



Fanatics by experiences

TOURISM AND RECEPTION



About us

GROU was born from the dream of offering unforgettable experiences, starting in Bahia, a place they knew deeply. Over 35 years, the company has stood out for its Bahian hospitality and appreciation of local culture and landscapes, operating mainly in Salvador, North Coast, Morro de São Paulo, Ilhéus, Itacaré and Chapada Diamantina, expanding its activities to Sergipe, Porto Seguro and Portugal.

Sergipe, with its natural beauty and quality of life, has become a well-known destination with the help of GROU. The opening of an office in Lisbon consolidated the company's commitment to excellence in service, always maintaining the spirit of sharing and exploring new frontiers.

www.grou.com.br



Our Structure

The tradition and focus on the Northeast make Grou Turismo the most experienced, creative and structured company on the market.

Our team is prepared to handle everything from small and medium-sized events to large events in resorts on the North Coast, conferences in Salvador and Aracaju, tourism groups in Porto Seguro, Ilhéus and other destinations.

- More than 100 employees
- Bases in Salvador, Aracaju, North Coast, South Coast and Morro de São Paulo.
- Guides accredited by EMBRATUR
- Team of drivers trained to act as reception agents.
- Service at the main Resorts in Bahia and Sergipe
- 24-hour service at the various airports in the State
- Strategic garages at the Salvador bases on the South Coast and Aracaju.



E-Commerce



Self-service

A portal aimed at learning about different experiences, tours, transfers and events.

A dynamic tool focused on digital sales and marketing

Key elements: • Accessibility

- Ease of use
- 24-hour self-service for purchases
- Promotions
- Integration with social networks (instagram, whatsapp and facebook).



www.grou.com.br

Web App

Self-service



Our Web App works as a passenger support tool. Its focus is to have our entire product portfolio in the palm of your hand, describing tours, transfers and experiences. In addition to direct contact with our customer service team and useful phone numbers for problem solving.



www.grou.com.br

Digital Totem

Sel-service

Our digital totems are interactive sales tools. Available 24 hours a day in hotels, strategic locations and also available for events.

The software developed especially for Grou and its partners aims to simplify clicks until the reservation/purchase is made.

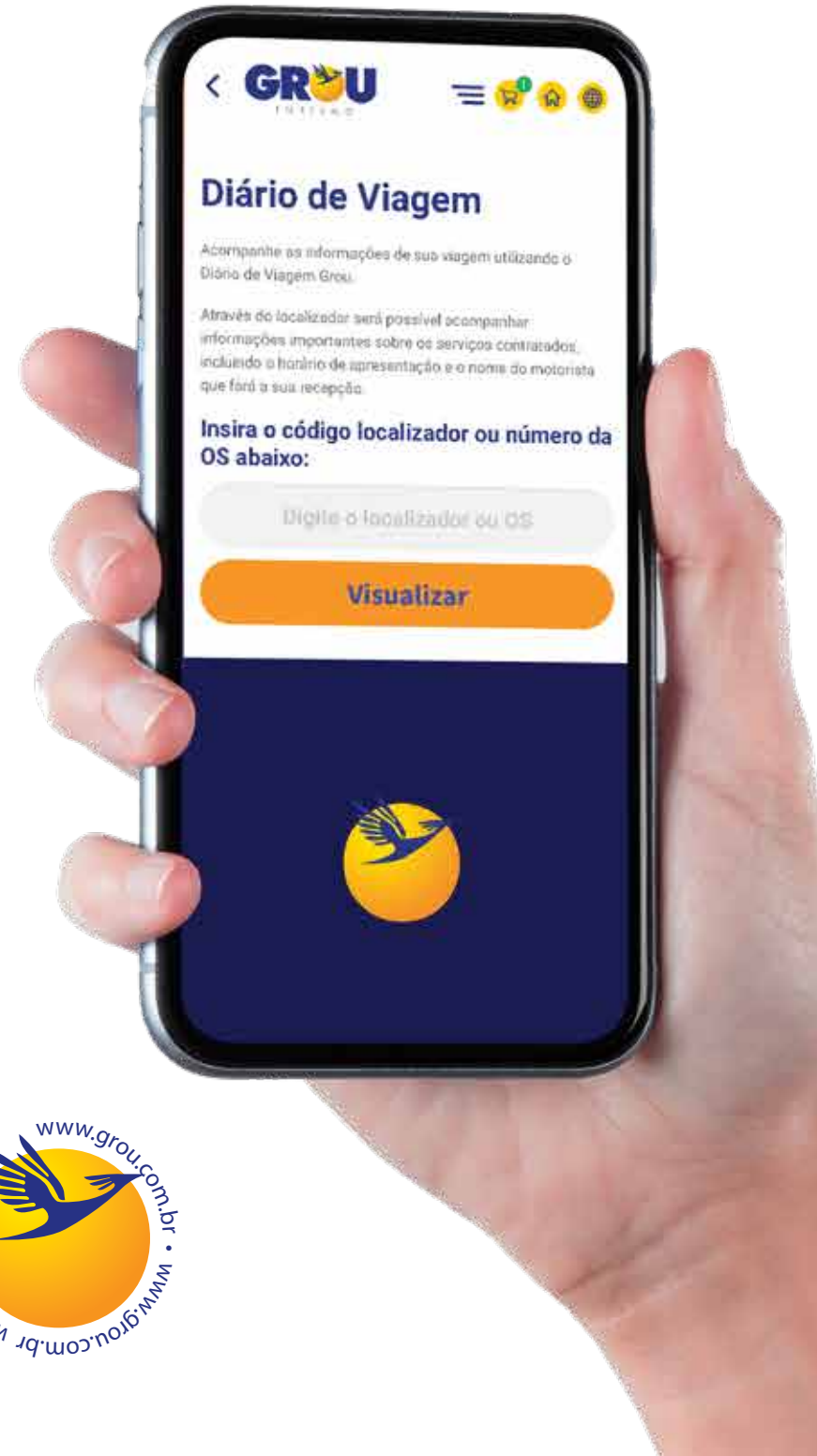


Travel diary

The travel diary provides real-time detailing of contracted services and general data, ensuring transparency and security.

The process is automated and all customers receive the locator code to view after the reservation is included in the GROU system.

- Reservation number
- Holder and passengers
- Service name
- Service time
- Presentation time
- Flight number and origin/destination airport
- Name of the driver responsible for the trip
- Other information





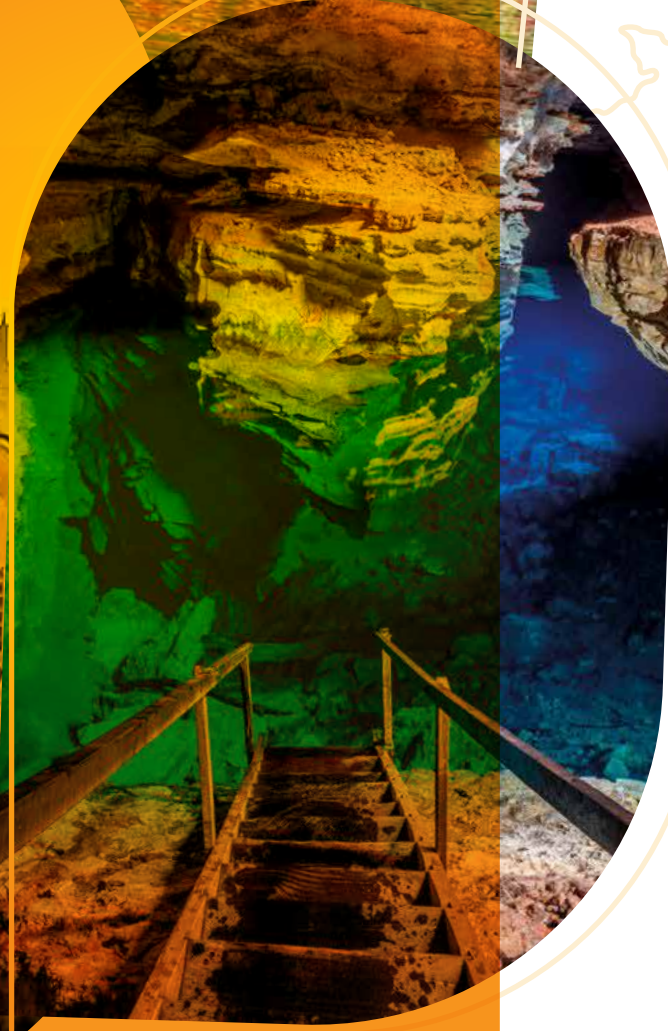
Fleet Grou

Results of the experience of those who have worked in tourism for more than three decades. Team of drivers and vehicles of different types in 24-hour operation, tracked and routed by the Fleet Mobile app.

- ✓ Preserved
- ✓ Sanitized
- ✓ Air-conditioned
- ✓ Security

- Regular and private In and Out transfers.
- Private services for sightseeing tours.
- Private services for groups and events.
- Drivers with experience in the tourism service.

Comes with grau!



Destinations

DESTINATIONS
DESTINATIONS

Our state

Bahia

Religion, parties, cuisine, ecology,
adventure, culture or business.
Regardless of the reason for your
trip, Grou offers what every
traveler dreams of: finding and
experiencing.

After all, Bahia is like that!
A land of charms, colors and
flavors that never ceases to
surprise.



Our City

Salvador

Beauty, warmth and sea are vital parts that define this sacred land. Visiting Salvador is building a cultural reliquary within yourself. Under the care of Grou, you will discover the magic of every corner of our land, so unique in our city.





Tour and Experiences

- Historical City Tour
- City Tour and Panoramic Tour
- Schooner trip in Baía de Todos os Santos
- Praia do Forte and Guarajuba
- Morro de São Paulo
- Mangue Seco Dunes with boat crossing
- Pelourinho side B.





Tour and Experiences

- Obas of Bahia
- Flavors of Bahia
- Paths of Faith
- Baroque Tour
- Bahian Syncretism Tour
- Barra Beach and Rio Vermelho
- Charms of Itapuã.



Litoral Norte

Paradisiacal destinations

The North Coast is an absolute must for tourists looking for diverse beach options and adventure-filled tours.





Tour and Experiences

- Historical and Panoramic City Tour
- Mangue Seco Dunes
- Itacimirim and Guarajuba Beach Tour.





Experiences and adventures

Praia do Forte

- Timeantube shipping
- Easybreath diving in natural pools with photos
- Buggy rides
- ATV Tours
- Parasail Flight
- Speedboat ride - Praia do Forte - Itacimirim
- Whale watching



Baixio

**A paradise
within reach!**

Where the Inhambupe River
washes the soul of the
community until it flows into a
paradisiacal and cinematic
beach.

An exclusive destination located
in one of the most sought after
regions of the North Coast of
Bahia: Costa dos Coqueiros. It is
just 20 minutes from the trendy
Praia do Forte.



Merro de São Paulo

Paradisiacal destinations

Accessible only by sea or air, this island is a place where hospitality is present to everyone you interact with.

Whether alone or with the family, it offers entertainment for all tastes: zip lines, banana boats, boat trips, quad bikes and lots of fauna and flora to spot.



Ilhéus

Paradisiacal destinations

The jewel of the Bahian coast enchants with its paradisiacal beaches, rich history and welcoming climate.

Known as the "Land of Cocoa", the city offers a unique experience, combining natural beauty, such as Praia dos Milionários.

Come enjoy Bahian hospitality, taste authentic local chocolate and fall in love with this tropical destination, perfect for relaxing and exploring!





Tour and Experiences

- Historical Tour
- Cocoa Farm
- Pé de Serra Beach with
- Tijuípe Waterfall
- Itacaré
- Morro de São Paulo



Itacaré e Península de Marauí

Paradisiacal destinations

Imagine a place surrounded by
splendid scenery and beaches
worthy of falling in love with!

In Itacaré, preserved nature is the
symbol of the charm of passing
through here. There is no shortage
of options for having fun: whether
in a canoe, on the stand or in the
surf, a full meal for those who
practice, with the beaches of
Resende, Tiririca and Engenhoca as
the right spots.





Tour and Experiences

- Four Beaches Trail
- Pé de Serra Beach with Tijuípe Waterfall
- City Tour in Ilhéus
- Morro de São Paulo

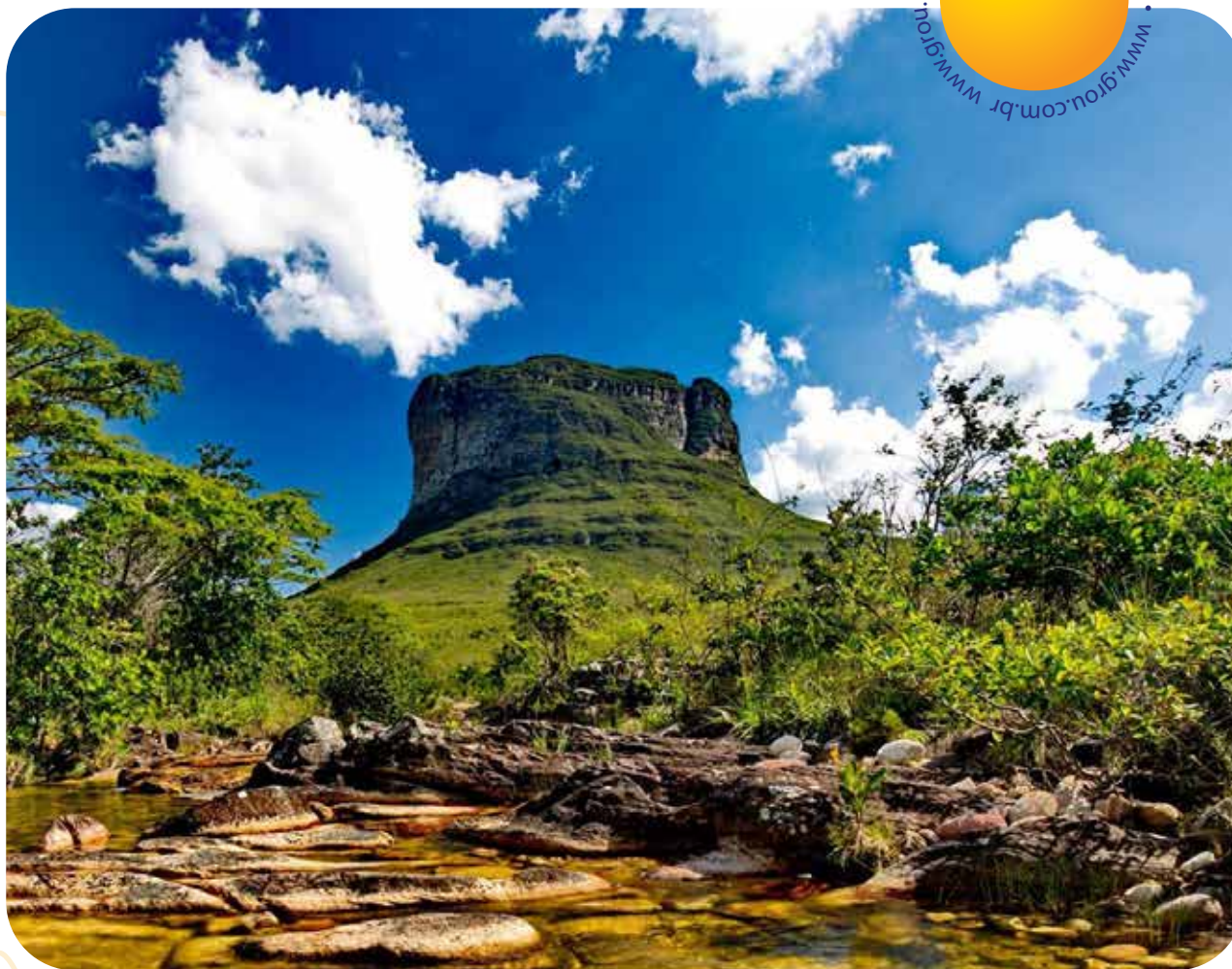


Chapada Diamantina

Paradisiacal destinations

Chapada Diamantina is part of a region with the highest altitudes in the Brazilian Northeast.

A different stay as it allows for coexistence in the National Park, which has 1,520km, biodiversity, trails and viewpoints to contemplate its immense nature.



Aracaju



The capital of Sergipe is a haven of tranquility and beauty in the Northeast. With its Orla de Atalaia, famous for its natural beauty and vibrant nightlife, the city offers leisure and fun for the whole family.

Explore the Municipal Market, full of crafts and local delicacies, and enjoy the warm hospitality that only Aracaju offers.



Cânions de Xingó

Paradisiacal destinations

The destination is the 5th largest navigable canyon in the world, with 65 km long. It has rocky walls up to 50 meters high, in a region that is hot all year round and has almost no rain. The Xingó Canyon is a branch of the São Francisco River, one of the most important in the country.

