

Curiosities about São Paulo for tourists

Do you want to know some facts, tips and idiosyncrasies of the city of São Paulo? See the list we have made for you below and have fun!



Virada Cultural. Photo: Caio Pimenta/ SPTuris.

São Paulo is...

- Where Brazil meets the world and where the world meets Brazil.
- The city where culture is our kind of thing.



Pastel da Maria (Maria's Pastry). Photo: Caio Pimenta/ SPTuris.

Paulistanos love to...

- Ask for a “média com pão na chapa” (coffee with milk and French bread with butter) at the bakery in the morning. Try it!
- Enjoy the city during long holidays, because it is practically deserted. It's a great opportunity to visit the attractions with calm, without traffic, crowds, etc. What about a picture of the empty avenue?
- Ask for draft and pasty in bars.
- Ride bikes in lanes or jog at Minhocão on Sundays.
- Walk the dog at the mall or parks with pet areas.
- Go to the Municipal Market and eat a sandwich with almost a pound of bologna.
- Ask for a “pingado” (coffee with a little milk) at the bakery at any time of the day.
- Eat ham sandwich after a soccer match in front of the stadium.
- Eat feijoada on Wednesdays and Saturdays.
- Eat hotdog or go to a 24-hour bakery after parties.



Masp fair. Photo: Caio Pimenta/ SPTuris.

Did you know that...

- We are the greatest tourism destination in Brazil, welcoming 12.5 million tourists every year.
- We have the greatest cultural offer in South America, with 110 museums, 40 cultural centers, 80 libraries, 280 cinemas and 160 theaters.
- We are the city with the greatest offer of hotels in South America, with 42 thousand rooms in 410 hotels.
- We are the biggest Japanese, Lebanese, and Italian city outside their countries of origin.
- We are one of the world's gastronomic capitals, with 12.5 restaurants serving 52 types of cuisine. We have the world's 6th best restaurant, DOM.
- We are the greatest health tourism destination in Brazil – including foreigners seeking for good and more affordable physicians.



Cantina Speranza's Pizza. Photo: Fábio Nunes.

- We love pizza so much that we have created the Pizza Day. It is easy to find a delivery at the city corners.
- We have about 60 streets of thematic commerce, from electronic devices to chandeliers.
- We have some of the best parties in the world, including the 8th best, D-Edge.
- Even being a large metropolis, we conserve indigenous villages, Environmental Preservation Areas in the south end of the city, which can be visited.
- We have more plays featured than NY and three times more bookstores.
- We have the four seasons in a single day. Always make sure to have an umbrella and a coat.
- Our dawn is hectic: there are restaurants, bakeries, supermarkets and even gyms open even at dawn! It is a 24-hour city.
- At Avenida Paulista, the heart of the city, there is all kinds of people: Skaters, bikers, roller-skaters, people practicing Le Parkour, people singing, painting, protesting, selling craftworks and antiquities.
- Estação Paulista is at R. da Consolação and Estação Consolação at Av. Paulista.