

HOW SÃO PAULO HAS BECOME A SUCCESSFUL TOURIST DESTINATION



FOR THOSE WHO STILL HAVE DOUBTS THAT THE CITY COULD BE A GREAT PRODUCT, THE NUMBERS FROM THE LAST FOUR YEARS ILLUSTRATE THE SUCCESSFUL TURN OF SÃO PAULO CAPITAL

There are still some people who resist seeing the city as a tourist destination, especially regarding the subject leisure. The biggest business and events centre of the country, the capital of São Paulo got used to receive travelers due to such reasons. Residents and tourism professionals were also involved in this perception. And even acting as the main entrance gate in Brazil, São Paulo has denied for a long time to consider itself as a good travel option.

Change – Four years after starting to be promoted as a great leisure and entertainment centre, the results show a winner destination. The city closed the year 2007 with a singular innkeeper occupation rate of 67% and a growth of 28% on income for hotel room occupied. It has taken on leadership in Americas among international events destinations, and its annual collection of ISS [tax on services] surpassed 110 million of Brazilian reais in an incre-

ment of 97% since this decade beginning. These attainments show that it is time to come to new conclusions, believing and investing in the city as a tourist destination. Even without the traditional combination of sun and sea, nowadays São Paulo is the first city in Brazil in number of tourists, offering the world to Brazilians and, at the same time, a taste of Brazil to millions of foreigners.



The national tourism new case • São Paulo in numbers • Finding a tourist concept •
The many events and themes of São Paulo • For Tourism Professional





Photo: Paulista Avenue - Marcos Hirakawa



Photo: Latíamerica Memorial - Edson Higa



Photo: Municipal Market - André Stefano



Photo: Liberdade - Marcos Hirakawa

SÃO PAULO: THE NATIONAL TOURISM NEW CASE

↓ National media surrenders to the city...

An editorial on singular attainments of tourism in São Paulo city was published in Opinion page of newspaper O Estado de São Paulo. On February 7, the publication declared that “the city already proved to have tourism potential”, and “the significant improvement in tourism movement is a product mostly from work of tourism and events promotion company of the city, São Paulo Turismo (SPTuris). ‘Culture is our beach’ frequently says SPTuris president, Caio Luiz de Carvalho”, reminded the editorial. In order to read it entirely, please access www.imprensa.spturis.com.

↓ ... as well as international media

The North-American newspaper The New York Times has also surrendered to São Paulo and published four subject matters on the city in 18 months. It declared that the city is in worldwide window after becoming the “epicenter of Brazilian culture, where arts, architecture, design and fashion thrive”. And the worthy magazine Travel + Leisure affirmed that São Paulo starts to be worldwide capital because of its culture, flavor and rhythm variety. Moreover, the English publication The Times published a reporting highlighting that the city is the politest city in Latin America.

↓ Worldwide reference with Lei Cidade Limpa [Clean City Law]

An innovative and singular initiative that has gotten the city rid of visual pollution, the Lei Cidade Limpa showed a new face of São Paulo, taking the city in headline news worldwide. Subject matters in magazine BusinessWeek and New York Times among many others emphasized the city courage, the first one in Brazil to face this problem so usual to big metropolis.

↓ First city in events and 5th in leisure

According to ICCA [International Congress and Convention Association], São Paulo is the biggest destination of international events in Americas, and it also appears amongst Top 25 cities in the world. Moreover, a research performed by Fipe 2006 [Foundation Institute of Economic Research] on foreigners profile in Brazil verified that São Paulo led with 51.3% in topic “Business and Events”, and was 5th city as leisure destination, after Rio de Janeiro, Foz do Iguaçu, Florianópolis, and Salvador.

MAIN CULTURAL AND SPORTING EVENTS

January

- City Anniversary (on 25 th)
- São Paulo Fashion Week – 1st edition

February

- Carnival – São Paulo Samba Parade
- Chinese New Year’s Celebration
- Summer Sales

March

- It’s all true – International Documentary Film Festival
- District Arts – Arts Fair of Vila Madalena
- Spirit of London – Electronic Music Festival
- Francophonie Week

April

- Hanamatsuri – Flowers Festival
- Ibak Cultural – Brazil for all
- Virada Cultural - 24 hours of Culture
- X-Games

May

- Skol Beats
- São Paulo Turf Grand Award
- Casa Cor São Paulo [Decoration event]
- Festa do Divino [Holy Spirit Celebration]
- Arts Fair of Vila Pompéia
- LGBT Pride Parade and Gay Week

June

- International Marathon of São Paulo
- Immigrant Celebration
- San Vito Celebration

July

- São Paulo Fashion Week – 2nd edition
- Pizza Day (on 10 th)
- Anima Mundi – International Animation Festival
- Tanabata Matsuri – Star Festival
- Japan Festival

August

- Virgin Achiropita Celebration
- International Biennial Book Fair
- Fair of Vila Madalena

September

- September 7th Parade
- Disclosing São Paulo – Traditional Paulista Culture Celebration
- San Gennaro Celebration

October

- Corredor Literário (Literary event at Avenida Paulista)
- International Biennial of Arts
- International Film Festival
- Brooklin Fest

November

- Formula 1 Brazilian Grand Prix
- Black Consciousness Week

December

- Illuminated Christmas
- São Silvestre International Marathon (31 st day)
- New Year’s Eve at Av. Paulista (31 st day)

Check on calendar of main fairs and conferences: www.cidadedesapaulo.com

CITY OF SÃO PAULO IN NUMBERS

TRADE

- 77 shopping malls
- 59 streets with 51 types of specialized trade
- 12.5 thousand restaurants
- 15 thousand bars

Sources: Alshop, Abresi and SPTuris, 2007

CULTURE, LEISURE & ENTERTAINMENT

- 90 museums
- 7 entertainment places with minimum capacity for 300 people
- 260 rooms in 55 movie theaters
- 39 cultural centers
- 54 parks and green areas

Source: SPTuris, 2007

TOURIST INFRASTRUCTURE

- Hotels: 42 thousand apartments in 410 establishments
- 110 apartments per hotel on average
- 45 receptive agencies registered

Source: SPTuris, 2007

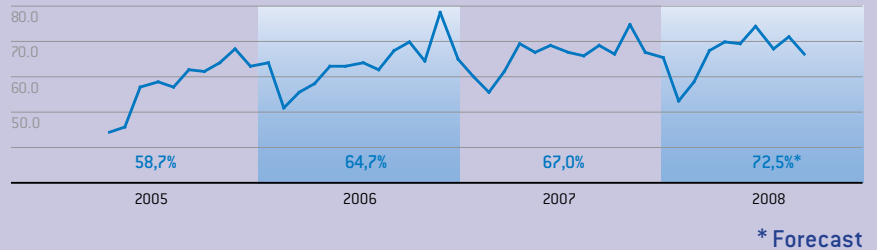
EVENTS

- 90 thousand per year
- 75% of greatest Brazilian fairs
- 24 new events received in 2007, of which 8 were international and 16 were national

Sources: SPC&VB and SPTuris, 2007

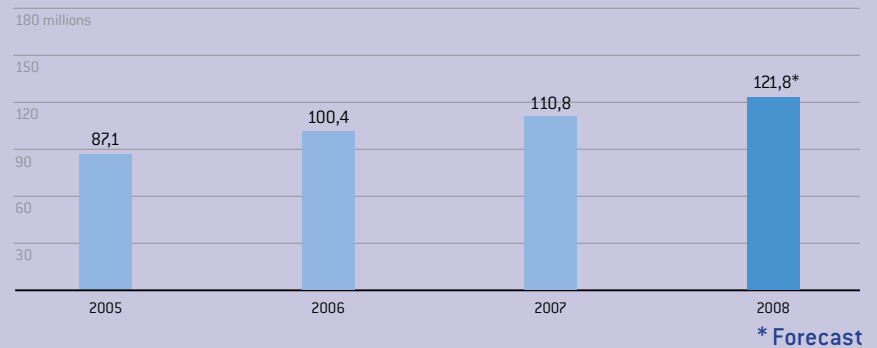
ANNUAL INNKEEPER OCCUPATION...

It increased from 55.24% in 2004 to 67% in 2007, a growth of 21.3% in 3 years.



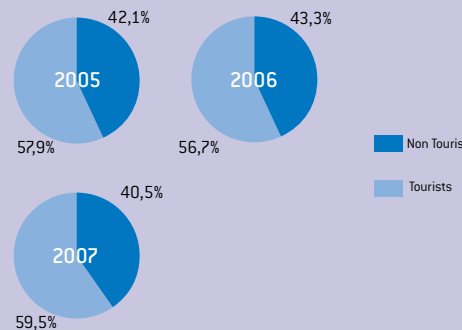
ISS COLLECTION WITH TOURISM IN SÃO PAULO...

It increased in 10.4% between 2006 and 2007. Only in the last 4 years, when São Paulo started to be prepared as destination, the growth was 46.4%.



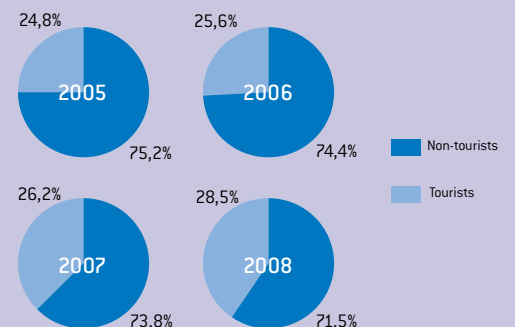
This eliciting performed by Department of Finances counts the results from Group 13, which encompasses Accommodations, Tour Packages and Events.

IN BIGGEST EVENTS, MORE AND MORE TOURISTS



Formula 1 Grand Prix: Percentage of tourists present at Interlagos. 3 points increase in 3 years.

Carnival: Percentage of tourists present at Sambdrome. It increased 13% from 2005 and 2008.



FINDING A TOURIST CONCEPT

Photo: Caio Pimenta



Photo: Reuters



THE CHALLENGE: FINDING A TOURIST CONCEPT IN A CITY SO BIG, DIVERSIFIED AND MULTICULTURAL

São Paulo is not only the biggest economical center in Latin America. It is the capital of culture, fashion, entertainment and knowledge from its region. An up-to-date metropolis that indicates trends, there is no other city which cohabitates with such enormous diversity in such healthy way. It is comprised of more than 70 nationalities and Brazilian citizens from every region of the country. The biggest LGBT Parade of the world is performed here, and the most different religions and beliefs coexist, sharing urban spaces in harmony: Catholic or Orthodox churches, synagogues, Muslim temples, Buddhist temples and many others. However, this diversity may difficult the search for an identity which guides the tourism product sale and consolidates the destination with the public, both tourism professionals and consumers. The excess of options confounds and intimidates the tourist who, with no focus, can not empathize with the destination, thus precluding the motivation to visit it. "Seek for this route perhaps would have been one of the biggest challenges during São Paulo destination strengthening. Another challenge was change the perception that here there is only business tourism", explains Caio Luiz de Carvalho, SPTuris president, ex-president of Embratur and Sports and Tourism ex-minister. However, he believes that nowadays São Paulo is a city with personality, which is finding its tourism identity and, more and more, seduces the imaginary of those who visit it, by inviting the tourist to interact with the destination, with its singular cultural diversity, to go through experiences concerning São Paulo city. "Destinations must promise something. We found out that culture is our beach and this wealth is the biggest economical value to be added to business tourism". Nevertheless, according to him, São Paulo has some peculiarities that oblige such approach to be different regarding domestic and international markets.

SÃO PAULO: WHERE BRAZIL MEETS THE WORLD AND THE WORLDS MEETS BRAZIL

More and more, São Paulo puts itself as a cosmopolitan city that offers the world to Brazilian citizens and, at the same time, delivers a taste of Brazil to millions of foreigners arriving here motivated by business and events mostly. These are two different experiences. The foreigner seeks to find Brazil in a city which is part of circuit of the biggest world metropolis. Otherwise, domestic public already living in Brazil prefers a global experience. And São Paulo, as a city with plenty of diversity, meets both needs. In order to stimulate visitors, we need receptive agents and tourism professionals who understand this difference, who create consumer-directed and combined products, and who are able to seduce the visitor to come or stay in São Paulo to go through a special experience, either Brazilian or global. It is also important to count on a population more and more able to warmly welcome the visitor. With a clearer and aimed concept, even better results shall come in an activity that has become the major employment generator worldwide, but for which benefits were of late unknown from the vast majority of São Paulo citizens and inhabitants.

Photo: Marcos Hirakawa



THE MANY EVENTS AND THEMES OF SÃO PAULO

São Paulo is among world capitals of sophistication, entertainment and gastronomy. It gathers multi cultures, refinement, joyfulness and infinity of events that please any kind of visitor. There is not just one reason to visit São Paulo, but many.

THE CITY IS A SHOW. FOR THE WHOLE YEAR

São Paulo cultural scenery is complete. The best is here. With more than 600 plays/year, the city has received international productions such as *Cats*, *My Fair Lady*, *Les Misérables*, *The Blue Men Group*, *Disney On Ice*, among others. In addition, *Miss Saigon*, *The Producers*, *Cirque du Soleil – Alegria*, *Elton John's* and *Tim Rice's* version for *Aida* opera, and awarded *West Side Story*. São Paulo still plays host to international concerts as *Santana*, *BB King*, *Jack Johnson*, *U2*, *Pearl Jam*, *Diane Krall*, *Norah Jones*, *Roger Waters*, *Aerosmith*, *Simply Red*, *Eric Clapton*, *Bob Dylan*, *Madonna*, and many others.

24 HOURS OF CULTURE

São Paulo accommodates important events in many other fields, such as International Film Festival, the biggest LGBT Parade of the world, Automobile Saloon, Formula 1 Brazilian Grand Prix, or Biennial Book Fair. And here the "Virada Cultural" has been created – 24 hours of culture, with hundreds of events during late-night. The city still performs many typical parties and has a bold architecture, such as "S" shape from Copan Building created by Oscar Niemeyer, Unique Hotel created by Ruy Ohtake, and the cable-stayed bridge Octávio Frias de Oliveira, the most recent icon of capital.

NATIONAL AND INTERNATIONAL ARTS

The museums in the capital house several collections. The newest one is Soccer Museum. Installed under bleachers of Pacaembu stadium, it must be the most visited museum in the country. Its facilities represent a true temple to honor the greatest Brazilian passion that is a sport and a live cultural manifestation at the same time. Masp museum, a bold building located at Avenida Paulista with the biggest clearance in the world, has in its collection paintings from Rafael Botticelli, Monet, Renoir, Van Gogh and main names of Brazilian arts. Pinacoteca do Estado [State Pinacotheca] located at city downtown has 4,000 paintings

from national artists both of the 19th century and contemporary. In addition, next to Estação da Luz there are the Portuguese Language Museum, unique in the world with sensorial experiences, the Municipal Theatre, which was the setting of the Week of Modern Art held in 1922, and yet, Sala São Paulo (an Opera Theatre). At Ibirapuera Park there are Museum of Modern Art [MAM], Museum of Contemporary Art [MAC], Oca (a museum), and the Afro Brazilian Museum. Next to MAM, Biennial Pavilion plays host to one of three main art biennial events of the world. Moreover, the city has many other museums and cultural centers, such as Museu do Ipiranga (Paulista Museum) and Museu de Arte Sacra (Religious Art Museum).

PROGRAM OF A SÃO PAULO CITIZEN IN ONE DAY

Do you want to interact with the city, feel how the inhabitant lives and carry in your luggage unforgettable experiences? So, there are some programs that you can not miss out. Eat some pizza, go to Mercado [Municipal Market] to taste thick codfish pasty or mortadella sandwiches are typical activities performed by São Paulo citizens, as well as liking pasty from free markets, express coffee, bakeries, Ibirapuera Park, *happy-hour* with friends while traffic slows down. São Paulo citizens enjoy bashes, cultural events, hamburger with milk-shake late at night, shopping centers...

Living in SP is a style that visitors may easily share. The program Fique Mais Um Dia [Stay Another Day] to motivate the tourist visiting the city for business or events to extend his/her stay provides suggestions of jaunts for everyone. In Perfect Days, options such as Cultural, Through Downtown, Open Air, Arts, Cool, Economic, Sophisticated, With Children, A Typical Saturday or Sunday. Still, there are tours in districts that you can not miss visiting, in traditional areas as Bixiga, Liberdade, and Vila Madalena.

Please, access www.fiquemaisumdia.com.br.

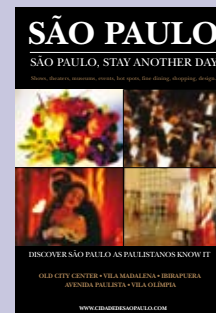


Photo: Marcos Hirakawa



Photo: Caio Pimenta



Famous brands



Electronic music festivals and vocation for nightlife

SHOPPING PARADISE

No other city in the country offers so many options. There are 77 shopping centers where you can find everything and where around 30 millions of people per month pass through. Also, there are areas for sophisticated consumption such as Rua Oscar Freire, at Jardins district. Otherwise, the city has an incomparable place of popular trade – Rua 25 de Março and adjacencies, where you can buy everything: from cloths and bijoux to electronic products. An area with concentration of wholesalers: daily in this region pass approximately 500 thousand people. Next to this region, Bom Retiro and Brás are districts in which confections are strongly trade. And in Itaim, at Rua João Cachoeira, as well as in Moema, at Rua Bem-Te-Vi, there are excellent clearance sales. Decoration and design world are not left behind. There are shopping centers destined exclusively to home and retail for factory price of furniture, from most rustic to modern ones. Many of these are located at Rua Teodoro Sampaio, in Pinheiros district. In parallel street, Cardeal Arcoverde, you can find stores of antique furniture. And in marginal roads, Tietê and Pinheiros, there are building material mega stores.

STREETS WITH SPECIALIZED TRADE

In thematic streets around the city, you will find stocks and an enormous variety. The advantage is everything costs less and salespersons understand exactly what we want. There are 59 streets with specialized trade, with numerous stores that, side by side, offer 51 types of thematic products. You can assemble a mega computer machine at Rua Santa Ifigênia, get unique tools at Florêncio de Abreu street or equip a first line kitchen at Rua Paula Souza. Are you looking for military uniforms or housekeeper clothing? Go to Avenida Tiradentes. Do you want hats, berets and skull-caps? Go to Rua do Seminário. Are you getting married and want to decide even on maid of honor clothes? Go to Rua São Caetano. Experience the streets with specialized trade of São Paulo capital and their specialties at www.cidadedesapaulo.com.

THE ADDRESS OF LUXURY AND SOPHISTICATION

Annually, luxury industry produces 4 billion Brazilian reais in São Paulo capital. The city concentrates a great number of options for those who can and want to pay for comfort and sophistication. There are

design hotels and best brand stores with recently released collections, jewelry, imported automobiles, cosmetics, beverages, sophisticated restaurants with chefs globally famous, golf camps...

This market has also some settled address in town. The main national and international brand stores are located at neighborhood of Rua Oscar Freire, one of ten most luxury streets worldwide, according to international advisory company Excellence Mystery Shopping, as well at Shopping Iguatemi, Daslu, or recently opened Shopping Cidade Jardim. Decoration brand stores are in Casa Cor, opened during the entire year – at street Gabriel Monteiro da Silva, in Jardins. Nearby, at Avenida Europa, there are exclusive stores of Porsche, Mercedes Benz, Maserati, Ferrari etc.

GASTRONOMY: PASSPORT FOR 52 NATIONALITIES

There is nothing more cosmopolitan than São Paulo gastronomy. The city makes our mouth water, with 12.5 thousand restaurants, well-established chefs and environments visited by famous people. At any time, German, Arabian, Armenian, Chinese, Korean, Scandinavian, Spanish, French, Greek,

Indian, Italian, Japanese, Jewish, Moroccan, Mexican, Portuguese, Thailand, and Russian food in a total of 52 kinds of cuisine are served. And we haven't mentioned yet the many styles of national gastronomy – from feijoada [stew of beans and pork] to barbecues, from Minas Gerais food to Bahia food. A special food supplies with pleasure those who live or arrive in São Paulo: pizza. Here we even have Pizza Day – July 10th.

THE CITY THAT CREATED "BALADA"

São Paulo is a city for all tribes: Latin, electronic, rock, popular, Brazilian rhythms, bars... to listen to and dance. Live or from DJs pick-ups. Do you like tidbits? From pasty to sushis, not forgetting scones, such tidbits are provided in not less than 15 thousand bars in every capital region, whether to flirt, dance, or hang out with friends. Some of most exciting districts are Vila Madalena, Vila Olímpia, Itaim, Moema, and Pinheiros. Do you like to invade the night? São Paulo citizens have created a term nationally accepted nowadays, "balada" [bash], a night entertainment with no time to finish. And São Paulo city is still a worldwide reference in events for LGBT public.

TOURIST ITINERARY BY SUBWAY

A project coordinated by SPTuris, Turismetrô offers to inhabitants and visitors a fun and cheap way to visit tourist places and to know the city history. In addition to bilingual guides who conduct the group, actors surprise us in strategic points of itinerary – always in uncommon way: a steward, a florist or event a bride left in the church altar. Jaunts are performed on Saturdays and Sundays with two daily departures, with no additional cost; just subway tickets are necessary, varying from one to three, according with the tour chosen. Departures are always from Estação Sé.

Please, access www.cidadedesapaulo.com.



Photo: Caio Pimenta



Photo: Ana Maria da Silva

WELL-EQUIPPED, CHARMING AND DIFFERENTIATED PLACES

São Paulo is the biggest business and events centre of Latin America. Here 1 event every 6 minutes or 90 thousand events per year are performed. Business structure of the city bears events of any size, from small meetings to important conferences and fairs with thousands of visitors. Luxury hotels, boutique hotels, two hundred centers of major conventions – among those, Anhembi Parque, the biggest in Latin America –, restaurants with special areas, museums, surprisingly places, unusual spaces, everything to provide a memorable feature to your event. Another advantage is the high access easiness. São Paulo has the two most frequented airports in the country and, from 20 largest roads in Brazil, 19 pass through here. And we cannot forget to mention the wide offer of accommodations, cultural and entertainment activities.

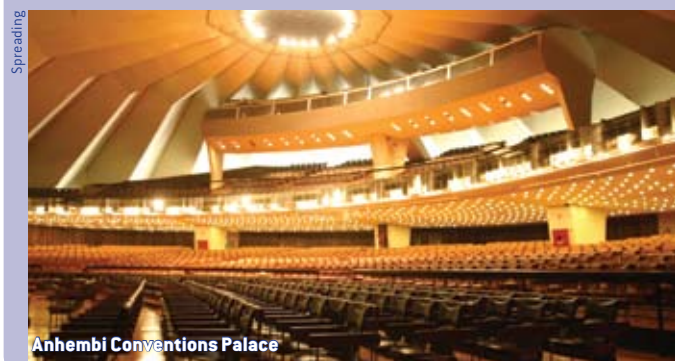
A MODERN AND ACTIVE INNKEEPER'S LODGE, WITH GOOD OFFERS FOR THE WEEKEND

Events activities excite innkeeper during weekends. São Paulo has the largest and most qualified innkeeper offer of the country: 410 hotels and more than 42 thousand rooms. Great international chains such as Hyatt, Hilton, Intercontinental, Marriott/Renaissance, Accor, Meliá, and Radisson contend for customers, together with exclusive options as Fasano, Emiliano or Unique, which are sophisticated and custom “boutique hotels”. In spite of wide offer (in categories luxury, superior, economic and super-economic), is not always easy to find a room. Things change on weekends, the city stays calmer and offers assure Saturdays and Sundays of fun. There are tour packages with promotional daily allowance and cultural programs.

ANHEMBI PARQUE, THE BIGGEST FAIRS AND CONGRESSES COMPLEX OF LATIN AMERICA

Anhembi Parque has an impressive demand. There are reservations up to 2014 and some spaces are already occupied for 2011. A privileged center with five differentiated areas totally modulated and multifunctional, it can be fitted to size and style of various kinds of events. The Exhibition Pavilion is the largest covered and continuous space to fairs and events of Latin America. It is located next to a subway station and beside Tietê Road Terminal; it has express connection with the two biggest airports in the country and has within its facilities the largest hotel in Latin America – Holiday Inn Anhembi Parque– in addition to a parking lot for 7 thousand vehicles. With investments above 30 million Brazilian reais in 2008, mostly from City Hall and

with support of Ministry of Tourism, Anhembi Parque is being updated and getting even well equipped. The agreement will enable São Paulo to have a fair and events center correspondent to its market. Acclimation through sustainable ventilation, roof restoration and revitalization of the entire floor of Conventions Palace, creation of a new area being the largest in the country for small fairs, improvement of Elis Regina Auditorium and implementation of an intelligent system of air-conditioning in Conventions Palace are some works that will enable Anhembi Parque, which is celebrating 38 years of existence, to compete with the best and worthy event centers in the planet. Check out for more at www.anhembi.com.br.



Spreading

Anhembi Conventions Palace

For more information on other exhibition and event centers in São Paulo city, please access:

Pavilhão da Bienal – www.bienalsaopaulo.org.br

Expo Center Norte – www.expocnorte.com.br

Centro de Exposições Imigrantes – www.centroimigrantes.com.br

ITM Expo – www.itmexpo.com.br

Transamérica Expo Center – www.transamericaexpo.com.br

AMCHAM Business Center – www.amcham.com.br

Centro de Convenções Frei Caneca – www.freicanecashopping.com.br

Centro de Convenções Pompéia – www.pompeiaeventos.com.br

Centro de Convenções Rebouças – www.convencoesreboucas.com.br

Centro de Convenções Fecomércio – www.fecomercioeventos.com.br

Espaço APCD – www.apcd.org.br

World Trade Center – www.wtc.org.br

Also access: www.cidadedesapaulo.com/mice/index.html



Photo: Fabio Montanheiro

FOR TOURISM PROFESSIONAL

LEARN MORE ABOUT SÃO PAULO TURISMO

São Paulo Turismo (SPTuris) is the company for tourism and events promotion in São Paulo city. It also manages Anhembi Parque and Autódromo de Interlagos (Interlagos Autodrome), conducting the main events in São Paulo capital, such as New Year's Day at Avenida Paulista, Carnival, Virada Cultural, infrastructure for Formula 1 Brazilian Grand Prix, Illuminated Christmas, among many others. In 2007, it was liable for organizing Pope's Visit in the city, also coordinating International Press Center for 3 thousand journalists, and for preparing capital's dossier for World Cup 2014 in Brazil. In addition, it received Fifa Committee which evaluated cities and candidature of Brazil to plays host to World Cup Soccer. In 2008, together with Japanese entities, it is liable for festivities regarding Centenary of Japanese Immigration in the city. It has also participated in elaboration and opening of Museu do Futebol (Soccer Museum).

SUPPORT MATERIALS FOR DESTINATION SALE

In order to increase the understanding on many faces of São Paulo destination as well as support growing qualification and sales possibilities in capital as tourism center, SPTuris created several materials and instruments directed to Tourism professional. Those are all available for download and consultation at www.cidadedesapaulo.com/download. Here are some:

↘ **São Paulo Destination Manual:** in 7 languages (Portuguese, Spanish, English, Italian, German, French and Japanese); it bears useful information, tips to sale the destination, images gallery for materials and folders, presentation to instruct sales teams, videos, maps, among other easiness.

↘ **Business Tourism and Incentive Manual:** for operators and travel agencies specialized in trade accounts and companies that organize events; it shows spaces, services and vast set of events and entertainment in the city. Infrastructure area for events and businesses emphasizes spaces destined to fairs and exhibitions, conferences centers, hotels, amazing, unusual places and special areas. It is provided in Portuguese, English and Spanish.

↘ **Acontece em São Paulo Folder:** monthly provided. It gathers principal cultural, sports and business events happening in the city. It is provided in Portuguese, English and Spanish, and can be found in Tourism Information Centers (CITs) of SPTuris.

↘ **Avenida Paulista and Downtown Folders:** available in 7 languages; it brings a map with names of main streets, jaunt tips, information and illustrations about events in both regions.

↘ **São Paulo Health – Medical Tourism, Well-Being and Quality of Life Guide:** it stands out the excellence of capital

in such industries, easiness for travelers and many reasons to visit or stay in the city to take care of your health. In several languages, it shows special services such as health care and diagnosis, or directed to specific ethnical characteristics, among others. "Hospital-dia" [Day Hospital] for procedures performed in up to one day and tailor-made for travelers is also mentioned. There are 10 chapters in themes as check-up, hospitals, medical clinics, plastic surgery, laboratories, diagnostic medicine, odontology spas, urban spas, parks and health practiced in open air. It is provided in Portuguese, English and Spanish.

↘ **Website www.cidadedesapaulo.com:** in addition to bring every new, tourist places, services and events in the city. Daily updated. It offers an area for publication download by tourism professional (www.cidadedesapaulo.com/download), as well as researchers and statistic data.

↘ **SPTuris in Youtube:** you can find promotional videos and material from SPTuris and São Paulo (videos: www.youtube.com/spturis), Anhembi Parque (videos: www.youtube.com/anhembi-parque), and Autódromo de Interlagos (videos: www.youtube.com/autodromointerlagos).

↘ **Twitter News:** you can read SPTuris and São Paulo breaking news at this up-to-date social utility platform - www.twitter.com/turismoapaulo.

THE MATERIALS ARE AVAILABLE FOR DOWNLOAD AT WWW.CIDADEDESAOPAULO.COM/DONWLOAD

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