

# FORTALEZA

Fortaleza is an attractive city in the eyes of those who visit it, yet it is difficult to pinpoint the reason why. A whole range of different attractions spring to mind: the sun-drenched beaches, the bustling nightlife (according to the New York Times, the liveliest Monday in the world is to be found in Fortaleza), the delicious regional cuisine, the rich culture, and the pleasant, friendly people.

The Ceará state capital has attractions for all tastes. To start with, there are the beautiful urban beaches of Iracema, Meireles and Mucuripe, connected by **Avenida Beira Mar**, where both tourists and residents gather together at sunset. Futuro Beach is perfect for diving in comfortable surroundings – the different shacks can provide not only authentic cuisine such as crabs legs and sea bream baked in rock salt, but also freshwater showers, beach chairs, parasols and a lot of entertainment.

The outskirts of the city are where the dunes and **colorful cliffs** for which Ceará is famous are to be found. These can be admired by taking a buggy ride along Morro Branco and Fontes Beaches, on the East or Sunrise Coast. Porto das Dunas, where Beach Park has been built, is also on this coast. The main feature on the West (Sunset) Coast is the Cumbuco lagoons, which attract jet skiers, windsurfers and kitesurfers.

Arts and crafts can be found all over the city. There are several fairs and markets where beautiful lacework items, the most traditional in the state, share a space with hammocks, bottles of sand art, and objects made out of clay and wood.

## About the City

- Capital of the state of Ceará
- 34 km of beaches
- Area of the municipality: 313.8 km<sup>2</sup>
- Number of inhabitants (city): 2,500,194
- Number of inhabitants (Greater Fortaleza): 3,655,259 (includes the metropolitan region)
- Seventh highest purchasing power in the country
- In 2010, it was the most visited state capital in the Northeast Region by domestic travelers
- Fortaleza is home to 43% of the exporting companies and 59% of the importing companies in the state

# CLIMATE

The environment in Fortaleza is similar to that found all along the coast of Brazil. The climate is tropical and hot, with an average annual temperature of 26.5 °C. December and January are the hottest months of the year, and June is the coldest, but the temperature differences are minimal.

Here, it is summer all year round. Even during the colder months, from May to July when the temperature in the Southern and Southeastern states may fall below zero, the average temperature in Fortaleza remains above 25 degrees.

Even though the climate is always hot, the temperatures inside the Federation are low. So, for meetings, bring a blazer, shawl, jacket...

# BASIC INFORMATION

## CEARÁ EVENTS CENTER

Address: Av. Washigton Soares, 999, Edson Queiroz

Phone No: (85) 3101 1706 / 3101 6152

Email: [centrodeeventos@setur.ce.gov.br](mailto:centrodeeventos@setur.ce.gov.br)

## IMPORTANT PHONE NUMBERS

### Police

Phone No: 190

### Ambulance – SAMU

Phone No: 192

### 144 Public Information Service

Phone No: (85) 3112-4144

### DECOM (Consumer Protection)

Phone No: 0800 275 8001

### Tourist Information

Phone No: 1516

## TRANSPORTATION SERVICES

Taxi:

### **Rádio Táxi Fortaleza**

Phone No: (85) 3252 1715

### **Cooperativa Rádio Táxi de Fortaleza**

Phone No: (85) 3254 5744

### **Rádio Táxi Executivo**

Phone No: (85) 3253 6464

### **Car Rental:**

### **Localiza**

Phone No: (85) 3248 2900

### **Hertz**

Phone No: (85) 3242 5425

### **Unidas**

Phone No: (85) 3242 4055

## **HOTELS**

### **VILA GALÉ FORTALEZA HOTEL**

Address: Av. Dioguinho, 4189, Praia do Futuro

Phone No: (85) 3486 4400

Fax: (85) 3486 4430

Website: [www.vilagale.com.br](http://www.vilagale.com.br)

Email: [fortaleza@vilagale.com.br](mailto:fortaleza@vilagale.com.br)

### **SEARA PRAIA HOTEL**

Address: Av. Beira Mar, 3080, Meireles

Phone/Fax: (85) 4011 2200

Website: [www.hotelseara.com.br](http://www.hotelseara.com.br)

Email: [reservas@hotelseara.com.br](mailto:reservas@hotelseara.com.br)

### **QUALITY HOTEL FORTALEZA**

Address: Av. Beira mar, 2340, Meireles

Phone No: (85) 3466 7100

Fax: (85) 3466 7166

Website: [www.atlanticahotels.com.br](http://www.atlanticahotels.com.br)

Email: [reservas.qhf@atlanticahotels.com.br](mailto:reservas.qhf@atlanticahotels.com.br)

### **OÁSIS ATLÂNTICO FORTALEZA**

Address: Av. Beira Mar, 2500, Meireles

Phone No: (85) 4009 2800

Fax: (85) 4009 2854

Website: [www.oasisatlantico.com](http://www.oasisatlantico.com)  
Email: [imperial@oasisatlantico.com](mailto:imperial@oasisatlantico.com)

#### HOTEL PLAZA PRAIA SUITES

Address: Rua Barão de Aracati, 94, Meireles  
Phone No: (85) 3455 1500  
Fax: (85) 3455 1511  
Website: [www.plazasuites.com.br](http://www.plazasuites.com.br)  
Email: [reservas@plazasuites.com.br](mailto:reservas@plazasuites.com.br)

#### OTHON PALACE FORTALEZA

Address: Av. Beira Mar, 3470, Meireles  
Phone No: (85) 3466 5500  
Fax: (85) 3466 5501  
Website: [www.othon.com.br](http://www.othon.com.br)  
Email: [reservas.palacefortaleza@othon.com.br](mailto:reservas.palacefortaleza@othon.com.br) / [sandra.melo@othon.com.br](mailto:sandra.melo@othon.com.br)

#### MARINA PARK HOTEL

Address: Av. Presidente Castelo Branco, 400, Praia de Iracema  
Phone No: (85) 4006 9595  
Fax: (85) 3253 1803  
Website: [www.marinapark.com.br](http://www.marinapark.com.br)  
Email [marina@marinapark.com.br](mailto:marina@marinapark.com.br)

#### HOTEL LUZEIROS

Address: Av. Beira Mar, 2600, Meireles  
Phone No: (85) 4006 8585  
Fax: (85) 4006 8587  
Email: [hotelluzeiros@hotelluzeiros.com.br](mailto:hotelluzeiros@hotelluzeiros.com.br) / [reservas@hotelluzeiros.com.br](mailto:reservas@hotelluzeiros.com.br)  
Website: [www.hotelluzeiros.com.br](http://www.hotelluzeiros.com.br)

#### HOTEL HOLIDAY IN FORTALEZA

Address: Av. Historiador Raimundo Girão, 800, Praia de Iracema  
Phone No: (85) 3455 5000  
Fax: (85) 3455 5055  
Email: [hospedes@holidayfortaleza.com.br](mailto:hospedes@holidayfortaleza.com.br)  
Website: [www.holidayfortaleza.com](http://www.holidayfortaleza.com)

#### GRAN MARQUISE HOTEL

Address: Av. Beira Mar, 3980, Mucuripe  
Phone No: (85) 4006 5000  
Fax: (85) 4006 5111  
Email: [reservas@granmarquise.com.br](mailto:reservas@granmarquise.com.br)  
Website: [www.granmarquise.com](http://www.granmarquise.com)

#### BLUE TREE PREMIUM FORTALEZA

Address: Rua Dr. Atualpa Barbosa de Lima, 500, Praia de Iracema  
Phone No: (85) 4008 4008  
Fax: (85) 4008 4011

Email: reservas.fortaleza@bluetree.com.br  
Website: www.bluetree.com.br

## **TOURIST INFORMATION**

<http://www.fortaleza.ce.gov.br/turismo>

<http://www.portal-fortaleza.com/>

<http://www.guiace.com.br/>

## **HOSPITALS**

### **Monte Klinikum Hospital**

Rua República do Líbano, 747, Meireles  
Phone No: (85) 4012 0012  
Fax: 3242 9245

### **São Carlos Hospital**

Av. Pontes Vieira, 2531, Dionísio Torres  
Phone No: (85) 4009 3333/ (85) 4009 3399  
Fax: 4009 3320

### **Hospital São Mateus**

Av. Santos Dumont, 5633, Papicu  
Phone No: (85) 3421 1400  
Fax: 3234 2245

### **Hospital Gênesis**

Av. Santos Dumont, 1168, Aldeota  
Phone Nos: (85) 4011 0100 / (85) 4011 0200  
Fax: 4011 0120

### **Hospital e Maternidade Gastroclinica**

Av. Santos Dumont, 3371, Aldeota  
Phone No: (85) 3486 8700  
Fax: 3486 8704

### **Hospital Batista Memorial**

Rua Professor Dias Rocha, 1530 / Av. Pe. Antônio Tomás, 2056, Aldeota  
Phone No: (85) 3224 5417

### **Hospital Antônio Prudente**

Av. Aguanambi, 1827, Bairro de Fátima

Phone No: (85) 3277 4000

### **CURRENCY EXCHANGE**

#### **Banco Central do Brasil**

Address: Av. Heráclito Graça, 273, Centro

Phone Nos: (85) 3308 5488 / 3308 5445

#### **Confidence Câmbio**

Address: Av. Beira Mar, 2500, Meireles

Phone No: (85) 4004 5700

#### **Tour Star Câmbio e Turismo**

Address: Av. Monsenhor Tabosa, 1587, Meireles

Phone No: (85) 3486 3800

## **ATTRACTIONS**



#### **Futuro Beach**

Futuro Beach, the bathers' favorite, stretches over eight of the capital's 25 kilometer coastline. There are shacks offering freshwater showers, beach chairs and traditional regional delicacies available all along the promenade. The most famous of these are Chico do Caranguejo, popular with those who like crustaceans; Vira Verão, where young sportspeople gather; Itapariká, with its structure for

children; and Crocobeach, which has the most sought after buffet in the region. On Thursday nights, in particular, there are forró music and comedy shows, as well as parties hosted by DJs. The parties at the Marulho shack 11 kilometers from the Centre, with their torches, good music and tables on the grass, are worthy of special mention.

### Beach Park

This water park is on the Porto das Dunas seafront, and offers attractions for all the family – from refreshing fountains to toboggan rides from the height of a 14-story building. There are 17 activities including wave pools, water slides and rapids, as well as saunas, spread over an area of 35,000 m<sup>2</sup>. Anyone on the beach can use the complex's bar, restaurant and sun lounge services, paying only for what they consume. The park closes for a few days during the off-season.



pop art; and the Ceará Contemporary Art Museum, with temporary exhibitions of local, Brazilian and foreign artists.

### Dragão do Mar Cultural Center

The Iracema district has been revitalized by the opening of the Dragão do Mar in 1998. This is an architecturally modern cultural center with theaters, cinema, a place for shows and an art gallery. The packed program of events has inspired the restoration of the neoclassical mansions in the area, transforming them into bars, restaurants and night clubs. There are also two museums at the Dragão do Mar: the Cearense Cultural Memorial, with pieces of

### Beira-Mar Handicrafts Fair

Every night, during the high season, there is a handicraft fair on the corner of Avenida Beira-Mar and Av. Desembargador Moreira. This is a very popular event where you will find a lot of representative handicraft products from Ceará: lacework, ceramics, clothes, tee-shirts, wooden items, paintings, indeed: a bit of everything. Don't even think of buying anything from the first stall where you find something interesting, another stall may well have the same thing for a cheaper price. Set aside an evening for visiting the fair, which is open from 6:00 pm. It is worthwhile not only for the products available but also for the different characters that circulate there (minstrels, artists, European tourists with their local girlfriends, tramps, etc.).



## GASTRONOMY

When it is time to sample the traditional culinary delights of the region, just choose what you want and look for it on the map. If you have opted for a tasty lobster, the place to go is Meireles beach, which is where the sailing rafts land with their sea-food cargos. Food from the interior, such as *baião-de-dois* and *sun-dried meat*, can be found in the district of Varjota,

whereas food with a French accent has marked out its territory in the streets of Aldeota. Fortaleza has an excellent range of restaurants and bars, but we have selected a few below to simplify that choice for those who are going to be in the city for only a short time.



### **Coco Bambu Frutos do Mar (Fish and Seafood)**

Av. Beira Mar, 3698

Phone No: 3198 6000

Price Range: R\$ 46.00 to R\$ 57.00

*Comments: The strong points of this restaurant are its shrimp dishes, its tropical fruit, and the great advantage of being just one block from the hotel.*

### **Colher de Pau (Regional Cuisine)**

Rua Ana Bilhar, 1178 – Varjota

Phone No: 3267-6176/6680

Opening Hours: 11:00 am - midnight

Price Range: R\$ 51.00 to R\$ 75.00

*Comments: This restaurant is very popular at the weekends, and offers one of the best regional cuisines in the city. There are several other options on the same street, such as cafés, ice cream parlor, and brownie shops, etc.*



### **João do Bacalhau (Portuguese)**

Rua República do Líbano, 1079 – Varjota

Phone No: 3267-3029

Opening Hours: 11:00am - midnight

Price Range: R\$ 51.00 to R\$ 75.00

*Comments: The best cod in town. If you go there, ask for the grilled cod.*

### **Cantina Di Napolli (Italian)**

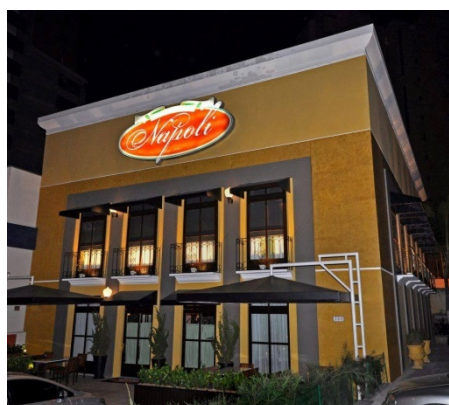
Av. Desembargador Moreira, 125 – Meireles

Phone No: 3234-0770

Opening Hours: 6:00 pm - midnight  
(Sundays, from midday)

Price Range: R\$ 51.00 to R\$ 75.00

*Comments: Excellent cost-benefit. Very tasty Italian food in a pleasant environment.*







### **Santa Grelha (Barbecue)**

Rua Tibúrcio Cavalcante, 790 – Meireles

Phone No: 3224-0249

Opening Hours: 11:30am - midnight

Price Range: R\$ 76.00 to R\$ 100.00

*Comments: Excellent restaurant for those who like special cuts of meat.*

### **Misaki (Japanese)**

Av. Desembargador Moreira - Jardins Open Mall, Shop 1031 – Aldeota

Phone No: 3433-1050

Opening Hours: 11:00am - midnight

(Fridays and Saturdays, to 1:00 am)

Price Range: R\$ 76.00 to R\$ 100.00

*Comments: The best Japanese restaurant in the city, located in the same mall as the restaurant for the get-together dinner.*



### **Lautrec**

Rua Professor Dias da Rocha, 579 - Meireles

Phone No: 3264-6020

Opening Hours: 6:00 pm - midnight

Price Range: R\$ 76.00 to R\$ 100.00

*Comments: Excellent French restaurant but service can be a bit slow. There are other good alternatives close by such as Medit (Mediterranean cuisine), Ryori Sushi Lounge (excellent Japanese restaurant) and Zup Choperia.*

### **Vignoli (Pizza and pasta)**

Av. Senador Virgílio Távora, 10, Meireles

Phone No: 3267-9450

Opening Hours: 6:00 pm - midnight

Price Range: R\$ 30.00 to R\$ 75.00

*Comments: Thin, delicious pizza. This place, which is decorated in a very rustic style, is always full and very popular. If you want to set your diet to one side, order the petit gateau for dessert.*



### **Geppos Beira Mar**

Avenida Beira-Mar, 3222 – Meireles

Phone No: 3433-1047

Opening Hours: 2:00 pm - midnight

Price Range: R\$ 30.00 to R\$ 65.00

*Comments: On Beira Mar, within walking distance of the hotel. Various options from pizza and, pastries to skewers. Live music on Tuesdays.*

## BARS



### Boteco Praia

Av. Beira Mar, 1680 – Meireles

Phone No: 3248-4773

Opening Hours: 5:00 pm to 3:00 am

*Comments: The liveliest bar in the city. Always full from Monday to Monday.*

### Boteco Original

Av. Beira Mar, 3821 - Meireles

Phone No: 3263-1530

Opening Hours: 5:00 pm to 3:00 am

*Comments: Bar located in front of the hotel. A good place for a draft beer in the evening and to watch the sun go down.*



### Zug Choperia

R. Prof. Dias da Rocha, 579 - Meireles

Phone No: 3224-4193

Opening Hours: 5:00 pm to 3:00 am

*Comments: Excellent draft beer, live music and always popular.*



### Degusti

R. Vilebaldo Aguiar, 352 - Aldeota

Phone No: 3262-1719

Opening Hours: 6:00 pm to 2:00 am

*Comments: Warm and friendly pizzeria and bar.*



### Entre Amigos

R. Prof. Dias da Rocha, 811 – Aldeota

Phone No: 3224-9644

Opening Hours: 5:00 pm to 1:00 am

*Comments: Excellent feijoda with samba on Saturdays.*



### **Órbita Bar**

R. Dragão do Mar, 207 – Iracema  
Beach

Phone No: 3453-1421

Opening Hours: 9:00 pm to 3:00 am

*Comments: For those who want a  
lively Sunday night!*



## **OTHERS**

### **Empório Brownie**

Rua Frederico Borges, 306 – Meireles

Phone No: 3264-2260

Opening Hours: 9:00 am to 7:30 pm

*Comments: The best brownie in the city. Not to be missed!*

### **Barney's Burger**

R. Dona Maria Tomásia, 740 - Aldeota

Phone No: 3099-3003

Opening Hours: 5:00 pm to 11:00 pm

*Comments: The best hamburger in the city*

### **San Paolo Gelato Gourmet**

Rua Ana Bilhar, 1145 - Aldeota

Phone No: 3025-4400

Opening Hours: 1:00 pm to 11:00 pm

*Comments: The best ice-cream parlor.*

## **SHOPPING**

### **Shopping Iguatemi**

Av. Washington Soares, 85 – Edson Queiroz

Here, there are over 300 stores offering the most complete range of shopping, leisure and service options in Fortaleza covering more than 90,000 square meters. With its wide corridors that have been designed to make the best use of natural lighting, a trip to Iguatemi is both comfortable and convenient.

### **Shopping Aldeota**

Av. Dom Luís, 500 - Aldeota

Shopping Aldeota lies in the heart of Aldeota, a region where many large companies have their offices and which is one of the residential areas with the highest purchasing power in Fortaleza. There are five air-conditioned floors, with 220 stores run by the best brands, cinemas, a food plaza, supermarket, department store and covered parking lot. It has everything to allow you to shop and enjoy yourself in comfort and safety.

### **Shopping Del Paseo**

Av. Santos Dumont, 3131 - Aldeota

Shopping Del Paseo has more than 85 stores in operation, and has brought together a balanced collection of operations with room for all the important sectors. Domestic brands and Lojas Americanas have added their weight to the mix as have two Arco Íris network cinemas.

**Buying handicrafts**

**Ceart**

Avenida Santos Dumont, 1589, Praça Luiza Távora.

Phone No: 3101-1637

Opening hours: Mondays to Fridays, from 8:00 am to 6:00 pm

**Central Market**

Av. Alberto Nepomuceno, 199 – Centro, Zip Code: 60055-000, Fortaleza/CE

Phone No: +55 85 3454-8586

Opening hours: from 8:00 am to 6:00 pm

**ENJOY  
THE LAND OF LIGHT!**