

# Correlation Between Second Homes and Sailing Sports on the Coast of Ceará, Brazil

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## Keywords

Kitesurfing  
Tourist Real Estate  
Urbanization

## Abstract

The proliferation of seaside resorts in Northeastern Brazil has followed a pattern of urbanization closely linked to the expansion of second homes. However, recent shifts in the processes driving this growth have been observed, most notably the growing prominence of sailing-related sea sports. This article examines the increase in second homes along the coast of the state of Ceará and assesses their potential correlation with these activities. Methodologically, the study draws on census data from the Brazilian Institute of Geography and Statistics (IBGE); the identification of real-estate developments through fieldwork and digital mapping platforms; and the systematization of information from specialized media sources. The GPT-5 AI platform developed by OpenAI was used to organize and categorize qualitative data sources and to assist in constructing interpretive frameworks. The results were subsequently cross-checked against the database records. Between 2010 and 2022, the number of second homes increased significantly, more than doubling over the period. This trend reflects an urban configuration characterized by a high degree of functional specialization, with some municipalities recording up to 25% of their housing stock in dwellings intended for temporary use. The findings indicate a clear spatio-temporal correlation between the spread of kitesurfing and the growth of seasonal real estate, highlighting the emergence of a network of tourist-sport destinations articulated across local, regional, and international scales.

## INTRODUCTION

Since the beginning of the twenty-first century, sea-based practices have taken on new forms, no longer predominantly grounded in the therapeutic and curative uses that once underpinned the emergence of seaside resorts shaped by sea bathing. Instead, this process has now converged in the proliferation of users engaged in sport-related practices (nautical and aquatic), whether as forms of leisure (Natural England, 2017; Global Kitesports Association, 2017; Andrieu *et al.*, 2024) or as tourist-sport services, whose level of satisfaction requires assessment (Soares *et al.*, 2023).

In turn, these practices have reconfigured the prevailing logic of territorial organizations in coastal spaces, and have coincided with an increase in the number of second homes, which are increasingly tailored to accommodating amateur sports practitioners.

Against this backdrop, a strong correlation may also be observed in Brazil between sailing-related sea sports and an increase in the number of second homes along the coast (Pereira; Dantas, 2019), particularly in the Northeast region—an observation that motivated a review of the literature by the research group to which we belong.

Systematic reviews have been conducted worldwide, adopting varied approaches, scales, and interpretations (Hall, 2014; Alonso Pérez *et al.*, 2022). Scientific advances have emerged through both case studies and more generalizing theoretical research (Coppock, 1977; Hall; Muller, 2004; Hoogendoorn; Visser, 2011), which treat second homes as a phenomenon in their own right. In Brazil, research on second homes invariably refers to the dissertation by Odete Seabra (Seabra, 1979) and the postdoctoral (livre-docência) thesis by Olga Tulik (Tulik, 1995) as pioneering studies, aimed at understanding the nature of this practice and interpreting the spatial patterns of the distribution of second homes across the state territory.

Since the 2000s, research on this subject has consolidated into groups contributing to this debate, drawing either on Spanish influences (Fonseca, 2012) or on dialogue with French-language research (Dantas, 2002; Pereira, 2014; Dantas, 2016; Pereira, 2020). A notable development has been the strengthening of approaches that link second homes to maritimicity—understood here as a set of social,

spatial, and economic relations structured around the sea (Dantas, 2014), metropolization (Pereira, 2017), and the real estate–tourism nexus (Dantas *et al.*, 2010).

In this context, the triad maritimicity–metropolization–real estate/tourism retains significant explanatory potential for understanding coastal urbanization in Brazil (Pereira *et al.*, 2024). At the same time, recent research has highlighted the emergence of new practices and social agents driving the continued expansion of this form of non-hotel accommodation, including *sports de nature* (Guibert, 2006, 2011) and sporting practices on the beach and in coastal waters (Pereira *et al.*, 2023).

The literature has demonstrated the various ways in which sports shape the organization of coastal tourist spaces, linking them to multiple dimensions. In their analysis of recreational diving, Robert and Plouvier (2017) highlighted its impact on regional tourist attractiveness and on the development of services specifically associated with this activity along the coast of Marseille. Similarly, in Biarritz, surfing has emerged as both a vector of innovation and a means of attracting practitioners with high purchasing power—the *tontons surfeurs*—including through the establishment of sports clubs aimed at supporting the development of the activity (Guilbert, 2007).

With regard to the natural bases underpinning sea-based sporting practices, Guilbert (2014, 2021), drawing on cases in France, the Canary Islands, the Maldives, Hawaii, and Fiji, outlined the social transformations associated with the patrimonialization (of waves), the privatization (through economic structuring oriented toward increasing gains from the development of the activity), and monopolization (exclusivity) of these sports, often to the detriment of other uses. Furthermore, other authors, in association with tourism, have examined the impact of sporting activities on the generation of businesses and employment—albeit often seasonal—related to surfing, sailing, and even equestrian activities (Audinet *et al.*, 2012).

In Brazil, the official calendar of the Brazilian Sailing Association indicates the number and spatial distribution of events dedicated to so-called sailing-related sea sports, particularly kitesurfing. In the meantime, a study of the Northeastern coastline identified the diffusion of marine sporting practices as a recent driver of visitation to beach areas with favorable natural conditions, thereby contributing to the emergence

of a network of tourist-sport destinations (Pereira; Dantas, 2019).

Against this backdrop, this article examines whether there is a correlation between the enterprises of real estate–tourism (second homes) and the diffusion of kitesurfing (and related sports) along the coast. To this end, it focuses on the coastline along the state of Ceará, in Northeastern Brazil, which hosts major events—including a leg of the Kitesurfing World Championship in 2024—and is also identified by specialized international organizations as one of the most suitable locations for the practice of sailing-related sea sports.

## METHODOLOGY

This study adopts a methodology that combines theoretical and procedural approaches. At the first level, it examines the relationship between second homes and sporting practices as an indicator of the urbanization of society and territory (Santos; Silveira, 2001), the reproduction of urban space (Lefebvre, 2000), and the re-signification of sea-based sporting practices as socio-spatial practices (Dantas, 2014; Pereira, 2012).

At the second level, different databases have been employed:

a) The Instituto Brasileiro de Geografia e Estatística (Brazilian Institute of Geography and Statistics, IBGE): census data for 2000, 2010, and 2022 were used to identify the absolute number of second homes in each municipality (permanent private dwellings for seasonal use) and to calculate their proportion relative to the total number of permanent private dwellings. This approach makes it possible to assess, at the municipal scale, the impact of this seasonal-use real estate on the residential function, in line with previous studies (Pereira *et al.*, 2024);

b) The identification of tourist-residential development projects: based on the characterization of beachside condominiums and resorts launched over the past ten years along the Ceará coastline, through direct consultation of the developers' websites;

c) A digital press archive: compiled using the Google Alerts tool, to collect, from over the past five years, daily news items related to the terms “kitesurf,” “second homes,” and “nautical practices”;

d) Fieldwork was conducted in beach zones during both professional and amateur sailing-related sea sport events. This involved collecting photographic material and recording observations on beach uses and on local dynamics associated with flows of visitors and practitioners. This was complemented by interviews with organizers, residents, and practitioners. This final stage of the methodology made it possible to identify and correlate strategies for the diffusion of sailing-related sea sports (including events and promotional campaigns) and the production of real estate–tourism development projects specialized in these sporting activities.

The final stage of the methodology requires further specification, particularly in terms of identifying the developments. This process initially involved consultation of Google Maps, through which establishments located along the seafronts of municipalities on the Ceará coastline were selected. Based on this initial spatial screening, a systematic search was then conducted across social media platforms and/or the official websites of each development in order to analyze their market positioning and verify the extent of their explicit or implicit association with kitesurfing. The analysis considered elements such as the use of the sport in promotional strategies, the presence of images or texts related to kitesurfing, the provision of lessons and equipment rental, the existence of schools or partnerships, and the targeting of practitioner-oriented clientele. This procedure made it possible to map the set of development projects aligned with the defined criteria.

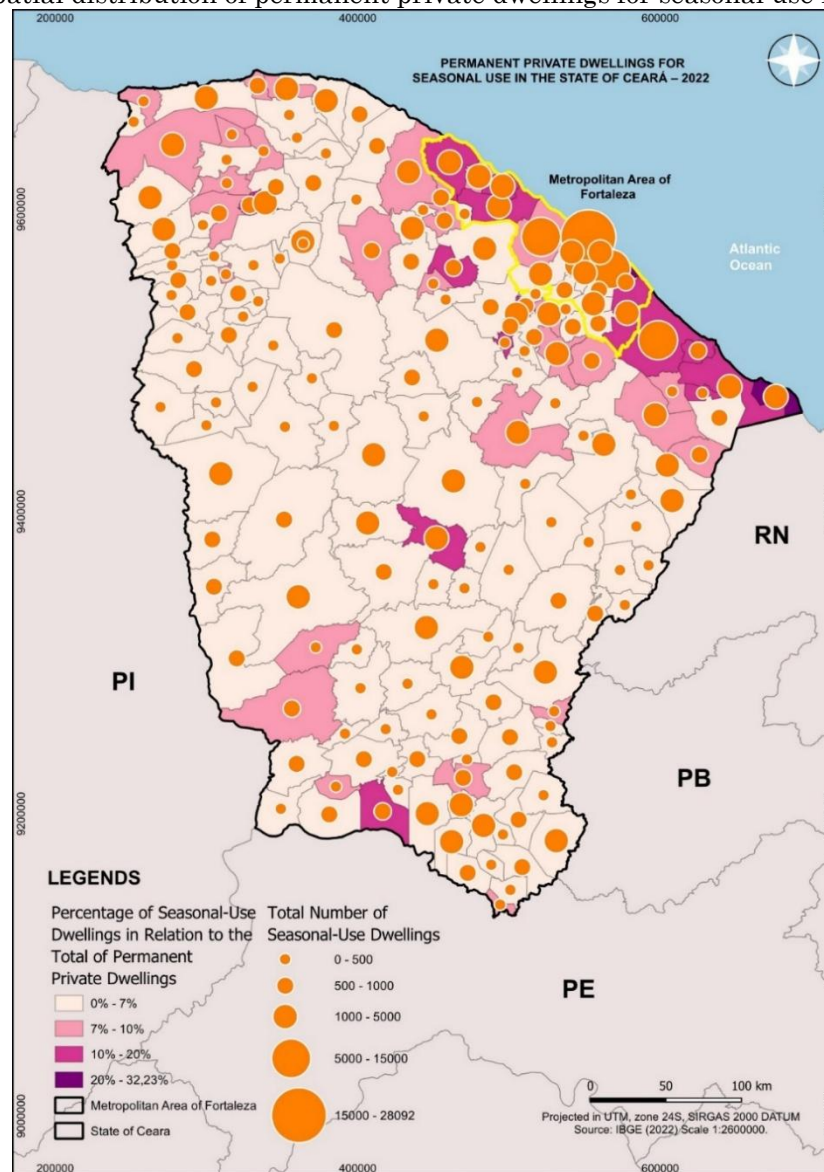
The GPT-5 AI platform developed by OpenAI (2026) was used to organize and categorize qualitative data sources and to assist in constructing interpretive frameworks. The results were subsequently cross-checked against the database records.

**INCREASE IN THE NUMBER OF SECOND HOMES**

Over the past 20 years, IBGE (2000, 2010, 2022) data indicate a significant increase in the number of second homes in the state of Ceará. The 2000 Census recorded approximately 64,000 permanent private dwellings for seasonal use (commonly referred to as second homes). By 2010, this number had risen by 75%, reaching 113,000 such dwellings. In the most recent national survey (2022), the figure had almost doubled, with an 85% increase, thereby corresponding in absolute terms to 213,000 dwellings.

Figure 1, in turn, facilitates interpretation of the 2022 data according to the spatial distribution of second homes across the 184 municipalities in Ceará. In terms of groupings, 133 municipalities have fewer than 1,000 second homes; 31 municipalities range from 1,000 to 2,000 second homes; 17 record between 2,001 and 5,638; and three—Aquiraz, Caucaia, and Fortaleza—stand out with more than 10,000 second homes. From this perspective, seasonal-use properties are present in all municipalities, with the highest absolute concentration and proportional impacts in coastal municipalities and/or those within the most integrated area of the Fortaleza Metropolitan Area.

Figure 1 - Spatial distribution of permanent private dwellings for seasonal use in Ceará, 2022

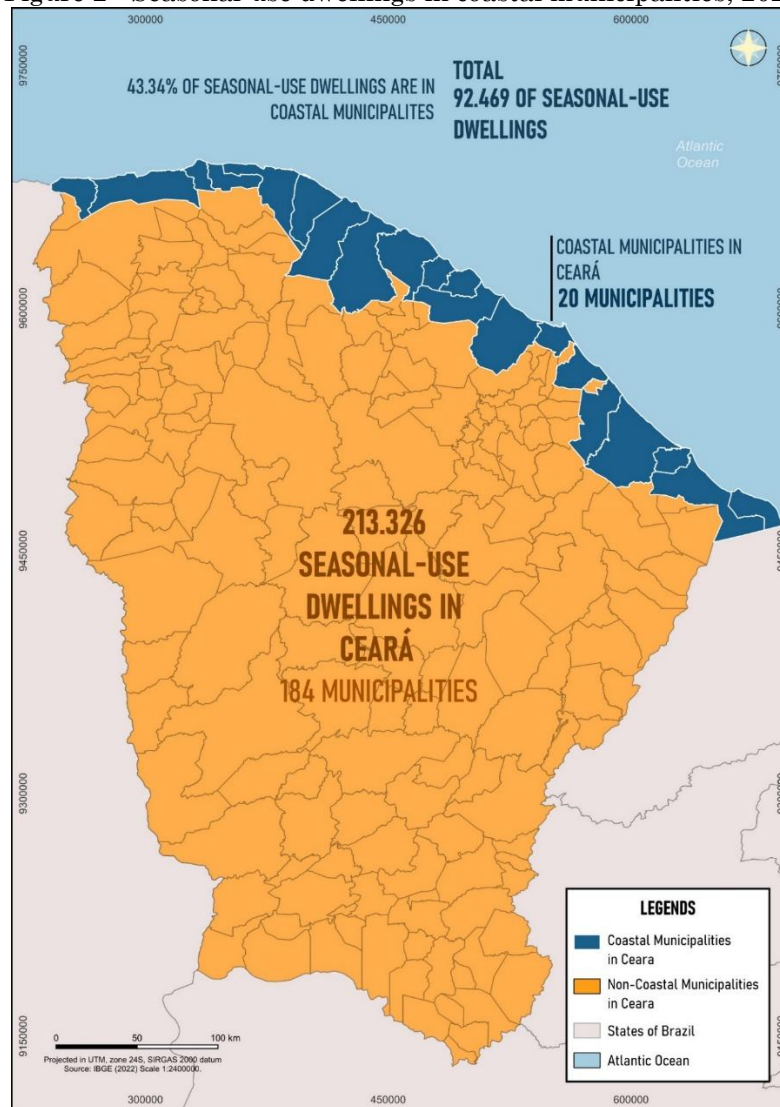


Source: IBGE (2022).

The coastal and marine geographic setting, as observed in other regions and countries, proves most attractive for temporary stays and, consequently, for the development of seasonal residential real estate (Beier *et al.*, 2021; Boyer, 2008; Colás; Cabrerizo, 2004). In Ceará, this socio-spatial pattern may also be confirmed. Of the state’s 184 municipalities, 10.8% are coastal, yet

they account for 43.34% of all second homes in the state—equivalent to 92,469 seasonal-use dwellings (Figure 2). On average, coastal municipalities host 4,600 second homes each, compared with 1,100 per municipality for the state as a whole—a pattern consistent with previous decades (Panizza; Pereira, 2009).

Figure 2 - Seasonal-use dwellings in coastal municipalities, 2022



Source: IBGE (2022).

The relationship between second homes and the coastal setting is reinforced through an examination of municipal rankings in both absolute and relative terms (Table 1). Among the top ten, in absolute terms, only two municipalities

in Ceará—Sobral and Crato, both intermediate cities—are not located on the seafrent. Conversely, six municipalities are simultaneously coastal and part of the metropolitan area.

**Table 1** - Ranking of the ten municipalities with the highest absolute and relative numbers of second homes in Ceará, 2022

Absolute Values		Relative Values	
Municipality	Total	Municipality	%*
Fortaleza**	28092	Guaramiranga	32.2
Caucaia**	13060	Aquiraz	25.3
Aquiraz**	11645	Icapuí	20.5
Beberibe	5638	Beberibe	19.9
Sobral	4717	Paracuru	19.0
São Gonçalo do Amarante**	4,255	Meruoca	17.7
Cascavel**	4,130	São Gonçalo do Amarante	15.6
Itapipoca	3,877	Mulungu	14.0
Paracuru**	3,850	Trairi	12.3
Crato	3,506	Fortim	12.2

\* Ratio of seasonal-use dwellings to total private dwellings.

\*\* Metropolitan municipalities.

Source: IBGE (2022).

Between 2000 and 2022, all coastal municipalities experienced an increase in the number of second homes, with particularly significant growth observed in the most recent census period (Table 1). In absolute terms, the municipalities can be grouped into four categories. The first group—Fortaleza, Caucaia, and Aquiraz—represents the largest and longest-established concentration of seasonal-use dwellings in the state. The second group—Beberibe, São Gonçalo do Amarante, Cascavel,

Itapipoca, Paracuru, Aracati, Trairi, and Icapuí—encompasses beach zones with an intermediate concentration of seasonal-use dwellings, distributed along two axes: one to the east and one to the west. The third group—Paraipaba, Acaraú, Camocim, Cruz, Fortim, and Amontada—reveals a more recent densification of second homes. The fourth group—Jijoca de Jericoacoara, Itarema, and Barroquinha—corresponds to the far western stretch of the Ceará coastline.

**Table 2** - Trends of second homes along the Ceará coastline, 2000, 2010, and 2022, in absolute and relative terms

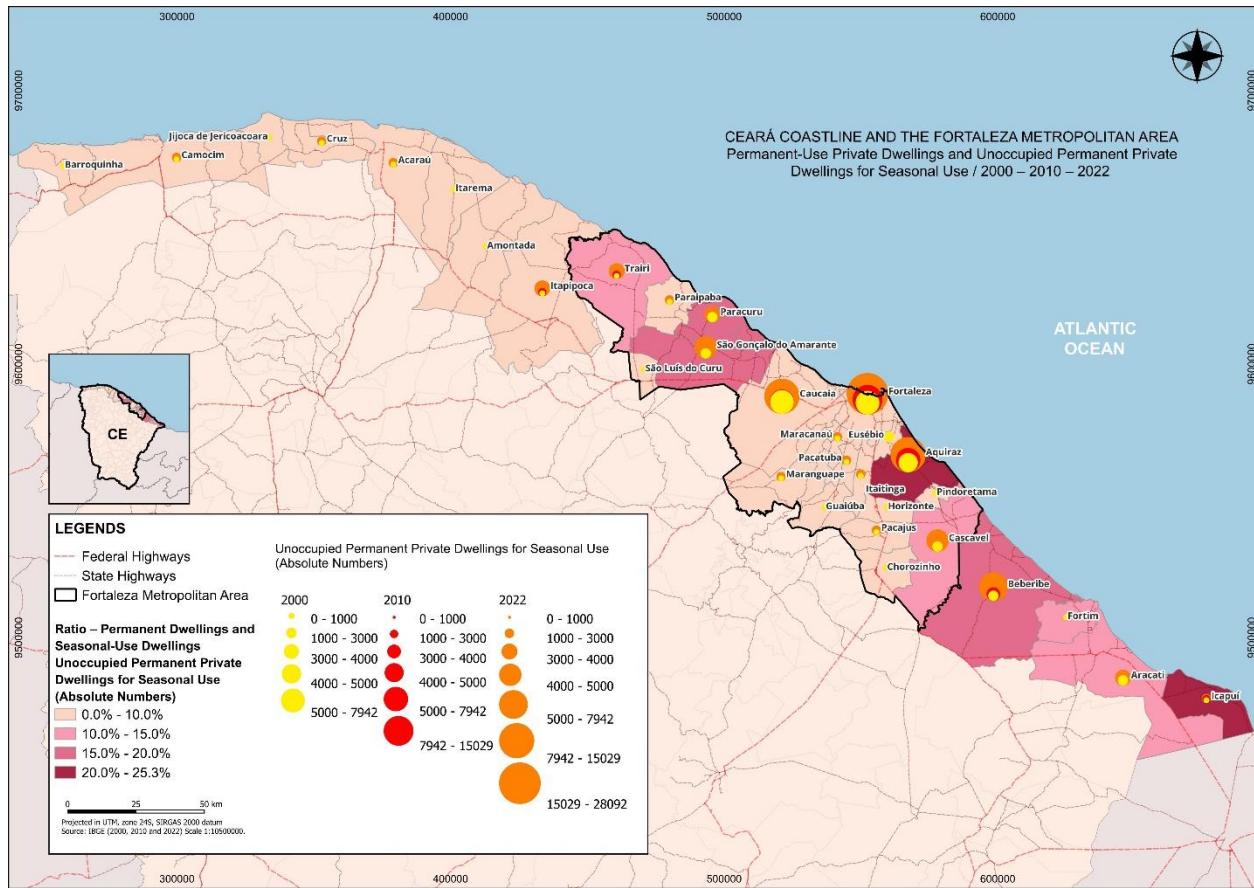
Municipalities	Absolute Values			Variation 2000-2010	Variation 2010-2022	Ratio between Permanent and Seasonal (%) – 2022
	2000	2010	2022			
Acaraú	284	600	1351	111.3	125.2	5.2
Amontada	188	690	931	267.0	34.9	5.5
Aquiraz	4536	6534	11645	44.0	78.2	25.3
Aracati	1257	2026	3381	61.2	66.9	10.1
Barroquinha	161	209	480	29.8	129.7	7.2
Beberibe	2342	3211	5638	37.1	75.6	19.9
Camocim	443	704	1341	58.9	90.5	5.3
Cascavel	1643	2574	4130	56.7	60.5	12.1
Caucaia	6540	6009	13060	-8.1	117.3	8.2
Cruz	157	316	1041	101.3	229.4	7.6
Fortaleza	7942	15029	28092	89.2	86.9	2.7
Fortim	264	435	942	64.8	116.6	12.2
Icapuí	626	1208	2260	93.0	87.1	20.5
Itapipoca	703	1686	3877	139.8	130.0	7.2
Itarema	136	327	798	140.4	144.0	5.0
Jijoca de Jericoacoara	174	251	850	44.3	238.6	7.4
Paracuru	1377	1694	3850	23.0	127.3	19.1
Paraipaba	315	683	1358	116.8	98.8	9.5
São G. do Amarante	1822	2566	4255	40.8	65.8	15.6
Trairi	627	1699	3189	171.0	87.7	12.3

Source: IBGE (2000, 2010, 2022).

In general, intercensal growth rates exceeded 20%, with maximum values surpassing 200%. Located on the western coast of Fortaleza, in the so-called Costa do Sol Poente, notable examples include Jijoca de Jericoacoara, Cruz, Itarema, Itapipoca, Acaraú, Paraipaba, Trairi, and Amontada. Three main factors help explain the increase in second homes in these areas: (i) improvements in transport infrastructure,

particularly the duplication of the CE-085 highway and the construction of Jeri Airport (located in Cruz); (ii) the establishment of accommodation developments and the growth of tourist flows, especially in Jericoacoara, Cruz, Amontada, and Trairi; and (iii) the increasing diffusion of sailing-related sea sports, with an emphasis on kitesurfing (Figure 3).

Figure 3 - Absolute and relative figures of second homes by coastal municipality in Ceará



Source: IBGE (2000, 2010, 2022).

An examination of the ratio of seasonal-use dwellings to the total number of private dwellings in coastal municipalities reveals an increase in the share of second homes within the housing stock. Compared with the data analyzed by Panizza and Pereira (2009) for the 1991 and 2000 censuses, the 2022 figures reflect the growing significance of second homes in these areas. Seasonally used dwellings account for 25.3% of the total in Aquiraz and 20.5% in Icapuí, illustrating a model of territorial urbanization driven by leisure and tourism. Slightly lower values are observed in Beberibe (19.9%), Paracuru (19.1%), and São Gonçalo do Amarante (15.6%), indicating the persistence of patterns identified in earlier censuses (Panizza; Pereira, 2009). In a third tier, Cascavel (12.1%), which has exhibited proportional growth over the last decade, is joined by Aracati (10.1%), Trairi (12.3%), and Fortim (12.2%). All remaining coastal municipalities record shares below 10%.

In summary, census data make it possible to regionalize the distribution and concentration of second homes along the Ceará coastline. Two

main groups of municipalities can be identified: (i) a more dynamic group, extending from Trairi (west) to Icapuí (east), forms a spatial corridor receptive to tourist flows and seasonal residents, structured around Fortaleza as a regional hub within a process of metropolization driven by real estate and tourism activities; (ii) a discontinuous group, characterized by extensive urbanization and promoted by public investments in transport infrastructure (highway duplications and a regional airport) as well as tourist–real estate investments. Within this second group, a network of locations connected at multiple scales—local, national, and international—is formed, including the beach areas in Jijoca de Jericoacoara, Cruz, and Amontada.

Consequently, the spatial distribution of second homes along the Ceará coastline reflects two simultaneous and complementary processes: the concentration of the real estate–tourism activities in the metropolitan coastal zone, and the emergence of new tourist destinations where an increase in the number of second homes is driven

by innovations in contemporary sea-based practices, particularly sailing-related sea sports.

### SAILING-RELATED SEA SPORTS IN CEARÁ

Having presented the qualitative and quantitative changes relating to second homes along the Ceará coastline, it is necessary to examine the levels of correlation between the diffusion of sailing-related sea sports (such as kitesurfing) and the increase in seasonal-use dwellings in the beach areas of this state.

In the twenty-first century, the classic feature of the tourism system—seasonal tourist mobility (Guibert; Guillemot, 2018)—has become associated with three additional contemporary conditions shaping the global development of sporting practices: (i) the consolidation of an ideology centered on a “return to nature”, expressed in the construction of accommodation facilities and second homes located hundreds of kilometers from major urban agglomerations (Vargas Del Rio, 2015); (ii) the expansion of work activities under teleworking arrangements, challenging the traditional division between work and leisure in space and time (Oliveira, 2020); and (iii) the emergence of more flexible, affordable,

shared, and exchange-based models of access to second homes, including timeshare ownership schemes (Maia *et al.*, 2024).

In light of these conditions, the growing role of sailing-related sea sports in diversifying the tourism–real estate sector in coastal resorts in the state of Ceará becomes evident, as demonstrated by four indicators: (a) international recognition; (b) the construction of tourism imaginaries associated with these sports; (c) the organization of sporting events; and (d) the development of specialized tourism–real estate projects.

#### a) International and national recognition

The Ceará coastline is widely recognized as being highly suitable for developing sailing-related sea sports. According to the French specialized website *Spots d'Évasion*, natural conditions along the Ceará coast—particularly consistent winds—are especially favorable for kitesurfing and windsurfing (Figure 4). At the national scale, organizations such as the Brazilian Sailing Confederation and the Brazilian Kitesurfing Association play a key role in promoting these practices, highlighting the Northeastern coastline—particularly the state of Ceará—and facilitating access to instructors for beginners.

Figure 4 - Location of areas suitable for nature-based sports



Source: Spots Evasion (2025). Prepared by the authors (2025).

These websites constitute primary sources of information for both professional and amateur practitioners, contributing to increased visitor numbers in the destinations they promote. Such recognition helps structure segmented tourist flows within what has been defined as sports tourism (Pigeassou, 2004). In this context, data from the Ceará State Secretariat of Tourism indicate a 17.5% increase in the total number of tourists in 2025 compared to 2024, alongside a 21.2% rise in tourism revenue. In absolute terms, official figures for 2025 report 350,000 sports tourists and BRL1.387 billion in direct tourism revenue.

Rather than producing a homogeneous pattern across Ceará's coastal resorts, the national and international recognition of beach areas suitable for sailing-related sea sports has given rise to differentiated levels of territorial specialization. Over time, beaches such as Jericoacoara (Jijoca de Jericoacoara), Preá (Cruz), and Cumbuco (Caucaia) have gained increasing visibility in practitioner-oriented media, to the point that these transformations have themselves become the subject of dedicated studies (Silva; Paula, 2022; Mesquita *et al.*, 2024).

b) The construction of tourism imaginaries related to sailing-related sea sports

The construction of tourism imaginaries of Ceará and of Fortaleza is directly related to the promotional strategies of the local political elite and to tourism marketing initiatives (Dantas, 2002). Since the late 1980s, this socio-political and media-driven process has been continually

renewed, incorporating new elements into the range of so-called tourism potentials of the Ceará coastline.

By analyzing and systematizing the set of advertisements circulated between 2024 and 2025 across different digital platforms (identified through the Google Alerts system), two basic patterns may be observed (Chart 1).

The first, related to specific locations, highlights Preá Beach (Cruz), Fortim, Icarazinho de Amontada (Amontada), Jijoca de Jericoacoara (Jericoacoara), Canoa Quebrada (Aracati), Cumbuco (Caucaia), Camocim, and Marambaia Beach (Aquiraz). An assessment of these locations reveals, on the one hand, the consolidation of areas where these sports already hold recognized tourist significance and where there is a high concentration of second homes, as in the cases of Caucaia and Aquiraz; and, on the other hand, areas in which sporting practices have emerged as the main drivers of a relatively recent process of touristification and territorial urbanization through second homes, as in Fortim, Amontada, and Cruz.

The second, related to advertising elements, reveals an emphasis on wind conditions and natural attributes, the valorization of tourism and luxury infrastructure, the association between sport and economic potential, and, lastly, the targeting of specific audiences (tourists and investors). Given the promotional nature of these reports, a markedly emotional tone is evident, characterized by the positive adjectivization of places and, consequently, by the absence of references to contradictions, problems, or conflicts in their different dimensions.

**Chart 1 - Digital media advertisements related to kitesurfing in Ceará (2024–2025)**

Media Outlet	Beaches Mentioned	Characteristics Favorable for Kitesurfing
CNN Brasil – Viagem & Gastronomia	Cruz (Preá Beach)	Strong, consistent wind conditions; open sea; luxury infrastructure (condominiums, resorts, and kitesurfing schools); proximity to Jericoacoara Airport.
29 Horas	Cruz (Preá Beach)	Regular wind conditions between May and December; high-end equipment (Duotone); full-service storage facilities; boutique hotel Casa Siará and Carnaúba Windhouse beach club, with infrastructure tailored to kitesurfers.
Portal IN	Fortim and Cruz (Preá Beach)	Ideal wind conditions; wide and safe beaches; luxury hotel infrastructure (Jaguaribe Lodge, Rancho do Kite); international events (Sertões Kitesurf).
Movimento Econômico	Cruz (Preá Beach)	The Vila Carnaúba complex, featuring a kite center, beach club, and artificial lagoons; ideal winds; a luxury destination planned for kitesurfers.
Diário do Nordeste	Camocim, Cruz (Preá Beach), Fortim.	Strong, consistent wind conditions; economic prominence driven by sports tourism; ideal conditions between July and December.
Portal Terra da Luz	Fortim, Cruz (Preá Beach), Amontada (Icaraizinho de Amontada), Fortaleza (Futuro Beach)	Strong winds; long downwind routes; warm and shallow waters; Sol Sertões Kitesurf event serving as an international showcase.
Revista Casa e Jardim (Globo)	Cruz (Preá Beach)	Consistent wind conditions; preserved natural environment; sophisticated and sustainable accommodation infrastructure (Casa and Vilas Siará).
O Povo – Destino Ceará (Publieditorial)	Fortim	Consistent wind conditions; calm sea; ideal location for learning and professional practice; presence of certified centers (Jaguaribe Lodge & Kite Center).
NE9 Nordeste	Caucaia (Cumbuco), Jericoacoara, Aracati (Canoa Quebrada), Amontada (Icaraizinho de Amontada)	Regular wind conditions and warm climate; highlighted in international exposure during the Paris Olympics; tourism infrastructure and instructors available.
O Otimista	Aquiraz (Marambaia Beach)	Luxury development with kitesurfing facilities; favorable wind conditions; beach club with direct sea access.
BrasilTuris	Fortim and Cruz (Preá Beach)	Stable wind conditions; suitable sea conditions; complete support infrastructure (Jaguaribe Lodge, Jaguaribe Kite Center); international kitesurfing events.
Senado Notícias	Caucaia ((Preá Beach)	Strong, consistent wind conditions throughout the year; legislative recognition of the city as the “National Kitesurfing Capital”.

Source: LAPUR (2025). Prepared by the authors (2025).

In the current phase of sports-tourism marketing, both public and private social agents play a central role. The State, particularly at the municipal and state levels, contributes to advertising campaigns portraying sea-based sports as an integral component of the coastal tourism landscape. The 1990s slogan “*Ceará, Terra do Sol* [Ceará, Land of the Sun]” (commonly used in tourism and political campaigns of the period; Aragão; Dantas, 2006) has now been

expanded to include new elements: “*Ceará, Terra do Sol, do Vento e das Velas* [Ceará, Land of the Sun, Wind, and Sails]”. In contemporary tourism maps, sails appear across nearly the entire coastal stretch of Ceará’s municipalities, whether along both the so-called west-facing coast or the east-facing coast (Figure 5).

Figure 5 - The representation of sailing-related sea sports on tourism maps



Legends: On the left, the eastern coast of Fortaleza and the indicated route for sailing sports; in the upper right, a tourism map of Jericoacoara with a pictorial indication of the sporting practices; in the lower right, the same applies to Vila do Preá.

Source: Google Imagens (2025). Prepared by the authors (2025).

In addition, tourism and real estate companies play an active role, particularly through the organization and sponsorship of sporting events, as well as by adapting their developments to accommodate professional and, predominantly, amateur practitioners. A notable example is the Leste Wind project, launched in 2024 and led by Beach Park (Aquiraz), Dom Pedro Laguna (Aquiraz), Varandas Beach Hotel (Cascavel), Zebra Beach Boutique Hotel (Beberibe), and Jaguaríndia Village (Fortim). Given the less consolidated framework compared with that of the West Coast, the group of developments along the East-Facing Coast has coordinated efforts to increase tourist demand through promotional initiatives and the establishment of a calendar of events throughout the second semester, during Ceará’s so-called windy season.

Moreover, beach users themselves—sports practitioners—through their profiles on digital interaction platforms (social networks), act as vectors for disseminating imaginaries of the beach zones. This process warrants further in-depth study and targeted investigations, given the

research studies that have demonstrated the impact of digital marketing on promoting tourism (Barbosa *et al.*, 2020).

c) Sailing-related sporting events

Holding sailing-related sea sports events constitutes a key strategy in consolidating the beaches in Ceará as suitable spaces for such practices. According to data from the Brazilian Sailing Confederation, between 2021 and 2024, 17 events of this nature were held in Ceará. In 2025, 12 events were held (Chart 2).

Until 2023, these events were held exclusively in Fortaleza; however, beginning in 2024, other beaches—particularly Jericoacoara, Cumbuco, and the beaches of Trairi—gained prominence. The recurring disciplines of kitesurfing and wing foiling are particularly notable. In terms of scope, the events are predominantly national and occur more frequently during the second half of the year, coinciding with the season of strong winds.

**Chart 2 - Events hosted in Ceará between 2021 and 2025**

Event	Duration	Beach	Municipality	Level	Period	Year
Fortaleza Leg of the I Brazilian Beach Sailing Cup	5 days	Futuro Beach	Fortaleza	National	August 18-22	2021
North-Northeast Dinghy Championship	4 days	Fortaleza Yacht Club	Fortaleza	National	August 17-20	2021
Brazilian Beach Cup	6 days	Futuro Beach	Fortaleza	National	August 16-21	2022
Fortaleza Leg of the III Brazilian Beach Sailing Cup	6 days	Futuro Beach	Fortaleza	National	August 16-21	2023
North-Northeast Dinghy Championship	4 days	Fortaleza Yacht Club	Fortaleza	National	August 17-20	2023
Fortaleza Leg of the IV Brazilian Beach Sailing Cup	4 days	Futuro Beach	Fortaleza	National	August 1-4	2024
5 <sup>th</sup> Leg of Brazilian Wing Foiling	4 days	Futuro Beach	Fortaleza	National	August 1-4	2024
Brazilian Kite Circuit – Formula and Tubular Foiling	4 days	Futuro Beach	Fortaleza	National	August 1-4	2024
6 <sup>th</sup> Leg of Brazilian Wing Foiling	3 days	Icarai Beach	Caucaia	National	September 12-14	2024
Brazilian Kite Circuit – Kitewave and Strapless	4 days	Icarai Beach	Caucaia	National	September 6-9	2024
Brazilian Kite-Freestyle Circuit	4 days	Cumbuco Beach	Caucaia	National	October 24-27	2024
9 <sup>th</sup> Leg of Brazilian Wing Foiling	5 days	Jericoacoara Beach	Jericoacoara	National	November 13-17	2024
11 <sup>th</sup> Leg of Brazilian Wing Foiling	5 days	Jericoacoara Beach	Jericoacoara	National	December 3-7	2024
GKC Festival	7 days	Praia de Trairi	Trairi	National	June 17-23	2024
Sertões Kitesurf Rally	4 days	Fortim, Fortaleza, Trairi, Itarema and Cruz	Trairi, Fortim, Aquiraz, Trairi, Itarema e Cruz	National	October 23-26	2024
Ceará Championship – Kite and Wing Foiling	1 day	Barra do Ceará	Fortaleza	Regional	October 6	2024
Ceará Championship – Hobie Cat, ILCA, Dinghy, and Optimist	1 day	Futuro Beach	Fortaleza	Regional	October 7	2024
Brazilian Kitesurf Circuit	7 days	Trairi Beach	Trairi	National	June 16-22	2025
1 <sup>st</sup> Leg of the Brazilian Wing Foiling Championship	7 days	Trairi Beach	Trairi	National	June 16-22	2025
Fortaleza leg of the Brazil Beach Cup	3 days	Futuro Beach	Fortaleza	National	August 1-3	2025
Brazilian Kitesurf Circuit	3 days	Futuro Beach	Fortaleza	National	August 1-3	2025
Brazilian Kitesurf Circuit	4 days	Preá Beach	Cruz	National	September 4-7	2025
3 <sup>rd</sup> Leg of the Brazilian Wingfoiling Championship	4 days	Jericoacoara Beach	Jericoacoara	National	September 4-7	2025
South American Slalom Windsurf Championship	4 days	Icarai	Caucaia	International	September 11-14	2025
5 <sup>th</sup> Leg of the Brazilian Wing Foiling Championship	4 days	Cumbuco	Caucaia	National	September 18-21	2025
4 <sup>th</sup> Leg of the Brazilian Wing Foiling Championship	5 days	Icarai	Caucaia	National	September 25-29	2025
South American Slalom Championship	5 days	Icarai	Caucaia	International	September 25-29	2025
Sol Sertões Kitesurf	4 days	Fortim, Fortaleza, Trairi, Amontada and Cruz	Fortim, Fortaleza, Trairi, Amontada e Cruz	International	October 22-25	2025
11 <sup>th</sup> Leg of the Brazilian Wing Foiling Championship	5 days	Jericoacoara	Jericoacoara	National	December 2-6	2025

Source: CBVELA (2025). Prepared by the authors (2025).

Certain sailing sports events are organized as rallies, subdivided into stages that encompass multiple beach zones along hundreds of kilometers of coastline. In this context, the “*Sertões Sol Kitesurf*” event qualifies as an international competition. In its 2025 edition, the event included five beaches across five different municipalities (starting in Fortim and finishing in Cruz), with a route of approximately 400 kilometers.

Conducted in a circuit format, typically over four days, these prominent sports events facilitate the creation of sports itineraries that evolve into tourism itineraries. To the locations already integrated into the network of network of tourism-oriented beaches, new destinations are added—initially driven by sports, but subsequently reorganized through the construction of accommodation facilities, real estate developments such as seasonal-use condominiums, and the establishment of companies capable of providing support services to athletes and other visitors.

d) Specialized tourism and real estate enterprises

The hosting of events, the dissemination of tourism imaginaries, and national and international recognition have both reflected and shaped the diffusion of sailing sports across the beach zones of Ceará, while also indicating the socioeconomic and real estate developments that emerge from these processes.

With regard to the service sector in Ceará, the Brazilian Kitesurf Association has registered 18 schools, 7 associative entities, and 113 instructors.

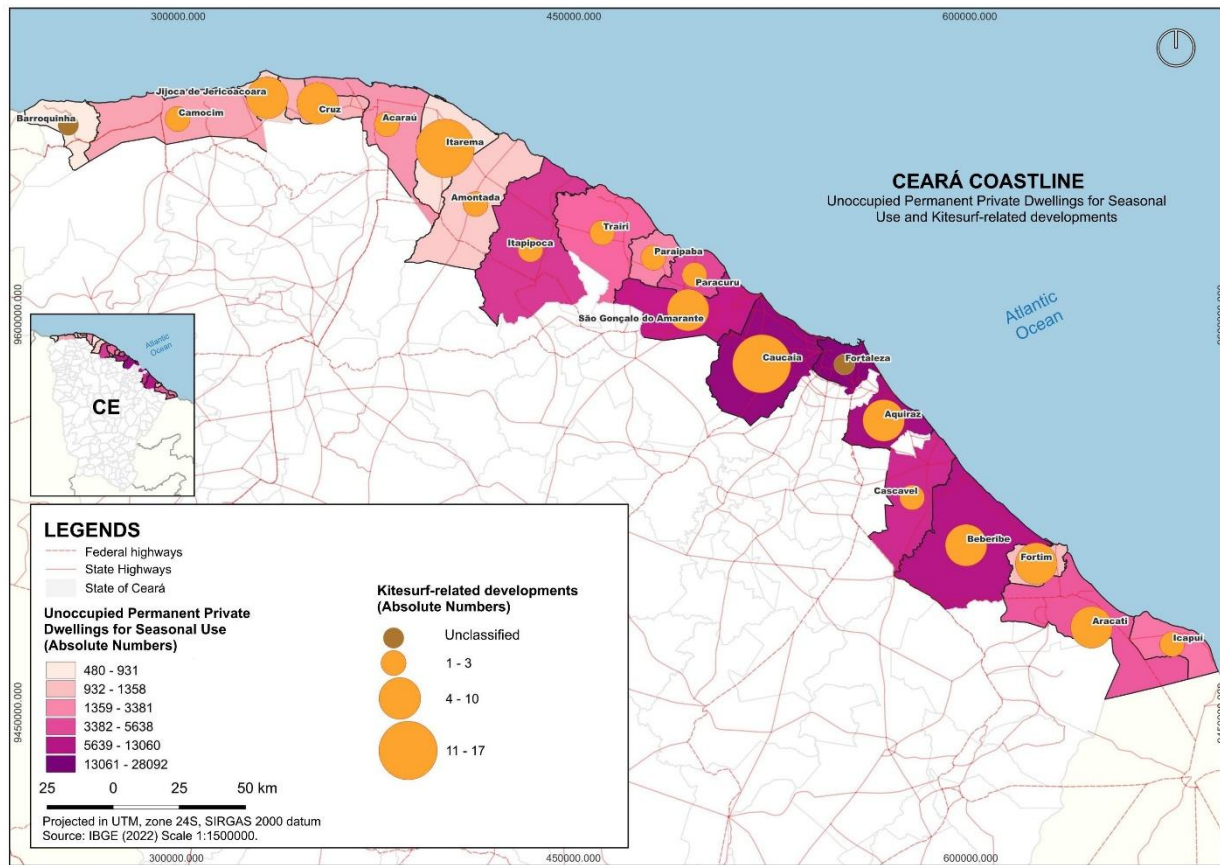
In terms of accommodation services, a 2022 study revealed that in Cumbuco—the main destination for practitioners of sailing-related sea sports—15 hospitality establishments catered primarily to athletes, comprising 6 guest houses, 5 hotels, and 4 hostels (Mesquita, 2023).

Moreover, it is in the development and/or adaptation of tourism-real estate enterprises that a direct relationship between sailing sports and the seasonal use of properties becomes evident. Field research conducted along the Ceará coastline, aimed at identifying such enterprises, revealed varying degrees of integration of kitesurfing into tourism strategies, either directly or indirectly. In the first case, accommodations are fully oriented toward nautical sports, featuring dedicated schools, specialized services, and an intensive use of promotional imaginaries. The second category comprises establishments that merely mention or employ kitesurfing as a marketing appeal.

The distribution of developments along the Ceará coastline was correlated with the number of second homes. From this correlation, three patterns were identified: (a) Caucaia, a municipality with a substantial number of second homes and a high incidence of kitesurfing; (b) the municipalities of Aquiraz, Aracati, São Gonçalo do Amarante, and Beberibe, with a significant number of second homes and a moderate incidence of kitesurfing; and (c) Jijoca de Jericoacoara, Cruz, Itarema, and Fortim, representing a zone of simultaneous expansion of second homes and kitesurfing practices.

No developments meeting the methodological criteria were identified in the municipalities of Barroquinha and Fortaleza (Figura 6).

Figure 6 - Map of real estate and hotel developments and service enterprises associated with kitesurfing along the Ceará coastline



Source: Google Maps (2026). Prepared by the authors (2026).

In this context, investments by the Carnaúba Group in the municipality of Cruz, specifically at Preá beach, are particularly noteworthy. The planned BRL 4 billion to be invested between 2024 and 2034 aims to establish a tourism complex, comprising a condominium, hotels, and residences linked to hotel services. The business structure includes negotiations with international and

national hotel chains, such as Accor, Club Med, Habitas, and Carmel (Chart 2). Furthermore, in its promotional materials, the complex highlights the Carnaúba Wind House as a flagship attraction—a beach club and lodging facility targeting kitesurfing practitioners—operated by the Rancho do Kite—a kitesurfing school on Preá beach.

**Chart 3** - Kitesurfing-focused real estate and hotel investments – Ceará

Location	Investment (BRL)	Development/ Enterprise	Description and focus	Year(s)	Source
Preá Beach (Cruz)	BRL 4 billion (total projected until 2034) / BRL 630 million already invested	Grupo Carnaúba – The Vila Carnaúba Condominium, Carnaúba Wind House, and Hotel Anantara Preá Ceará Resort	Luxury mega-development featuring residential condominiums, a beach club, kite center, spa, and international hotel. Sustainable infrastructure with a focus on high-end sports tourism targeting kitesurfing.	2024 -2034	CNN Brasil (2024); <i>Movimento Econômico</i> (2025); <i>Diário do Nordeste</i> (2024); <i>Estadão Imóveis</i> (2024).
Aquiraz	BRL 40 million	Dom Pedro Laguna (WAM Experience)	Retrofit and expansion of the resort with 20 new housing units, a new spa, gym, and daycare facility with a kitesurf school.	2025 - 2027	<i>Brasilturis</i> (2025).
Cumbuco (Caucaia)	€12.5 million (≈ BRL 70 million)	Vila Galé Collection Sunset Cumbuco	New luxury resort on the shores of Cauípe Lagoon, focused on wellness and water sports, including kitesurfing, windsurfing, and foiling lessons.	2024	<i>Diário Imobiliário</i> (2024).
Fortim	—	The Jaguaribe Lodge, Jaguaríndia Village and Vila Selvagem Hotels	Hotel complex with IKO* certification, a national reference in kitesurfing, accommodation, and sports events such as the Sertões Kite.	2024	<i>O Povo Lab</i> (2024).

\* International Kiteboarding Organization.

Source: LAPUR (2025). Prepared by the authors (2026).

In parallel with real estate promotion, the complex links its image to kitesurfing, both through participation in the Leste Wind project and by hosting the Sertões Sol Kitesurf event.

A situation similar to that in Preá is observed in Fortim. Here, the Canoé Beach complex serves as the main example of real estate–tourism integration, offering hotels and second homes primarily aimed at sailing sports practitioners. The complex comprises Jaguaribe Villas,

Jaguaribe Lodge, Hotel Jaguaríndia Village, Fortim Eco Village, and Fortim Villas. The first three focus on traditional accommodation and tourism services, while the latter two cater to the real estate market, primarily for seasonal use. As well as promoting real estate, the complex links its image to kitesurfing through participation in the Leste Wind project and by hosting the Sertões Sol Kitesurf event.

Figure 7 - Real estate developments and kitesurfing along the Ceará coast



- 1 – Cumbuco Beach, Caucaia, during an international event (2024).
- 2 - Vila Galé Collection Sunset Cumbuco in the Cumbuco Village Complex, Caucaia.
- 3 – Proposed residential project to be built in the Carnaúba Complex, Preá Beach, Cruz.

Source: Google Imagens (2025). Prepared by the authors (2026).

The four examples are situated within two distinct contexts, defined by the density of second homes at the municipal scale, the concentration of developments, and the temporality of the processes. The first group comprises those located in Caucaia and Aquiraz, characterized by more than 10,000 developments and second homes situated within a metropolitan context. In these cases, the complexes predate the diffusion of these sports but have tended to innovate through the incorporation of new attractions, as observed in the modernization of coastal tourist resorts in Northeast Brazil (Pereira *et al.*, 2025).

The second group, which includes Cruz and Fortim, corresponds to a zone of expansion in real estate–tourism development, characterized by a relatively small absolute number of second homes, but high relative growth rates in the most recent census count. Unlike the first group, in this case the increase in the number of second homes is directly associated with the diffusion of sailing-related sea sports, particularly kitesurfing.

### CONCLUSIONS

This article has advanced an updated understanding of urbanization processes along the coastline of Ceará, particularly those related to leisure practices and nautical tourism. Drawing on census data and field research, the study identifies a spatial and temporal correlation between the growth of second homes and the diffusion of kitesurfing and related practices. Cartographic analysis has further revealed a zone of real estate–tourism expansion in the west-facing area known as the Costa do Sol Poente.

Between 2010 and 2022, the number of second homes increased significantly, more than doubling over the period. This trend reflects an urban configuration characterized by a high degree of functional specialization, with some municipalities recording up to 25% of their housing stock in dwellings intended for temporary use. Consequently, a pattern of urbanization based on the seasonal flow of tourists and sports practitioners—whether property owners, or not—has been reinforced.

In municipalities such as Cruz, Fortim, Jijoca de Jericoacoara, Itarema, and Amontada, kitesurfing has promoted processes of touristification and real estate development,

through the expansion of second-home projects and the consequent increase in land valorization.

The relationship between kitesurfing and tourist zones produces heterogeneous patterns of concentration. Beyond the previously identified zone of expansion, the metropolitan context remains strategic for attracting flows, developing projects, and organizing events. A representative example is the coast of Caucaia, particularly Cumbuco Beach.

In examining tourism developments specialized in nautical practices, the strategic role of sports marketing and events becomes especially salient. At the present conjuncture, second homes are predominantly produced in the form of condominiums and beachfront real estate complexes. This functional specialization manifests not only in the built environment but is also systematically reinforced through marketing strategies, State-led promotion, and the design of properties explicitly adapted to nautical sports.

Finally, it is crucial to underscore the multiscale nature of touristification and coastal urbanization processes. The expansion of kitesurfing contributes to the formation of an articulated network of tourist-sporting places, operating across interconnected scales: the local scale of beaches, the regional scale of competitive circuits, and the international scale shaped by marketing dynamics, as well as the origins of practitioners and investors.

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Eustógio Wandelely Correia Dantas: Formal analysis, Writing – original draft and Writing – review & editing.

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**DATA AVAILABILITY:** The data that underpin the results of this study may be made available by the corresponding author, upon duly justified request. [Alexandre Queiroz Pereira].



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