

30 must-see programs in São Paulo

São Paulo is a cutting edge, avant-garde city, which creates trends, styles and habits. Capital of business, culture, entertainment and gastronomy in Latin America, São Paulo is a global city, comprised of people from more than 70 different nationalities and offspring.

For all this grandeur and diversity, there are countless possible city tours, all with guaranteed fun. But some of them are really must-see. We've chosen 30 programs for you to get the best out of São Paulo. Check out our suggestions:

1. Eat the bologna sandwich and codfish pasty in the Municipal Market;
2. Check out the Gregorian Chants at Monastery of St. Benedict;
3. Attend a concert in Sala São Paulo or Theatro Municipal;
4. Enjoy the view of the Tower of Banespa;
5. Attend the assembly of a Broadway musical in a theater;
6. Go shopping between Rua 25 de Março, and the districts of Brás and Bom Retiro;
7. Dine at Terraço Itália enjoying the 360° view of São Paulo;
8. Visit one of the great museums in the city, such as Masp or Museu do Ipiranga;
9. Enjoy the bars in Vila Madalena and the parties in Vila Olímpia;
10. Visit Parque Ibirapuera and its attractions;
11. End the night in one of the various 24-hour bakeries in the city;
12. Walk at night along Avenida Paulista;
13. Visit the Museu da Língua Portuguesa and the incredible Pinacoteca, both in Luz;
14. Get to know hundreds of animal species at the Zoo and go to Jardim Botânico;
15. Check out the menu of one of the cantinas in Bixiga;
16. Visit the route of great international brands at Rua Oscar Freire and Shopping Iguatemi;
17. Drink tea at the Hotel Unique's Skye Restaurant;
18. Watch a race at the Jockey Club;
19. Climb Pico do Jaraguá;
20. Take a day to relax in one of the many spas, with hot tub bath and relaxing massage;
21. Visit the fairs at Liberdade and Praça Benedito Calixto;
22. Go to one of the 6,000 pizzerias in the city;
23. Attend a race at Autódromo de Interlagos;
24. Attend a soccer match at Estádio do Pacaembu;
25. Take a walk through the mega bookstores of São Paulo, such as Cultura, at Conjunto Nacional, and Fnac, at Paulista;
26. Attend one of the many art exhibitions in the city;
27. Drink coffee in one of the international coffee shops, such as Havana and Starbucks;
28. Take a walk through the Historic Center, going to Pátio do Colégio, Largo São Francisco, Marco Zero, and Catedral da Sé;
29. Visit a great fair in one of the convention centers in the city, such as Parque Anhembi;
30. Attend a samba school rehearsal.