

After London 2012 Olympics Success, All Eyes Turn to Rio de Janeiro, Brazil

With the close of the 2012 London Summer Olympics, all eyes turn to the Brazilian city of Rio de Janeiro for the 2014 World Cup and 2016 Summer Olympics, according to RIO.com

The Olympic flag was officially handed over to Eduardo Paes, mayor of the "Marvelous City" of Rio de Janeiro as the 2012 Olympic Games came to a climactic conclusion on Sunday night. In a dramatic eight minute segment in the Closing Ceremonies of the London Games, the Brazilian National Anthem echoed throughout London as Rio de Janeiro showed the world the sophistication of Carioca culture. With 250 dancers and musicians showcasing traditional Brazilian flair, the world got its first taste of what to expect in the summer of 2016.

IOC and Rio 2016 organizers are now busy analyzing the logistics of the 2012 Summer Games and adjusting strategies to prepare for the 2016 Summer Olympics in Rio, the first edition of the Games to be held in South America. According to RIO.com, a leading online travel website specializing in the Rio de Janeiro market, "Rio 2016 organizers have been in London throughout the Games observing the successes and mistakes of their London counterparts, preparing to make the 2016 Games run as seamless as possible. We are ready; Rio will be ready."

According to a spokesperson at RIO.com, "We are thrilled to announce that in the coming days we will be releasing a complete overhaul of <http://www.rio.com/> [RIO.com __title__ Rio.com]. This could not have come at a better time as our "Marvelous City" will stand in the center of the world stage. Especially since the opening of the London 2012 Olympic Games, we have experienced significant spikes in traffic from around the globe as people are already expressing interest in Rio. It is therefore crucial that RIO.com reflects the image of a world-class Rio de Janeiro." The company adds that on the new-and-improved RIO.com, users can expect lightning-fast load times, a new hotels booking interface, the inclusion of more points of interest, in addition to some exciting new features to be rolled out in the coming months.

With the unrivaled excitement revolving around Rio, companies in all industries are adjusting their strategies to accommodate the increase in global demand. While major players like Host Hotels and Resorts, Windsor Hotels and Hyatt all have plans to open new hotels, online companies must make preparations as well. According to RIO.com, "More and more people are booking travel online". With all the major high-profile international events bringing an unprecedented influx of tourists to Rio de Janeiro from around the world, there has never been a better time to experience all that Rio has to offer.

RIO.com has emerged as a world leader in booking travel to Rio de Janeiro. Earlier this year, RIO.com announced the launch of a new sister site, <http://www.riocarnival.net> [RioCarnival.net __title__ Rio Carnival], that focuses entirely on the events of Rio

Carnival and is loaded with new features including interactive Sambadrome maps and Samba School profile pages. What's more, on RioCarnival.net travelers can book hotels and tickets to Sambadrome Parades, Rio Carnival Balls and roundtrip shuttle transfers between the Sambadrome and hotels and cruise ships. Tickets will be available on RioCarnival.net's mobile site and will be available in Rio up until the event, while supplies last. Now, after the successful launch of RioCarnival.net, the company is unveiling a re-developed and re-designed RIO.com. The announcement today marks the first major overhaul of the site since its inception.

As the most comprehensive source of information related to Rio de Janeiro, RIO.com features articles spanning all aspects of Carioca culture, in addition to providing in-depth neighborhood guides, restaurant and nightlife directories, practical tips and vacation planning and booking tools. According to RIO.com, "New Years and <http://www.rio.com/rio-carnival> [Rio Carnival __title__ Rio Carnival] are the most popular seasons for travel to Rio. RIO.com offers dozens of tours and packages that incorporate trips to destinations throughout South America and Brazil and include Rio de Janeiro.

As Rio 2016 draws closers, IOC deadlines are fast approaching and the workload is increasing, prompting many analysts to question the city's preparedness to host the Olympics. Rio has long been preparing to host the Games, building new hotels, improving infrastructure and updating sporting venues. According to a RIO.com spokesperson, "With the major international events leading up to the 2016 Olympics, there is little doubt that Rio will be prepared to handle the pressure".

In its bid for the Olympics, Rio promised to increase the <http://www.rio.com/hotels-accommodations> [Rio hotel __title__ Rio Hotels] capacity by 17,000 additional rooms, bringing the total number of beds available to 50,000. Yet when put in perspective, this leads many to wonder if it will be enough. According to Rio's tourism authority, 80,000 visitors are expected for the 2014 World Cup and upwards of 200,000 visitors are anticipated for the Olympics. By comparison, even with the additional 17,000 rooms slated to be built, Rio de Janeiro pales in comparison to the 110,000 rooms available in London for the 2012 Olympic Games.

However, Rio de Janeiro is not new to large influxes of people in short time frames and, according to RIO.com, "The difference between of Rio de Janeiro's hotel capacity will be taken care of with no problem". Each year, the Marvelous City welcomes some 500,000 visitors over a week-long period to celebrate the festival of Rio Carnival. Rio locals are familiar with temporary spikes in tourism and prefer to leave the city and put their apartments up for rent".

Last year the city of Rio de Janeiro reported record visitors for Rio Carnival, with revenues estimates upwards of US\$850 million. With the World Cup coming to Rio in 2014, city officials and those involved in tourism are expecting unprecedented revenues during Rio Carnival well beyond the 2016 Olympics. With all the attention London received for the 2012 Summer Games, RIO.com anticipates that the world's focus on Rio de Janeiro in the coming years will only enhance the allure of this already attractive city, making Rio de

Janeiro among the top vacation destinations of this decade.

About Rio.com: RIO.com is a licensed travel agency that specializes in travel to Rio de Janeiro, as well as the rest of Brazil. RIO.com is the premier online destination for planning and booking travel to Rio de Janeiro. The company boasts a large inventory of Rio hotels; city tours; vacation packages to Carnival and New Years; tickets to Rio Carnival events and shuttle transfers. With it's staff of Rio-born experts, RIO.com knows Rio De Janeiro like no other travel website. RIO.com has a combined travel experience of over 20 years and thousands of happy customers behind us.