Fortaleza

Belo Horizonte

Porto Alegre

Salvador

Recife

Cuiabá

Manaus

**Natal**

Curitiba

**Rio de Janeiro**

# World Cup

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C A S E   S T U D Y

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## ROADTRIPS

The Ultimate in Sports Travel

## Client Summary

- Family trip – Mom and Dad in their early 40's, with three kids (ages 10, 12, 14)
- Buyer – CEO of large company in the metal recycling industry
- We created a completely customized experience around their desired travel dates, including two matches in their chosen destination city of Rio de Janeiro and a day excursion to Natal to watch the USA team during the Round Robin of the tournament.
- **Total package cost was \$122,000+**

**Client Feedback Provided:** "When I started researching this trip over 2 years ago, I truly had no idea what to expect. Your team, especially Kate in the lead up to our travels did an outstanding job of communicating and putting us at ease. Traveling with three kids can be daunting in familiar environs, so we were somewhat anxious about this trip, especially with it being such a large international event in a foreign country. The efforts made by you both went above and beyond our expectations and we are truly grateful for your efforts, professionalism and maybe most of all, your kindness to our family. To say we had an unforgettable experience doesn't do the journey justice. I just wanted you to know that your hard work did not go unnoticed."

## Agency Profile

- Jody Piotter, Fox World Travel Inc
- American Express Agency
- **Earned \$14,568 in commission**

# Custom Private World Cup Experience

## ***Tickets***

- 5 Premium Category 1 Tickets to Match 11  
Argentina Vs Bosnia - Rio de Janeiro (June 15)
- 5 Premium Category 1 Tickets to Match 14  
USA Vs Ghana - Natal (June 16)
- 5 Premium Category 1 Tickets to Match 19  
Spain Vs Chile - Rio de Janeiro (June 18)

## ***Accommodations***

- 1 Room - Copacabana Palace - arrival June 14 for 9 nights
- 1 Suite - Copacabana Palace - arrival June 14 for 9 nights

## ***Transportation***

- Private transfer from the airport to the hotel
- Hosted event transfers to all matches at Maracana stadium
- Inclusive day trip to USA Round Robin match including (if required):
  - \* Roundtrip transfers between your hotel and airport in Rio de Janeiro
  - \* Roundtrip air between Rio de Janeiro and your USA Round Robin game city
  - \* Personal meet and greet in your game city
  - \* Private chartered transfers with host throughout your day, including airport and match transfers

### ***Additional Inclusions***

- Full breakfast daily
- Onsite hosts and local assistance
- Brazil-based travel services concierge
- Corcovado Excursion to see Christ the Redeemer, including private vehicle & driver, English speaking host and admission
- Commemorative gift package
- Brazil welcome kit
- Churrascaria dinner on world famous Copacabana Beach

# BRAZIL

WORLD CUP



2014

Belo Horizonte

Brasília

Cuiabá

Curitiba

Fortaleza

Manaus

Porto Alegre

Recife

Salvador

São Paulo

**Natal**

**Rio de Janeiro**

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P E R S O N A L I T I N E R A R Y

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THE **LSK** FAMILY \*

\* Names have been changed to protect client privacy.



“From the world-famous beaches of Copacabana and Ipanema in Rio de Janeiro to the scenic outlooks and sandy dunes of Natal, these two destinations are the perfect backdrop for you to experience in person, the biggest and most watched sporting event on the globe... The World Cup!”

12

YOUR  
ITINERARY

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★ HOST CITIES  
& STADIUMS

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**June 14, 2014**

Dear Lisk Family,

Welcome to Brazil and the 2014 World Cup! We are delighted to have the opportunity to show you this amazing country and spectacular event, and it is our pleasure to make your trip as enjoyable as possible.

There is no sporting event in the world that can match the sheer magnitude of the World Cup. On June 12, Brazil and its 12 host cities kicked off what they have spent over 7 years preparing for. Not only are they playing host to 32 teams from the world's elite soccer nations, but they have also been welcoming fans from across the globe who have come to experience with them every thrilling win and every gut-wrenching loss, every call and every reaction, every drop of sweat and every heart-felt emotion that will come over the tournament's 32 days of competition.


As you head to Estádio do Maracanã and Arena Pernambuco, you will feel the electricity that only the World Cup can create. These stadiums will be home to some thrilling matches, and you will be there to experience world-class soccer, all in the beautiful surroundings of incredible Brazil.

At Roadtrips we take pride in our ability to create the ultimate in sports travel experiences, and we look forward to providing you with great memories from this year's World Cup. All possible care has been taken by our team to ensure that your holiday runs smoothly. In addition, your onsite hosts will be available and fully committed to making sure you have the best trip possible.

You now have in your possession your full itinerary, and if there is anything you wish to clarify, please do not hesitate to contact us on one of the numbers listed on the contact page included in this document.

We hope you enjoy your World Cup travel experience!

All the best,



Dave Guenther  
President of ROADTRIPS







**BRAZIL**

WORLD CUP



**WELCOME**











THE  
**LISK**  
FAMILY

# YOUR WORLD CUP EXPERIENCE

## DESTINATIONS

Your experience will take you from vibrant Rio de Janeiro to sunny Natal located on the Northeast coast of Brazil. These destinations will act as the backdrop to your 2014 World Cup experience, and as you will soon discover, each will provide a unique perspective of this wonderful country.



**Rio de Janeiro** is a remarkable city nestled between stunning beaches and towering mountains. Crowned by the city's landmark Christ the Redeemer statue and surrounded by stunning natural landscapes, it is easy to see why Rio is the main host city of this World Cup.

Your journey to Match 14 to see team USA take on Ghana will take you to **Natal**. This city is known for its naturally sandy landscape that not only gives it its unique appearance, but also its spectacular beaches that are some of the most popular in Brazil.

**BRAZIL**

WORLD CUP



**AT A  
GLANCE**



# YOUR WORLD CUP EXPERIENCE

AT A GLANCE

**YOUR EXPERIENCE DATES** June 14, 2014 to June 23, 2014

**YOUR DESTINATIONS** Rio de Janeiro & Natal

**YOUR HOTEL** The Copacabana Palace Hotel in Rio de Janeiro

*The following itinerary has been arranged expressly for you:*

## SATURDAY, JUNE 14 ARRIVAL DAY

Transportation	8:40 AM	Private airport transfer on arrival in Rio
Viewing Party	5:30 PM	VIP viewing party for Match 8 at the Copacabana Palace

## SUNDAY, JUNE 15 MATCH DAY | ARGENTINA VS. BOSNIA-HERZEGOVINA IN RIO DE JANEIRO

Transportation	4:00 PM	Dedicated Roadtrips hosted group transfer from your hotel to Estádio do Maracanã
Match Tickets	7:00 PM	Match 11, Argentina vs. Bosnia-Herzegovina at Estádio do Maracanã
Match Transportation	POST-MATCH	Dedicated Roadtrips hosted group transfer from Estádio do Maracanã to your hotel

## MONDAY, JUNE 16 MATCH DAY | USA VS. GHANA IN NATAL

Transportation	5:15 AM	Private transfer from your hotel to the airport in Rio de Janeiro		
Flight GOL G3-1701	7:18 AM	Departs Rio (SDU)	1:58 PM	Arrives Natal (NAT)
Match Transportation	1:58 PM	Private transfer from the airport in Natal to Estádio das Dunas		
Match Tickets	7:00 PM	Match 14, USA vs. Ghana at Estádio das Dunas		
Match Transportation	POST-MATCH	Private transfer from Estádio das Dunas to your dinner reservation and then on to the airport in Natal		
Flight GOL G3-1199	3:32 AM NEXT DAY	Departs Natal (NAT)	6:18 AM NEXT DAY	Arrives Rio (GIG)
Transportation	6:18 AM	Dedicated Roadtrips hosted group transfer from the airport in Rio de Janeiro to your hotel		





## TUESDAY, JUNE 17

### FREE DAY

## WEDNESDAY, JUNE 18

### MATCH DAY | SPAIN VS. CHILE IN RIO DE JANEIRO

Transportation	1:00 PM	Dedicated Roadtrips hosted group transfer from your hotel to Estádio do Maracanã
Match Tickets	4:00 PM	Match 19, Spain vs. Chile at Estádio do Maracanã
Match Transportation	POST-MATCH	Dedicated Roadtrips hosted group transfer from Estádio do Maracanã to your hotel

## THURSDAY, JUNE 19

### EXCURSION | TO CORCOVADO

Sightseeing Excursion	10:00 AM	Excursion to see Christ the Redeemer, including private vehicle & driver, English speaking host and admissions
Viewing Party	3:30 PM	VIP viewing party for Match 23 at the Copacabana Palace

## FRIDAY, JUNE 20

### FREE DAY

Dinner Reservation	8:00 PM	Churrascaria dinner at Marius Churrascaria
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## SATURDAY, JUNE 21

### FREE DAY

Viewing Party	3:30 PM	VIP viewing party for Match 29 at the Copacabana Palace
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## SUNDAY, JUNE 22

### FREE DAY

Viewing Party	5:30 PM	VIP viewing party for Match 30 at the Copacabana Palace
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## MONDAY, JUNE 23

### DEPARTURE DAY

Transportation	6:00 PM	Private airport transfer on departure from Rio
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**SATURDAY  
JUNE 14**

# ARRIVAL DAY

## **8:40 AM**

Your flight, Delta 61 arrives in Rio de Janeiro (GIG) from Atlanta (ATL)

Upon arrival in Rio, you will be met by a local Roadtrips representative who will have a sign with your name outside the baggage claim area and who will assist you with your transfer to your hotel

On arrival at the Copacabana Palace Hotel, your Roadtrips onsite hosts will meet you in the lobby and assist you with your check-in. Your hosts will review your itinerary with you and answer any questions you may have.

Please note, hotel check-in time is 4:00 PM

This evening you will head to the R Lounge, located in the Copacabana Palace Hotel, for a VIP viewing party of Match 8 of the 2014 World Cup.

## **5:30 PM**

VIP Viewing Party of Match 8, England vs. Italy at the R Lounge located in the *Copacabana Palace Hotel Avenida Atlantica, 1702 - Copacabana*



**BRAZIL**  
WORLD CUP



**YOUR  
ITINERARY**





**SUNDAY  
JUNE 15**

# **MATCH DAY**

**ARGENTINA VS. BOSNIA-HERZ IN RIO**

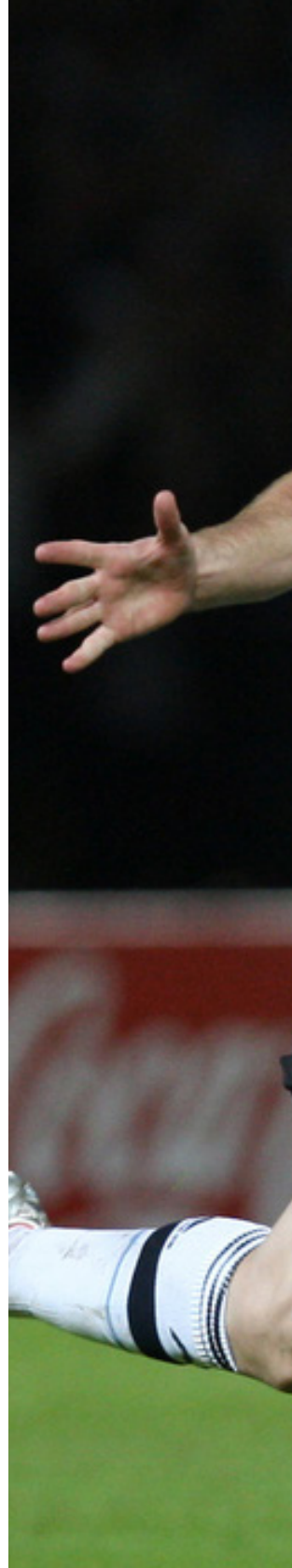
Team Argentina and Bosnia-Herzegovina hold the honor of opening the 2014 World Cup tournament in Rio de Janeiro with this, the first group stage match to be held in Estádio do Maracanã as the road to the finals begins for all 32 teams. This will be Bosnia-Herzegovina's first appearance on the World Cup stage, and with a strong core of talented players, they will be looking to show that this is just the first of many World Cups for the blue and white. On Argentina's side, only one name need be mentioned, Messi. While Argentina also boasts a number of other powerful players, none can claim the same level of dominance that Lionel Messi has been able to achieve. Whether you cheer for their side or not, you can guarantee that witnessing arguably one of soccer's greatest players take to the pitch today will be a sight to behold!

**4:00 PM** Roadtrips dedicated hosted group transfer departs your hotel for Estádio do Maracanã

**7:00 PM** Match 11, Argentina vs. Bosnia-Herzegovina at Estádio do Maracanã

**POST-MATCH** Roadtrips dedicated hosted group transfer departs Estádio do Maracanã for your hotel

See the 'Host Cities & Stadiums' section of your itinerary for more information on Rio de Janeiro and Estádio do Maracanã.





**BRAZIL**  
WORLD CUP



**YOUR  
ITINERARY**

**MONDAY  
JUNE 16**

## **MATCH DAY**

**USA VS. GHANA IN NATAL**

After months of anticipation, today marks the beginning of team USA's 2014 World Cup journey. As you enter the gates of Estádio das Dunas, the energy of the fans will be high as they prepare for the opening whistle of this exciting match up. These two teams come to the field as familiar foes having faced each other most recently in the 2006 and 2010 tournaments, and with Ghana having come out on top on both occasions, you can be sure team USA will be ready to put on their finest performance and ensure that they see the win come in their favor for this, their first, and arguably most important match of the 2014 tournament.

- 5:15 AM** Your private vehicle will be ready and waiting to transfer you to the airport
- 7:18 AM** Your flight, GOL G3-1701 departs Rio de Janeiro (SDU) arriving in Natal (NAT) at 1:58 PM
- 1:58 PM** On arrival in Natal you will be met by a local Roadtrips representative and taken to your private transfer. Time permitting, you will stop en route to Estádio das Dunas for you to grab a bite to eat or take a short walk before heading on to the stadium
- 7:00 PM** Match 14, USA vs. Ghana in Estádio das Dunas
- POST-MATCH** Private transfer from Estádio das Dunas to Fogo e Chama
- 10:30 PM** Dinner reservation at Fogo e Chama. After your meal your private vehicle will be ready and waiting to transfer you to the airport and your departing flight
- 3:32 AM  
NEXT DAY** Your flight GOL G3-1199 departs Natal (NAT) arriving in Rio de Janeiro at 6:18 AM (NEXT DAY)
- 6:18 AM  
NEXT DAY** Upon arrival in Rio de Janeiro, you will be met by a local Roadtrips representative and taken by private transfer to your hotel

See the 'Host Cities & Stadiums' section of your itinerary for more information on Natal and Estádio das Dunas.







**BRAZIL**  
WORLD CUP



**YOUR  
ITINERARY**

**TUESDAY  
JUNE 17**

# **FREE DAY**

Enjoy today at your leisure in Rio de Janeiro.

Roadtrips can offer a number of services and activities you might consider to make your stay in Brazil even more memorable. If you would like to make any additions, or require any assistance in planning your free days, please contact your Roadtrips onsite hosts.





**BRAZIL**  
WORLD CUP



**YOUR  
ITINERARY**



WEDNESDAY  
JUNE 18

# MATCH DAY

SPAIN VS. CHILE IN RIO

You will feel the energy and excitement surrounding today's match as you enter Estádio do Maracanã today. Not only will you be witnessing the very strong team Chile, but also, reigning World Cup Champions, Spain, come to the field ready to take each other on and hopefully claim victory on their journey towards the Round-of-16 and of course, the World Cup Final!

**1:00 PM** Roadtrips dedicated hosted group transfer departs your hotel for Estádio do Maracanã

**4:00 PM** Match 19, Spain vs. Chile at Estádio do Maracanã

**POST-MATCH** Roadtrips dedicated hosted group transfer departs Estádio do Maracanã for your hotel

See the 'Host Cities & Stadiums' section of your itinerary for more information on Rio de Janeiro and Estádio do Maracanã.





**BRAZIL**  
WORLD CUP



**YOUR  
ITINERARY**



THURSDAY  
JUNE 19

# EXCURSION

TO CORCOVADO

Today you will experience one of the most iconic sites in all of Rio - Christ the Redeemer on top of Corcovado Mountain. On your way to the summit of Corcovado you will see exotic Tijuca National Park, where from the viewing platform you will take in the gorgeous panoramic view of Rio de Janeiro, including downtown, Sugarloaf Mountain and Copacabana Beach. The view is breathtaking and you are sure to take some unforgettable pictures from this famous South American Peak!

**10:00 AM** Tour departs your hotel, returning at approximately 2:00 PM

This afternoon you will head to the R Lounge, located in the Copacabana Palace Hotel, for a VIP viewing party of Match 23 of the 2014 World Cup.

**3:30 PM** VIP Viewing Party of Match 23, Uruguay vs. England at the R Lounge located in the *Copacabana Palace Hotel*  
*Avendida Atlantica, 1702 - Copacabana*



**BRAZIL**  
WORLD CUP



**YOUR  
ITINERARY**





**FRIDAY  
JUNE 20**

## **FREE DAY** **& CHURRASCARIA DINNER**

This evening you will enjoy a true Brazilian experience at Marius! Brazilian Churrascaria (BBQ) restaurants are steadily gaining popularity outside of Brazil (and for good reason) and you will have the opportunity to try one of the originals at Marius on Copacabana Beach.

With over 40 years of experience, Marius has perfected churrasco cooking, offering prime cuts of meat, marbled and tender, roasted slowly to maintain its delicate flavor. Sit back and enjoy the view while your passadore, “meat waiter,” brings a selection of meats to your table right on the skewer. While beef is the highlight for many, your dinner includes a variety of all-you-can-eat BBQ meats and seafood and it will keep coming until you beg for mercy - just be sure to leave a bit of room for Marius’ enticing dessert buffet.

**8:00 PM**

Churrascaria dinner at Marius Churrascaria located at  
*Avendida Atlantica, 290 - Copacabana*

*Enjoy your dinner and dessert compliments of Roadtrips,  
beverages are not included.*



**BRAZIL**  
WORLD CUP



**YOUR  
ITINERARY**



SATURDAY  
JUNE 21

## FREE DAY & VIP VIEWING PARTY

Today you have the entire day free! Roadtrips can offer a number of services and activities you might consider for your free day. Please see some of our recommendations below, and if you would like to make any additions, or require any assistance in planning your day, please contact your Roadtrips onsite hosts.

This afternoon you will be off to the Copacabana Palace hotel and the R Lounge for a VIP viewing party of Match 29 of the 2014 World Cup.

### 3:30 PM

VIP Viewing Party of Match 29, Germany vs. Ghana at the R Lounge located in the *Copacabana Palace Hotel*  
*Avendida Atlantica, 1702 - Copacabana*







**BRAZIL**  
WORLD CUP



**YOUR  
ITINERARY**

**SUNDAY  
JUNE 22**

## **FREE DAY** **& VIP VIEWING PARTY**

Today you have the entire day free! Roadtrips can offer a number of services and activities you might consider for your free day. Please see some of our recommendations below, and if you would like to make any additions, or require any assistance in planning your day, please contact your Roadtrips onsite hosts.

This afternoon you will be off to the Copacabana Palace hotel and the R Lounge for a VIP viewing party of Match 30 of the 2014 World Cup.

**5:30 PM**

VIP Viewing Party of Match 30, USA vs. Portugal at the R Lounge located in the *Copacabana Palace Hotel*  
*Avendida Atlantica, 1702 - Copacabana*







**BRAZIL**  
WORLD CUP



**YOUR  
ITINERARY**

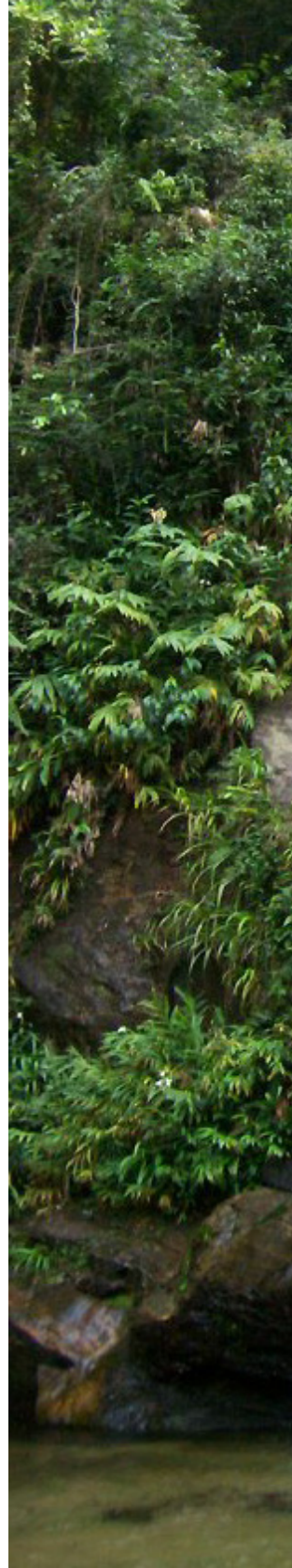


**MONDAY  
JUNE 23**

## **DEPARTURE DAY**

Today you depart for home. Your Roadtrips onsite hosts will confirm what time you should meet in the hotel lobby for your private transfer to the airport. Please note, hotel check-out time is 12:00 PM.

- 6:00 PM** Your private vehicle will be ready and waiting to transfer you to the airport and your departing flight
- 9:40 PM** Your flight, Delta 60 departs Rio de Janeiro (GIG) for Atlanta (ATL)





**BRAZIL**

WORLD CUP



**YOUR  
ITINERARY**

“Thank you from the Roadtrips team for allowing us to be part of your 2014 World Cup experience. We wish you a safe journey home and look forward to assisting you with your next sports travel experience!”











# YOUR HOSTS

## DURING YOUR STAY IN RIO DE JANEIRO

As your hosts we will be available throughout your stay in Rio de Janeiro. In addition to being available onsite during your experience, below is our mobile phone number in Brazil. You are welcome to call or text us any time during the day if that is your preferred method of communication.

We look forward to being of service during your stay,

Duane & Chris

**International Calling 011 55 21 9 8546 9912**

**Within Brazil 21 9 8546 9912**



### DUANE PENNER

[duane.penner@roadtrips.com](mailto:duane.penner@roadtrips.com)

Duane is one of Roadtrips' most active and experienced hosts and is no stranger to major global events like the World Cup. He has hosted several Olympic Games and the World Cup in both Germany and South Africa. Duane is also our F1 specialist and each year he hosts his favorite event, the Monaco Grand Prix. His travels throughout the world have focused on his passion for food, wine and history and he is always eager to explore new destinations. Duane is looking forward to assisting you with anything you might need during your World Cup experience.



### CHRIS KOOP

[chris.koop@roadtrips.com](mailto:chris.koop@roadtrips.com)

Chris brings incredible energy and enthusiasm to every Roadtrips event he hosts. He has hosted at a number of events within North America, in addition to the Vancouver and Beijing Olympics and of course, the World Cup in South Africa. His love for sports is never more evident than when he is watching his beloved Minnesota Vikings and so any opportunity to catch an NFL football game is always at the top of his list. Chris enjoys traveling the world with his family and creating memories that will last a lifetime. He looks forward to welcoming you in Brazil and making this your most memorable trip ever.



**BRAZIL**

WORLD CUP



**YOUR  
HOSTS**









# COPACABANA PALACE

**AVENIDA ATLÂNTICA, 1702  
COPACABANA RIO DE JANEIRO**

This glamorously elegant Orient-Express landmark has been welcoming such guests as Fred Astaire and the Rolling Stones since its Art Deco doors swung open in 1923. As one of the finest hotels in Rio de Janeiro and arguably all of South America, the Copacabana Palace sits serenely overlooking Copacabana Beach. Guests are encouraged to indulge in the magnificent pool and urban sanctuary of the hotel spa; and the hotel's restaurants, which are considered two of Rio's finest, are constantly serving the best local and fine Italian dishes. The haven of comfort continues to the luxurious guest accommodations with their stunning views, fine period furniture and original works of art in each individualized room.



## Hotel Features

- Perfectly positioned on Copacabana Beach with exclusive beach service including sun loungers, umbrellas, water, and security for your belongings while you enjoy the water.
- Sophisticated rooms with modern amenities including Wi-Fi and iPod docks.
- Two excellent dining options including the Cipriani Restaurant, one of Rio's top restaurants, featuring exceptional Italian cuisine, and Pérgula Restaurant serving first class Brazilian and international cuisine in a refined yet relaxed atmosphere.
- Fully air-conditioned Fitness Centre boasting the latest fitness equipment, classes, personal training and power plate sessions.
- Sunbathe, swim and socialize in one of Rio's largest and most attractive swimming pools. A team of pool assistants is on hand to cater to your every request, from fresh towels to cool drinks and light dishes from the pool menu.







# FEATURE CONCIERGE SERVICES

Roadtrips can offer a number of services and activities you might consider adding during your stay. Please see some of our recommendations below, and if you would like to make any additions, or require any assistance in planning your days, please contact your Roadtrips onsite hosts.



## ADDITIONAL GAMES

You may like to consider additional games during your free days or by extending your stay in Brazil. Your Roadtrips onsite hosts would be happy to assist you with details on the tournament schedule and what is available.



## PRIVATE & GROUP DAY TOURS

Whether you would like to see Rio de Janeiro in depth, take surfing lessons with a local expert, or escape the city for a visit to a charming village, Roadtrips can arrange a number of day tours and activities from Rio de Janeiro including cycling, hiking and chauffeur-driven tours.



## SOUTH AMERICA EXCURSIONS

While in Brazil, you may want to consider adding a multi-day excursion to one of South America's incredible destinations. From the vibrant Buenos Aires to the stunning Iguazu Falls, awe-inspiring Machu Picchu to luxury cruises down the Amazon, Roadtrips can arrange a number of excursions to these and more amazing South American destinations.



## OTHER CONCIERGE SERVICES

Roadtrips can offer a number of services to make your stay in Brazil even more memorable, including chauffeur services, restaurant recommendations and chef's table experiences just to name a few!





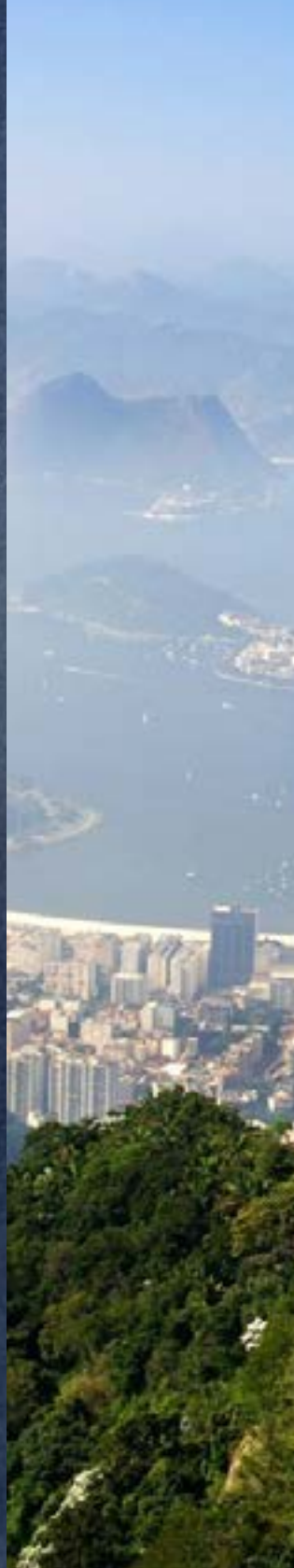




# HOST COUNTRY

It is no secret that Brazil is a soccer nation through and through, but there is definitely more to do in this fabulous country than just enjoying “the beautiful game”. From its vibrant cities and white-sand beaches to its stunning rain forests, the scope of Brazil’s attractions never fail to impress even the most seasoned traveler.

As South America’s largest country, it is no wonder that it boasts spectacular landscapes, powerful waterfalls and gorgeous tropical islands. Whether you choose to spend your time sipping a Caipirinha (Brazil’s national cocktail) on the beach, hiking through the majestic rain forest or shopping in the fashionable Leblon district of Rio, Brazil has something to offer every type of traveler.



**BRAZIL**  
WORLD CUP



**HOST  
COUNTRY**





# HOST CITIES & STADIUMS

All eyes are on Brazil for the 2014 World Cup. As the largest country in South America, Brazil takes up almost half of the continent, and has a population with a passion for soccer that is evident both on and off the pitch. It is this passion, combined with the incredible natural beauty and cultural diversity that will combine to create a World Cup to remember. Boasting 64 matches being played over 32 days, all spread across 12 beautiful Brazilian host cities, the 2014 World Cup is sure to be the most exciting yet!





**BRAZIL**  
WORLD CUP



**HOST  
CITIES**



THE LISK FAMILY



YOUR MATCHES IN

# RIO DE JANEIRO

## ESTÁDIO DO MARACANÃ

### Match 11

Sunday, June 15, 2014

**Argentina vs. Bosnia-Herzegovina**

### Match 19

Wednesday, June 18, 2014

**Spain vs. Chile**











Rio de Janeiro is Brazil's most popular tourist destination and with its six million culturally diverse residents and its rich natural beauty, it is no surprise why its popularity continues to grow. Not only does Rio host the exciting and colorful Carnival, but it also is home to the impressive Sugarloaf Mountain, historic colonial architecture and the iconic statue of Christ the Redeemer. Despite Rio's continued modernization, it also embraces its natural beauty and diverse past making it an exciting and distinctive destination.

The Estádio do Maracanã is one of the largest stadiums in the world, which has in the past brought in crowds of 200,000. In preparation for this year's World Cup, no expense was spared to enhance this already spectacular venue, including improvements to visibility and the replacement of all of the seats for its capacity crowds of 76,935. The stadium's layout and famous façade have remained relatively untouched, and the atmosphere will be unmatched from the first game to the World Cup Finale on July 13.





-  Portão de segurança / Entrada para Área de Hospitalidade  
Hospitality Mag & Bag / Entrance
-  Portão de segurança / Entrada para Público Geral  
General Mag & Bag / Entrance
-  Estacionamento da área de hospitalidade  
Hospitality Parking
-  Área de hospitalidade  
Hospitality Area

-  Limite dos perímetros de segurança  
Outer Security Perimeter
-  Metro Estação São Cristóvão<sup>1</sup> e Maracanã<sup>2</sup>  
Metro São Cristóvão<sup>1</sup> and Maracanã<sup>2</sup> Station
-  Estação Ferroviária São Cristóvão<sup>1</sup> e Maracanã<sup>2</sup>  
Train São Cristóvão<sup>1</sup> and Maracanã<sup>2</sup> Station
-  Estacionamento localizado no Parque QUINTA DA BOA VISTA  
Parking area located at QUINTA DA BOA VISTA PARK



YOUR MATCH IN

# NATAL

## ESTÁDIO DAS DUNAS

### Match 14

Monday, June 16 2014




**USA vs. Ghana**



Even from the air, you will be able to see Natal's defining characteristic. A city built upon sand, it is everywhere. Lining the city's wonderful beaches, landscaping its parks and of course, creating the towering dunes for which the city is most famous, it is the sand that stretches out for miles that truly shows the diverse natural beauty of Brazil. The city of Natal was founded in the 16th century on December 25th and is why Natal, which is Portuguese for "Christmas" received its name. Today Natal has gained significant popularity for visitors due to its overabundance of spectacular beaches and its average of 300 sunny days a year.

Built to proudly display to the world the city's distinctive characteristics, Estadio das Dunas was designed and named after Natal's famous sand dunes. Although Natal already had a stadium that housed two local rival teams, it was determined that the beloved Machadão stadium would be demolished to make way for a new facility befitting the magnitude of the World Cup. With the new world class stadium and a thriving passion for soccer, Natal and Estadio das Dunas will be pulsing with excitement from the city's opening matchup of Mexico versus Cameroon to the final whistle of Italy versus Uruguay.



-  Portão de segurança / Entrada para Área de Hospitalidade  
Hospitality Mag & Bag / Entrance
-  Portão de segurança / Entrada para Público Geral  
General Mag & Bag / Entrance
-  Estacionamento da área de hospitalidade  
Hospitality Parking

-  Área de hospitalidade  
Hospitality Area
-  Limite dos perímetros de segurança  
Outer Security Perimeter



Os diagramas dos estádios são representações aproximadas, não são reais, e estão sujeitos a alterações.  
Stadium diagrams are approximate depictions, not actual, and may be subject to change.







# OUR FAVORITE TABLES IN RIO DE JANEIRO

Rio de Janeiro features an abundance of wonderful restaurants. From cafes serving anything from casual comfort food to upscale fine-dining, we have compiled a list of our favorite restaurants we recommend while in Rio de Janeiro.



Alessandro E Frederico Cafe



Bar Do Mineiro



Braz



## **ALESSANDRO E FREDERICO CAFE**

**Av. Garcia de Ávila 134 - Ipanema, Rio de Janeiro, 22421-010**

Tel: +55 21 2521-0828

**Cuisine: Italian**

**Dining Style: Smart Casual**

The initial AF was so successful that they opened up a second, slightly more casual one across the street. Now there are three more in upscale suburban malls, but at the Ipanema restaurant you'll find a more authentic feel, great alfresco dining with great Brazilian meat, wood fired pizza and an excellent pasta carbonara.

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## **BAR DO MINEIRO**

**R. Paschoal Carlos Magno, 99 - Santa Teresa, Rio de Janeiro, 20240-290**

Tel: +55 21 2221-9227

**Cuisine: Brazilian**

**Dining Style: Casual**

A local joint kind of place where you would probably expect to find Guy Fieri if he was Brazilian. Bar Do Mineiro offers the chance for travelers to mix with locals in a lively atmosphere that serves up strong caipirinhas and traditional Minas Gerais Brazilian cooking. Crowds wait outside in the street as business goes strong from the lunch hour deep into the evening. This is an excellent place to sample feijoada, the national dish. As you sip a beverage or wait for a table try the pastiche de carne or pastiche de queijo; little deep fried pockets with meat or cheese. Very casual, friendly and tons of fun.

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## **BRAZ**

**Rua Maria Angélica, 129 - Jardim Botânico, Rio de Janeiro, 22470-201**

Tel: +55 21 2535-0687

**Cuisine: Italian**

**Dining Style: Smart Casual**

Braz is an upscale casual pizzeria with authentic ingredients and white butcher coat service. Killer calabresa pizza and a unique thin folded-over-pie version of a calzone with mozza, ricotta and shredded ham that's just fantastic.





Chez L'Ami Martin



Cipriani



CT Boucherie



## **CHEZ L'AMI MARTIN**

**Estrada da Gávea 899, Loja 304 - São Conrado, Rio de Janeiro, 22610-001**

Tel: +55 21 3322-2005

**Cuisine: French**

**Dining Style: Smart Dress**

Upscale mall dining is very popular in Rio and this French bistro doesn't disappoint. The magic starts with the couvert; which includes excellent hot fresh bread, French butter, olives, nuts and a delicious aioli dip soon followed by a sterling silver basket of highly addictive (surprise!) pommes frites. Some of the best food is the simple things done with perfection. Here it is succulent and ultra tender beef bourguignon served with superb mashed potatoes!

## **CIPRIANI**

**Avenida Atlântica, 1702 - Copacabana, Rio de Janeiro, 22021-001**

Tel: +55 21 2548 7070

**Cuisine: Italian**

**Dining Style: Smart Dress**

The crown jewel of the food and beverage at Copacabana Palace, Cipriani is a fine dining Italian restaurant that scores on all levels. For a totally unique experience, Roadtrips has secured access to the chef's table right in the kitchen. Dinner is a multi-course affair that goes through all of the highlights of the menu; for example, an ultra creamy lemon seafood risotto, a parmesan cream gratinee tagliatelle, a sesame dusted truffle cheese puff pastry and fine roasted Brazilian filets with a rich dark cabernet sauce. There were no misses and the hotel sparkles like a jewel. The Copacabana Palace is easily the most elegant place in the city.

## **CT BOUCHERIE**

**Rua Dias Ferreira, 636 - Leblon, Rio de Janeiro, 22431-050**

Tel: +55 21 2529-2329

**Cuisine: Brazilian/French/Steak**

**Dining Style: Smart Dress**

Claude Troisgros is a French kid who left his home to run away to Brazil. A couple more parts to that story: Dad, Pierre and Uncle Jean are the founders of French nouvelle cuisine. Brother, Michel is multi Michelin star awarded. Lucky for Rio, the runaway has done fine, too. He's now a television personality in Brazil and operates a mini restaurant empire in the city. CT Boucherie is a deliciously unique concept where your main, once served, is accompanied by a parade of servers each with a different hot side for your consideration. This is a great place to eat fine meats and sample a wide variety of traditional Brazilian dishes under the supervision of talented and steady French hand. Master Troisgros also has a CT Trattoria in Jardim Botânico, a CT Brasserie in São Conrado and Olympe, a fine dining restaurant. Claude is the star of the Rio restaurant scene.



Gero Ipanema



Giuseppe Grill



Oasis Churrascaria





## **GERO IPANEMA**

**Rua Aníbal de Mendonça, 157 - Ipanema, Rio de Janeiro, 22410-050**

Tel: +55 21 2239 8158

**Cuisine: Italian**

**Dining Style: Smart Dress**

The Fasano brothers are serious about luxury hotels, fine wine and top quality restaurants. Their restaurants are 'power rooms' full of beautiful people and big spenders. The original Gero is in São Paulo and is vibey, classy, expensive and delicious. It's also wildly popular. The brothers, seeing that they had a good thing on their hands, figured that their template for fine Italian cuisine would work in Rio, too. So they replicated the São Paulo restaurant to the finest details and have since done it again in Barra and in Belo Horizonte. Excellent.

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## **GIUSEPPE GRILL**

**Av Bartolomeu Mitre, 370 – Leblon, Rio de Janeiro, Brazil**

Tel: +55 21 2249-3055

**Cuisine: Steak/Seafood**

**Dining Style: Smart Dress**

Excellent steak and seafood grill that features top quality meats, fresh seafood and shellfish (displayed ala Milos in New York or Miami on a large table of ice) in an elegant setting. To start, the house specialty pao de queijo sticks are a delicious appetizer. Extensive wine cellar and a beautiful private room for up to 40 guests on the lower level. Part of the BestFork group of restaurants: [www.bestfork.com.br](http://www.bestfork.com.br)

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## **OASIS CHURRASCARIA**

**Estrada do Joa, 136 - São Conrado, Rio de Janeiro**

Tel: +55 21 3322-3144

**Cuisine: Brazilian/Steak**

**Dining Style: Smart Dress**

When you come to Brazil you need to have a rodizio experience. These are the Brazilian all you can eat churrasco barbeques with various prime meats on huge skewers brought to your table until you cry out "Nao, por favor!" There are dozens of these kinds of restaurants in Rio de Janeiro. Oasis is one of the best. Your meal starts with an extensive salad and hot seafood bar that features three or four fish dishes and a wide variety of vegetables, cheeses, salads and more. As soon as you sit down, the parade begins: meats, starches, roasted bananas (must do!) and more meat. Lots of meat. Oasis wins 'best of' for top quality cuts, great service and their addictive pastiche de queijo (small warm cheese filled pastries) that will keep coming unless you beg for mercy.



Pobre Juan



T.T. Burger



Zuka



## **POBRE JUAN**

**Av. das Américas, 3900 - Barra da Tijuca, Rio de Janeiro, 22640-102**

Tel: +55 21 3252-2637

**Estrada da Gávea 899 - São Conrado, Rio de Janeiro, 22610-001**

Tel: +55 21 3324-5381

**Cuisine: Brazilian/Steak**

**Dining Style: Smart Dress**

This is another example of a popular São Paulo restaurant expanding into Rio. Pobre Juan is mostly about great steak. That becomes readily apparent when you walk past the gigantic glassed in churrasco grill and see the grillmaster in action. The steak here is amongst the best in the country. Additionally, the atmosphere, set in the ultra luxe Village Mall, is sophisticated but also casual and fun with a huge patio overlooking the lagoons in Barra.

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## **T.T. BURGER**

**Rua Francisco Otaviano, 67 - Arpoador, Rio de Janeiro, Brazil**

Tel: +55 21 3217 5220

**Cuisine: American**

**Dining Style: Casual**

Rio's most famous restaurateur, Claude Troisgros has joined forces with his son to open a simple hamburger stand. Simple might define the basic premises and short menu (just burgers, fries, drinks and milkshakes) but less so is the fifty year old Troisgros family secret burger recipe. Although we prefer it without the house made smoky sweet ketchup, this was still easily the best burger in Brazil.

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## **ZUKA (LEBLON)**

**R. Dias Ferreira, 233b - Leblon, Rio de Janeiro**

Tel: +55 21 320 57154

**Cuisine: Mediterranean**

**Dining Style: Smart Dress**

Rua Dias Ferreira in Leblon is probably the best restaurant street in Rio and its anchor is Zuka. This buzzing little contemporary restaurant may be a little tightly sat but it is also both trendy and delicious. You'll find something for all here, including excellent beef, fresh fish, king prawn risotto and creamy cannelloni. A top spot on the beautiful people circuit.









# NAVIGATING BRAZIL

Brazil is a beautiful and exotic country full of spectacular sights to see and wonderful experiences to enjoy, not to mention the thrilling soccer that is sure to keep the entire country buzzing with excitement from the moment the tournament begins to the presentation of the World Cup trophy on July 13. As is usual when traveling outside of our home country, there are always challenges present, extending from differing customs and common practices. At Roadtrips we want to help set your expectations and do whatever we can to ensure that we are prepared for these challenges, and to create the best possible experience for our guests.

This section includes a few local Brazilian customs and common practices that are good to be aware of, and if at any time you have questions about visiting Brazil, whether before you travel or on the ground, you can contact your Roadtrips pre-travel concierge team, your onsite host team or your hotel's concierge who can guide you on the best way to enjoy your World Cup experience in Brazil.





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WORLD CUP



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## **TRAVEL TIMES & TRANSPORTATION**

Traffic is a significant issue in most large Brazilian cities. As well, traffic patterns during major events are by nature always somewhat dynamic. Roadtrips accesses official information from local authorities, FIFA and from our destination partners to provide the best information possible about traffic, estimated travel times and allowed drop off points at stadiums. It's the goal of our team of hosts, drivers and destination specialists to provide as seamless an experience as possible for you. Your hosts will be monitoring and managing your transfers. If you are able to provide them with email or phone contacts, they will be sure to stay in contact with you in case any changes or deviations are needed. Our hosts aspire to anticipate your needs but be sure to check with them ahead of each transfer to reconfirm pick up times and details. Inevitably, we sometimes need to ask our guests for patience. In addition, as a result of widened security perimeters around the stadiums during the World Cup, guests should be prepared to walk approximately 10-15 minutes through the security check-points to enter the stadium. Be sure to wear comfortable shoes for walking.

## **DINING OUT & RESERVATIONS**

In Brazil it is not uncommon to have your evening meal start at 8:30-9:00 PM or later. You may notice that many restaurants have very few patrons dining before 8:00 PM. It is good to note that many restaurants do not typically take reservations, but if you arrive for the first seating (typically at 7:00 PM), you will most often have no trouble being seated right away. Your Roadtrips onsite hosts or your hotel's concierge can assist you with suggestions on some great restaurants to enjoy. In addition, the Roadtrips concierge staff are aware of which restaurants do accept reservations and can assist you with making a reservation if you require.

## **HOW TO DIAL LOCALLY/INTERNATIONALLY**

To call a Brazilian phone number from a US or Canadian phone (mobile or land line) you must dial 011 + Country Code (55 for Brazil) + Area Code (21 for Rio) + the 8 digit phone number.

To call a US or Canadian phone number from your North American mobile phone you must dial 00 + 1 + Area Code + Telephone Number.

## LANGUAGE

The official language of Brazil is Portuguese, but it is quite different in style and pronunciation from the Portuguese spoken in Portugal. Although more common in major cities such as Rio de Janeiro and São Paulo, you will find that English is not widely spoken in Brazil, and most who do will have only a basic knowledge of the language.

To make your trip run as smoothly as possible, your Roadtrips onsite host team will include a team of local Brazilian hosts who are fluent in both English and Portuguese and who will be available to you while in Brazil. Our local hosts will be working along side the rest of our team so that you have both global and local experts at your disposal!

## ROADTRIPS BRAZILIAN HOSTING TEAM



Charles



Natalia



Patricia



Gabriela



Leila



Raphael



Carolina



Carolina



Camilla



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## WEATHER

Brazil is located in the southern hemisphere, as such, its seasons are exactly the opposite of those in the northern hemisphere. Summer is December through March, and Winter June through September. Although World Cup will be during Brazil's Winter period, most cities are very mild and sunny year-round. From June to July the average low in Rio de Janeiro is 63°F (17°C) with average highs of 75°F (24°C). These averages tend to be somewhat higher for cities to the North and lower for cities in the South. For any host city, it is a good idea to pack a jacket for use at evening matches.

<i>City</i>	<i>Avg Low</i>	<i>Avg High</i>	<i>City</i>	<i>Avg Low</i>	<i>Avg High</i>
Belo Horizonte	50°F (10°C)	• 75°F (24°C)	Natal	70°F (21°C)	• 81°F (27°C)
Brasilia	55°F (13°C)	• 79°F (26°C)	Porto Alegre	50°F (10°C)	• 68°F (20°C)
Cuiabá	55°F (13°C)	• 79°F (26°C)	Recife	70°F (21°C)	• 81°F (27°C)
Curitiba	50°F (10°C)	• 70°F (21°C)	Rio de Janeiro	63°F (17°C)	• 75°F (24°C)
Fortaleza	70°F (21°C)	• 81°F (27°C)	Salvador	70°F (21°C)	• 79°F (26°C)
Manaus	73°F (23°C)	• 89°F (32°C)	São Paulo	50°F (10°C)	• 70°F (21°C)

## BANKING & LOCAL CURRENCY

The official currency in Brazil is the Real, plural Reais (noted by symbols R\$ or BRL). Banks and automated teller machines (*caixa automática*) are widely available, however, it is important to note that specific ATMs may not work on your bank's network (most often CIRRUS or PLUS), so it is important to know this before traveling. Visa and Mastercard are the most commonly accepted credit cards, however, American Express and other cards are also sometimes accepted, more often in larger cities.

For safety reasons bank machines are not always open 24 hours. ATMs often close at 8 or 10 PM or are programmed to dispense only a small amount of money. It is also good to plan ahead as it is not uncommon for bank machines to run out of cash, especially during busy periods. In general in Brazil it's a good idea to have at least some cash on hand in the event your access to a working ATM is limited.

## ELECTRICITY

Voltage in Brazil varies between 110V and 220V 60Hz depending on the region. Hotels typically label their outlets clearly, however, if you are unsure, it is always best to use an adapter that can handle the range of voltage or check with the hotel before using the outlets. Brazilian outlets also require an adapter to convert a North American pronged plug to fit the outlet.



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## TIME ZONE

*During the World Cup period, the time zone for all host cities except for Manaus and Cuiabá will be GMT -3 hours.*

New York     July 4, 2014    4:00 PM   • Rio de Janeiro   July 4, 2014    5:00 PM (+1 hour)  
Los Angeles   July 4, 2014    1:00 PM   • Rio de Janeiro   July 4, 2014    5:00 PM (+4 hours)

*During the World Cup period, the time zone for Manaus and Cuiabá will be GMT -4 hours.*

New York     July 4, 2014    4:00 PM   • Manaus     July 4, 2014    4:00 PM  
Los Angeles   July 4, 2014    1:00 PM   • Manaus     July 4, 2014    4:00 PM (+3 hours)

## TIPPING

As with most destinations, recognition of good service by tipping is appreciated but not always required in Brazil. There are a few common practices to be aware of. A 10% service charge is automatically included on most restaurant and hotel bills and any additional amount is completely at your discretion. For taxis, it is common to round up the amount to facilitate change.



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Roadtrips is pleased to be presenting our guests with gift bags and accessories designed by Gilson Martins.





## ABOUT GILSON MARTINS

Gilson Martins represents the culture of Rio de Janeiro in the design of his bags, with images of Sugarloaf Mountain, Christ the Redeemer, Copacabana and Lapa. Gilson is listed in top travel guides including Michelin, Lonely Planet and The New York Times. His shops in Rio attract tourists from all over the world and are a leading example of Brazilian design combining quality and a sense of humour.

Gilson's bags have been on display in Paris at the Louvre and the Galleries Lafayette, and were seen at the Cannes Film Festival, at the 2006 World Cup in Berlin and during Design Week in Milan. In 2009, Gilson's bags were chosen to be sold at the MoMA Shop, in New York's Museum of Modern Art, one of the greatest museums in the world.

Gilson is a revolutionary in contemporary design, recycling left-over material from the bags and generating work for poor communities. All of the items by Gilson Martins in the Roadtrips gift package have been produced in the Favelas of Rio de Janeiro.



# CONTACT INFORMATION

You are welcome to contact us at any time for all inquiries.

## YOUR ONSITE HOST TEAM IN BRAZIL

Duane Penner	Chris Koop
<a href="mailto:duane.penner@roadtrips.com">duane.penner@roadtrips.com</a>	<a href="mailto:chris.koop@roadtrips.com">chris.koop@roadtrips.com</a>

*Your onsite host team contact number in Brazil:*

International Calling 011 55 21 9 8546 9912

Within Brazil 21 9 8546 9912

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## ROADTRIPS HEAD OFFICE

700-191 Lombard Avenue	Phone 204.947.5690
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R3B 0X1 CANADA	<a href="mailto:brazil@roadtrips.com">brazil@roadtrips.com</a>

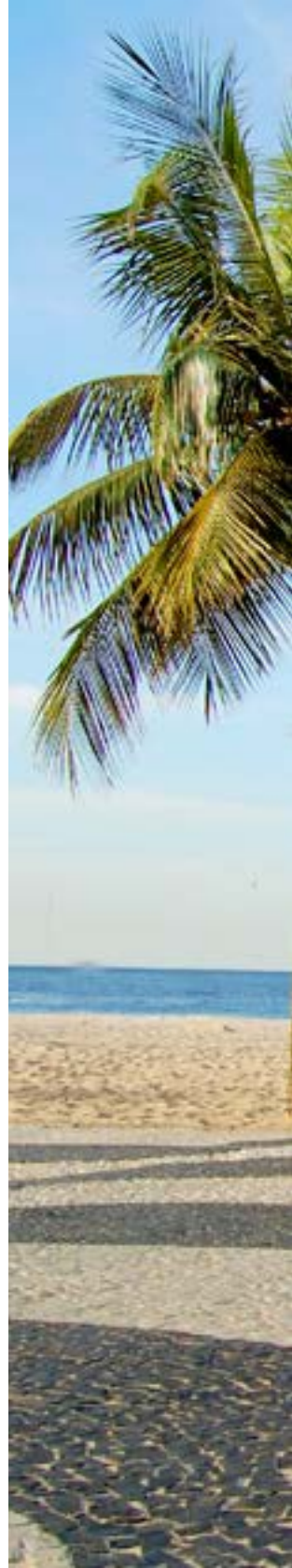
*Please note our office is open Monday to Friday  
8:30 AM to 5:00 PM CST.*

*Your Pre-Travel Concierge Team*

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Roadtrips is in no way associated with FIFA, the Organizing Committee for the FIFA World Cup, Brazil 2014, MATCH Services or MATCH Hospitality. All venue and match information is based upon the most up-to-date information available to the public from FIFA at the time of printing this itinerary. Please visit [www.fifa.com/worldcup/](http://www.fifa.com/worldcup/) before your event for any updates.





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