

## **São Paulo is the destination of diversity**

Stage of the largest Gay Parade of the World, the City offers a wide variety of GLS leisure, culture and entertainment.

The largest Metropolis of the Southern Hemisphere, São Paulo is the center of diversity. Dashing, trends and style generator, with lively culture, the City does not accept the word discrimination.

Stage of the largest Gay Parade of the World, it is no wonder the City was elected, in accordance with the list published by the international and specialized portal GayCities., together with American Airlines, as the fourth best destination for this public in the World.

Some people believe that no other place can match the City's offer of specialized coffee shops, movie theaters, theaters, cultural centers, fairs, bars and clubs for this public. There are millions of gay-friendly places and a vibrant night life, with never-ending parties. Additionally, there are restaurants, with varied and refined gastronomy, and shopping "temples", such as Rua Oscar Freire, which ranked the eighth among the World's most lavishing streets; and, sophisticated shopping centers, such as Cidade Jardim and Iguatemi. That is why gay tourists have been drawn by São Paulo.

To receive and house, impeccably, these visitors, who appreciate culture, entertainment, and shopping the City has sought specialization. There are eight Centrais de Informação Turística [Tourist Information Centers] (CITs) in the Capital of the City of São Paulo, managed by São Paulo Turismo (SPTuris), and their sticker bears a rainbow, the symbol of the gay movement, with the word "Welcome" in its center. In these services units, all representatives undergo training to get to know this public better, and their needs, thus, offering updated and thorough information on the City's ongoing events, its touristic attractions, and additional places of interest.

SPTuris also offers a tourism site geared to the gay public. The address is [www.cidadedesapaulo.com/lgbt](http://www.cidadedesapaulo.com/lgbt) and it has maps of the Downtown, Paulista/Jardins and Pinheiros areas, with the location of gay-friendly bars, coffee shops, and restaurants, including maps of the subway grid, the schedule of GLS events, and tips for attractions with themes such as Romance, Glamour, Gastronomy and Arts. Additionally, the site has a travel guide with tips, addresses and useful telephone numbers, and links to the official tourism page of São Paulo ([www.cidadedesapaulo.com](http://www.cidadedesapaulo.com)). The official tourism institution, also, published the Guia da Diversidade [Diversity Guide], highlighting the best of the City for the GLS segment.

Definitively, São Paulo has a lot to offer to the GLS public. The cultural and the night life scenes are lively, and they offer a wide variety of leisure and gastronomy activities.