

Afrotourism Development Plan in Salvador

PRODETUR
SALVADOR



SALVADOR
PREFEITURA



AFROTOURISM DEVELOPMENT PLAN



90 leaders + 44 interviews + 227 people heard in activities + 144 participants in workshops + Focus group with 10 specialists + Validation of the diagnosis with 62 representatives + Validation of the Preliminary Plan with 81 representatives

658 PARTICIPANTS

AXIS 1

ECOSYSTEM AND BUSINESS

AFROBIZ SALVADOR

AXIS 2

TRAINING

AFROESTIMA SALVADOR

AXIS 3

TOURIST PRODUCTS

**SALVADOR CAPITAL AFRO
ROLÊ AFRO
CENSUS OF BAIANAS
STRENGTHENING THE CRAFT OF
THE BAIANAS**

AXIS 4

INTEGRATIVE ACTIONS

**PUBLIC RELATIONS & COMMS
INTEGRATION WITH OTHER
SECULT ACTIONS**



1,958

registered black entrepreneurs
2,404 products + 1,400 services

4 rounds

2 Nationals + 2 international

US\$ 750,000

Business intentions between buyers and
suppliers

28 businesses

Selected to participate in PEIEX

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FROBIZ

APOIO:
PROCULTURA



SALVADOR
PREFEITURA

Training program with 13 MODULES
Face-to-face + virtual + online classes

MODULES

Digital marketing	Afrotourism: What is it and where do I belong?
Business management	Personal and Social Development
Entrepreneurship	Leadership with a focus on black youth
Sustainability	Afro-Brazilian and Diaspora History
Languages	Arts & Crafts
Mentoring	Rolê Afro
	Basic Tourist Service

FOR WHOM?

Baianas, turbanteiras, braiders, capoeiristas, artists, designers, craftsmen, gris, afro and afoxés groups, terreiros, street vendors, cultural producers, tour guides, agencies and all those who make up the Tourism chain

THE POWER OF BLACK CONNECTION

15,000 people participating

125 national and international guests

12 spaces occupied in the Historic Center

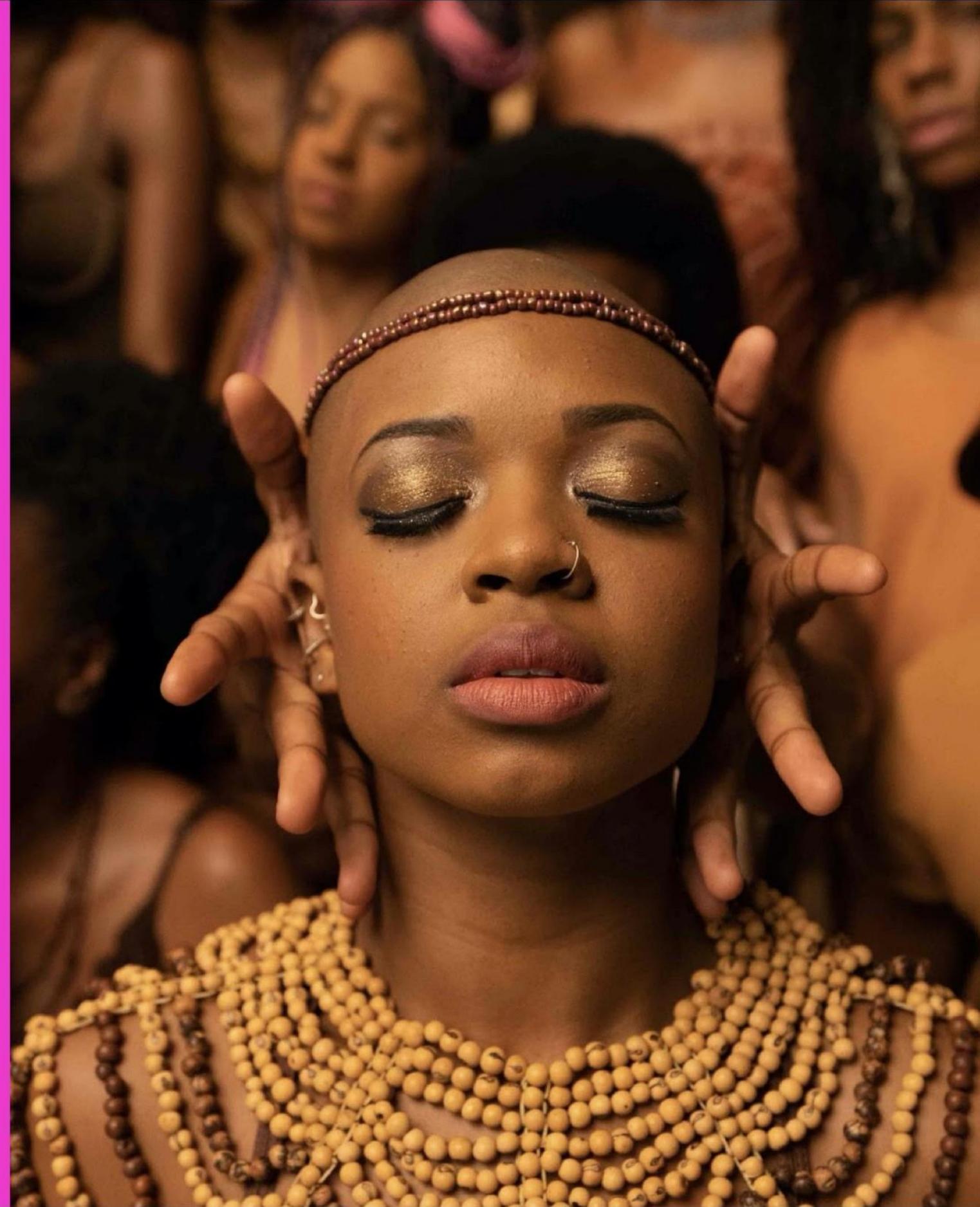
230 activities

180 artists

90 AfroBiz Black entrepreneurs

56 players and business mentors in 4 days of
international business roundtables

Formation of the Afrotourism Committee



ROLÊ AFRO

Creation and strengthening of Black Routes

30 visiting points + 10 afro routes

Elaboration of commercial strategies

Signage and improvements

Promotional material

Status do contrato

Em execução



Baianas Census

(Concluded)

Mapping of baianas in the city, needs and opportunities for the development of public policies

Baianas Strengthening

Valuing and strengthening the image of the Baianas.
Improvements in point of sale infrastructure:
Delivery of Kits: board, parasol, cooler, clothing



CHALLENGES | OPPORTUNITIES

AFROBIZ SALVADOR

- Execution of new rounds
- Disclosure to end consumers
- Attracting Black-entrepreneurs with consolidated businesses
- Evolution to investment hub

AFROESTIMA SALVADOR

- Execution of new cycles
- Formatting of new modules for specific audiences (Afro Blocks)
- Post certification monitoring (employability)

SALVADOR CAPITAL AFRO

- Black travelers market reach
- Avoid execution gap



Attachments *Important!*

Click on the links to watch

Video Manifest (English Version):

<https://www.youtube.com/watch?v=C6IIJMttygY&t=39s>

Salvador Capital Afro Festival

https://www.youtube.com/watch?v=_-O27S1f3fE

IDB | From the kitchen to the world: the opportunity that tourism gives Salvador's black community

https://www.youtube.com/watch?v=qSTY2PI_Q04

Salvador Capital Afro Territories

<https://www.youtube.com/watch?v=NfcvxHNZKwY>

Salvador Capital Afro Festival Results

<https://www.youtube.com/watch?v=xjs37GL9DEE&t=5s>

Salvador Afrotourism Guide

https://issuu.com/prodetursalvador/docs/guia_afroturismo_de_salvador

Our Paths Series - Salvador Capital Afro

<https://www.youtube.com/watch?v=oqVAz-6xnmg>

Web site:

<https://salvadordabahia.com/capitalafro/>

Instagram:

www.instagram.com/salvadorcapitalafro

