Itacaré I Bahia I Brazil

O K A

BARRACUDA


OKA by Barracuda


OKA by Barracuda

Beyond hospitality, a Brazilian way of life.

In 2005, locals Juliana Ghiotto and Daniel Lima met a group of Swedish friends who had retreated to Itacaré, Bahia, in search of surf, simplicity, and barefoot living on the shores of a hidden-gem town surrounded by Brazil's wild nature.

Barracuda first began as a guesthouse, welcoming friends and family from Sweden and beyond with open doors, native hosts, and the feeling of staying in someone's home. Only years later did it formally become a hotel. Since its inception, Barracuda has been an expression of a way of living inspired by the Scandinavian concept of *friluftsliv*: a life outdoors, guided by curiosity, lightness, and a deep connection to nature.

Through a paced and intentional evolution, grounded in impact and reverence for the territory, Barracuda developed a distinctive model of hospitality that fosters community, sustainability, and Brazilian creativity.

What started as a home gradually grew into a high-end portfolio that today includes Barracuda Hotel & Villas (2020), Barracuda Boutique (2013), seven private villas, and OKA, recognized among the world's leading ultra-luxury residential projects.

With architecture woven into the landscape, locally inspired gastronomy, and teams formed almost entirely by regional talent, Barracuda has earned international praise for its pioneering approach to regenerative hospitality, with warm service and a signature style of understated sophistication.

The group now operates a complete ecosystem spanning hotels, residences, gastronomy, experiences, and a social-environmental institute, aligning positive impact, Bahian identity, and intuitive, world-class service.

Barracuda now moves into a new phase of expansion, with a spa, gym, and new suites scheduled to open in early 2027.

Varmt välkomna till Barracuda !


Itacaré I Bahia I Brazil

Arriving in Itacaré, Bahia

Between the forest and the sea, Itacaré stands on a wild, untouched coast of northeast Brazil.

International Flights

Daily flights are available between Brazil's main international airports (São Paulo, Rio de Janeiro, Belo Horizonte, Salvador) to the domestic airport of Ilhéus Airport – IOS, located 70km from Barracuda (FBO available).

IOS - Barracuda

A scenic journey of 1 hour and 20 minutes on BA 001 highway is where the Barracuda journey begins, through coastal villages of cultural and historic importance before arriving in our tropical paradise.

Helicopter

Barracuda is serviced by a private helipad, for a direct and seamless 15-minute journey from the local airport.










PESCA

BARRACUDA
HOTEL & VILLAS

7 Private Villas + OKA

Brazilian Hospitality

Boutique Hotel with 17 Keys

Authentic Barefoot Luxury

Local Hosts and Experiences

Connection with the Territory

THE MICHELIN GUIDE

SELECT Hotels & Resorts | INTERNOVA

SMALL LUXURY HOTELS OF THE WORLD

SERANDIPIANS

MR & MRS SMITH

Barracuda Hotel & Villas

Barracuda embodies a new expression of luxury, shaped by the meeting of two distinct cultures. Conceived by Swedish and Brazilian partners, the project draws from the Scandinavian ethos of simplicity and intentional living, reinterpreted through the colors, rhythm, and warm hospitality of Brazil.

Set within an Atlantic Forest reserve on the coast of Itacaré, Bahia — a hidden gem fisherman town with a vibrant surf culture — the property unfolds across 26 hectares atop a hill overlooking the ocean.

Seventeen guest suites, seven private villas, and OKA come together in a composition that feels entirely original. Minimalist, low-impact architecture crafted from local materials, a predominantly native team, and curated experiences rooted in the freedom of outdoor life and human connection form a project where nature and place are the true protagonists.



The architecture is discreet and intentional, blending into the forest; a quiet expression of a contemporary Brazilian aesthetic where spaces weave together art, culture, nature, and design with a simple, moving elegance.

Days unfold gently. Surf sessions at first light, boat rides along the river, forest trails, encounters with local traditions. Each experience is guided by native hosts whose knowledge of the territory brings authenticity and genuine care to every journey.

Hospitality here is light and sincere. Gastronomy is led by local chefs. Experiences emerge from the region's own way of life. The team is formed almost entirely by talent from Itacaré, anchoring the project in truth, and in an uncompromising commitment to the place and its people.

The result is an experience that offers privacy without isolation: immersed in the calm of its surroundings, yet connected to the vibrant pulse of the town.

Where Nordic sensibility meets Brazilian soul.
A defining expression of modern tropical luxury.
Unmistakably Barracuda.


Boutique Hotel with 17 Keys


Portfolio of 7 Private Villas + OKA

O K A

Private Estate | 3,500 sq. m.

1 Master Suite - Duplex | 280 sq. m.

8 Guest Suites | 45 sq. m.

Infinity Pool with 800 sq. m.

Rooftop & Ocean Views

Spa & Gym | Cinema | Game Room | Wine Cellar

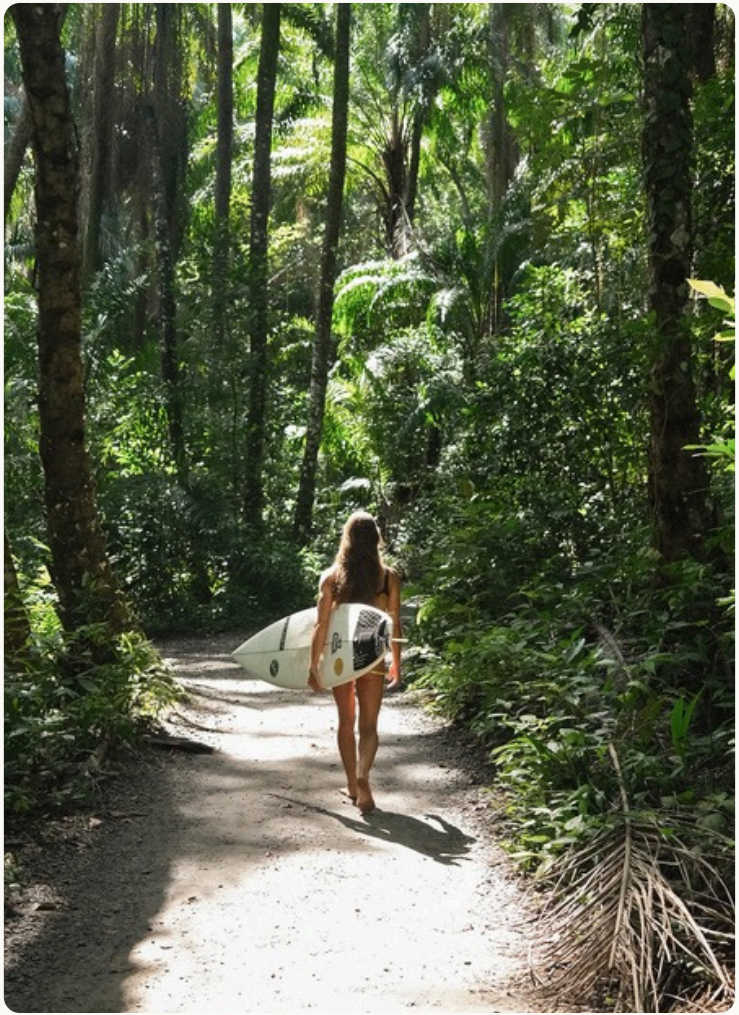
Private Chef & Bar Service

All Inclusive Hospitality Experience

BARRACUDA











OKA

OKA by Barracuda was conceived as an ode to what is most powerful in Brazil: the force of its wild nature, and the energy, warmth, and creative expression of its people. Shaped by a dialogue between Brazilian vitality and Scandinavian essentialism — the very ethos that defines Barracuda — OKA combines world-class amenities with the ease of true barefoot tropical luxury.

OKA is a place of gathering for the cultured and the curious, offering privacy, deep immersion in nature, and a strong sense of place. A home designed to connect guests with local culture, and to be enriched by experiences moved by exuberant landscapes and genuine hospitality.

Made entirely in Brazil and by Brazilians, the house features generous indoor and outdoor living areas, with floorplans designed for shared moments and slow, easy living. The home comprises eight guest suites and a 280 sq.m. Duplex Master Suite, and includes a private spa, gym, sauna, beauty room, industrial kitchen, rooftop, multiple gardens, and an 800 sq. m. swimming pool.

At OKA by Barracuda, guests enjoy the comforts of a private home, elevated by Barracuda's thoughtful and familiar hospitality. Each stay is uniquely tailored, offering full board and a private chef, access to the Barracuda Journeys — our curated local immersions — and regenerative SPA treatments woven throughout the experience.

In Tupi-Guarani, one of Brazil's original indigenous languages, OKA means home, a place of shelter, gathering, and collective presence.


100% MADE IN BRAZIL


ARCHITECTURE
Eduardo Leite


INTERIORS
Janice Miguel


REGENERATIVE LANSCAPING
Sidney Linhares



Aerial View

Services & Amenities

Full Board with customized, all-day menus
Personal Villa Staff
Concierge
Private Chef
Wine Cellar
Cinema
Sauna & Hydrotherapy
Massage Therapists
Boutique Gym
Swimming Pool with 800 sq. m.
Tailor-made Outdoor Experiences in Itacaré
Intimate Events for Villa guests
Sommelier Upon Request
Airport Transfer by Car
Helipad



Contemporary Architecture Woven into the Landscape





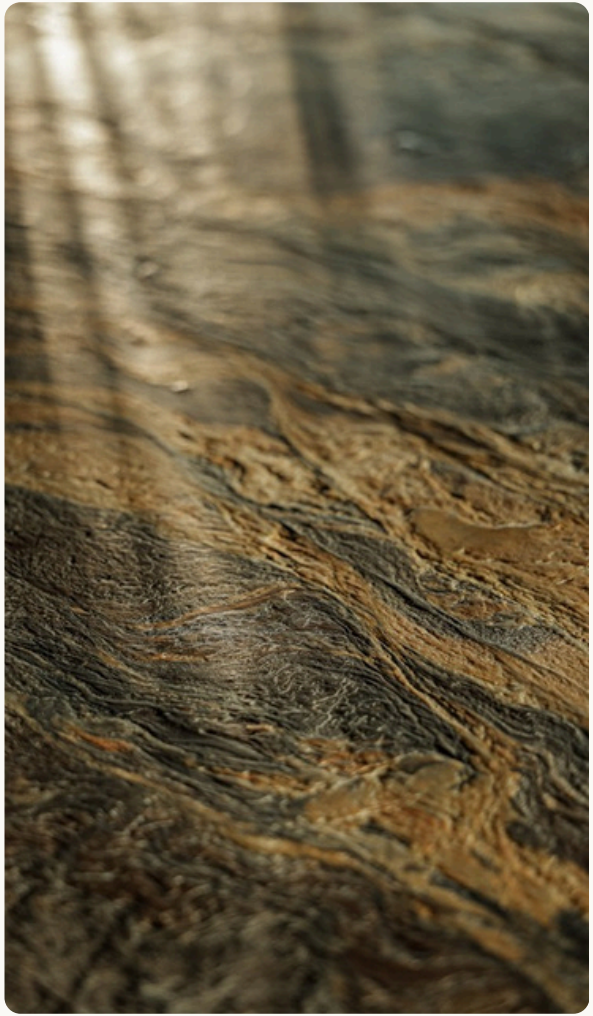
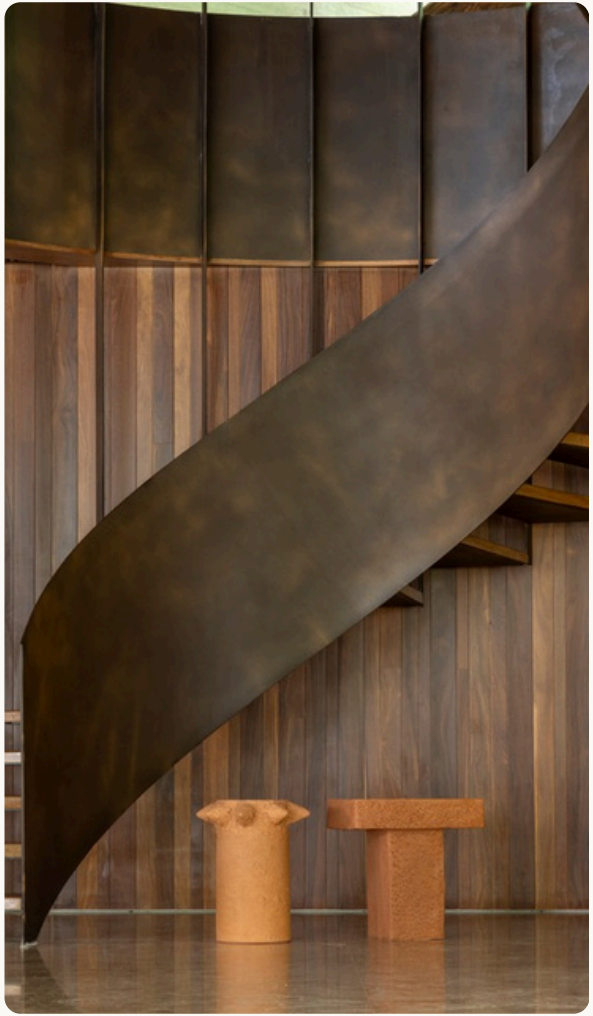




Integrated Living & Dining Rooms



Integrated Living & Dining Rooms




Outdoor Dining



Outdoor Living Area & Bar



Duplex Master Suite | 280 sq. m.



Duplex Master Suite



Duplex Master Suite | Pool & Ocean Views



Duplex Master Suite | Living Area



Duplex Master Suite








Guest Suite Building


8 Guest Suites | 45 sq. m.



Leisure Gallery & SPA



Cinema



Wine Cellar



Game Room



Spa


Boutique Gym

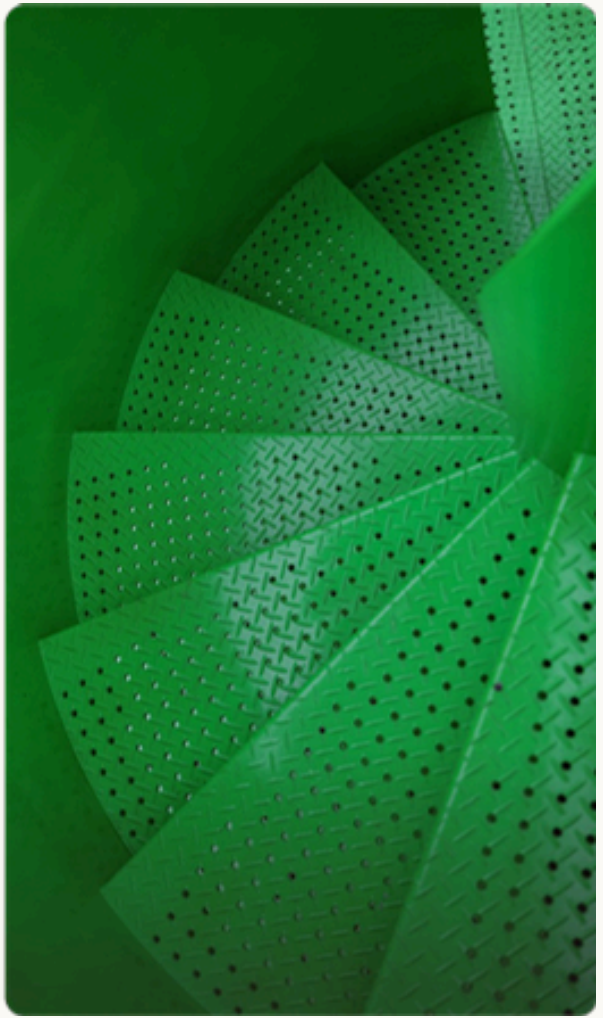


Massage & Beauty Room



Sauna, Cold Plunge & Water Circuits





Recent Press



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Pricing

The rates include the rental of the entire estate, full board, and service team including a private chef and a personal concierge. The estate can only be rented out as a whole.

Starting at USD 30,000 per night.

Rates do not include 10% VAT and do not include a safety deposit. The security deposit will be promptly returned after check-out if no damage is found. Round-trip transfers between the airport and the Villa must be arranged at the time of booking, and are included in the rate.

Booking Conditions

Reservations are subject to availability.

Bookings made 30 days or more before check-in require a 50% deposit, non-refundable, and contract signature to confirm the reservation. The remaining 50% balance, plus a security deposit, are due no later than 60 days prior to guest arrival.

Reservations made within 30 days of check-in require 100% deposit of the total amount, plus security deposit, upon contract signature.

Cancellations formally requested more than 120 days prior to arrival are eligible for a 50% refund. Cancellations made between 120 and 90 days prior to arrival are eligible for a 25% refund. Cancellations requested fewer than 90 days prior to the arrival date are non-refundable.



Itacaré I Bahia I Brazil

To inquire about stays at OKA, please contact our Reservations Department.

reservations@thebarracuda.com.br
+55 (73) 3199-9025

Itacaré - Bahia - Brazil

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HOTEL & VILLAS

Boutique Hotel with 17 Keys

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Forest & Ocean Views

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Barracuda Hotel & Villas

Barracuda Hotel & Villas embodies a new expression of Brazilian luxury, shaped by the meeting of two cultures. Created by a group of Brazilian and Swedish partners, the project builds upon the Scandinavian principles of minimalism, restraint, and respect for what is essential, interpreted through the warmth, richness, and sensory depth of Brazil.

Set atop a hill on the coast of Itacaré, the property unfolds across 26 hectares, where the Atlantic Forest meets the sea, featuring 17 guest suites and 7 private villas. Low-impact architecture, local materials, and the lens of nature as the true protagonist create an atmosphere that feels both intimate and expansive, offering privacy while remaining closely connected to the town's vibrant culture and pulse.

Each stay is a singular journey.



The hotel's geography encourages a deep relationship with the landscape, with the forest and the ocean framed by a a contemporary Brazilian aesthetic, expressed with quiet elegance and clarity of form.
The Barracuda experience is singular. Hospitality is light and genuine. Gastronomy is led by local chefs. Experiences emerge from the region’s way of life. Teams are formed almost entirely by talent from Itacaré, anchoring the project in authenticity and a strong sense of belonging.

The result is a destination that brings together Nordic sensibility and Brazilian soul, defining a modern tropical luxury that is calm, thoughtful, and unmistakably Barracuda.



The Barracuda Suite | 65 m2



Barracuda Restaurant & Pool Lounge





















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