

With revenue projected to grow 12%, Biosfera Copastur doubles down on AI to lead a new era in B2B Travel

From a family-run business to multi-brand ecosystems operating in more than 20 countries, the full-service group plans to invest BRL 130 million in technology in 2026 and has renewed its partnership with SXSW for 2027

In an increasingly complex corporate travel landscape, continuous technological innovation and outstanding human-centered service have become essential sources of competitive advantage. With more than 50 years of experience and cutting-edge technology, [Biosfera Copastur](#) has embraced this shift. Following a year of strong expansion in 2025, the full-service group, which brings together more than 25 brands and products, has invested in solutions spanning every stage of the customer journey and forecasts 12% revenue growth in 2026.

What began as a family-run business selling airline tickets to business travelers has evolved into a company offering solutions across a wide range of sectors. Its services include corporate travel, mobility, offshore and energy-sector logistics, events, live marketing, incentive travel, international exchange programs, passport and visa application assistance, travel for athletes and gamers, luxury travel, and concierge services. The expansion of its portfolio has helped establish Biosfera Copastur as a leading success story in the industry, evolving from a traditional travel agency into a technology powerhouse while continuing to grow over the decades.

The company plans to invest BRL 130 million in technology in 2026 to enhance customer service and the overall customer experience, combining a human touch with advanced technology. This approach is reflected in its Net Promoter Score (NPS) of 85. Among Biosfera Copastur's key innovations is Zuri, its proprietary artificial intelligence (AI) agent, which works across the agency's systems and within the C+ SuperApp, a platform that integrates every stage of the travel journey. The company also offers 24/7 human support and CopasturCard, a solution for financial management and control.

These investments reflect the vision of the second generation of entrepreneurs at Biosfera Copastur. CEO Edmar Mendoza Bull, who took over the role in 2023, leads the company with a focus on expansion, combining the experience gained through decades of running a family business with technological innovation. His strategy centers on anticipating market needs and turning logistical challenges into seamless, innovative solutions.

"In practice, the essence of our business has remained the same over the decades: getting travelers from one point to another with as little friction as possible. Over the years, we have found different ways to achieve that, and technology now

enables us to do it much more effectively. The digital journey has not only brought greater security and speed but has also given us access to data that helps us anticipate needs and create remarkable experiences for our customers,” says Edmar.

“We also know that artificial intelligence cannot operate on its own. That is why continuous team training is the most important pillar of this transformation. By building dedicated squads and investing in our employee’s development, we ensure that technological innovation translates into service excellence delivered with a human touch,” he adds.

Key brands and major events

To support its broad offering, Biosfera Copastur has developed more than 25 brands and products designed to serve the full spectrum of the corporate market, from business and leisure travel to major events and highly personalized premium services. Its multi-brand ecosystem follows a full-service model in which each brand specializes in a particular solution, with all offerings integrated through technology.

The Biosfera Copastur ecosystems brings together:

- **Aquarela Agência (events and brand experience):** Repositioned within the MICE sector, Aquarela leads the production and logistics of high-impact corporate experiences at major events, live marketing activations, and incentive travel programs. Demonstrating its ability to deliver at scale, the agency has renewed its partnership with SXSW (South by Southwest) for 2027, as one of the partner agencies in Brazil for the world's largest innovation festival;
- **Goya Travel (luxury travel):** Focused on the high-end market and the growing bleisure trend, which combines business and leisure, Goya operates through its Private and Corporate divisions, delivering exclusive and sophisticated travel experiences.
- **Buffly (travel for athletes and gamers):** Dedicated to the complex logistics of eSports, Buffly also serves athletes across all sports, coordinating transportation, accommodation, and specialized support for teams.
- **Change Programs (international exchange programs):** With active partnerships with more than 80 schools abroad, Change Programs offers immersive, in-person learning opportunities in other countries, with a wide range of courses and dedicated support.
- **Complementary solutions, products, and services:** The portfolio also includes brands that help deliver efficiency at every stage of the travel experience, including **Copastur Premia, Copastur Energy, PassForAll, Copastur Lazer, C+, CopasturCard, BioConexão, and Ilume Concierge.**

Ilume Concierge is a standout example of the portfolio's success: in the second half of 2025 alone, it handled more than 9,000 requests, with concierge specialists helping travelers with practical arrangements, from priority restaurant access to ticket bookings.

Despite its significant investment in technology to deliver faster, safer, and more integrated solutions, Edmar is clear about the limits of automation. "We use AI across many areas of the business, but always to support our travel consultants." According to the CEO, combining robust technology with responsive, 24/7 human support enables the company to resolve critical and emergency situations — such as severe weather events and flight cancellations — anywhere in the world, helping ensure customer satisfaction.

Today, Biosfera Copastur has a dedicated team focused exclusively on strategic supplier management and serves clients globally. Through [Copastur LATAM](#), the company has a strong presence across more than 20 countries in Latin America and the Caribbean, with Mexico and Colombia as its strongest markets after Brazil.

"The pace of innovation is accelerating, but one thing is certain: people will continue to travel, value human interaction, and seek connections across cultures. We will continue to implement solutions that reduce friction at every step, make corporate routines more efficient, and make every trip unique, ensuring that Biosfera Copastur remains a trusted partner in shaping the future of the industry," the CEO concludes.

About Biosfera Copastur

With more than 50 years of experience, [Biosfera Copastur](#) is an established, continually evolving full-service travel group. It serves clients of all sizes and offers strategic solutions through more than 25 brands and products, including corporate travel management, mobility, offshore and energy-sector logistics, events, live marketing, incentive travel, international exchange programs, passport and visa application assistance, leisure and luxury travel, and travel services for athletes and gamers. Combining 24/7 human support with advanced technology, the company integrates the traveler's journey through the C+ SuperApp and provides financial management and control through CopasturCard.

Through Copastur LATAM, the company operates in more than 20 countries across Latin America and the Caribbean. The company plans to invest BRL 130 million in technology in 2026, focusing on developing proprietary solutions and innovations for clients, as well as enhancing C+, which centralizes the customer experience. A Certified [B Corporation](#)™ with additional certifications, Biosfera

Copastur maintains an active commitment to [ESG](#) practices and social and environmental responsibility.

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