

DESTINATION SÃO PAULO

The heart of Latin America beats here!

Culture and recreation are also big business in São Paulo. But until a short time ago, no one could imagine this. The city of superlatives has established itself as a destination of leisure, culture and entertainment, while it strengthens its role as a major business and events center in the continent.

SEME 300



Grand Prix Formula 1

Alexandre Diniz



Football Museum

Caio Pimenta



Carnival

Kiyomori Mori



GLBT Parade

André Stefano



Municipal Market

Caio Pimenta



São Paulo Fashion Week

Leisure is also a big business in São Paulo, but until recently, it was hard to imagine this. However, the numbers speak for themselves. Over the last six years, the city started to promote its unparalleled range of cultural and entertainment districts, and the result is that the state capital has been embraced by many tourists. At the end of 2010, the hotel occupancy rate in the city was above 68%. Until 2004, the average was only 55%. Also in 2010, the city received an unprecedented figure of 11.7 million tourists, an increase of almost 37% in just five years.

São Paulo is among the cities that receive the largest numbers of global international events in the Americas. According to The International Congress and Convention Association (ICCA), other such cities that are committed to staging events are New York, Vancouver, Madrid, Chicago, Tokyo and Buenos Aires. Even without

the combination of sun and sea, São Paulo is the top tourist destination in Brazil and it has found the formula for success by providing two different experiences for visitors: for Brazilians, São Paulo offers a way of experiencing the world, and for foreigners, there are pieces of Brazil spread throughout the city. There are beautiful beaches just a few kilometers away, so it is possible for tourists to have a complete holiday experience filled with some unforgettable sensations. Whatever the reason is for the visit, whether it is leisure, culture, business, knowledge, health or for shopping, São Paulo goes far beyond the expectations of a conventional tourist destination.

In addition to holding the title of the largest city in Brazil and in the southern hemisphere, São Paulo is also the most influential city on a global scale, and is the 21st most globalized city on the planet, categorized as a global alpha

city, according to the latest study conducted by the Globalization and World Cities Study Group & Network (GaWC). This is why many do not perceive that the state capital can also offer an unbeatable variety of cultural and entertainment activities.

After years of being regarded as a "stop off" city, i.e., only geared toward business, visitors have finally discovered its grandiosity, diversity and multiculturalism, although seemingly chaotic nature, which in reality makes this megalopolis a world to be explored.

It is simple: São Paulo is unique because it is a mega city, global as well as typically Brazilian, the pace and "spice" of Brazilian people. Even deprived of the sun and sea combination, it is the premiere tourist destination in the country which uses culture as its beach and has thus found the formula for success. Let this city surprise you!

São Paulo, where Brazil and the world meet each other



São Paulo has become a leading destination

We live in a world with many people and many faces, so, with a large variety of people and attractions, São Paulo will surely please all types of tourists. It has not always been like this. For a long time, the city was only a business and event destination, before it started showing its true potential. Even though it is the main gateway to Brazil, São Paulo has never marketed itself as a holiday destination.

With continued focus and growth, São Paulo realized that it was not only the largest economic center in Latin America, but also the Latin American capital of culture, fashion, entertainment and knowledge. It is also a place where economies and talent are becoming stronger. It is a wired and

up-to-date metropolis, which, instead of being a follower, is now setting trends for others to follow. São Paulo also invites its diverse population to a healthy way of living. Comprising more than 70 nationalities and Brazilians from all regions, São Paulo is home to a variety of religions, creeds and customs. There are churches, synagogues, mosques, temples and many other places of worship, that share urban space in harmony, and it certainly sets an example for the world. At the same time, São Paulo also stages the largest Gay and Lesbian Parade on the planet and other large events that confirm its status as a cultural center, integrated to the global events circuit. Among these events are, the São Paulo Fashion Week, Virada Cultural,

the Brazilian Grand Prix, Indy Car, the International Motor Show, the Art Biennial, the International Film Festival, the São Silvestre Marathon, Christmas Illuminations, the Biennial São Paulo International Book Fair and many others. Good examples come from intense artistic, cultural and cinematographic productions.

Today, São Paulo is not only the main entry point to Brazil, hosting 70% of the international flights arriving in the country. It also boasts the largest number of direct flights connecting Brazil to the world. Moreover, the city has over 200 helipads serving a fleet of 500 helicopters, the second largest in the world and one of the largest private jet contingents on earth.

Paulistano Program

Being a Paulistano is a state of mind; it mixes the rush of being punctual with the calmness of having a beer during happy hour, after a long day's work.

What is the São Paulo experience?

Go for a walk through Ibirapuera Park at the weekend; go shopping 'just to buy a little something'; eat pizza on Sunday night; enjoy homemade pastries; have an espresso or visit one of the giant bookstores, or everything that is open 24 hours a day. At the weekend, savor a feijoada and watch a soccer game while listening to samba. Being a Paulistano also means being very Brazilian and global.



Caio Pinheiro

Eating pasties in the street market

One of the favorite markets is opposite the Pacaembu Stadium on Thursdays, but there are other great street markets scattered throughout the city.



Wanderlei Celestino

Mortadella sandwich

Visit the food court on the mezzanine at the Municipal Market and make sure you try it. Also try the codfish deep fried pastry.



Lisa Minelli

The best pizza in the country, every day

There are over 1500 pizzerias around the city. It is said that the Italians invented pizza, but that the people of São Paulo perfected it and diversified its flavors.



Caio Pinheiro

The Flavor of the East after a Night Out

Specialized restaurants are full at dawn. The temaki (sushi in a cone) is the most requested dish, because it comes in big portions and has diverse flavors. They have become so popular that you can find these types of restaurant all over the city.



Caio Pinheiro

Walk along one of the most luxurious street in the world

According to the 'Excellence Mystery Shopping International' Rua Oscar Freire, situated in the Jardins district is among the ten most lavish streets in the world.



Marcos Hirakawa

Sunday in Ipirapuera Park

Locals refer to this as the beach of São Paulo. It is a great place to go walking, cycling, or just to sit by the lake or enjoy the cultural offering at the MAM and OCA museums, as well as the Planetarium.



André Stefano

Visit Vila Madalena, by day or by night

Bars, art studios, Benedito Calixto antique fair and even NGOs such as the Projeto Aprendiz (Apprentice Project) are found in this district dedicated to art.



Marcos Hirakawa

Walk through some of the districts that have the feel of other countries

The most typical is 'Liberdade', with Japanese lamp posts and signs in Japanese. Do not miss the Italian districts of Mooca and Bixiga, where you will find the most traditional restaurants in the city.



Wanderlei Celestino

Bakeries are a lifestyle

Besides assorted bread, they offer a wide variety of desserts giving you the impression that you are in a market. They are spread throughout the city and several are open 24 hours a day.



Jefferson Parker

The Automobile Capital of the Americas

The city is unique in the region as it hosts the Indy Car Circuit and the Formula 1 Grand Prix, which attests to the passion of people from São Paulo for cars and high speed sports.



João Godinho

Rehearse with a samba school

Warming up for Carnaval begins on the so-called "quadras" of the samba schools and many hold open rehearsals at their headquarters before finalizing details, and to entertain onlookers.



Wanderlei Celestino

Shopping in Rua 25 de Março

This street is the largest outdoor shopping center in Latin America and is synonymous with popular trade. It offers jewelry, household items, clothing and special furniture, among other products, and due to its diversity, it attracts thousands of shoppers.

São Paulo offers unique tourism in Latin America

79 SHOPPING CENTERS and malls, bringing together all sorts of products and services

181 THEATERS, making São Paulo the 3rd largest producer of musicals in the world.

287 CINEMAS, showing films, from alternative studios to large movie producers.

110 MUSEUMS, including the innovative Football Museum and the Portuguese Language Museum, two of the most popular in the country.

97 CULTURAL CENTERS, with beautiful exhibitions and highly regarded workshops

12,500 RESTAURANTS, 52 different types of cuisine

15,500 BARS, some centered in the bohemian Vila Madalena

75 PARKS and green areas, with pulsating nature and rich flora and fauna

59 STREETS with specialized business, from the luxury of Rua Oscar Freire to the very affordable Rua 25 de Março.

240,000 STORES, distributed throughout the city with unique variety and creativity.

42,000 HOTEL ROOMS making it home to the largest number of rooms on offer in South America

90,000 EVENTS are held in the city every year.

2,5 MILLION M² OF SPACE for events.

20 CONVENTION CENTERS and other large arenas, include the largest in Latin America, the Anhembi Park.

105 HOSPITALS, with recognized efficiency, many having international certification.



Wanderley Celestino

Paulista Museum, Anhembi Park and
MASP - São Paulo Museum of Art



Other numbers:

11.7 MILLION TOURISTS in the city in 2010,
1.7 million foreigners and **10 MILLION** Brazilians.

RS 9.6 BILLION is the revenue generated from tourism in the city.

68.4% was **THE AVERAGE HOTEL OCCUPANCY RATE** in 2010.
Unprecedented, in the history of the city.

MORE THAN 37 MILLION passengers passed through GRU (GUARULHOS)
and CGH (CONGONHAS) IN 2010.

Source: Center for Tourism of the City of São Paulo - SPTuris 2010

Wanderley Celestino



VISIT the icons that are the “face” of the city

AVENIDA PAULISTA - Pride of São Paulo. Here you will find the MASP (Museum of Art of São Paulo), Trianon Park, the Gazetta Building (the start and finish point of the São Silvestre New Year's Day Marathon), the Conjunto Nacional, the Cultura Bookshop, and plenty more.

CATAVENTO CULTURE CENTER - This innovative cultural center puts the public, especially children, in contact with the various phenomena of science and social problems in a playful and practical way. It is an entertaining and educational visit.

SÉ CATHEDRAL - In the center of the city, and a fine example of Catholic architecture

BANESPA BUILDING - One of the tallest in the city, there is an observation deck and a 360 degree view of the city.

CORNER OF AVENUES IPIRANGA AND SÃO JOÃO - Celebrated by Caetano Veloso in the song “Sampa,” here you will find the Bar Brahma, with live music, and the Esquina da MPB, which is open 24 hours a day.

TERRAÇO ITÁLIA - One of the highest points in the city. On the top there is a traditional restaurant with a beautiful view of the city centre.

MUNICIPAL THEATER - A luxurious program, with architecture designed by Ramos de Azevedo

COPAN BUILDING - This Oscar Niemeyer project was built in an “S” shape and is home to hundreds of residents.

OCTÁVIO FRIAS DE OLIVEIRA BRIDGE - Recently inaugurated, its modern and bold architecture is the symbol of a city built by man and home to a booming economy.

MASP (SÃO PAULO MUSEUM OF ART) - This museum has one of the largest collections of Latin American art, as well as works by Raphael, Botticelli, Titian, Monet, Cezanne, Renoir, Van Gogh and the top names in Brazilian art, besides the largest open span in the world.

MUNICIPAL MARKET - Its 55 stained glass windows form a mosaic of colors and flavors enriched with the aroma of spices, exotic fruits, different types of cheese, cold cuts, traditional codfish deep fried pastry and the mortadella sandwich.

MUSEU IPIRANGA (MUSEUM) - Its real name is Paulista Museum, home to the legendary painting “Independência ou Morte”, which depicts the day, when Pedro I, on the banks of the Ipiranga River, proclaimed the independence of Brazil. Its gardens are inspired by the gardens of the Palace of Versailles in France.

PATEO DO COLLEGIO - Located in the central region of this city it is the birthplace of the state's capital

ESTAÇÃO DA LUZ - This train station also houses today an avant-garde icon of the city: the Portuguese Language Museum.

SALA SÃO PAULO AUDITORIUM - The headquarters of São Paulo Symphonic Orchestra (Orquestra Sesi-SP) features the best acoustics in the country for classical music concerts.

THE PORTUGUESE LANGUAGE MUSEUM - The interactive, original and creative displays of the language at this innovative museum take visitors on a journey to understand and learn more about the Portuguese language.

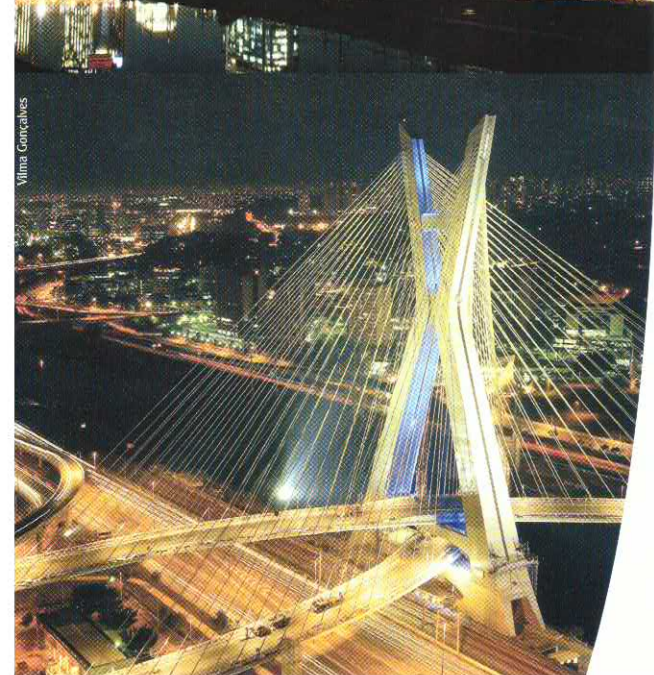
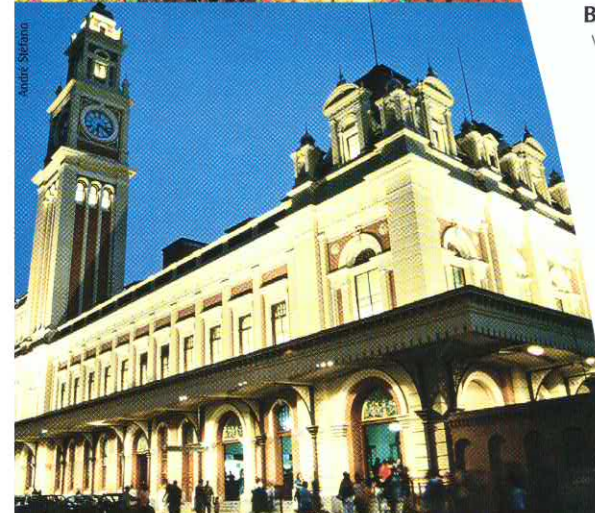
SÃO BENTO MONASTERY - This is one of the most important historical buildings in the capital city and is a residence for monks. They prepare delicious brunches and perform Gregorian chants.

SÃO PAULO FASHION WEEK - Held twice a year, the event has put the city well and truly on the international fashion calendar, achieving recognition for local designers. Gorgeous models from all over of the world grace the catwalks of São Paulo.

GAY PARADE - One of the largest cities in the world also hosts the largest Gay Parade held worldwide. Diversity takes over Avenida Paulista on this day that has evolved into an attraction drawing all ages, sexes and sexual orientation. It mixes political demands, shows, electronic bandwagons and unique attractions.

STREET FESTS - These popular festivals are, in the majority sponsored by communities strongly linked to national origins such as the Italians, Japanese and Germans. These celebrations are always served up with plenty of food and cultural attractions: Festa de São Vito, Achropita, Tanabata Matsuri and Brooklin Fest are a few examples.

Municipal Market, Luz Station, Marginal Pinheiros and Octávio Frias de Oliveira Bridge



Three of the best examples of the city

São Paulo has become a reference in Brazil and in the world

The Football Museum

Here you will not find collectors' items, such as players' shirts from the past and plenty of memorabilia, as expected. The museum is primarily a sensory experience. The museum touches our emotions with its many visual displays of bright colors, brilliant images and ambient sounds. It takes you on a journey through the history of football, and the history of football in Brazil, as football is considered one of the major cultural events in the country. Everything here is technological and interactive. There are 15 rooms spread over two floors, with a panoramic view of the Pacaembu Stadium and a series of LCD screens, giant photos and large colored panels showing the highlights of all the World Cup Finals. Learn more at www.museudofutebol.org.br.



Alexandre Diniz

Clean City

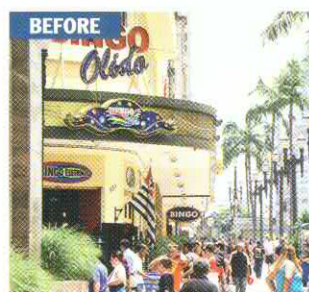
The city is using unconventional and unprecedented initiatives to help rid the streets of visual pollution. The Clean City Law has shown a new face of São Paulo and has put the state capital in the headlines around the world. Articles in the Business Week magazine and the New York Times, among many others, have emphasized the courage of the city, the first of the big cities to face up to this common problem.



ENLUB



ENLUB



ENLUB



ENLUB

Largo da Misericórdia
and São João Avenue

Caio Pimenta



Virada Cultural

This event has been on the city's event calendar since 2005, and has now become a symbol of the city. During 24 hours, São Paulo breathes culture of all kinds, traditional or alternative, in more than 300 places assembled throughout the city, mostly in the downtown area. The program includes all music genres from classical to rap, from theatre to shows, and much more. The Paulistanos participate enthusiastically with about 4 million residents and tourists taking to the crowded streets. Visit www.viradacultural.org.

Some of the strengths of São Paulo Shopping, Culinary Arts, Culture, Events and Entertainment



Oscar Freire Street

SHOPPERS PARADISE

79 shopping malls, sophisticated boutiques (Oscar Freire, Daslu, the shopping malls of Iguatemi and Cidade Jardim), the popular trade center of Rua 25 de Março, Bom Retiro, and Brás districts, decorative brands on Rua Gabriel Monteiro da Silva, as well as exclusive Porsche, Maserati and Ferrari show rooms, among others, on Avenida Europa. These centers show just how much of a true shoppers paradise São Paulo really is. There are also 59 other streets with specialized trade, where you can build a mega-computer, equip a first class commercial kitchen, find everything for brides, or musical instruments, and so on. The complete shopping guide is at www.cidadedesao paulo.com.

SHOW, THE WHOLE YEAR ROUND

The best bands and singers in the world pass through here with over 600 concerts per year. São Paulo has staged international productions, such as Chicago, Beauty and the Beast, Cats, Cirque du Soleil, and stars like Madonna, Beyoncé, Guns N' Roses, Elton John, Metallica, Coldplay, Oasis, BB King, and Bob Dylan have played here.

PASSPORT TO 52 NATIONS

There is nothing more cosmopolitan in São Paulo than the cuisine. Your mouth will water

at the thought of the 12,500 restaurants spread throughout the city with their celebrated chefs and atmospheres. There is plenty to choose from, including, German, Arabic, Chinese, Spanish, Greek, Indian, Japanese, Jewish, Moroccan and Thai dishes; a total of 52 types of cuisine. Not to mention the national cuisine - from barbecue to feijoada, food from Minas Gerais to Bahia, and, of course, pizza.

EVENING ENTERTAINMENT

São Paulo is home to all cultures. With Latin rhythms, electronic, Brazilian rhythms and other styles of music, clubs bring people together to listen and dance to live music or to internationally recognized DJs. The city is filled with places to go. Serving croquettes, sushi and codfish cakes from the menus of about 15,500 bars, there is no risk of starvation. Among the liveliest districts are Vila Madalena, Vila Olímpia, Itaim, Moema, Pinheiros, Jardins and the Paulista region. The city is still a world reference in attractions for the public, including GLS (gays, lesbians, and sympathizers).

TAILORED EVENTS

The city manages events of all sizes, from small meetings to large conferences and exhibitions. There are luxury hotels, boutique

hotels, 20 large convention centers - including the Anhembi Park, the largest in Latin America - as well as restaurants and other surprising and unexpected places. Another advantage is the easy access, with the two busiest airports in the country and 19 out of the 20 largest highways of Brazil. The city also offers a wide range of accommodation, cultural activities and entertainment.

THE LARGEST CONVENTION CENTER IS ANHEMBI

With five multifunctional and modular areas, the center has adapted itself to the size and style of different events. Its Exhibition Hall is the largest covered and available space for trade fairs and events in Latin America. It is close to subway stations and has a shuttle service to the two largest airports in the country. It is close to the Tietê Bus Terminal, houses the largest hotel in South America - the Holiday Inn Parque Anhembi - and has a car park for 7,000 cars. Since mid-2008, it has air conditioning, sustainable ventilation, automated parking and a new roof. The Exhibition Hall has a refurbished floor, and there is an intelligent air conditioning system in the Convention Palace. More information at www.anhembi.com.br.

Are you interested in São Paulo?

Then learn more about the city



Visit the Tourist portal of the city for more information

São Paulo Turismo (SPTuris) provides a portal (www.cityofsaopaulo.com) that contains all the information you are looking for if you would like to learn more about the attractions that are available in São Paulo. There are, for example, tips for enjoying the city free-of-charge, as well as Travel Guides, information on Culture and Leisure, Business and Events, Multimedia, News, Press, and you can register if you would like to receive email updates. An agreement with São Paulo Veja magazine offers services such as restaurants, cinemas and theatres.

There are still SP 24hours, themed tours, transportation, city tours, maps, a shopping guide, where to go, a calendar of business and cultural events, photos, videos, data and download options of all products.

Special Itineraries

Stay another day

If you have no time to lose and will only be staying for a few days, then time is of the essence. To maximize your ability to visit as much as possible, the city offers a program with more than 20 options targeted and focused on thematic tours, such as a day of Culture in the city center. There are plenty of options for children too. Find out more at www.fiquemaisumdia.com.br

Sensations Map

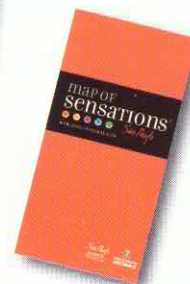
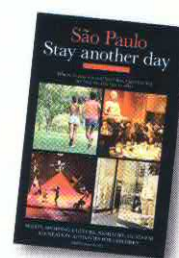
If you want to know more about the city by using the five senses, then there is São Paulo's unprecedented Sensations Map, where it is possible to have the most diverse experiences and discover how the city can be attractive in its own way. Visit www.mapadassensacoes.com.br to find out more.

Turismetrol

It offers a fun and cheap way to get to know the sights and history of the city. Besides bilingual guides who accompany the group, actors take the participants by surprise in strategic points of the tours. Tours on Saturdays and Sundays, with two daily departures, at the cost of the subway tickets. Departures are from Sé Station. Visit: www.cidadedesaopaulo.com/turismetrol.

Unimaginable

Paulistas personalities, known inside and outside the country, show their talent having the city of São Paulo as inspiration: Alex Atala develops a new dish, DJ Marky produces the soundtrack, the Campana brothers create the design of an armchair, and Hornest idealizes characters on the walls of the city. All these expressions together, with the executive production of Fernando Meirelles and direction of Paulinho Caruso, became the new campaign of São Paulo Turismo "Unimaginable". See it on www.youtube.com/cidadesaopaulo.



Find out about Sao Paulo Tourism

São Paulo Turismo (SPTuris) is the tourism and events company for the city of São Paulo. It also manages the Anhembi Park, the Interlagos Circuit and the shopping and tourist terminal 25 de Março. It is also responsible for some of the key events in the capital such as Carnival, Virada Cultural and the Christmas Illuminations. For the 2014 World Cup, SPTuris has already started the strategic planning through its Executive Committee in order to prepare the city to host the games of the most popular sporting event in the world. For more information visit www.spturis.com.

Visit:
www.cityofsaopaulo.com
www.spturis.com
www.anhembi.com.br
www.autodromointerlagos.com
www.fiquemaisumdia.com.br
www.visitesaopaulo.com



São Paulo Turismo S.A.

Av. Olavo Fontoura, 1209 - Portão 35 - Parque Anhembi - Santana - São Paulo - SP - 02012-021 - Tel.: 55 (11) 2226-0626
Coordination: Luiz Sales / Marisa Marrocos. Texts: Lilian Natal. Art Editing: Evandro Soares. Maps: Rene Perol