OITI

by Barracuda

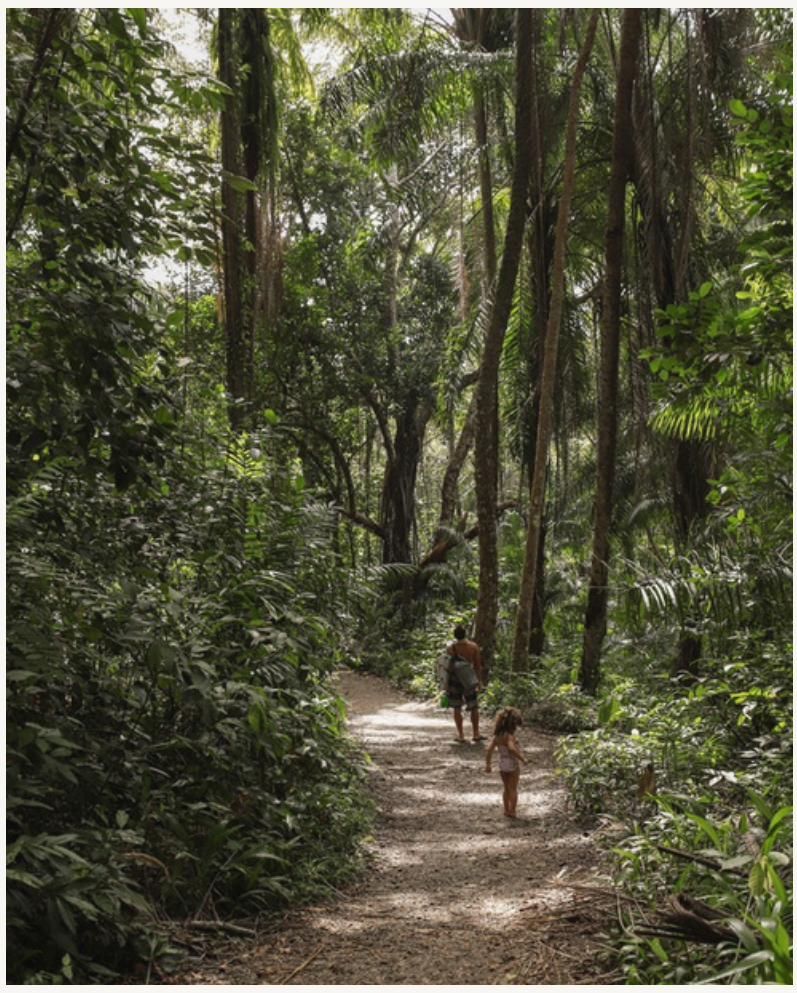
ITACARÉ BAHIA BRAZIL

OITI by Barracuda

Where the Rio de Contas meets the Atlantic Ocean, in the vibrant historic center of Itacaré, **OITI** celebrates the origins of the Barracuda Group: a charming guest house with warm and personable hospitality, shaped by a sustainable vision of luxury.

Itacaré | Bahia | Brazil

Itacaré is not defined by a single logic.
Life in this small fisherman's town, which holds profound historic value, unfolds through layered contrasts, between the river and sea, movement and stillness, visitors and the local community.
Beneath it all, there is a steady, unhurried way of life that is largely untouched by tourism, and which permeates and quietly guides the experience.
It is within this context that OITI by Barracuda emerges, with a conviction that the most meaningful expression of its hospitality is a true connection to the native culture and territory.



a return to our roots

OITI by Barracuda is set within the very home where, in 2013, designer Juliana Ghiotto and professional surfer Daniel Lima, alongside a group of Swedish entrepreneurs, artists and personalities, founded Barracuda as a shared purpose and project for life. The group stood then, as it does now, as a vision of hospitality that is internationally minded, yet deeply rooted in a Brazilian way of life.

Located in the historic center of Itacaré, overlooking the Orla dos Pescadores, OITI by Barracuda also holds a symbolic position in the town, at the heart of its daily rhythm. Fishing boats come and go at dawn and dusk, as a steady flow of crossings and encounters unfolds before it.

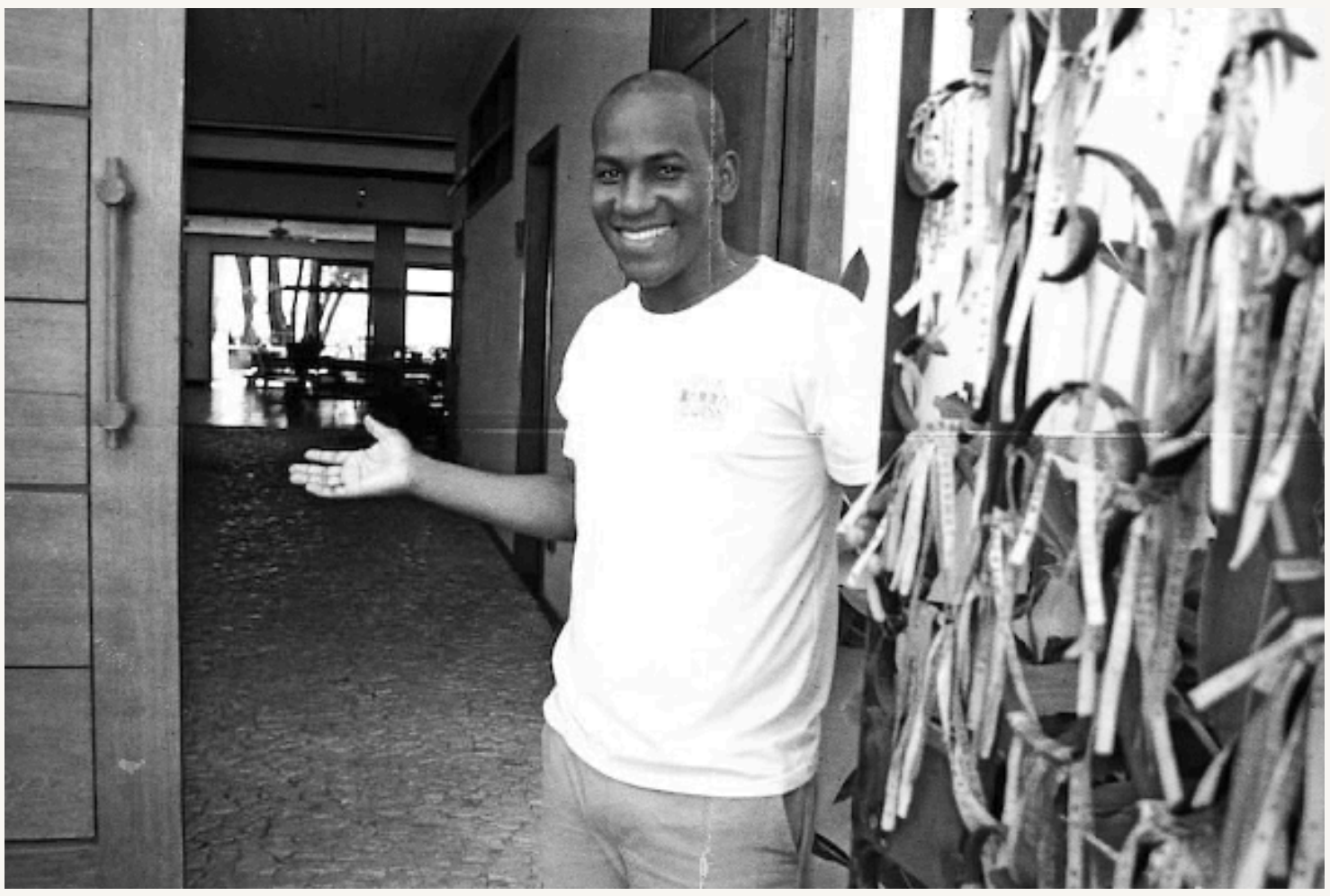
A short walk from Praia da Concha, Praia do Resende, and Praia da Tiririca, OITI offers a gateway into the local way of life — where nature and cultural heritage are experienced as one.

the barracuda guest house

OITI by Barracuda

The guesthouse that gave rise to Barracuda served as a living laboratory where Juliana Ghiotto and a local team developed their distinctive approach to hospitality, based on closeness, personalization, and a guided immersion in the local way of life, listening to each guest's individual journeys.

"OITI is the house where we first welcomed the world into Itacaré, and this experience shaped our understanding of hospitality, becoming the foundation of our DNA." says Ghiotto.



Rogério Marques, Guest Experience Lead, pictured in 2016

"In a short time, it became clear that we were creating a hospitality signature, humane and purpose-driven, that was extremely powerful; enough to carry the Barracuda name around the world."

the property

OITI by Barracuda unfolds across four floors.

At street level and on the first floor, facing the waterfront promenade, a vibrant bar and restaurant act as a gateway to the city, with integrated, lively spaces for gathering and conviviality. Across the upper floors, 11 spacious suites (ranging from 45 to 80 sq. m.) offer views of both the river and the ocean, accommodating up to four guests per unit.

Interior design reflects Barracuda’s signature codes: a meeting point between surf-chic aesthetics, Scandinavian minimalism, and the vibrant energy of Bahia.

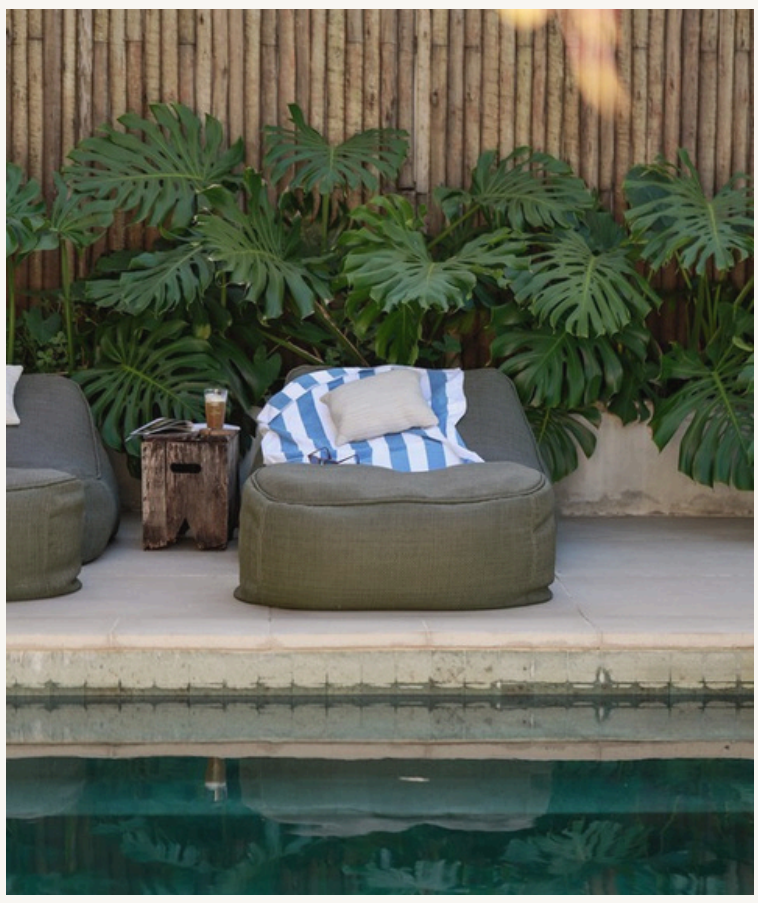
Brazilian designer furniture, including highlights by Carlos Motta, blends with works by artists such as Chico Flores, alongside local craftsmanship and custom-designed surfboards made exclusively for guests.

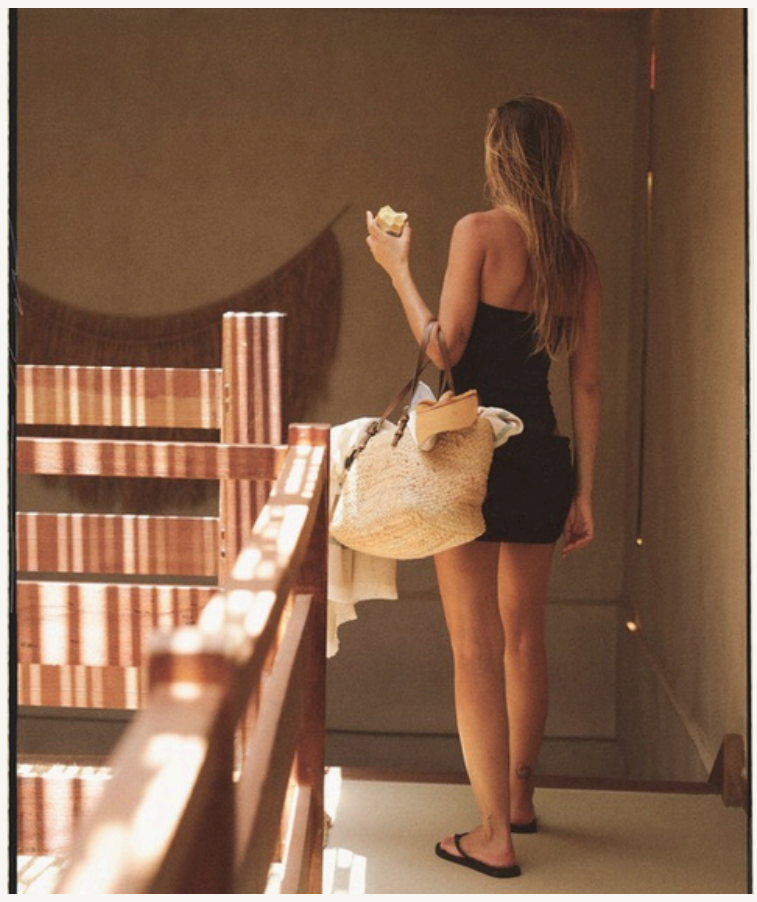
OITI’s light and relaxed atmosphere is palpable, expressed in the freedom to feel entirely at home, with comfort, care, and personable, bespoke services.

renovation & reopening

Reopened in March of 2026, following a complete renovation, OITI by Barracuda more than ever affirms the intangible value of the Swedish-Brazilian brand's first gesture of hospitality, a friendly and modest guest house.

Vibrant, design-led, and closely intertwined with local culture, OITI is conceived for a new generation of travelers, offering attentive, unpretentious hospitality, exceptional cuisine, and authentic experiences in Itacaré.





native hosts
& the barracuda
hospitality

native hosts & the barracuda hospitality

OITI is led by a local team who welcomes every guest with ease and genuine care, sharing their knowledge of the place and naturally bridging the relationship between visitor and territory. In doing so, they ensure a consistent, and distinctively Barracuda way of hosting, defined by closeness, attention, and a sense of belonging.

This relationship extends to the Yandê Itacaré Institute, created by the group in 2021, which works across social, cultural, and environmental development, connecting the operation to a broader framework of impact.

In this context, Barracuda moves beyond conventional hospitality language toward a more fluid idea of presence — not only about where one is, but how one inhabits a place: how space is experienced, the city traversed, and relationships formed with both environment and people.

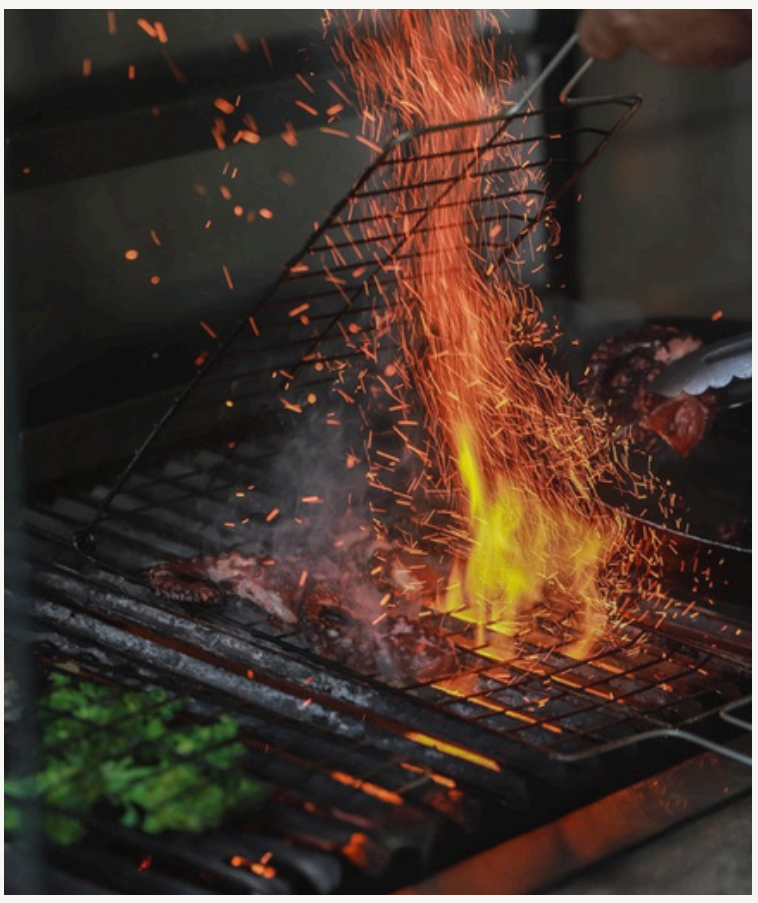
Between guesthouse, restaurant, and a gateway to new ways of living, OITI is a place from which to experience Itacaré from within.

a cuisine-led
experience

a cuisine-led experience

At OITI, the kitchen sets the rhythm of the house:
“We wanted this to be a place where people are drawn to first by the gastronomy, the atmosphere, and the energy of the house… and perhaps only later discover that there are also rooms here,” explains Juliana Ghiotto.

Breakfast is served à la carte and made from scratch each day, with breads and local dishes prepared in-house; a level of care that feels closer to a family table than to traditional hospitality.



OITI restaurant

In the main restaurant, the menu emerges from a creative encounter between Brazilian culinary traditions and local ingredients, with a strong presence of open-fire cooking. Sourcing is done directly with small farmers, fishermen, and producers known personally by the Barracuda team.

Dishes such as fish ceviche with mango sorbet, coconut cream, ginger, and lemongrass, or tuna crudo with Brazilian nuts and citrus, balance acidity and texture while honoring the integrity of each ingredient. Preparations like crab fritters with pickled biquinho peppers and okra tempura stuffed with shrimp reinterpret familiar elements in new compositions without losing their identity.

For main courses, fire defines the kitchen. Lobster rice, finished over flame, sits alongside whole roasted octopus with smoked potatoes and strained yogurt, as well as the catch of the day, grilled whole and served with vegetables and herbs.

bar & cocktail program

OITI's cocktail program follows the same conceptual approach. Created by the Argentine bartender Chula Barmaid, the menu draws on classic foundations while incorporating local ingredients and culinary techniques, such as the distilled cacao honey, roasted fruits, infusions, and house-made reductions creating a seamless continuity between bar and kitchen.

With open views to the fisherman's bay, the bar and restaurant become a shared meeting point for guests and the local community, encouraging exchange and shaping an atmosphere that feels both vibrant and true to the spirit of Itacaré.

barracuda journeys:
native experiences

barracuda journeys: native experiences

A stay at OITI extends beyond the house through our Barracuda Journeys, a collection of native experiences that invite a deeper immersion into the territory and its way of life.

Journeys unfold from vast forest trails in the Atlantic Forest to river and mangrove crossings, surf sessions, ocean fishing, and visits to traditional cacao farms where chocolate is grown tree to bar — always guided by a local team whose incredible knowledge shapes each experience. More than activities, these are moments that reveal a different way of moving through the world: reading the sea, following its rhythms, and forming a more instinctive connection with the landscape and those who inhabit it.

Wellness continues this same sensibility. From yoga and canoeing to in-suite massages, each experience creates space for both movement and stillness, aligning mind and body with the quiet pace of Itacaré.

friluftsliv

OITI by Barracuda echoes the Swedish philosophy of *friluftsliv:* a life lived in freedom, open air, with true presence and deep connection with nature.

At a time when luxury is increasingly defined by authenticity, OITI offers something even more rare: the feeling of belonging, if only for a few days, to the rhythm of Itacaré, Bahia.

More than a stay, we invite a new way of relating to place, time, and self, guided by simplicity, intention, and a conscious return to what truly matters.

About OITI by Barracuda

OITI by Barracuda is an 11-suite guest house with a bar and restaurant in the historic center of Itacaré. Bringing together hospitality, gastronomy, and territory, it reflects both the origin and evolution of the Barracuda Group, consolidating a model defined by intimate scale, local integration, and curated experiences.

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