

BRAZIL

WORLD CUP



2014

Brasília

São Paulo

Fortaleza

Belo Horizonte

Porto Alegre

Salvador

Recife

Cuiabá

Manaus

Natal

Curitiba

Rio de Janeiro

World Cup

C O R P O R A T E C A S E S T U D Y

ROADTRIPS

The Ultimate in Sports Travel

Global Tobacco Company

Application

This global company created an incentive for regional distributors to create incremental sales in their regions. Independent distributors have significant influence on what product gets sold in a region. Based on levels of sales production, the regional distributors qualified for spots on the trip to the World Cup of Soccer in Brazil. The geography for the incentive was LATAM, where the World Cup of Soccer, particularly in a country like Brazil, would be the highest possible form of motivation. The Global Tobacco Company was very pleased with the amount of distributors that qualified. The incentive produced both an increase in sales for the qualifying period, and then created a very positive environment for the company to host and build relationships with these top producing independent regional distributors.

- Fourteen travellers, 12 distributors and 2 hosting executives
- Customized itinerary based on LATAM participants
- **TOTAL PACKAGE PRICE: \$175,500.00**

Agency Profile

- Apex Global, Incentive Company
- **Earned \$21,060.00 in commission**

Custom Corporate World Cup Experience

Tickets

- 14 Entry-level to World Cup Final Maracana Stadium Rio MATCH 64, July 13

Accommodations

- 8 Superior Rooms, Windsor Copa, arrival July 6 for 8 nights

Additional Inclusions

- Hosted round trip stadium transfers to Maracana Stadium
- Roundtrip private airport transfers including personal meet and greet
- Brazilian Samba Show including dinner and transfers
- Group gala dinner on last night
- Private guided Favela tour
- Private guided Corcovado and Christ the Redeemer tour
- Commemorative World Cup gift package for each guest
- Breakfast daily
- On site designated hosts and local team assistance
- Personalized itinerary branded for Global Tobacco Company
- Expert pre trip travel planning and concierge services from the Roadtrips At-Your-Service Team

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São Paulo

Rio de Janeiro

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

ROBERT **MCNUTT** &
MATTHEW **STILLS** *



*Names have been altered to protect client privacy

“From the world-famous beaches of Copacabana and Ipanema to the tops of the scenic outlooks of Corcovado and Pão de Açúcar, Rio de Janeiro is the perfect backdrop for you to experience in person, the biggest and most watched sporting event on the globe... The World Cup!”

10

YOUR
ITINERARY

24

YOUR HOTEL

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★ HOST CITIES
& STADIUMS

BRAZIL

WORLD CUP



WELCOME

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June 28, 2014

Dear Robert & Matthew,

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 for your match, you will feel the electricity that only the World Cup can create. This stadium will be home to some thrilling matches, and you will be there to experience world-class soccer, all in the beautiful surroundings of incredible Rio de Janeiro.

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.

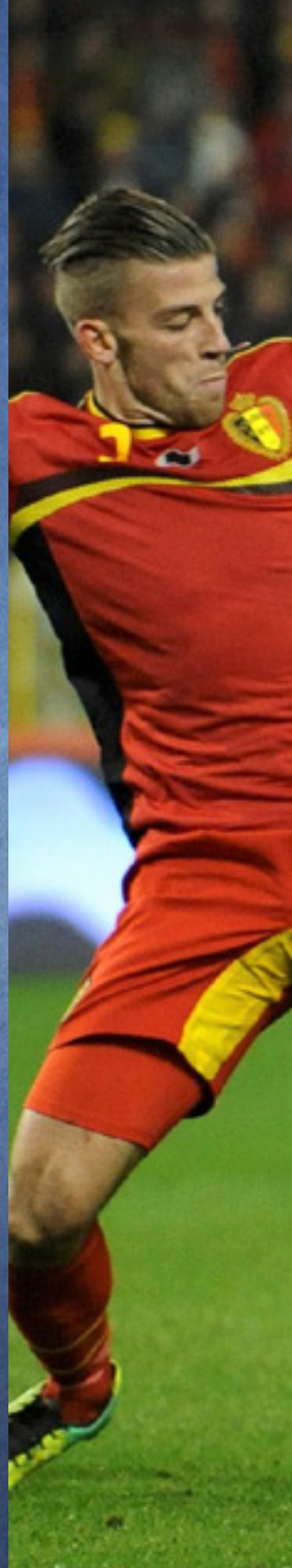
You now have in your possession your full itinerary, and if there is anything you wish to clarify, please do not hesitate to contact us on one of the numbers listed on the contact page included in this document.

We hope you enjoy your World Cup travel experience!

All the best,



Dave Guenther
President of ROADTRIPS



BRAZIL
WORLD CUP



WELCOME







ROBERT
MCNUTT
& MATTHEW
STILLS

YOUR WORLD CUP EXPERIENCE

DESTINATION

Your World Cup experience will take you to the pulsing heart of Brazil, Rio de Janeiro. Acting as the backdrop to your experience, you will soon discover there is so much more to this city than beautiful beaches, although they definitely add to its attraction. From the spectacular natural surroundings to its diverse history and local culture, it is easy to see why Rio is always a top destination for travelers and why it is the main host city of this World Cup.



YOUR WORLD CUP EXPERIENCE

AT A GLANCE



| | |
|------------------------------|---|
| GUEST NAMES | Robert McNutt & Matthew Stills |
| YOUR EXPERIENCE DATES | June 28, 2014 to July 02, 2014 |
| YOUR DESTINATIONS | Rio de Janeiro |
| YOUR HOTEL | The Copacabana Palace Hotel in Rio de Janeiro |

The following itinerary has been arranged expressly for you:

SATURDAY, JUNE 28 ARRIVAL & MATCH DAY | ROUND-OF-16 IN RIO DE JANEIRO

| | | |
|----------------------|------------|--|
| Transportation | TIME TBA | Private airport transfer on arrival in Rio de Janeiro |
| Match Transportation | 2:00 PM | Dedicated Roadtrips hosted group transfer from your hotel to Estádio do Maracanã |
| Match Tickets | 5:00 PM | Match 50, Round-of-16 (1C vs. 2D) at Estádio do Maracanã |
| Match Transportation | POST-MATCH | Dedicated Roadtrips hosted group transfer from Estádio do Maracanã to your hotel |

SUNDAY, JUNE 29 EXCURSION | TO CORCOVADO

| | | |
|-----------------------|---------|--|
| Sightseeing Excursion | 8:30 AM | Excursion to see Christ the Redeemer, including private vehicle & driver, English speaking host and admissions |
|-----------------------|---------|--|

MONDAY, JUNE 30 FREE DAY

TUESDAY, JULY 01 FREE DAY

WEDNESDAY, JULY 02 DEPARTURE DAY

| | | |
|----------------|----------|---|
| Transportation | TIME TBA | Private airport transfer on departure from Rio de Janeiro |
|----------------|----------|---|

**SATURDAY
JUNE 28**

MATCH DAY

ROUND-OF-16 IN RIO

We have made note you will be arriving in Rio de Janeiro today on a private flight, you will be met on arrival at the airport in Rio de Janeiro and taken by private vehicle to the Copacabana Palace Hotel. Please note, hotel check-in time is 4:00 PM.

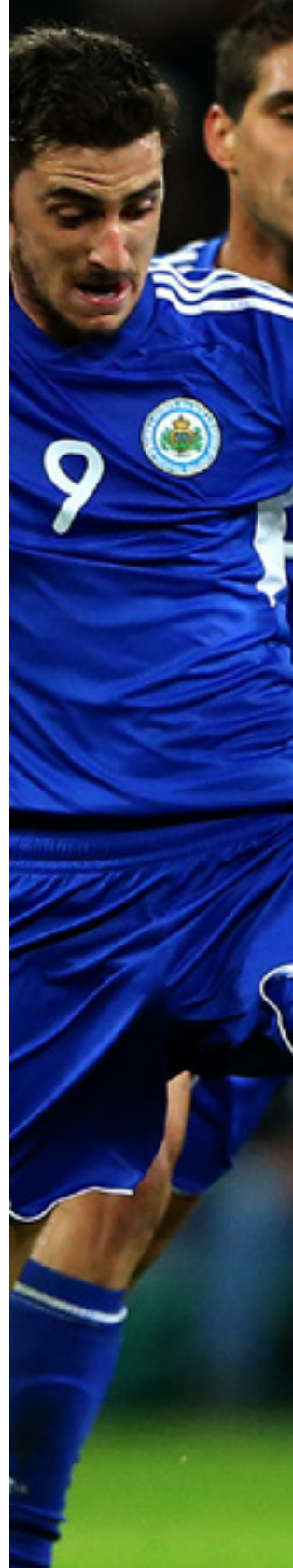
Two teams have made it through the group stage and today, come to the field at Estádio do Maracanã ready to take on the challenge of what they hope will be only the first of many matches in the coming weeks. Today's winner will move on to Friday's Quarter-Final at Estádio Castelão in Fortaleza and with the possibility that they will be coming up against home country Brazil, or reigning World Cup Champions, Spain, the teams playing today will surely be looking to put on a solid performance to test their strength and fortitude before moving on to compete against one of the tournament favorites.

2:00 PM Roadtrips dedicated hosted group transfer departs your hotel for Estádio do Maracanã

5:00 PM Match 50, Round-of-16 (1C vs. 2D) 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**

**SUNDAY
JUNE 29**

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!

8:30 AM

Tour departs your hotel, returning at approximately 12:30 PM



BRAZIL
WORLD CUP



**YOUR
ITINERARY**



**MONDAY
JUNE 30**

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.



An aerial photograph of a densely packed favela built on a steep hillside. The houses are colorful and tightly clustered together. To the left, the blue ocean waves crash against the base of the hill. A large, dark, rocky cliff face dominates the right side of the image. The overall scene captures the unique urban landscape of Rio de Janeiro.

BRAZIL

WORLD CUP



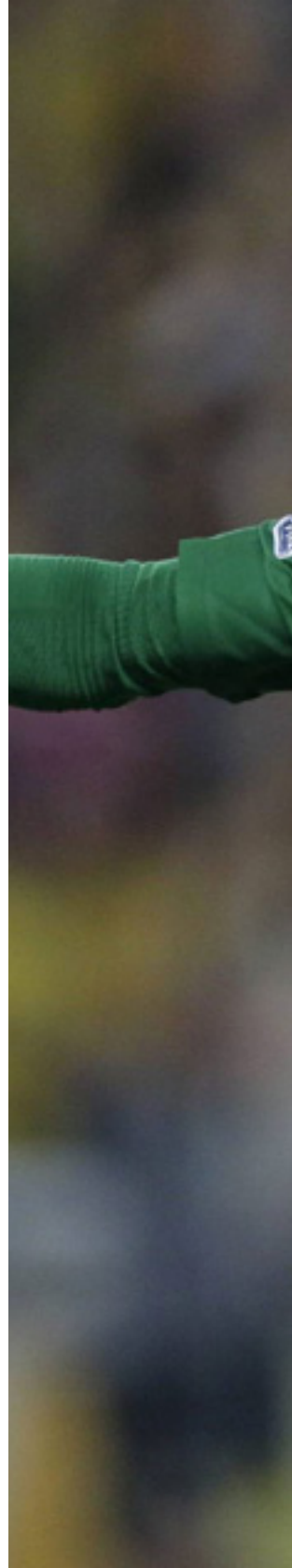
**YOUR
ITINERARY**

**TUESDAY
JULY 01**

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

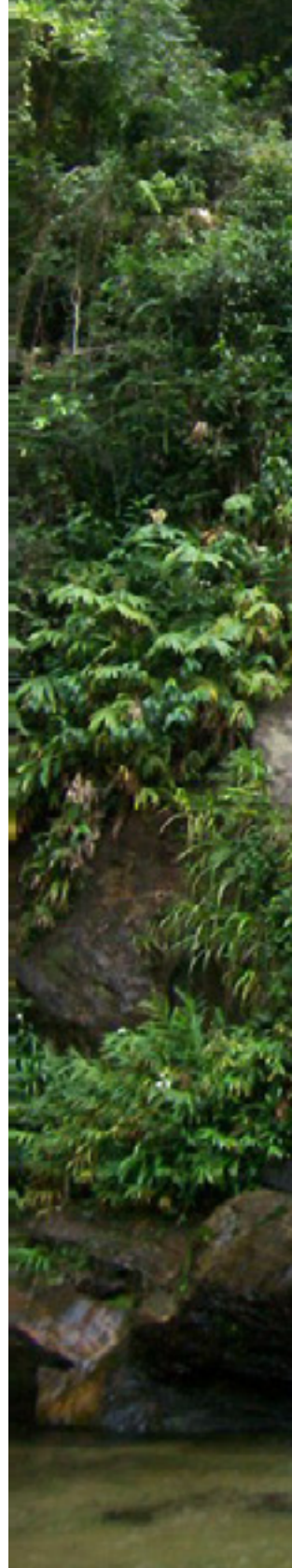


**YOUR
ITINERARY**

WEDNESDAY
JULY 02

DEPARTURE DAY

Today you depart for home. We have made note you will be departing Rio de Janeiro on a private flight. Your private transfer details will be confirmed onsite by your Roadtrips hosts. Please note, hotel check-out time is 12:00 PM.





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

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

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**



ROBERT MCNUTT & MATTHEW STILLS



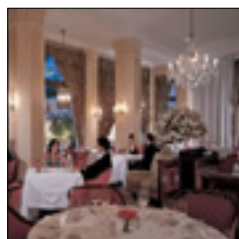




COPACABANA PALACE

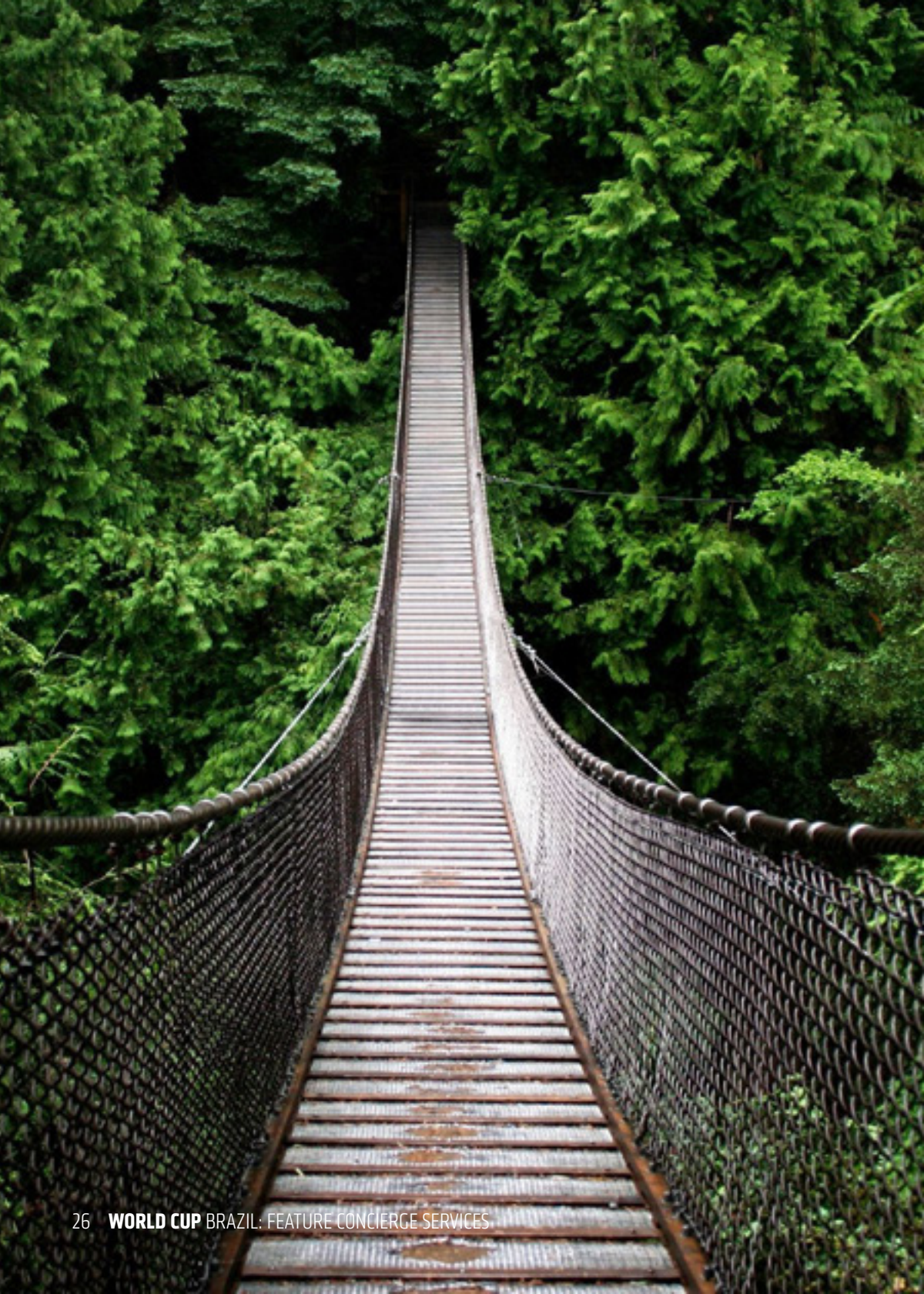
**AVENIDA ATLÂNTICA, 1702
COPACABANA RIO DE JANEIRO**

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.



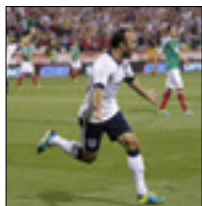
Hotel Features

- 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!

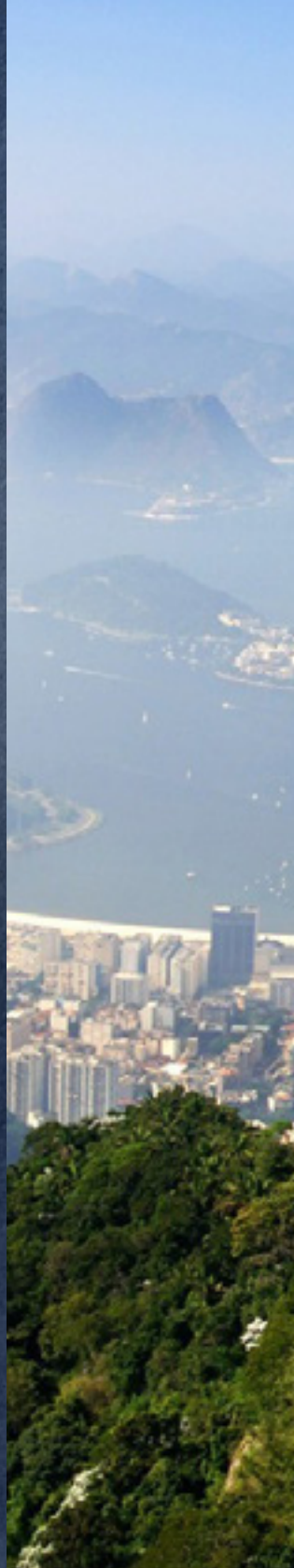




HOST COUNTRY

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**



ROBERT MCNUTT & MATTHEW STILLS



YOUR MATCH IN

RIO DE JANEIRO

ESTÁDIO DO MARACANÃ

Match 50

Saturday, June 28, 2014





Round-of-16 | 1C vs. 2D







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 Cristóvão¹ e Maracanã²
Metro São Cristóvão¹ and Maracanã² Station
-  Estação Ferroviária São Cristóvão¹ e Maracanã²
Train São Cristóvão¹ and Maracanã² Station
-  Estacionamento localizado no Parque QUINTA DA BOA VISTA
Parking area located at QUINTA DA BOA VISTA PARK







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.

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.

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.

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

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.

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.

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.



BRAZIL

WORLD CUP



**NAVIGATING
BRAZIL**

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!

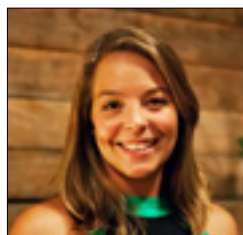
ROADTRIPS BRAZILIAN HOSTING TEAM



Charles



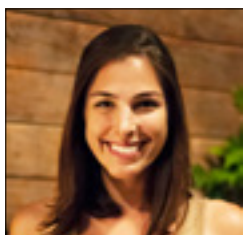
Natalia



Patricia



Gabriela



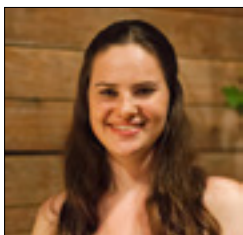
Leila



Raphael



Carolina



Carolina



Camilla



BRAZIL

WORLD CUP



**NAVIGATING
BRAZIL**

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.

BRAZIL
WORLD CUP



**NAVIGATING
BRAZIL**



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.

BRAZIL
WORLD CUP



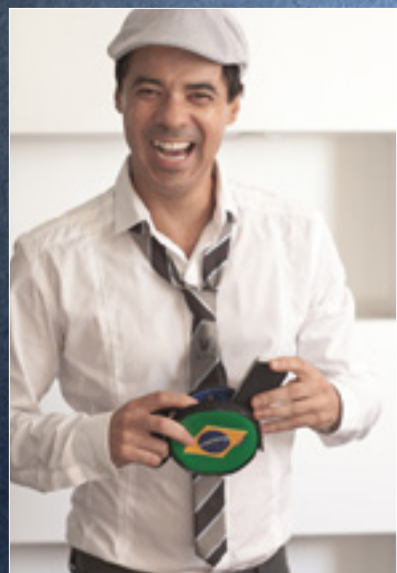
**NAVIGATING
BRAZIL**



ROBERT MCNUTT & MATTHEW STILLS  55



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 |
| duane.penner@roadtrips.com | chris.koop@roadtrips.com |

Your onsite host team contact number in Brazil:

International Calling 011 55 21 9 8546 9912

Within Brazil 21 9 8546 9912

ROADTRIPS HEAD OFFICE

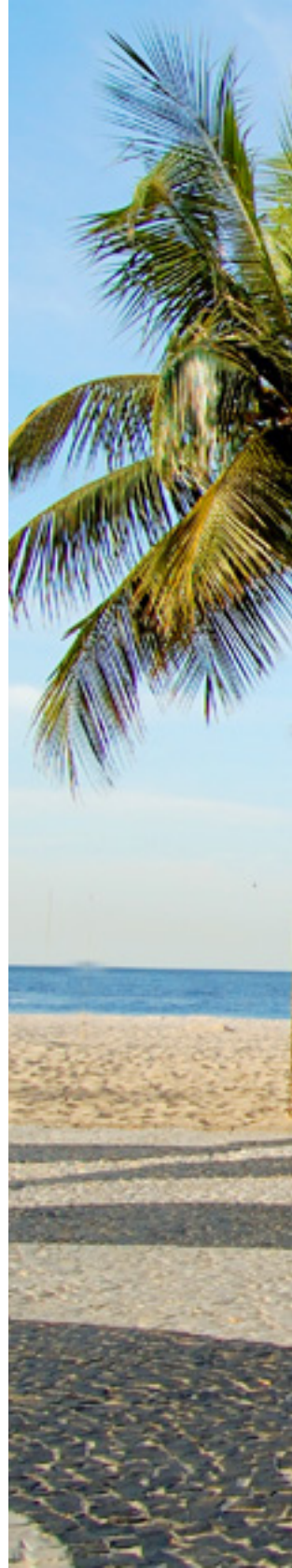
| | |
|------------------------|--|
| 700-191 Lombard Avenue | Phone 204.947.5690 |
| Winnipeg, Manitoba | Toll Free 1.800.465.1765 |
| R3B 0X1 CANADA | brazil@roadtrips.com |

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

Your Pre-Travel Concierge Team

| | |
|--|--|
| Kate Burzynski | Natalie Casper |
| Direct 204.947.7181 | Direct 204.934.0491 |
| kate.burzynski@roadtrips.com | natalie.casper@roadtrips.com |

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/ before your event for any updates.



BRAZIL
WORLD CUP



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