

ROTTA CURADORIA

Partnerships that become part of the journey — not just the feed.

MEDIA KIT & PARTNERSHIPS · 2026

MARCELO BRITO + ALEXANDRA DAGOSTIN



OUR ESSENCE

We turn travel into cultural repertoire through curation.

We observe, research, test and organise choices for Brazilian travellers who value experience, comfort and discernment.

JOURNEY → OBSERVATION → CURATION → REPERTOIRE



WHO SIGNS THE CURATION

Two perspectives. One curation.

Rotta brings together method, research and sensitivity. Marcelo and Alexandra read a journey from complementary angles and translate it into clearer choices and more coherent partnerships.

MARCELO BRITO

Structure, context, comparison, logistics and the practical reading of a destination.

Together, they turn travel into repertoire with discernment, elegance and lasting value.

ALEXANDRA DAGOSTIN

Hospitality, hotels, food, comfort, atmosphere and the memory of an experience.





WHAT MAKES US DIFFERENT

We do not sell destinations. We organise choices.

Curation begins with the traveller — not the supplier.

WE ARE NOT A TRADITIONAL TRAVEL AGENCY

Travellers pay us for curation and pay hotels, flights and experiences directly.

WE ARE NOT A LIST OF RECOMMENDATIONS

Every recommendation exists inside a profile, an itinerary and a real consequence for the journey.

WE DO NOT OFFER AUTOMATIC APPROVAL

A partnership enables evaluation. It does not buy a recommendation.

OUR AUDIENCE

Not an audience looking for just any trip.
An audience that chooses with
discernment.

35–65

A life stage in which comfort, time and the quality of an experience carry greater weight.

1–3

Leisure trips a year, planned in advance and shaped by meaningful choices.

COUPLES & FAMILIES

Affluent Brazilian travellers willing to invest in good experiences, safety, distinctive hotels and food rooted in place.



Content inspires. Curation turns inspiration into a decision.

Rotta accompanies travellers from first discovery to first-hand experience.

- | | | | | |
|--|---|---------------------------------------|-------------------------------|------------------------------------|
| 01 | 02 | 03 | 04 | 05 |
| DISCOVERY | RECOGNITION | PLANNING | DECISION | EXPERIENCE |
| Editorial content broadens repertoire. | Travellers identify their profile and priorities. | Curation organises the possibilities. | Partners enter the itinerary. | The recommendation becomes memory. |





O ECOSISTEMA ROTTA
THE ROTTA ECOSYSTEM

From the first ready-made itinerary to a journey designed from scratch.

01

READY-MADE ITINERARIES

Reliable, organised and ready to use.

02

BESPOKE ITINERARY

Designed for the traveller's profile, timing and priorities.

03

FULL CURATION

Accommodation, food, experiences and reservations organised before departure.

04

TRAVEL CLUB & BESPOKE

Ongoing or singular projects requiring access and maximum personalisation.

NUMBERS IN CONTEXT

Reach matters.
Context turns reach into
influence.

159k

INSTAGRAM FOLLOWERS

A community built around travel, choice and repertoire.

4.69m

VIEWS · 30 DAYS

91.4% came from non-followers.

2.67m

ACCOUNTS REACHED · 30 DAYS

Discovery far beyond the follower base.

147

READY-MADE ITINERARIES

Digital products sold continuously.

Our audience finds content, recognises criteria, accesses products and arrives at real travel decisions inside the Rotta ecosystem.



WHY THE RECOMMENDATION WORKS

It arrives when the traveller needs to decide.

Not isolated exposure. A presence inside a real choice.

CONTEXT

The partner appears connected to a destination, profile and itinerary.

TRUST

The recommendation follows experience, research and independence.

RECURRENCE

The recommendation can continue to work after a publication ends.

DEPTH

A partner can be discovered in content, considered in planning and recommended in a compatible curation.

Four ways to become part of the curation.

The format follows the experience and its purpose — not a standard advertising package.

01 ITINERARY PRESENCE

Named inclusion when there is genuine fit with the profile and itinerary.

03 PREMIUM RECOMMENDATION

Recommendation in individual planning when the partner is right for that traveller.

02 DEDICATED CONTENT

Reels, Stories, video, photography or articles created after first-hand experience.

04 EXCLUSIVE EXPERIENCE

A condition, access or benefit with clearly defined rules and availability.

APPLICATIONS BY SEGMENT

Each partner enters where they truly improve the experience.

The form changes with the role: rest, table, knowledge, access or territory.

01

HOTELS

Location, service and rest reorganise a journey.

02

FOOD & DRINK

The table translates territory, hospitality and memory.

03

GUIDES & SPECIALISTS

Local knowledge expands what the traveller can perceive.

04

ATTRACTIONS & EXPERIENCES

Access, execution and context define value.

05

DESTINATIONS & INSTITUTIONS

A territorial partnership can organise a wider narrative.



HOSPITALIDADE · EXPERIÊNCIA · MEMÓRIA

OUR EDITORIAL PRINCIPLE

A partnership does not buy a recommendation.
It buys the opportunity to be evaluated.

01

FIRST-HAND EXPERIENCE

We need to know before we recommend.

02

TRANSPARENCY

Hosted stays and special conditions remain visible.

03

EDITORIAL INDEPENDENCE

The partner checks facts. Rotta preserves the conclusion.

04

RELEVANCE

A good experience is not equally right for everyone.



WHAT WE SEEK FROM PARTNERS

Good partnerships reduce friction and deepen the traveller's experience.

We do not seek commercial conditions alone. We seek the conditions required to recommend responsibly.

REAL VALUE

A benefit, access or special consideration must improve the traveller's experience.

DIRECT CONTACT

A clear channel for reservations, questions and unexpected events reduces friction.

ACCESS

We need enough first-hand experience to understand what will be communicated.

CLARITY

Availability, rules, restrictions, costs and limits must be explicit from the start.

HOW A PARTNERSHIP WORKS

A good partnership
does not begin with
publication. It begins
with compatibility.

01

COMPATIBILITY

Brand, destination, audience and real contribution.

04

CURATION

Research and experience become criteria.

02

PROPOSAL

Purpose, format, scope, conditions and limits.

05

PRODUCTION

Facts are reviewed; language and conclusion remain
authorial.

03

EXPERIENCE

A visit, stay, meal, tour, interview or test.

06

CONTINUITY

Publication ends a stage — not necessarily the
relationship.

Each stage protects context, clarity and
editorial freedom.



LET US TALK

Good partnerships begin when there is something real to add to the journey.

Tell us where your brand operates, what it offers travellers and what kind of collaboration you would like to build.

PARTNERSHIPS & SPECIAL PROJECTS

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