

# The Pioneering Legacy: How VamosVoar Revolutionized Miles and Points in Brazil

In the realm of travel, where miles and points hold the power to unlock extraordinary experiences, the story of VamosVoar stands as a testament to innovation, disruption, and the boundless possibilities that lie within the digital age.

Founded in 2010, VamosVoar emerged as a trailblazing force in the Brazilian travel landscape, becoming the first dedicated website to empower travelers with the knowledge and tools to maximize their miles and points earnings. Its humble beginnings, marked by a passionate team with a deep understanding of loyalty programs, laid the foundation for a remarkable journey that would forever transform the way Brazilians approached travel.



## Mestre das Milhas - Beginnings...: The story behind the raise of the first miles and points website in Brazil

by Horacio Quiroga

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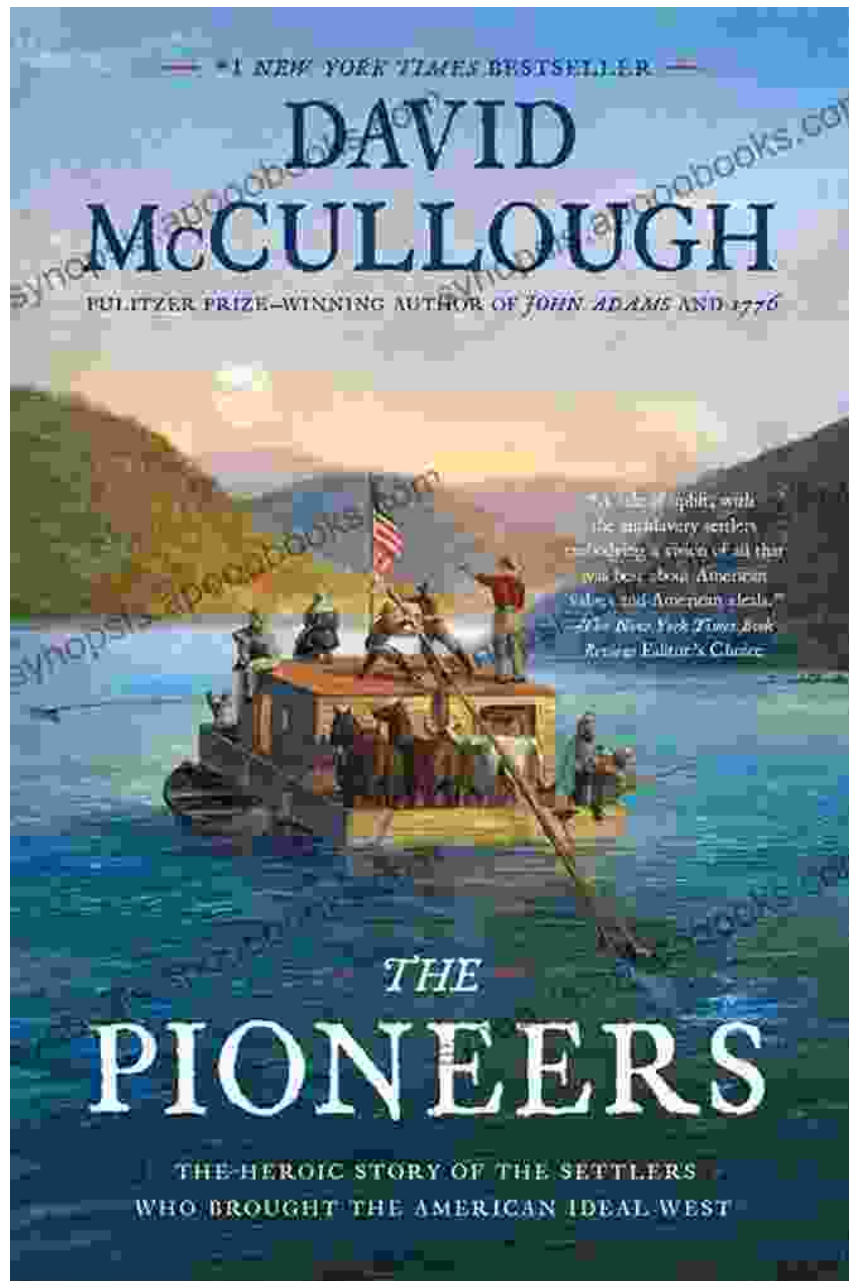
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## **Unveiling the Secrets of Miles and Points**

Prior to VamosVoar's inception, the complexities of miles and points were shrouded in mystery for most Brazilians. Credit card rewards and loyalty programs remained largely untapped, with travelers unaware of the immense value hidden within their Free Downloads and everyday spending.

VamosVoar set out to demystify this intricate world, making it accessible and understandable for all. Through a comprehensive website and a dedicated blog, the team at VamosVoar meticulously dissected every aspect of miles and points, providing detailed guides, tutorials, and up-to-date information on loyalty programs and travel deals. Their mission was to empower Brazilian travelers with the knowledge and confidence they needed to unlock the full potential of their travel rewards.



## Harnessing Technology for Travel Optimization

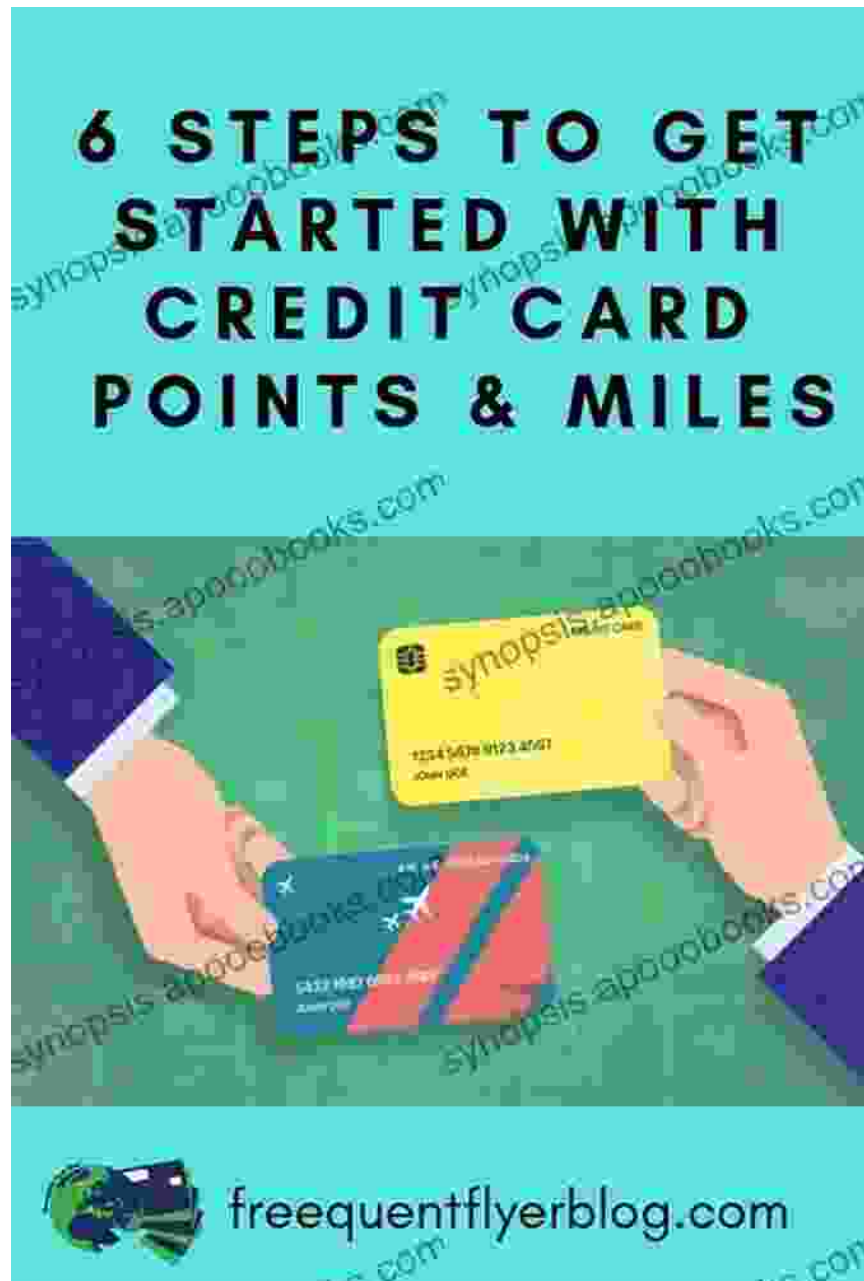
Beyond its invaluable educational content, VamosVoar recognized the transformative potential of technology in the travel rewards space. The team invested heavily in developing innovative tools and features that would streamline the process of earning and redeeming miles and points.

One of their most groundbreaking creations was the "Pontos para Voar" (Points to Fly) tool, which allowed users to compare flight availability and award redemption rates across multiple airlines and loyalty programs. This powerful tool revolutionized travel planning for Brazilian travelers, empowering them to find the best deals and maximize their points value.

## **Building a Thriving Community**

VamosVoar's impact extended far beyond its website and tools. The company fostered a thriving online community of travel enthusiasts, where members could connect, share experiences, and exchange valuable insights. The VamosVoar forum became a vibrant hub for miles and points discussions, with members actively participating in Q&A threads, sharing redemption success stories, and collaborating to uncover hidden gems within the loyalty rewards ecosystem.

Through its online presence and active engagement with the community, VamosVoar cultivated a loyal following of dedicated travelers who became passionate advocates for the brand. The company's reputation for reliability, expertise, and commitment to its users played a pivotal role in its enduring success.



## Recognition and Accolades

As VamosVoar's influence grew, so did the recognition it received for its pioneering efforts. The company garnered numerous awards and accolades from both 業界 experts and the traveling public.

In 2016, VamosVoar was named the "Best Travel Blog" by the Brazilian Association of Travel Journalists (ABRAJET). The following year, the company was recognized as one of the "100 Most Innovative Startups in Brazil" by Exame magazine. These accolades served as a testament to VamosVoar's groundbreaking contributions to the travel rewards industry.



### **A Legacy of Empowering Brazilian Travelers**

Today, VamosVoar stands as a towering presence in the Brazilian travel landscape, with an unmatched reputation for excellence and innovation. Its website and tools continue to empower millions of Brazilian travelers, helping them maximize their miles and points earnings, discover incredible travel experiences, and elevate their travel game.

The story of VamosVoar is not merely a corporate success story; it is a testament to the transformative power of knowledge, technology, and community. By democratizing access to miles and points, VamosVoar has empowered Brazilian travelers to unlock a world of travel possibilities that

were once out of reach. And as the company continues to evolve and innovate, its legacy of inspiring and empowering Brazilian travelers is sure to endure for years to come.



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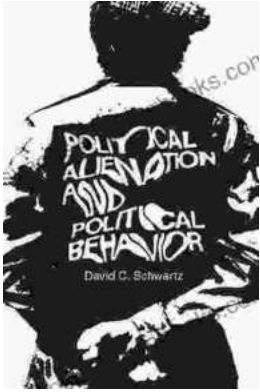
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