

English Tourists seek cultural experiences in São Paulo

Culture and entertainment. This is what English tourists are mostly after in São Paulo, according to a survey carried out by São Paulo Turismo (SPTuris, a municipal company of tourism and events) in the Tourist Information Offices in the city last year.

Interested in the diversity of São Paulo city, attractions and customs which are typical from Brazil, in addition to the history and the art in the city, these visitors asked for information mainly about places such as the Art Museum of São Paulo (Masp), the Municipal Market, Sé Cathedral, Ibirapuera Park and Paulista Avenue.

The survey also indicates that English tourists spend an average of 4,9 nights in the city, spending on average, during this period, BRL 841,10. They prefer to stay in hotels (47,7%) and hostels (25,6%), and they provide positive feedbacks about the city. Gastronomy, Accommodation and Incoming Agencies are among the best-rated items.

Find more information about English tourists visiting São Paulo and the city's most sought after attractions:

Gender

Male – 51,6%

Female – 48,4%

Education

Graduate degree – 54,1%

Undergraduate degree – 34,4%

Incomplete undergraduate degree – 9,8%

High School – 1,6%

Purpose

Culture/Entertainment – 67%

Business – 11,3%

Visiting relatives and friends – 11,3%

Events – 5,2%

Accommodation

Hotel – 47,7%

Hostel – 25,6%

Friends' and relatives' houses – 23,3%

Average nights per trip: 4,9

Average spending per trip: R\$ 841,10

Average spending per day: R\$ 171,65

The city's most sought-after attractions

Arts Museum of São Paulo – 22,9%

Located on one of the most famous streets of the city, Paulista Avenue, it has a permanent collection of renowned artists, among them, Van Gogh, Renoir, Velázquez, Portinari and Picasso.

The building is another attraction, with its outstanding free span, where an antique market takes places on Sundays.

Website: www.masp.art.br

Municipal Market – 10%

The attraction is a national reference due to its diversity of aromas, colors and flavors. The *Mercadão*, how it is called, has several stalls which sell fruits – from the most common ones to the most exotic kinds – a wide range of seasonings, and some of them are typical from Brazil, appetizers, cheese, meat, fish, seafood and other options can be found in the emporiums. In the mezzanine, there are restaurants, which are famous for their appetizers. With highlight to the traditional mortadella sandwiches and cod or dry beef turnovers which are served there.

Website: www.mercadomunicipal.com.br

Sé Cathedral – 7,1%

Imposing and one of the world's five largest neo-gothic temples, the cathedral was inaugurated at the beginning of the last century, it was, however, only completed in 1954. It is located in the downtown area and it boasts important sacred artwork. Guided tours take visitors to the underground crypts, where the remains of important figures of the history of São Paulo are buried. The ground zero, a small monument in the center of a large compass rose drawn on the floor of the square indicating the directions of the city's regions, is located in front of the church.

Address: Praça da Sé, s/n – Centro (Sé Subway Station)

Website: www.catedraldase.org.br

Ibirapuera Park – 5,7%

The largest park in the city, regarded as the “beach of *Paulistanos*”, surprises the tourists and it is one of the places mostly appreciated by them. It has 1.5 million m² of green area and many leisure options, such as running and walk tracks, bicycle, skateboard and rollerblade lanes, a big lake, sport courts, and a playground and picnic spots. The area houses several cultural equipment, such as the Modern Art Museum (MAM), the Bienal Pavillion (a stage for different types of events such as exhibitions, fairs, Arts Bienal, São Paulo Fashion week , and others), the Oca (a distinct architecture space which resembles a big concrete hut, it mainly hosts large exhibitions), the Auditorium (which hosted concerts and other events), the Japanese Pavillion, and the Afro Museum, which is about the ethnic culture from these places, the Planetarium and the Rookery.

Website: www.parquedoibirapuera.com

Paulista Avenue – 5,7%

An icon of São Paulo city, the avenue provides visitors with museums, exhibition venues, cinemas, shopping malls, stores, restaurants, and even an antique market; it is also a place full of cultural manifestations, where the most varied types of people pass by, from skaters, punks, rockers, to religious and alternative ones, geeks, and others.

The surrounding streets are also full of tourists. Augusta Street, which intersects the avenue, has plenty of pubs and night clubs attended by people due to the most diverse styles, in addition to other cultural attractions, such as cinemas and theaters. Frei Caneca Street is famous for its gay-friendly venues. Oscar Freire Street, which is parallel to Paulista Avenue, is regarded as the world’s eighth most luxurious street due to its national and international designer brand stores.