

SP PRA TODOS

Associação Brasileira das Empresas Aéreas
ABEAR

VISITE SÃO PAULO
convention bureau

Secretaria de
Turismo e Viagens

SÃO PAULO
GOVERNO DO ESTADO
SÃO PAULO SÃO TODOS



SÃO PAULO, THE CAPITAL OF THE WORLD

São Paulo presents itself as a complete and dynamic tourist destination. Its vibrant culinary scene invites visitors on a journey of flavors, with more than 20,000 restaurants offering 52 types of cuisine — from traditional fare to haute cuisine.

The city's cultural richness is reflected in its many museums, which preserve history and art, and in its theaters, which host a wide array of artistic expressions. São Paulo also pulses with major business events that draw professionals from around the globe, as well as music festivals that enchant audiences of every taste.

Access the QR code for more information

An international-standard hotel infrastructure ensures a comfortable and convenient stay. As a true global capital, São Paulo boasts excellent air connectivity and an efficient urban transportation system. The city is also home to diverse cultural venues, expansive parks, and a vibrant nightlife, offering leisure and entertainment options for all preferences.

São Paulo is a mosaic of experiences — a cosmopolitan destination where business, culture, gastronomy, and entertainment come together like nowhere else.



Photo: Jose Cordeiron

VISIT SÃO PAULO

The Fundação 25 de Janeiro, branded as Visite São Paulo Convention Bureau, is a private, non-profit organization established in 1983. Its mission is to boost the economy of the State of São Paulo by attracting and supporting national and international events, training hospitality professionals, and promoting the region's destinations.

Visite São Paulo brings together over 500 members from around 30 sectors of the tourism, events, and travel value chain — including hotels, convention centers, event venues, bars, restaurants, entertainment providers, organizers, construction companies, travel agencies, promoters, tour operators, attractions, and more.

The organization is funded through the Room Tax — a voluntary contribution made per night by guests staying in affiliated hotels — as well as monthly fees from other supporting businesses and sponsorships. The foundation works to generate business opportunities for its members, deliver media visibility, provide content to support decision-making, and cultivate a robust events calendar.

Access the QR code for more information



Photos: Shutterstock



A strong effort is made to produce and disseminate content that promotes São Paulo as both a capital city and a state-wide destination. This includes the creation of promotional materials and social media campaigns that highlight infrastructure, culture, arts, and entertainment offerings.

Visite São Paulo also partners with ABEAR (the Brazilian Association of Airlines) to promote São Paulo's destinations and the Stopover program. To become a member, visit: visitesaopaulo.com/proposta or email: relacionamento@visitesaopaulo.com

VISITE SÃO PAULO convention bureau

Associação Brasileira das Empresas Aéreas

ABEAR

BRASIL

Established by Decree No. 56.638 on January 1, 2011, the Secretary of Tourism and Travel aims to promote tourism as a strategic economic activity capable of generating employment, income, and sustainable development across the State of São Paulo, while also fostering social inclusion.

The Secretariat develops a broad range of programs and initiatives, including participation in national and international trade fairs and events; Sabor de São Paulo, a program that celebrates the state's culinary heritage; Creditur SP, a credit and investment initiative; and Academia do Turismo SP, a comprehensive ecosystem for training, professional qualification, innovation, and employability. Other key programs include Valoriza SP, which promotes regional governance initiatives; and the strengthening of niche segments such as nautical, railway, and rural tourism. Additionally, the Secretariat coordinates the Center for Tourism Economy Intelligence (CIET), which gathers, analyzes, and disseminates data on tourism performance in the state.

To carry out its mission, the Secretariat includes two main bodies: the Tourism Coordination Office (COTUR), which oversees project development and the promotion of the state's tourism assets through thematic programs; and the Department for Supporting the Development of Tourist Municipalities (DADETUR). DADETUR supports both Tourist Resorts and Municipalities of Tourist Interest (MITs) through agreements aimed at fostering local tourism development. The Secretariat also manages the State Tourism Council (CONTURESP).

Tourism development is pursued through actions in three pillars: promotion, structuring, and qualification — all focused on enhancing destinations and strengthening the entire tourism value chain.

São Paulo is diverse. From lush natural landscapes with trails, waterfalls, and caves to the vibrant energy of the capital — a hub of entertainment, culture, and world-class gastronomy. In the countryside and along the coast, ecotourism, adventure, and rural experiences are enriched by the warmth of local hospitality and the unique flavors of São Paulo's cuisine, recognized across Brazil and abroad.

With robust infrastructure and easy access via highways, airports, and waterways, the state invites you to explore a wide variety of landscapes, stories, and destinations — where diversity takes center stage.

São Paulo is all this and much more.

Learn more at: www.turismo.sp.gov.br

Secretaria de Turismo e Viagens

SÃO PAULO
GOVERNO DO ESTADO
SÃO PAULO SÃO TODOS

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Photo: Hassen Salum





Photo: Shutterstock

BRAZTOA

Access the QR code for more information

BRAZTOA

BRAZTOA, the Brazilian Association of Travel Operators, is the leading organization representing and supporting leisure tourism operators in Brazil.

For over 35 years, it has played a recognized leadership role, pioneering discussions and initiatives focused on innovation and sustainability that help drive the sector forward. Alongside its members, BRAZTOA strives to act as a transformative force, working to foster Brazil's socioeconomic development through tourism.

The association strategically positions tour operators within the market and society, aiming to gain recognition and appreciation for their role in creating, promoting, and delivering travel experiences — whether in public, private, or social contexts.

BRAZTOA operates with integrity and transparency to foster a competitive business environment and to generate meaningful opportunities for all, strengthening partnerships and industry connections.

As a guiding force, BRAZTOA expands the horizons of tourism both within Brazil and abroad, paving the way for more operators to open the world to new travelers — providing memorable, authentic, and always safe experiences.

THE NORTH COAST OF SÃO PAULO





The North Coast of São Paulo

Where Nature meets the sea

Just over 100 km from the city of São Paulo, the North Coast offers some of the most enchanting landscapes in the state. With crystal-clear beaches, preserved forests, rivers, waterfalls, and historic villages, the region is ideal for those seeking nature, adventure, or simply relaxation by the sea. The so-called North Coast Circuit comprises five cities: Bertioga, Caraguatatuba, Ilhabela, São Sebastião, and Ubatuba. Together, they offer a wide range of experiences — from hiking trails through the Atlantic Forest to boat tours, diving, traditional caiçara cuisine (traditional communities from Brazil's southeastern coast, with Indigenous, European, and African roots), and accommodations to suit every traveler, from cozy guesthouses to luxury resorts.

The region boasts well-developed tourist infrastructure, and the coastal climate makes it especially inviting during the warmer months. A road trip through the area is highly recommended, with plenty of opportunities to stop at different beaches and charming villages along the way. It's the kind of experience that stays with you — not only for the stunning scenery but also for the warmth and hospitality of each destination.

Many of the beaches are tucked away behind lush hills, giving them a secluded, untouched feel and making the drive itself a highlight. The journey becomes a discovery of hidden coastal gems, all within close reach of São Paulo city. Just choose your route — and let yourself be swept away by one of the most beautiful and complete destinations in the State of São Paulo.

Photos: Mavinho Acoronie André Rosa







Photo: Lailson Santos | Image: Shutterstock

ATRAÇÕES

PARQUE ESTADUAL SERRA DO MAR (BERTIOGA NUCLEUS)

With well-maintained trails leading to waterfalls and rivers, the Bertioga Nucleus of Serra do Mar State Park is one of the city's main natural attractions. The Itapanhaú Trail, located in the Vale Verde complex, is the most well-known, and the Itapanhaú River stands out as the region's main watercourse. It's an ideal spot for those seeking close contact with nature.

Address: Av. Henrique Costabile, 114 – Centro, Bertioga – SP

WHALE WATCHING (SÃO SEBASTIÃO)

With an increasingly extended season, the region has joined the so-called Whale Route, welcoming a growing number of cetaceans of various species. More than 300 whales have passed through these waters. These majestic swimmers travel from colder Southern Hemisphere waters in search of warmer areas for mating before heading north to Bahia, where they give birth. Humpback whales, the stars of the region, are typically spotted between May and August.

Address: São Sebastião Channel, São Sebastião – SP

TRILHA DO BONETE (ILHABELA)

This 13-kilometer trail through the Atlantic Forest features viewpoints, bridges, stairs, and access to three waterfalls: Lage, Areado, and Saquinho. The route ends at Bonete Beach — considered one of Brazil's top ten beaches by The Guardian. Hiking with a certified guide is recommended.

Address: Bonete Trail – Cambaquara, Ilhabela – SP





Photos: Fernando Tomanik and Marcos Bonello

TRILHA BRAVA DA ALMADA (UBATUBA)

The trail begins with a walk along Fazenda Beach, continues past a rocky shoreline, and includes a stop at Saco das Taquaras before reaching Brava da Almada — a stunning, secluded beach with strong waves. The same path is used for the return hike.

Address: Engenho Beach – Estr. Praia Brava da Almada – Almada, Ubatuba – SP

CACHOEIRA DA TOCA (ILHABELA)

One of the main visitor sites on the archipelago, Toca Waterfall offers refreshing natural pools, ecotourism activities, a traditional cachaça distillery (Brazilian sugarcane spirit), and cultural heritage experiences. Visitors can also enjoy birdwatching near the entrance.

Address: R. Estr. da Toca, 1000 – Toca, Ilhabela – SP

MORRO SANTO ANTÔNIO (CARAGUATATUBA)

Rising 325 meters above sea level, Morro Santo Antônio offers panoramic views of Caraguatatuba, São Sebastião, and Ilhabela. It is a popular spot for paragliding and hang gliding, with a dedicated ramp, as well as for hiking and sightseeing. At the summit, a statue of Saint Anthony marks the site of an open-air mass held during the June festivities.

Address: Rua Benedito Marcos de Souza – Caraguatatuba – SP

LOCAL CUISINE

The gastronomy of São Paulo's North Coast is one of the most authentic expressions of caiçara culture. Deeply connected to nature, it highlights local ingredients such as fish, seafood, native fruits, herbs, and vegetables from the Atlantic Forest, along with artisanal agricultural products.

This cuisine is defined by the use of sustainable ingredients and recipes that combine simplicity and tradition. Typical dishes made with seasonal, fresh ingredients often feature fish like mullet, shrimp, mussels, and other seafood, prepared in stews (moquecas), broths, grilled, or even served in pumpkins. Dishes such as rice with shellfish, crunchy farofa (a toasted cassava flour mixture), and hearty soups are common accompaniments.

The appreciation for the caiçara way of life is also reflected in integrated culinary and cultural experiences: many communities welcome visitors to learn about local food cultivation and preparation. For example, it's possible to observe mussel farming at marine aquaculture sites.

ACCOMMODATION

Lodging options on São Paulo's North Coast reflect the region's welcoming spirit. Nestled between the sea, the mountains, and the Atlantic Forest, accommodations range from traditionally comfortable inns to immersive spaces focused on spirituality, wellness, and reconnection with nature. The region caters to all types of travelers — families, couples, adventurers, groups of friends, and those simply seeking rest.

Many inns and hotels are surrounded by beautiful landscapes, offering easy access to peaceful beaches, trails, rivers, and waterfalls.

One of the region's highlights is its focus on wellness tourism. Many places offer experiences designed to promote physical, mental, and spiritual well-being: spiritual retreats, alternative therapies, massages, meditation, yoga, energy-cleansing baths, and natural cuisine are part of the daily offerings at many lodgings.

The connection with nature and self-care practices make staying on the North Coast more than just a restful getaway — it becomes an opportunity to connect with the local culture and natural elements: the sea, the land, the forest, and serenity.



Photo: Albert Simoncini

Inbound Travel Services

Bertioga

Serginho Turismo Receptivo
+55 13 98184-9696

Central de Receptivo
+55 13 3284-5758

Bertioga

Apoio Pontual Locadora e Turismo Receptivo
+55 71 3203-1361

Ilhabela

Rafael Turismo
+55 12 3896-6800

Caiçara Beach
+55 12 3896-5159

Maremar Ilhabela
+55 12 3896-3679

São Sebastião

Agência Rapport
+55 12 99189-2083

Costa Norte Aventuras
+55 12 98249-4869

Ubatuba

Terra das Tribos Turismo
+55 12 98125-0098

Caminho das Trilhas
+55 11 97091-6113

Trilha do Leao
+55 12 99647-8319

Ubatrekking
+55 11 97091-6113

Litoral TrekkingTrekkung
+55 12 99603-0872

MANTIQUEIRA PAULISTA





At the Top of the Mountains

Discover the main attractions of the Mantiqueira Mountains in São Paulo State

The Mantiqueira Mountains in São Paulo — known as Mantiqueira Paulista — are a unique part of southeastern Brazil, located at the meeting point of the states of São Paulo, Minas Gerais, and Rio de Janeiro. Stretching over 500 kilometers, the region features Atlantic Forest landscapes, waterfalls, rivers, scenic hiking trails, and mountain ranges formed around 60 million years ago.

On the São Paulo side, the cities that make up the Serra da Mantiqueira Circuit include Pindamonhangaba, Monteiro Lobato, Tremembé, Campos do Jordão, Santo Antônio do Pinhal, São Bento do Sapucaí, and São Francisco Xavier. These cities form the Mantiqueira Paulista Tourist Region and offer some of Brazil's most breathtaking natural scenery.

The mountain climate — especially cool between May and August — attracts visitors in search of tranquility, romantic getaways, or simply a break from routine. During this season, the charm of local inns, regional cuisine, and panoramic viewpoints make the experience even more special.

Whether you're looking to relax or explore, the region offers options for every type of traveler: from peaceful retreats to adventurous hikes, waterfalls, and the invigorating mountain air. It's a destination where nature, culture, and hospitality meet — with experiences that range from family outings to ecotourism and mountain sports.

Highlights include the lively town center of Campos do Jordão, the iconic Pedra do Baú rock formation, and Lageado Waterfall in Santo Antônio do Pinhal.

Photos: André Rosa







Photo: André Rosa | Image: Shutterstock

ATTRACTIONS

PEDRA DO BAÚ (SÃO BENTO DO SAPUCAÍ)

The Pedra do Baú complex — composed of three rock formations: Pedra do Baú, Bauzinho, and Ana Chata — is one of the most iconic landmarks of the Mantiqueira Mountains and one of Brazil's most traditional climbing destinations. Rising to about 1,950 meters above sea level, it offers more than 30 climbing routes with varying levels of difficulty.

Address: Pedra do Baú, São Bento do Sapucaí – SP

VILA CAPIVARI (CAMPOS DO JORDÃO)

Vila Capivari is the main gathering place for visitors in Campos do Jordão. This charming neighborhood embodies the European-inspired atmosphere of Mantiqueira Paulista, featuring restaurants, bars, shops, cafés, and more. Highlights include Capivari Park, the cable car to Morro do Elefante, and the famous tourist tram that runs through the city.

Address: Avenida Macedo Soares, Capivari, Campos do Jordão – SP

CACHOEIRA DO LAGEADO (SANTO ANTÔNIO DO PINHAL)

Located 7 km from downtown Santo Antônio do Pinhal, Cachoeira do Lageado is the most visited waterfall in the region. It is easily accessible via a dirt road and offers a shaded area, picnic facilities, and a natural pool ideal for swimming and relaxing in nature.

Address: Estrada Municipal do Lageado, Santo Antônio do Pinhal – SP





Photos: André Rosa

PARQUE MUNICIPAL (SÃO FRANCISCO XAVIER)

The district of São Francisco Xavier is a renowned ecotourism destination, with trails, waterfalls, and breathtaking landscapes. It is ideal for wildlife observation, especially birdwatching and spotting the muriqui — the largest primate in the Americas and an endangered species. Over 380 bird species have been recorded in the area, including the jacutinga (Aburria jacutinga), great horned owl (Bubo virginianus), blue manakin (Chiroxiphia caudata), black hawk-eagle (Spizaetus tyrannus), and green-chinned euphonia (Chlorophonia cyanea).

Address: Rua Socioeconômico, 21 – São Francisco Xavier (District of São José dos Campos – SP)

PALACETE 10 DE JULHO (PINDAMONHANGABA)

Built in 1870, this historic mansion is a notable example of the residential architecture of the coffee aristocracy in the Paraíba Valley. Designed in the neoclassical style, it once served as the residence of the Barons of Itapeva.

Address: Rua Deputado Claro César, 33 – Centro, Pindamonhangaba – SP

GRUTA NOSSA SRA. DE LOURDES (MONTEIRO LOBATO)

A site of popular devotion to Our Lady of Lourdes, created by artist Francisco Ferreira Santeiro. The grotto receives many visitors who light candles and collect pure water that flows continuously from its spring.

Address: Monteiro Lobato – SP, 12250-000

LOCAL CUISINE

The cuisine of Mantiqueira Paulista is deeply rooted in rural traditions, shaped by the mountain climate and enriched by caipira, Italian, and Portuguese culinary influences. The region offers a rich tapestry of flavors, with a focus on local ingredients such as fresh mushrooms, trout, artisanal cheeses, olive oils, cured meats, and homemade sweets. These ingredients reflect a deep connection to the land, a respect for seasonality, and strong cultural heritage.

Other highlights include specialty high-altitude coffees, regional wines, and craft beers — all gaining recognition thanks to the growth of the local Beer Route (Rota Cervejeira). Across the region, visitors can enjoy immersive experiences such as guided farm visits, tours of agro-industries and smallholdings, and strolls through local markets. These offer opportunities to witness food production up close, taste freshly made products, and engage with sustainable agroecological practices.

The regional cuisine embraces the essence of comfort food. Wood-fired stoves, hearty recipes, fresh ingredients, and artisanal preparation come together to create an experience that nourishes not just the body, but also the soul.

ACCOMMODATION

The Mantiqueira Paulista region is one of the most welcoming and charming rural destinations in the state of São Paulo. Its mountain climate, scenic landscapes, and rich Atlantic Forest biodiversity provide the perfect setting for rest, reconnection with nature, and authentic rural experiences.

Accommodations are often integrated with farms, smallholdings, and family-run properties, offering visitors a genuine taste of countryside living. Many lodgings feature hiking trails, waterfalls, gardens, camping areas, wood-burning stoves, outdoor activities, and meals prepared with local ingredients. It's common to find places offering homemade country breakfasts, cultural activities, cooking workshops, or wellness-focused experiences.

Beyond nature and gastronomy, many stays include visits to agro-industries, orchid nurseries, coffee plantations, olive groves, cheese producers, and agroecological centers. The hallmark hospitality of the mountain region — combined with attention to detail and breathtaking surroundings — turns a simple trip into a meaningful connection with the land, the flavors, and the tranquil rhythm of country life.

Inbound Travel Services

Campos do Jordão

Mantiqueira Turismo
+55 12 3662-4659

Manacá Viagens e Turismo
+55 12 99772-8243

Affa´s Tur
+55 12 99637-6783

Mais Turismo
+55 12 99600-9315

Aguiatur
+55 12 99915-6432

FJS Turismo Receptivo
+55 12 3663-7696

Campos do Jordao Turismo Receptivo
+55 12 3663-7740

Turismo da Montanha
+55 12 99751-0607

Movie Tour
+55 12 99653-0650

Campos do Jordao Turismo Receptivo
+55 12 3668-9080

Arautur
+55 12 99785-0319

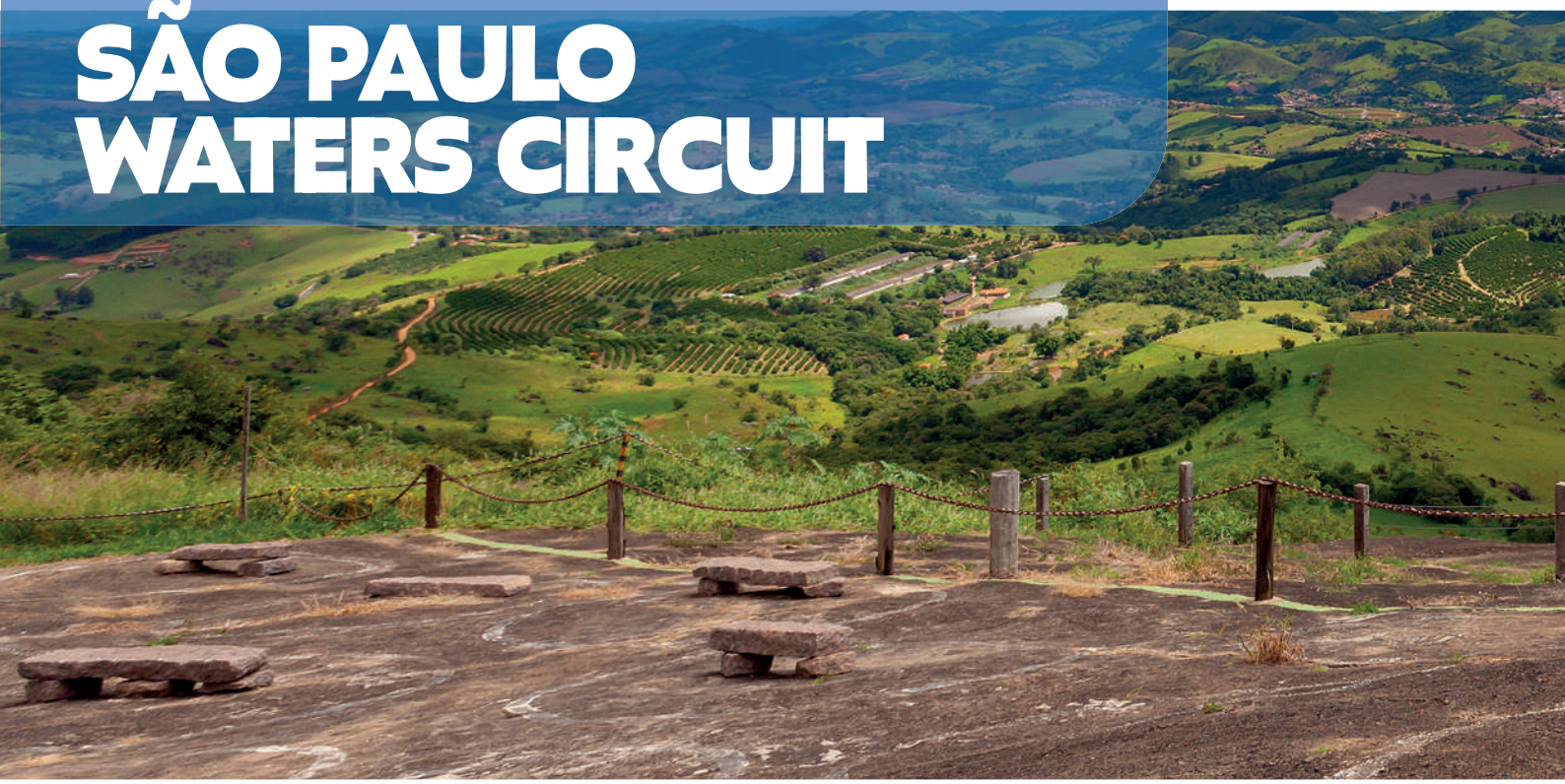
São Bento do Sapucaí

Rotas e Rochas Turismo
+55 12 99652-1217



Photo: André Rosa

SÃO PAULO WATERS CIRCUIT





SÃO PAULO WATERS CIRCUIT

From Thermal Waters to Flower Fields: The Well-Being Region

Nine cities in the interior of São Paulo State form a region where nature, culture, and solid infrastructure come together to welcome visitors in search of leisure, gastronomy, shopping, history, and relaxation. This area captivates with its wide range of attractions and warm, inviting atmosphere.

Serra Negra is one of the most popular destinations for those seeking clothing, handcrafted goods, and outstanding regional cuisine. Amparo preserves elegant historic mansions and is known for award-winning coffee and cheeses, now featured in tourism experiences that highlight artisanal production. Jaguariúna stands out for its cultural events, equestrian traditions, and rich railway heritage. Holambra enchants with its Dutch-style architecture, windmills, and vibrant flower fields. Socorro is a national reference in accessible tourism, with adapted waterfalls and therapeutic waters.

Águas de Lindóia and Lindóia are known for their mineral springs and scenic landscapes. Pedreira (dubbed the "Porcelain Capital") also draws visitors with its excellent dining scene. Monte Alegre do Sul is a hub for rural tourism and home to a well-preserved historic center.

Each of these cities adds its own distinct personality to what is one of the most complete and welcoming destinations in the state of São Paulo.

Photos: Tacio Philip Sansonovsk







Photo: Tacio Philip Sansonovsk | Image: Shutterstock

ATTRACTIONS

MARIA FUMAÇA TRAIN (JAGUARIÚNA)

The steam train ride between Campinas and Jaguariúna follows the historic route of the Mogiana Railway Company, passing coffee farms, old train stations, and the Atibaia River bridge. Onboard guides share information about key sights, while attendants sell souvenirs, and the Nostalgia Musical group entertains passengers with live music.

Address: Avenida Marginal, s/n – Jaguariúna, SP

ÁGUAS DE LINDÓIA SPA (ÁGUAS DE LINDÓIA)

This spa offers over 30 services focused on thermal therapies and crenotherapy (the use of mineral waters for health treatments). Options include immersion baths, massages, mineral water pools, Scottish showers, and clay baths — all set in gardens designed by Burle Marx, creating a peaceful and restorative environment.

Address: Praça Dr. Francisco Tozzi – Águas de Lindóia, SP

CRISTO REDENTOR (SERRA NEGRA)

At the summit of Pico do Fonseca, 1,080 meters above sea level, stands Serra Negra's 18-meter-tall Christ the Redeemer statue. The viewpoint offers sweeping views of the city and surrounding region — perfect for nature lovers, great photos, and unforgettable sunsets.

Address: Rua Cristo Redentor, 157 – Centro – Serra Negra, SP





Photos: Tacio Philip Sansonovsk

PICO DA CASCAVEL (SOCORRO)

At 1,200 meters in altitude, Cascavel Peak offers panoramic views of the Mantiqueira Mountains and the surrounding valley. It's a popular launch site for hang gliding and an ideal spot to relax, enjoy the sunset, and take in the peaceful, contemplative atmosphere.

Address: Corredor Turístico dos Pereiras – Socorro, SP

MOINHO POVOS UNIDOS (HOLAMBRA)

This is the tallest windmill in Latin America — a faithful replica of traditional Dutch mills. Designed by Dutch specialist Jan Heijdra, it features 12-meter blades and ten floors (six open to visitors), along with a panoramic deck overlooking Holambra. The complex also includes a shop, visitor reception, and a space designated for a future windmill museum.

Address: Alameda Maurício de Nassau, 249 – Centro – Holambra, SP

FAZENDA ATALAIA (AMPARO)

Dating back to 1870, Atalaia Farm preserves the legacy of the coffee cycle and offers rural tourism experiences. On weekends and holidays, visitors can take part in workshops on cheese and bread making, as well as traditional building techniques like taipa de mão, pilão, and adobe. A typical farm breakfast and guided tour of the historical estate are also part of the experience.

Address: SP-352 Highway – KM 137.5 – Alferes Rodrigues, Amparo – SP, 13900-000

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LOCAL CUISINE

The cuisine of the Circuito das Águas Paulista is renowned for preserving countryside traditions and celebrating artisanal production. Local cooking features fresh ingredients and recipes passed down through generations, with highlights including traditional roça (ranch-style) dishes, handcrafted sausages, farm-fresh sweets, and award-winning cheeses.

Visitors will find everything from rustic meals prepared on wood-fired stoves with ingredients harvested on-site, to refined tastings of aged cheeses, regional cured meats, and cachaças aged in wooden barrels. The region also produces local wines, liqueurs, and specialty coffees — all reflecting its diverse microclimates and cultural heritage.

There is a strong influence from both caipira (rural Brazilian) and Italian cultures, seen in country stores, food festivals, and leisurely lunches at century-old farms. Dining in the Circuito das Águas is, above all, a journey through the history, traditions, and flavors of the São Paulo countryside.



ACCOMMODATION

The Circuito das Águas Paulista (São Paulo Waters Circuit) offers a wide variety of accommodations for all types of travelers, always with a focus on well-being, tranquility, and a connection to nature. From the highlands of the Mantiqueira to river valleys and waterfalls, lodging options combine rustic charm with the warmth of rural hospitality.

Guests can stay in countryside properties with access to trails, gardens, lakes, and outdoor activities — ideal for those seeking rest and reconnection with the natural world. Many places offer immersive experiences such as colonial-style breakfasts, cultural workshops, picnics, and hands-on rural tourism.

The region also features wellness retreats and integrative therapies, including massages, therapeutic baths, natural cuisine, and guided relaxation practices. Some lodgings also promote cultural, educational, and historical programs, allowing guests to fully immerse themselves in São Paulo's rural lifestyle.

With such a diverse range of offerings, the Circuito das Águas is more than just a place to stay: it's a destination for complete hospitality, renewal, and cultural richness.



Photos: Tacio Philip Sansonovsk

Inbound Travel Services

Águas de Lindoia

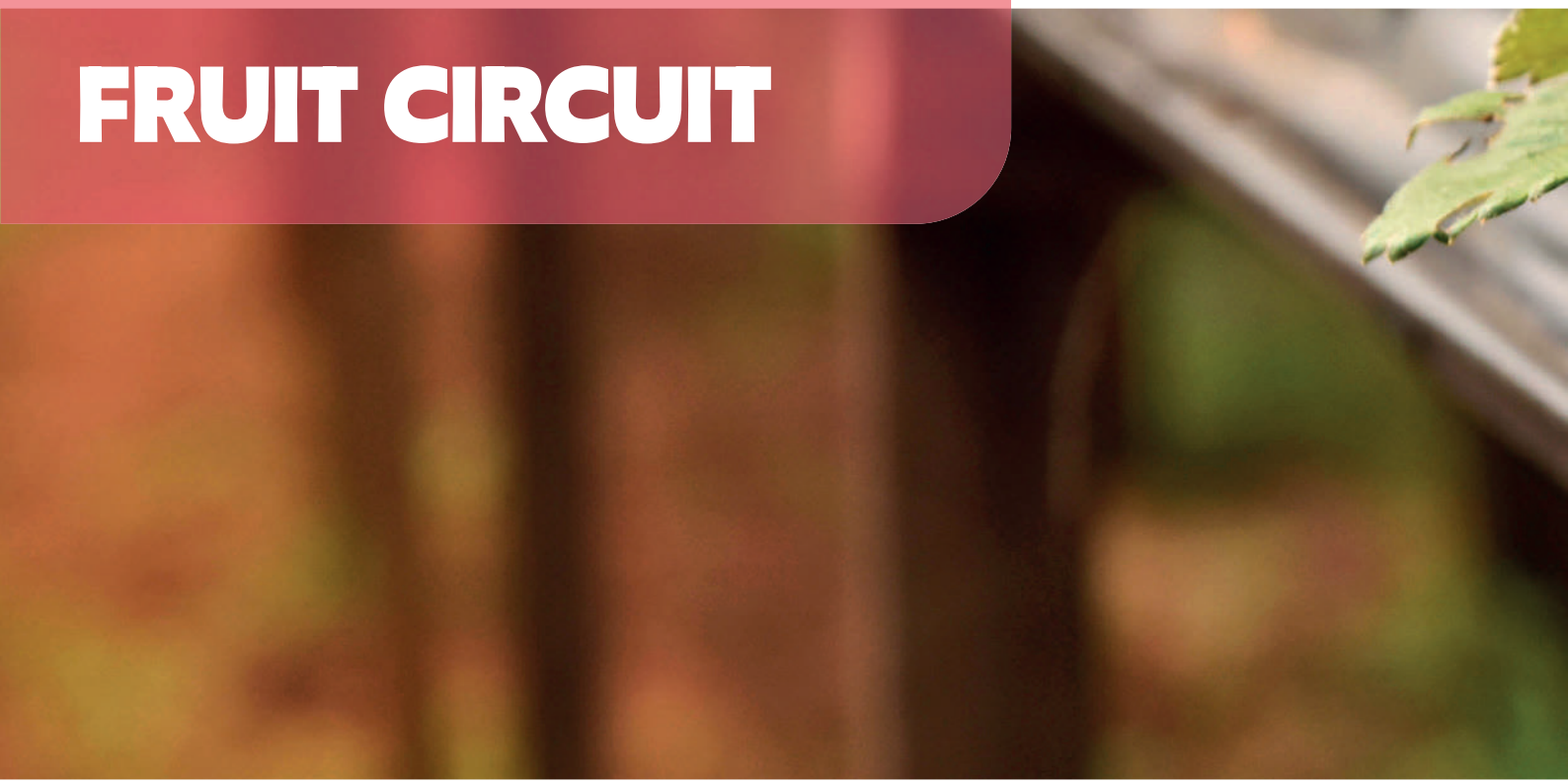
Agência de Turismo Receptivo
Curto Circuito
+55 19 99718-3117

Holambra

Real Receptivo Holambra
+55 19 3802-1295

Rafatour Receptivo Holambra
+55 19 99222-9779

FRUIT CIRCUIT





FRUIT CIRCUIT

Delight Yourself Among Producing Farms, Historic Mansions, and Abundant Nature

This region is an open invitation for those who want to combine nature, history, and gastronomy. Between working farms and traditional festivals, the itinerary enchants tourists with the opportunity to pick fruit straight from the tree at farms open to visitors — grapes, strawberries, persimmons, figs, guavas, and peaches are just some of the highlights. Valinhos, the capital of the purple fig, hosts the traditional Fig Festival (Festa do Figo) and Expogoiaba (Guava Expo), while Itatiba is known for the Persimmon Festival (Festa do Caqui) and Zooparque, the largest private zoo in the country, home to over 180 animal species.

Vinhedo hosts the Grape and Wine Festival and welcomes visitors at its entrance with the Immigrant Memorial. Jundiaí also celebrates the Grape and Wine Festival and features a route with 20 wineries and even a park dedicated to the fruit: Parque Municipal Antônio Carbonari, or Parque da Uva. Meanwhile, Itupeva offers pick-your-own farms, and Indaiatuba is known for its grapes, acerola (cherrylike fruit), and guava production. Atibaia combines its Strawberry Festival with attractions such as a 550-meter cable car ride and Pedra Grande, a natural monument offering panoramic views of the Serra do Itapetinga. Morungaba, known for its passion fruit, attracts motorcyclists, while Jarinu captivates with its distilleries and production of peaches and strawberries.

With preserved landscapes, traditions inherited from immigrants, and rich agricultural production, the Fruit Circuit offers a journey full of history, sports, and family leisure. It's a trip that stimulates the senses and celebrates nature and the traditions of the São Paulo countryside.

Photos: Paulo Preto





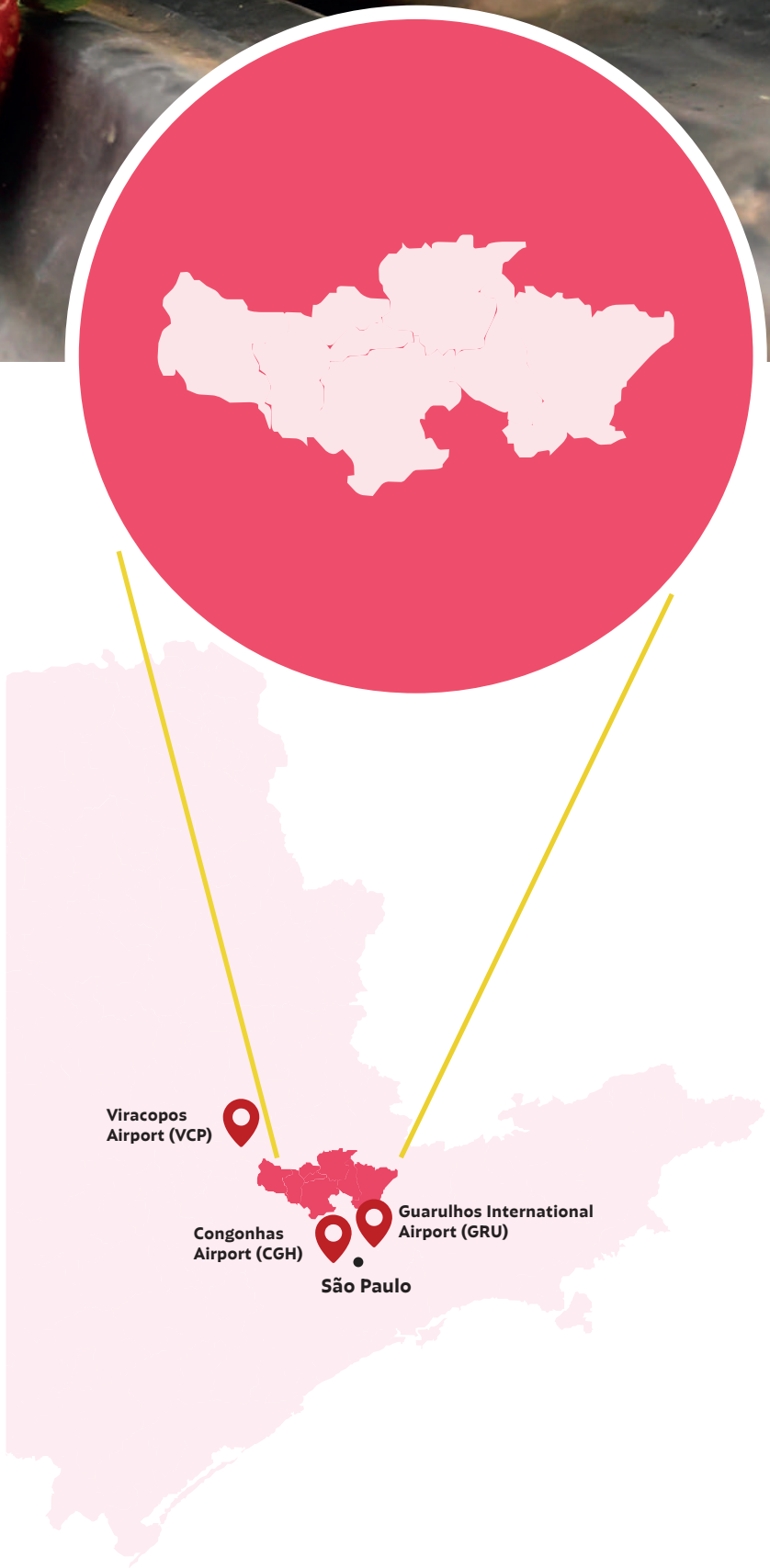


Photo: Paulo Preto | Image: Shutterstock

ATTRACTIONS

MONUMENTO NATURAL ESTADUAL DA PEDRA GRANDE (ATIBAIA)

Pedra Grande is one of the most iconic tourist attractions in the state of São Paulo. This 600-million-year-old rock formation offers a spectacular view of nature. It has become a hub for adventure sports, attracting enthusiasts of tree climbing, BMX, motocross, rock climbing, and rappelling. For those seeking even more adrenaline, paragliders and hang gliders take off from the breathtaking Rampa Natural de Voo Livre.

Address: Estr. Mun. da Pedra Grande – Itapetinga, Atibaia – SP

MUSEU FERROVIÁRIO ESTAÇÃO INDAIATUBA (INDAIATUBA)

The buildings of the former Indaiatuba railway station were restored to house the Museu Ferroviário de Indaiatuba. Among its collection of nearly 500 items, the highlight is the oldest American steam locomotive in operational condition in Brazil: Locomotiva nº 10, built in the United States in 1874 and acquired by Emperor Dom Pedro II.

Address: Praça Newton Prado – Jardim Pompeia, Indaiatuba – SP

HOPI HARI (VINHEDO)

This Brazilian theme park, covering 760,000 square meters, is considered one of the largest amusement parks in Latin America. Its unique concept is that it was designed as a fictional country — with its own president, capital, language, and inhabitants (the employees themselves). Hopi Hari is part of a larger entertainment complex that also includes the Wet'n Wild water park.

Address: Rodovia dos Bandeirantes, km 72 – Moinho, Vinhedo – SP





Photos: Paulo Preto

OUTLET PREMIUM (ITUPEVA)

This major shopping center stands out not only for offering famous commercial brands and luxury labels at more accessible prices, but also for its open-air layout, inspired by European and American outlets. With over 100 stores featuring national and international brands, it offers a full-service structure for visitors.

Address: Rod. dos Bandeirantes, km 72 – Rio Abaixo, Itupeva – SP

ROTEIRO RURAL (ITATIBA)

Itatiba invites visitors to enjoy an authentic countryside experience in São Paulo's interior. The route includes wineries, distilleries, farms, shops, cachaça producers, fishing spots, and ranches that preserve the traditions and flavors of rural life.

Address: Itatiba – SP

VILLA BRUNHOLI (JUNDIAÍ)

Villa Brunholi was born from the dream of Antônio Brunholi, who fled war and immigrated to Brazil, where he began growing grapes in Jundiaí. Today, four generations later, the property has become a full complex featuring a wine factory, wine cellar, restaurant, Museu do Vinho (Wine Museum), and a charming mini-farm.

Address: Av. Humberto Cereser, 5900 – Caxambu, Jundiaí – SP

LOCAL CUISINE

The Fruit Circuit, located in São Paulo's countryside, is a gastronomic destination that blends tradition, agricultural heritage, and authentic flavors. The region's cuisine is strongly rooted in rural production, with a focus on locally grown fruits such as grapes, persimmons, figs, strawberries, peaches, plums, and guavas. These ingredients are featured in sweets, preserves, juices, liqueurs, wines, and traditional dishes.

In addition to fresh fruits, visitors have the opportunity to taste and learn about handcrafted products that reflect each town's character and the legacy of immigrants — especially Italians — who helped shape local traditions. Wine, liqueur, and cachaça production often follows family recipes passed down through generations, combining traditional techniques with modern innovations from local farmers.

The region also hosts numerous festivals throughout the year, celebrating the harvest cycles and the deep connection between food, community, and culture. Here, gastronomy goes beyond the plate — it's a bond with the land, the stories of families, and the full sensory experience of rural life.

ACCOMMODATION

Staying in the Fruit Circuit means enjoying the countryside lifestyle with comfort, tranquility, and close contact with nature. The region offers a wide range of accommodations connected to rural and ecotourism, suitable for families, couples, and school groups.

Many lodgings are located in preserved green areas and provide access to ecological trails, lakes, forests, orchards, and gardens. Activities often include hiking, tractor rides, plantation visits, and seasonal fruit picking. Several properties also offer cultural programs, workshops, educational spaces, and guided tours on agricultural production, as well as wellness and environmental education experiences.

In addition to overnight stays, some places offer day-use options, allowing visitors to spend a full day in the countryside with typical meals, animal encounters, and hands-on activities. The region's warm hospitality and relaxed rural lifestyle create the perfect setting for both relaxation and learning.

Inbound Travel Services

Atibaia
New Focus Tour
+55 11 2427-9003

Atibaia Turismo
+55 11 99654-2942

Indaiatuba
Turismo Rural Receptivo em Indaiatuba
+55 19 99472-4486

Jundiaí
Tour Jundiahy
+55 11 99101-9282

Mania de Jundiaí & Trilha
+55 11 98673-4020

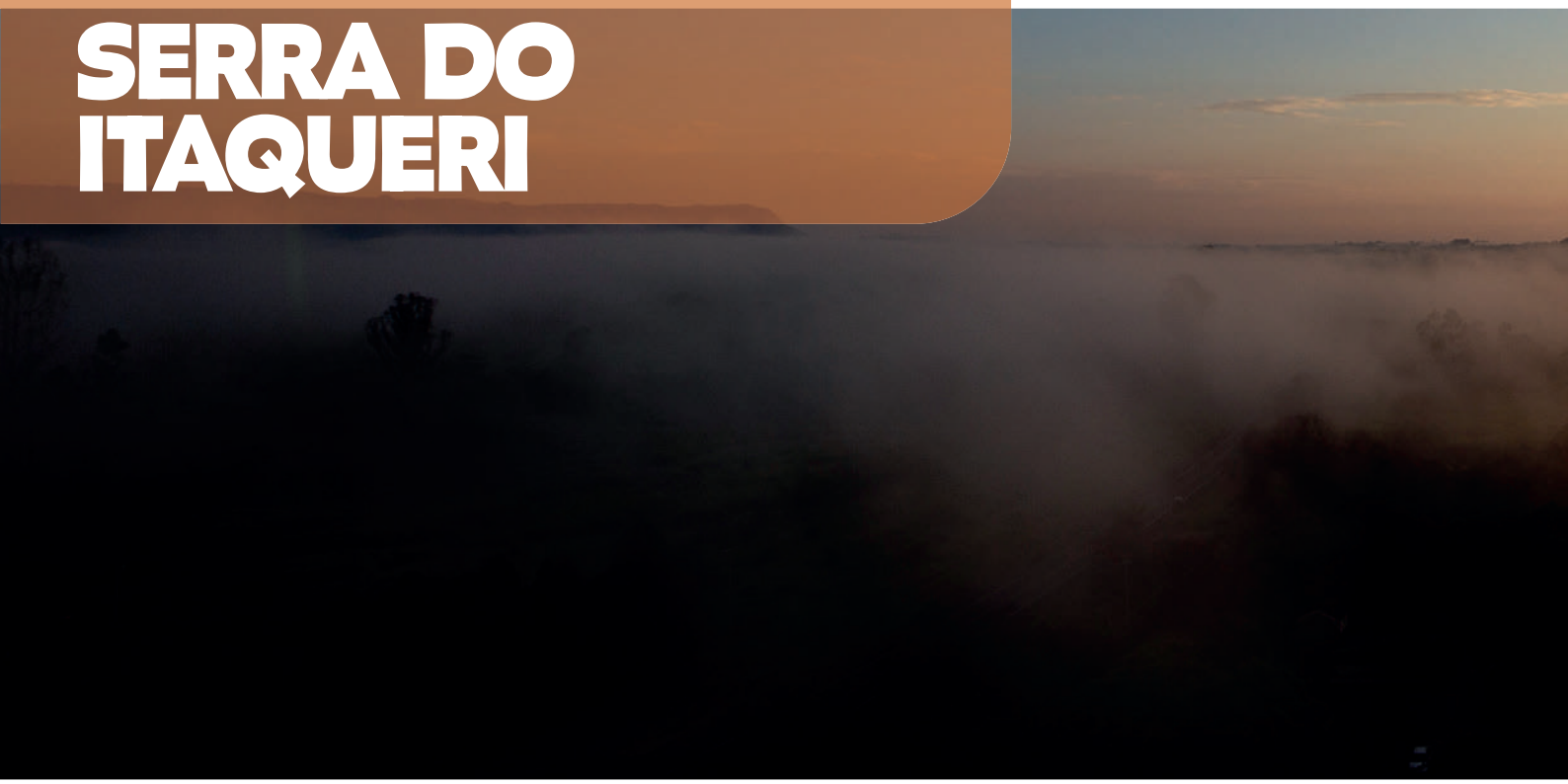
Bengala Quebrada Turismo
+55 11 99946-8648

Augustus Tur
+55 11 97814-7854



Photo: Paulo Preto

SERRA DO ITAQUERI





SERRA DO ITAQUERI ROUTE

Rural tourism, waterfalls, and good food in the heart of São Paulo

The Serra do Itaqueri region brings together towns that offer direct contact with nature. There are options for rural tourism, adventure sports, and, of course, moments of relaxation and rest. The region stands out for its pleasant climate year-round and access to important water resources, such as the Guarani Aquifer.

Among the region's attractions are trails, waterfalls, rivers, and reservoirs — ideal for activities like rafting, tubing, rappelling, climbing, and mountain biking. For those seeking tranquility, there are nature parks, fishing areas, and spas. Corumbataí, Itirapina, Torrinha, and Santa Maria da Serra are perfect for visitors looking for well-marked trails and waterfalls. Brotas, one of the best-known destinations, is a benchmark for ecotourism and water sports.

São Pedro and Águas de São Pedro are known for their leisure infrastructure, water parks, and thermal springs. Other cities like Ipeúna, Charqueada, Limeira, and Piracicaba combine outdoor experiences with regional cuisine, history, and culture.

In short, Serra do Itaqueri is a great choice for weekend getaways or extended holidays. No worries — the region offers solid infrastructure and options for a wide variety of travelers.

Photos: Paulo Preto and Douglas Piton







Photo: Paulo Preto | Image: Shutterstock

ATTRACTIONS

THERMAS WATER PARK (SÃO PEDRO)

Thermas Water Park is one of the largest water park complexes in the state of São Paulo. Its main attraction is the wave pool, considered the largest in the state, covering approximately 2,700 m². The park also features water slides, a lazy river, themed children's areas, and relaxation spaces such as hot tubs and hydromassage pools.

Address: Rodovia SP 304 – Km 189, Fazenda Limoeiro, São Pedro – SP

ECO PARQUE CACHOEIRA 3 QUEDAS (BROTAS)

This site offers full infrastructure, including three waterfalls, a swimming pool, rest areas, a playground, and changing rooms. It also has camping areas, cabins, chalets, and a restaurant. The eco-park offers adventure activities such as canyoning, horseback riding, ziplining, sport fishing, and buggy tours.

Address: Rodovia Benedito Pinto dos Santos – BRO 040, Patrimônio de São Sebastião da Serra, Brotas – SP

FONTANÁRIO MUNICIPAL (ÁGUAS DE SÃO PEDRO)

The Fontanário Municipal is the main landmark of Águas de São Pedro, a spa town known for its therapeutic springs. The site is home to three mineral water fountains: Juventude, Gioconda, and Almeida Salles. Visitors can drink the water, and many come to the region in search of natural wellness treatments.

Address: Rua Pinheiros, 2 – Águas de São Pedro – SP





Photos: Douglas Piton

MANANCIAL PARADA DO CICLISTA (CHARQUEADA)

A café and snack bar designed to welcome cyclists, off-road drivers, hikers, tourists, and visitors looking to enjoy good food in direct contact with nature. The Manancial includes a scenic viewpoint, playground, photo swing, decks, and restrooms.

Address: Charqueada – SP

MORRO DO CUSCUZEIRO

This is an inselberg (isolated hill) located on private farmland, highly sought after for climbing. The area also offers activities such as tree climbing, ziplining, camping, and has a pool and restaurant available.

Address: Estrada Orlando Tendolini, Analândia – SP, 13550-000

MORRO DO FOGÃO (ITIRAPINA)

A natural viewpoint in the Serra de Itaqueri, at an altitude of 1,100 meters, offering panoramic views of the region. This rustic location is ideal for hiking and features a typical cuesta geological formation (basalt and sandstone). Popular among climbers, cyclists, and motorcyclists, it is located 26 km from the city and includes a mobile bar service.

Address: Estrada Municipal Ulisses Guimarães, Itirapina – SP

LOCAL CUISINE

The cuisine of Serra do Itaqueri reflects the region's strong rural roots, caipira (country) traditions, and the diverse cultural influences that shaped its municipalities. Local culinary practices highlight ingredients typical of the São Paulo countryside, such as corn, cassava, pork, and freshwater fish, along with locally grown fruits, vegetables, and herbs.

Regional culinary highlights include dishes prepared on wood-fired stoves, homemade sweets, pamonhas (corn pudding), preserves, cakes, cheeses, cachaças, artisanal wines, and craft beers. Tradition blends with innovation as local producers develop signature recipes using native ingredients. These delights can be found at rural establishments, fairs, tourist parks, and food festivals that celebrate the region's culinary identity.

Serra do Itaqueri is also known for its connection between food and nature — visitors can explore fishing farms, distilleries, homesteads, orchards, and family farms that foster a deep bond with rural flavors.

ACCOMMODATION

Staying in Serra do Itaqueri means immersing yourself in preserved natural landscapes, enjoying a pleasant climate, and finding a balanced mix of rest, adventure, and well-being. The region offers a wide variety of accommodations, from fully equipped hotels and inns to nature-based lodges focused on sustainability, ecotourism, and environmental reconnection.

Visitors can stay near waterfalls, trails, rivers, and green areas — ideal for activities such as ziplining, rappelling, horseback riding, canoeing, and birdwatching. Many places also offer natural pools, camping areas, chalets, cabins, and spaces for natural therapies, relaxation, and immersion in rural life.

The experience is enriched by educational and cultural activities, such as visits to ecological parks, agroecological farms, historical centers, thermal spas, ecological stations, and villages that preserve the traditions of the São Paulo countryside.





Photos: Douglas Piton

Inbound Travel Services

Brotas
Alaya - Turismo de Aventura em Brotas
+55 14 3653-5656

Vaca Náutica
+55 14 99894-5000

Eco Ação
+55 14 3653-8040

Brotas Adventure Tour
+55 14 99182-6047

Brotas EcoAção
+55 14 98186-2282

São Pedro
Vitur Viagens e Turismo Receptivo de São Pedro
+55 19 3483-3600

São Pedro é Uma Aventura
+55 19 99164-0033

São Carlos
NOMADI TURISMO
+55 16 99798-0909

Guarani Turismo Receptivo
+55 16 3376-1306

Águas de São Pedro
Vitur Viagens e Turismo Receptivo de São Pedro
+55 19 3483-3600



ATLANTIC FOREST COAST



ATLANTIC FOREST COAST

Between the Sea and the Atlantic Forest, Just a Few Kilometers from the Capital

Cubatão, Guarujá, Itanhaém, Mongaguá, Peruíbe, Praia Grande, São Vicente, and Santos make up the Costa da Mata Atlântica Tourist Region. With over 200 beaches, strong hotel infrastructure, and delicious caiçara cuisine, these cities are close to São Paulo and combine the lush greenery of the Atlantic Forest with the excitement of summer tourism.

Peruíbe features waterfalls, beaches, rivers, natural pools, and cascades in untouched landscapes within the Estação Ecológica da Juréia, an 80,000-hectare area of preserved Atlantic Forest. Itanhaém offers 26 km of beaches with islands, rock formations, and historical and nautical attractions.

Mongaguá has 13 km of beaches, trails, and its iconic T-shaped fishing pier that stretches into the ocean. Praia Grande draws 1.5 million summer tourists who come to enjoy its 23 km of shoreline and excellent infrastructure. São Vicente, the first village founded in Brazil, features attractions like Ilha Porchat and the Suspension Bridge, while Santos attracts 1.3 million visitors annually with its historic landmarks and the world's largest beachfront garden.

Although Cubatão has no beaches, it offers industrial tourism with visits to power plants, hiking trails, and parks related to the history of early exploration. Nearby, Guarujá — with its 27 beaches — is one of the most popular seaside destinations in the state of São Paulo.

Photos: Douglas Piton







Photo:Douglas Piton | Image: Shutterstock

ATTRACTIONS

BOULEVARD DO RIO GUARAÚ (PERUÍBE)

One of the region's beautiful preserved areas, a wooden walkway suspended over the mangroves of the Rio Guaraú, measuring approximately 70 meters in length. Along the path, visitors can observe the mangrove ecosystem up close, spotting crabs and native vegetation.

Address: R. Eng. Frederico During Filho – Balneário Garça Vermelha – Peruíbe – SP

GUARUJÁ BEACHES

With more than 22 km of sandy shoreline and clean water year-round, Guarujá is known as the "Pearl of the Atlantic." It boasts 27 beaches, offering something for every type of visitor — from tranquil spots like Guaiúba and Canto das Tortugas to livelier ones like Tombo and Enseada. For those who enjoy hiking, the beaches of the Serra do Guararu are ideal.

Address: Guarujá – SP

JARDIM DA ORLA (SANTOS)

Santos is home to the world's largest beachfront garden, recognized by the Guinness World Records in 2002. The garden stretches for 5,335 meters and is approximately 50 meters wide, decorating 7 km of coastline. In addition to its vegetation, the garden functions as an open-air gallery, featuring 38 monuments that honor local, national, and international figures.

Address: Orla da Praia – Santos – SP





Photos: Douglas Piton

ALDEIA AWA PORUNGAWA DJU (ITANHAÉM)

The Tupi-Guarani village welcomes tourists to experience Indigenous culture, meet the Pajé (spiritual healer) and Cacique (chief), and learn about the community's structure, projects, and handicrafts. Located in front of a deserted beach and surrounded by native restinga vegetation, the site offers visitors unique experiences such as traditional blessings and knowledge of medicinal plants. The visits generate income and help preserve local Indigenous traditions.

Address: Av. Santa Cruz – Praia – Itanhaém – SP

MEMORIAL DOS 500 ANOS (SÃO VICENTE)

Also known as the Monumento Niemeyer, the memorial was inaugurated in 2002 at the top of Ilha Porchat, in São Vicente. The structure, shaped like an arch, commemorates the 500th anniversary of Brazil's discovery. Its striking design and panoramic view have made it one of the most Instagrammable spots in the region.

Address: Al. Ari Barroso, s/nº – Ilha Porchat – São Vicente – SP

PRAIA GRANDE BEACHES

Praia Grande is one of the most visited cities in the state, receiving over one million tourists during the high season. Its 22.5 km beachfront has been revitalized and features a wide promenade with squares, palm trees, kiosks, and public showers. The seaside bike path is especially popular with sports enthusiasts. The beaches are named after the neighborhoods they're located in, such as Boqueirão and Guilhermina.

Address: Av. Pres. Castelo Branco, 4137–4125 – Cidade Ocian – Praia Grande – SP

LOCAL CUISINE

The cuisine of the Costa da Mata Atlântica reflects the region's cultural and natural diversity, blending caiçara (traditional population of the coastal regions of southeastern and southern Brazil), Indigenous, African, and European influences. The proximity to the sea strongly shapes local flavors, with fish and seafood forming the base of many traditional dishes.

Common ingredients include shrimp, mullet, manjuba (anchovy), and squid, often paired with rice, farofa, plantains, and homemade sauces. Street markets, local fairs, and food festivals are important spaces for celebrating regional culture, offering everything from cherished family recipes to creative reinterpretations of traditional caiçara cuisine. Homemade sweets, fruit preserves, tropical fruits, and craft beverages — such as cachaças and liqueurs — also stand out, made with locally sourced ingredients.

As you travel through the region's cities, you'll experience the flavors of a preserved coastline, where seasonality and nature are respected, and where food is a key part of local identity and hospitality.

ACCOMMODATION

The Costa da Mata Atlântica stands out for its wide range of lodging options.

Cubatão offers accommodations for those interested in ecotourism and industrial tourism, including simple inns conveniently located near the Serra do Mar trails and Perequê Ecological Park. In Itanhaém, travelers will find everything from beachfront guesthouses to vacation rentals.

Guarujá features some of the most well-equipped hotels in the region, including full-service resorts with spas, pools, and beachfront access, as well as charming inns. In Santos, the hotel network is well developed, with options for business travelers, families, and tourists — many of them close to the beach or the historic center.

Praia Grande and Mongaguá offer affordable accommodations ideal for those seeking comfort and easy access to the sea. In Peruíbe, visitors will find hotels, guesthouses, chalets, and wellness-focused stays surrounded by nature.



Photo: Douglas Piton

Inbound Travel Services

Bertioga
Serginho Turismo e Excursões
+55 13 98184-9696

Vila Eco Turismo Bertioga
+55 13 99734 9817

Guarujá
Guarujá Tours Passeios
+55 13 9663-1773

Santos
Central de Receptivo Agência de Turismo
+55 13 3284-5758

São Vicente
Caiçara Expedições
+55 13 3466-6905

Praia Grande
Guia Turístico de Praia Grande
+55 13 98109-2402

Itanhaém
Ama Ecoturismo
+55 13 99718-1872

Peruíbe
Eco Adventure Canoagem
+55 13 3457-9170

Ecotur Peruíbe
+55 13 3455-8083

PANTANAL PAULISTA/ TIETÊ VIVO / MARAVILHAS DO RIO GRANDE / ENTRE RIOS





PANTANAL PAULISTA / TIETÊ VIVO / MARAVILHAS DO RIO GRANDE / ENTRE RIOS

The region composed of Pantanal Paulista, Tietê Vivo, Maravilhas do Rio Grande, and Entre Rios is one of the main tourist hubs in the state of São Paulo. Surrounded by rivers such as the Tietê, Paraná, and Grande, the area features flooded landscapes, trails, freshwater beaches, and activities related to ecotourism, local cuisine, and sport fishing.

The cities of Tietê Vivo, located in northwestern São Paulo, have developed along the banks of the Tietê River. The region attracts visitors mainly for its river beaches, fishing spots, countryside inns (ranchos), museums, and a wide variety of outdoor activities.

The Maravilhas do Rio Grande route includes cities in the same northwestern region and is best known for its natural beauty, cultural heritage, and traditional cuisine. The area is rich in local dishes such as filé de porquinho, tucunaré, peixe na telha, sorvete de forno, and pão com linguiça.

The cities of São Paulo that are crossed by the Paraná, Paranaíba, Grande, and Tietê rivers are true refuges of natural beauty. They captivate visitors with their biodiversity and the abundant waters that feed fishing spots, parks, and protected areas. In addition to their natural appeal, these cities are known for traditional festivals that celebrate local culture and attract tourists throughout the year.

Photos: André Rosa

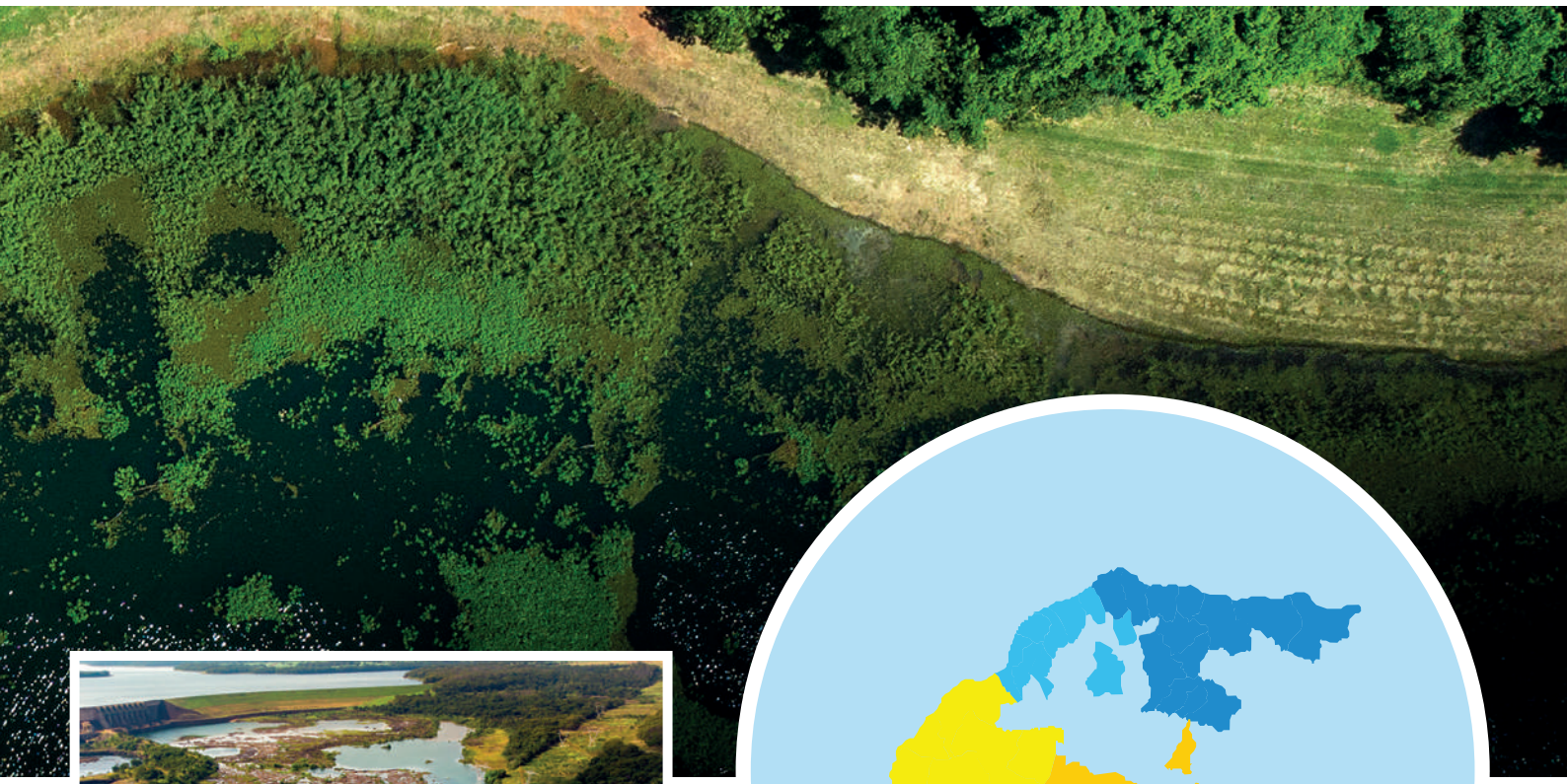






Photo:André Rosa | Image: Shutterstock

ATTRACTIONS

MUSEU DO SOL (PENÁPOLIS)

The Naive Art Museum brings together works by primitivist artists from Brazil and abroad. Its collection includes drawings, wood carvings, sculptures, engravings, and paintings. It was the first museum of its kind in Latin America. Created in São Paulo by painter Iracema Arditi, it was relocated to Penápolis in 1979.

Address: Av. Rui Barbosa – Bairro Norte, Penápolis – SP

PARQUE ECOTURÍSTICO DAS ÁGUAS CLARAS (SANTA FÉ DO SUL)

This park is located on the banks of the Paraná River and features kiosks, a camping area, an ecological trail, a snack bar, a playground, sand courts, full infrastructure, and accessibility. It also hosts various sports and nautical events throughout the year.

Address: R. Vicinal Manoel de Matos, Santa Fé do Sul - SP

MARINA (ILHA SOLTEIRA)

The Paraná River offers excellent conditions for water activities such as jet skiing, boating, and sport fishing. For a recharge, lunch is available at the Navigation Port.

Address: Praia Marina, Ilha Solteira - SP





Photos: André Rosa

CASA DE PORTUGAL (FERNANDÓPOLIS)

One of the city's most traditional clubs, it stands out for its extensive infrastructure and is home to one of the largest tennis complexes in the countryside of São Paulo. The facilities include eight professional courts, a training wall, five mini soccer fields, two multipurpose courts, two sand volleyball courts, two bocce lanes, saunas, a playground, a bar, and an event hall.

Address: Av. Litério Greco, 2251 - Vila São Fernando - Fernandópolis – SP

PARQUE DA FAZENDA DO ESTADO (ARAÇATUBA)

This site offers guided tours and environmental education activities, with its ecological trail being a major highlight. Other features include the Malta Cross Trail, a senior citizens' square with a playground and reading area, and beautifully maintained landscaping.

Address: Av. Dr. Alcides Fagundes Chagas, 222 - Aviação, 16055-565 Araçatuba – SP

FOZ DO RIO AGUAPEÍ (CASTILHO)

This Private Natural Heritage Reserve is located at the mouth of the Aguapeí River — also known as the "Ugly River" due to its muddy waters — and is a place of great natural beauty, with preserved fauna and flora. Birdwatching is a highlight on its own.

Address: Mouth of the Aguapeí River, where it meets the Paraná River – Castilho – SP

LOCAL CUISINE

The cuisine of the routes that make up Pantanal Paulista, Tietê Vivo, Entre Rios, and Maravilhas do Rio Grande is strongly influenced by the rivers, rural traditions, and the lifestyle of local communities. Freshwater fish dishes are abundant, featuring species such as pacu, piau, pintado, piapara, and tucunaré, prepared in a variety of ways — especially at river beaches and fishing spots throughout the region.

In addition to fish, local cuisine highlights simple and fresh ingredients from the countryside, such as cassava, corn, meats, cheeses, homemade sweets, and artisanal beverages. The region's food culture is preserved and passed down through generations, playing a central role in traditional festivals, fishing tournaments, and religious celebrations — where food is a key element of identity and community life.

This gastronomy is closely tied to the tourism experience: many river beaches, marinas, fishing areas, and recreational sites offer regional meals with scenic river views, giving visitors an authentic taste of the São Paulo countryside.

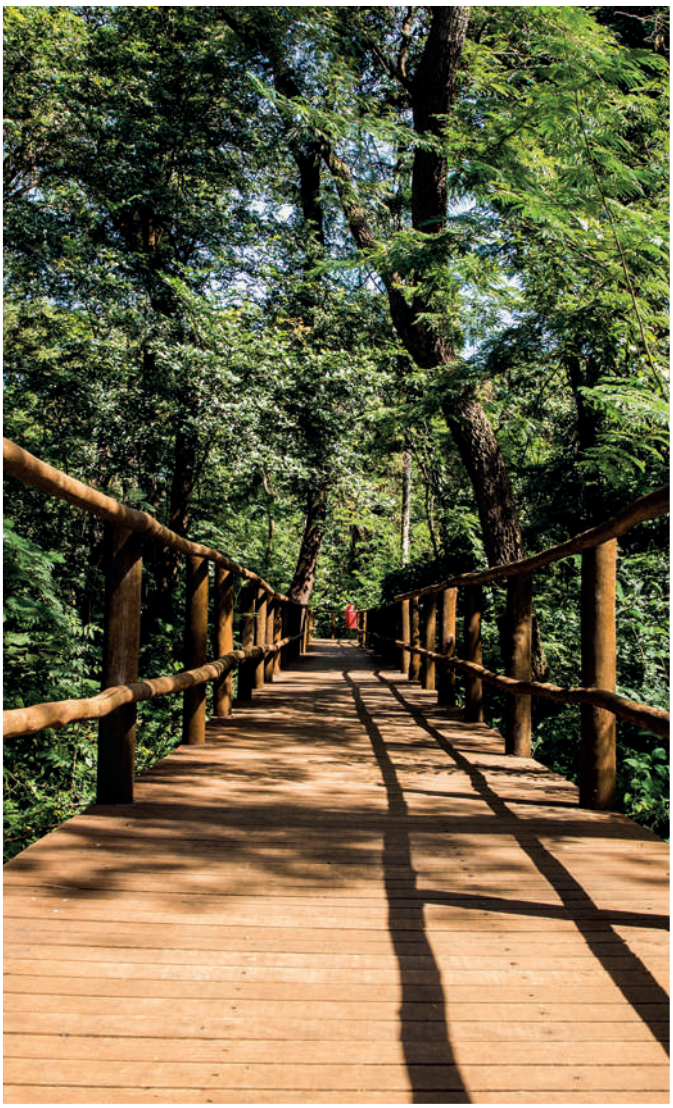


ACCOMMODATION

Accommodation along the tourist routes of northwestern São Paulo is marked by its close connection to nature and riverside culture. The region, bordered by major rivers such as the Tietê, Paraná, and Aguapeí, offers a wide range of inns, countryside lodges, hotels, and facilities oriented toward leisure tourism, ecotourism, and sport fishing.

Lodging options are often located along riverbanks or in preserved rural areas, with easy access to river beaches, trails, marinas, and ecological parks. Some properties offer infrastructure for camping, boat tours, diving, birdwatching, and water sports, as well as immersive experiences in rural life and environmental education.

There are also itineraries that include cultural activities, visits to museums, historic landmarks, and churches.



Photos: André Rosa

Inbound Travel Services

Fernandópolis
VB Expediçoes
+55 17 3463-3779

Costa Azul Turismo
+55 17 3442-2662

VALE DO RIBEIRA





VALE DO RIBEIRA

Caves, Waterfalls, and Beaches in a Single Destination

Vale do Ribeira is home to both tangible and intangible heritage that tells the story of Brazil, including the largest preserved colonial townhouses in the State of São Paulo, listed by Condephaat and Iphan. The region features continuous remnants of Atlantic Forest and its associated ecosystems, such as dunes, restingas, and mangroves. It shelters a rich diversity of fauna, including many endemic species, and is home to vibrant traditional communities, including Indigenous peoples, caiçaras, quilombolas, river dwellers, and caboclos.

Comprising 24 municipalities, Vale do Ribeira holds some of the most stunning natural landscapes in São Paulo. The region includes parks and reserves of Atlantic Forest recognized by UNESCO as part of the Atlantic Forest Biosphere Reserve, and harbors over 10,000 species of fauna and flora.

The caves of Vale do Ribeira form one of the largest cave systems in Latin America. These caves are a natural and cultural treasure, with PETAR (Alto Ribeira Tourist State Park) being one of the most important conservation areas in the world. It holds the largest preserved portion of Atlantic Forest in Brazil, with around 400 cataloged caves.

Photos: Josiah Holwick





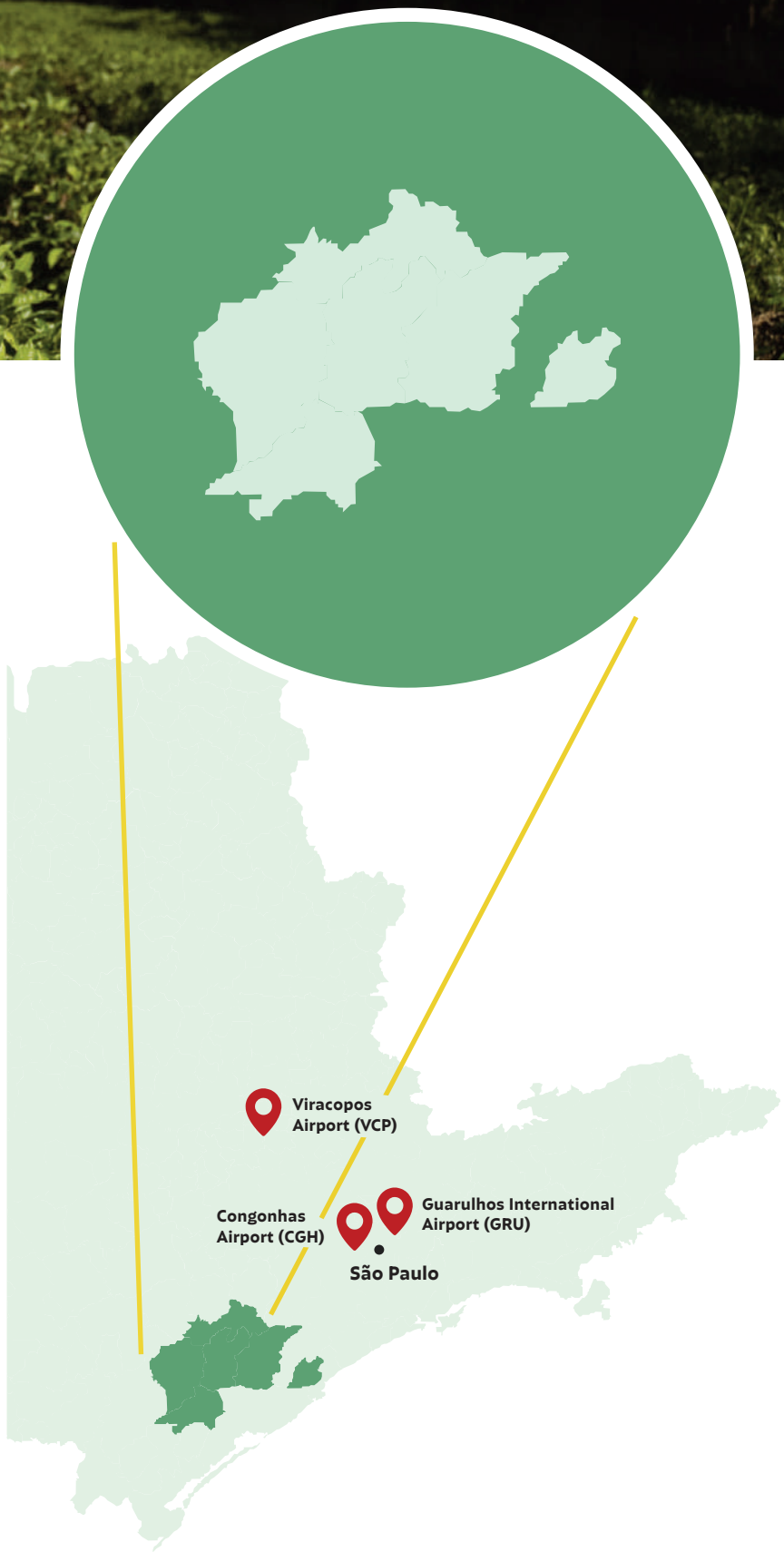


Photo: Josiah Holwick | Image: Shutterstock

ATTRACTIONS

CAVERNA DO DIABO (ELDORADO)

This is the largest and most visited cave in the state of São Paulo. It offers full infrastructure for visitors, including lighting, stairways, and handrails, making it accessible even for those with limited mobility. Located within the Parque Estadual Caverna do Diabo, the area also features trails, waterfalls, scenic viewpoints, and a variety of routes.

Address: Rodovia SP-165, Km 111, s/nº – André Lopes, Eldorado – SP

PARQUE ESTADUAL ILHA DO CARDOSO (CANANÉIA)

This state park preserves a wide variety of Atlantic Forest ecosystems, ranging from mangroves and restingas to dense rainforest. It is an important center for scientific research and encompasses more than 13,500 hectares of protected area.

Address: Ilha do Cardoso, s/nº – Cananéia – SP

PETAR – PARQUE ESTADUAL TURÍSTICO ALTO DO RIBEIRA (IPORANGA AND APIAÍ)

PETAR is considered one of the most important conservation units in the world and is recognized as a World Heritage Site by UNESCO. It holds the largest preserved area of Atlantic Forest in Brazil and includes around 400 cataloged caves. Most tours in the park are led by certified local guides, ensuring a safe and informative experience for visitors.

Address: Rodovia SP-165, Km 156, Zona Rural, Iporanga – SP





Photos: Crioula Camera and Hassen Salum

HISTORIC CENTER OF IGUAPE

The Historic Center of Iguape was the first urban site in São Paulo state to be protected by Iphan as a Cultural Landscape. Iguape has the largest preserved collection of colonial houses in the state, with many narrow alleys and richly detailed buildings, including examples of taipa francesa and taipa de pilão (traditional rammed earth techniques). These structures reflect the city's history in gold mining and rice cultivation.

Location: Vila Garcês, Iguape – SP

CACHOEIRA QUEDA DO MEU DEUS (ELDORADO)

Once voted one of the most beautiful waterfalls in the state, it impresses with powerful waters that cascade between rocks and lush vegetation, creating a dreamlike landscape. With a 53-meter drop and a natural pool for swimming, it also hides a small cave behind the waterfall, accessible to the more adventurous.

Address: Rod. Benedito Pascoal de França, 200 – Itapeúna, Eldorado – SP

CATAMARAN TOUR (ILHA COMPRIDA)

The catamaran tour navigates the estuarine complex of Iguape, Cananéia, and Paranaguá, one of the world's most important breeding grounds for marine species. In addition to observing the rich local fauna and flora, visitors often have the chance to spot dolphins that inhabit the region.

Address: Marina Barrera – R. José Pacheco dos Santos, 2955 – Monte Carlo, Ilha Comprida – SP

LOCAL CUISINE

The gastronomy of Vale do Ribeira reflects the region's cultural, geographic, and ecological diversity. Rooted in caiçara, quilombola (descendant communities of Afro-Brazilian people who resisted slavery), and rural traditions, the local cuisine features sustainably cultivated ingredients passed down through generations. Highlights include artisanal production of bananas and heart of palm (pupunha), fresh fish, and dishes made with oysters, cassava, native fruits, and local fish.

Traditional food practices are preserved by communities that continue to produce herbal teas, artisanal cheeses, homemade sweets, cachaça, and smoked goods. This culinary heritage is celebrated at farmers' markets, food festivals, and traditional fairs held across the region, emphasizing food as a central part of cultural identity.

More than just flavor, the cuisine of Vale do Ribeira offers a journey through history, traditional lifestyles, and cultural heritage, promoting eco-conscious tourism that supports family farming and local knowledge.

ACCOMMODATION

Staying in Vale do Ribeira means immersing yourself in the daily life of one of Brazil's most biodiverse and culturally rich regions. Surrounded by Atlantic Forest reserves, rivers, caves, and waterfalls, the area offers accommodations that are deeply connected to nature and traditional communities.

Visitors can find lodging options such as glamping sites, eco-inns, and guesthouses located in preserved areas, with access to ecological trails, crystal-clear rivers, waterfalls, and environmental education centers. Many properties offer day-use access or serve as bases for outdoor adventures such as canoeing, rappelling, birdwatching, cycling, sport fishing, horseback riding, and interpretive walks.

The experience is enriched through community-based tourism, with immersive stays in quilombos, Indigenous villages, and agroforestry farms. These visits allow travelers to learn about sustainable ways of life and take part in cultural and agricultural activities.



Photo: PETAR

Inbound Travel Services

Barra do Chapéu
Adventure Tur
+55 15 9753-4738

Cananeia
CWG Turismo Receptivo Nautico
+55 13 98162-7793

Cananeia Explorer
+55 13 98141-8612

Lagunatur Operadora Turística
+55 13 3851-1167

Eldorado
Joriel Passeios de Aventura
+55 13 99795-4148

J.J. Aventuras
+55 13 3844-2151

Ilha Comprida
Passeio Catamara
+55 13 3842-7000

Iguape
Destino Certo
+55 13 98121-1671

Iporanga
Cave Atlantica Agencia de Turismo
+55 15 3556-0598

Parques Turismo - Turismo de Aventura
+55 15 3556-1320

Naativa Operadora de Turismo
+55 15 99680-7215

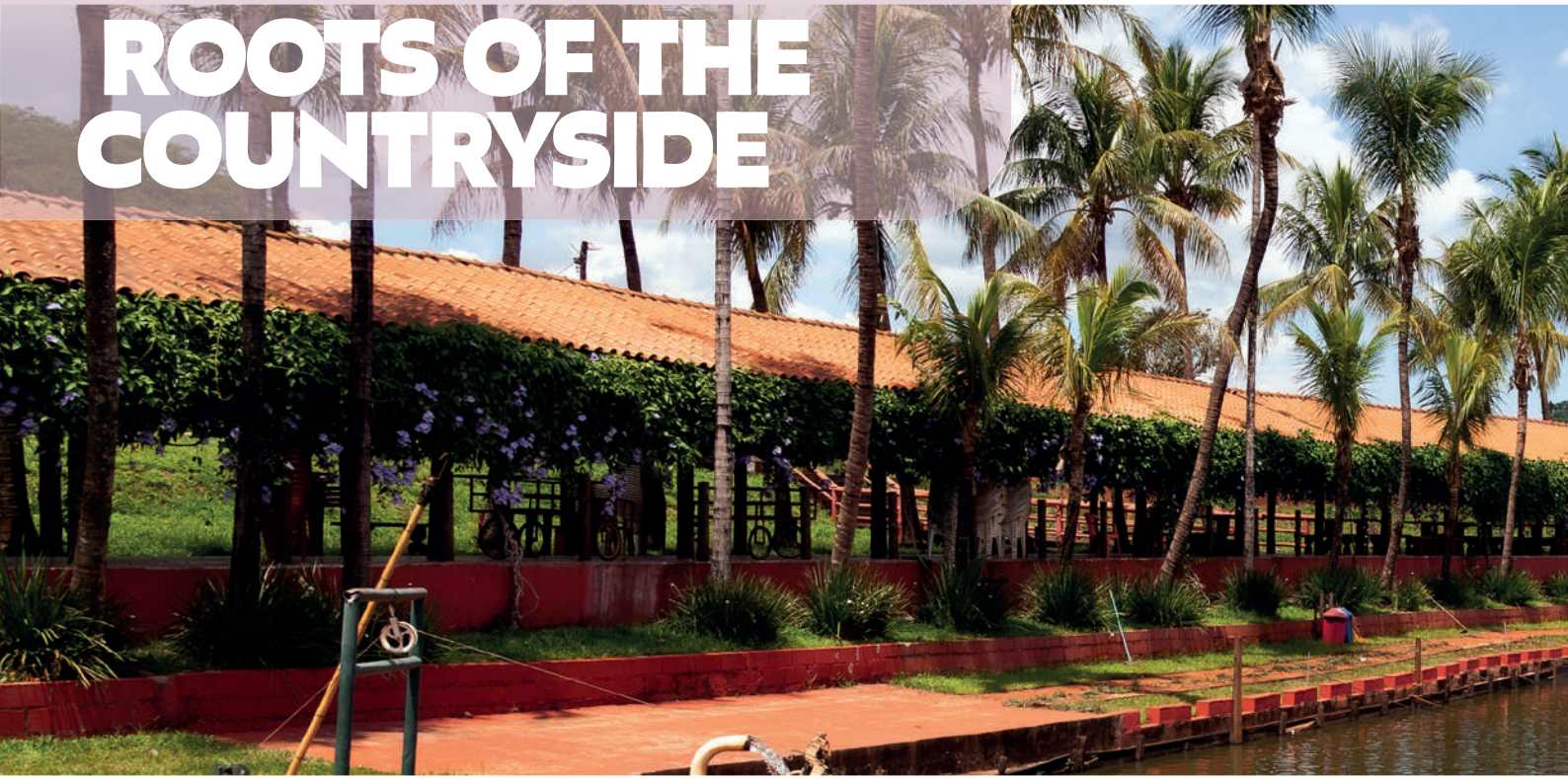
Planeta Trilha
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Ecocavepetar
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Juquiá
JJ Aventuras
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Juquitiba
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ROOTS OF THE COUNTRYSIDE

The Beauty of Northeastern São Paulo

In northeastern São Paulo, the landscape is marked by cities that developed along the railways and prospered through coffee cultivation. Bathed by the Pardo River and supported by a strong hotel and culinary infrastructure, the region brings together eight municipalities that preserve the essence of the countryside, combining natural landscapes, cultural heritage, and agribusiness. Ribeirão Preto stands out as an industrial and cultural hub, often referred to as the capital of agribusiness and one of the most developed cities in the interior of São Paulo.

Sertãozinho lies in one of the largest sugar-producing regions. While coffee once played a key role, sugar remains deeply rooted in its history. Guariba attracts visitors with traditional festivals and rodeos. Monte Alto, known as the "City of Dreams," offers museums, religious routes, nature trails, and fishing areas.

Cravinhos has been gaining prominence as an industrial center across various sectors. Pontal is home to the Museu da Cana (Sugarcane Museum), which documents the history of sugar production in the state. Jaboticabal, known as the "City of Roses," maintains its traditions with flower-filled public squares.

In Sales Oliveira, historic farms, breweries, and distilleries reflect the city's rural legacy. Santa Rosa de Viterbo stands out for its natural beauty, especially the Serra Waterfall and Itatiaiá Hill. Cajuru offers outdoor activities at the Municipal Lake and Serra Azul, while the neighboring town of Serra Azul highlights its religious devotion through a statue of Our Lady Aparecida and events such as pilgrimages and Holy Week reenactments.

Photos: Aivan Moura





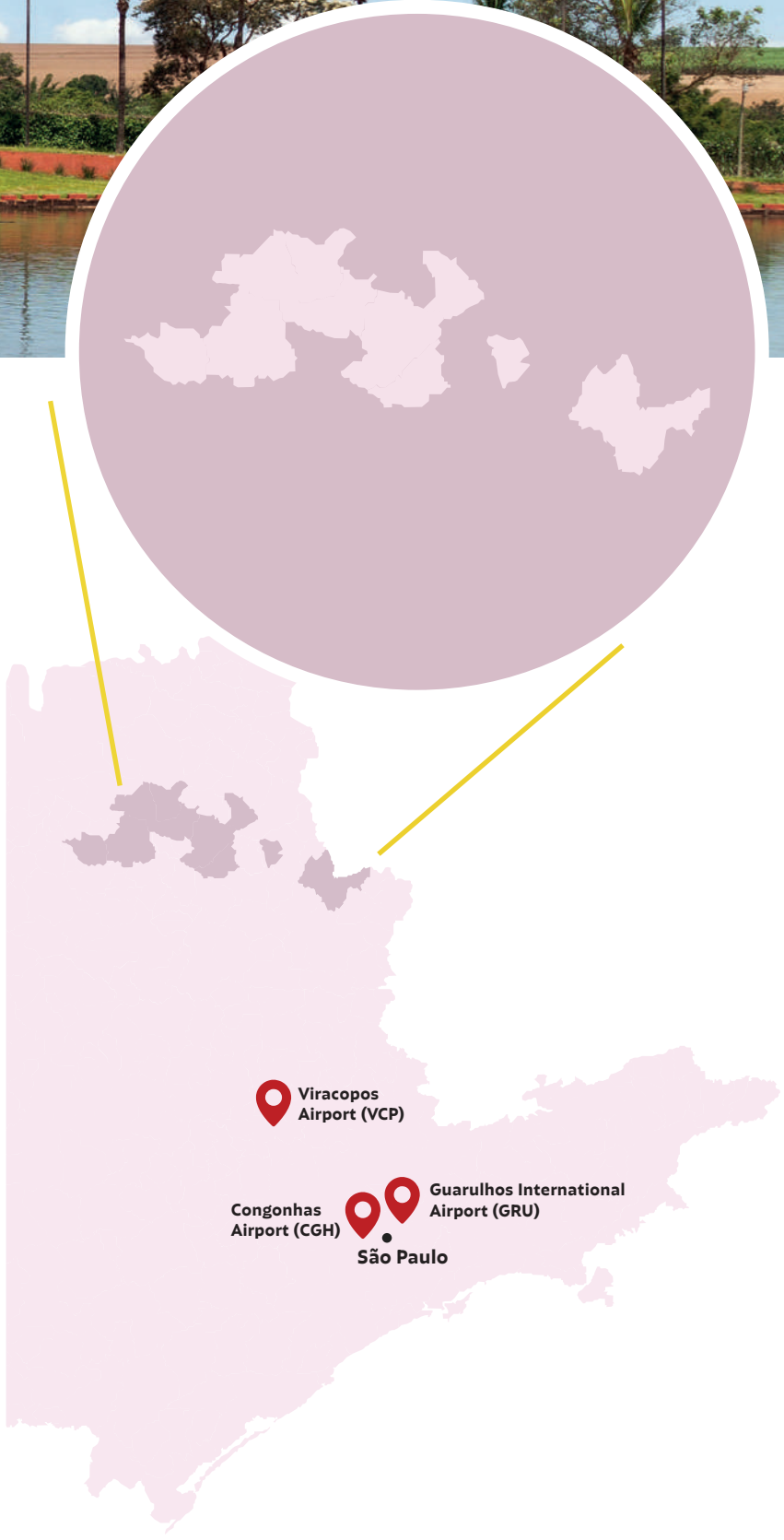


Photo: Aivan Moura | Image: Shutterstock

ATTRACTIONS

QUARTEIRÃO PAULISTA

The Quarteirão Paulista is a protected architectural complex listed at both municipal and state levels. Located in downtown Ribeirão Preto, São Paulo, it was originally conceived by the Companhia Paulista de Cervejas. Key landmarks include the Meira Júnior Building, home to the famous Pinguim Brewery, the Pedro II Theater, the Palace Hotel, and Praça XV de Novembro.

Address: R. Álvares Cabral, 368 – Centro, Ribeirão Preto – SP

MUSEU DA CANA (SERTÃOZINHO)

The Museu da Cana (Sugarcane Museum) is located between Pontal and Sertãozinho and preserves the history of sugarcane industrialization. Housed in a former sugar mill featuring 19th-century British industrial architecture, the museum contains original Scottish machinery from the 1880s, including steam-powered mills and crystallizers.

Address: Vicinal José Baldinoti, Km 04 – Border between Sertãozinho and Pontal – Sertãozinho – SP

PARQUE ECOLÓGICO MUNICIPAL FAZENDINHA DR. RENATO E ARMANDO PAGANO (CRAVINHOS)

This is one of the city's most iconic landmarks. The park offers a variety of attractions, including five lagoons, a waterfall, bike paths, a playground, walking and running trails, and direct contact with nature. The site also hosts events, concerts, and community gatherings.

Address: Av. Salvador Pagano – Jardim Itapuã, Cravinhos – SP





Photos: Aivan Moura

MUSEU HISTÓRICO DE JABOTICABAL ALOÍSIO DE ALMEIDA (JABOTICABAL)

This cultural institute has been housed since 1979 in the "Palacete da Turca," a 1920s residence featuring Greco-Roman architecture. The museum preserves the city's historical and artistic heritage, with a collection of around 10,000 items related to local history, archaeology, and ethnography, highlighting themes such as the 1932 Constitutionalist Revolution and World War II.

Address: R. Mizael de Campos, 193 – Centro, Jaboticabal – SP

BOSQUE MUNICIPAL (PONTAL)

A wooded, peaceful, and welcoming green space, the Bosque was once a zoo and today houses an animal protection program. The area is home to monkeys, toucans, birds, and other species that roam freely. It's an ideal setting for running, walking, or relaxing with family and friends in the midst of nature.

Address: Av. Bernardo Fonseca, 430–480 – Jardim Res., Pontal – SP

RODEIO / COWBOY FESTIVAL (GUARIBA)

With its own distinctive style — hats, boots, and buckles — the event proudly celebrates sertanejo tradition with a youthful spirit. The program combines classic rodeo competitions with concerts by major music artists, uniting tradition and entertainment in a single experience.

Address: Centro de Lazer – Guariba – SP

LOCAL CUISINE

The cuisine of the Ribeirão Preto region blends countryside traditions, immigrant influences, and contemporary urban flavors. Deeply rooted in rural life and coffee culture, the local food scene emphasizes simple, flavorful ingredients, many of which are grown or produced locally.

Typical dishes include roasted meats, sides made with cassava, corn, and farm-fresh vegetables, along with homemade sweets and artisanal breads. The region is especially renowned for its specialty coffee production, a testament to its agricultural excellence. It is also gaining recognition for its craft beers, wines, and distilled spirits, attracting tourists interested in gastronomic and beverage tourism.

Markets, fairs, and culinary events provide visitors with authentic experiences that combine food, tradition, and hospitality.



ACCOMMODATION

The Ribeirão Preto region offers a wide variety of lodging options to suit business travelers, leisure tourists, and those seeking cultural or nature-based experiences. Hotels and inns are found throughout both urban and rural areas, ranging from centrally located comfort stays to immersive accommodations on working farms.

Rural tourism is a standout feature, with farms offering lodging, tours, trails, and experiences related to coffee, milk, cheese, cachaça, and other handcrafted products. Additional itineraries combine accommodation with outdoor activities such as horseback riding, cycling, and visits to cultural sites, museums, and historic churches.

Warm hospitality, solid infrastructure, and a diversity of experiences make this region ideal for travelers looking to balance rest, culture, and gastronomy.



Photo: Aivan Moura

Inbound Travel Services

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Xtreme Adventure
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TOURISTIC REGION OF FAITH





TOURISTIC REGION OF FAITH

Where Faith and Nature Walk Together in the Paraíba Valley

Amid mountains, waterfalls, and religious celebrations, the Tourism Region of Faith, in the Paraíba Valley, blends spirituality and tourism in itineraries that go beyond devotion. As Brazil's main religious destination, Aparecida welcomes millions of pilgrims every year. The National Sanctuary is the largest pilgrimage site in Latin America. Surrounding it, places like Morro do Cruzeiro, the Bom Jesus Seminary, and the Church of São Benedito reinforce the city's deep-rooted religious tradition.

Just across the Paraíba do Sul River, Potim maintains a direct connection to religious tourism and is a reference in the production of devotional items. Guaratinguetá preserves the legacy of Frei Galvão, Brazil's first saint. His house, sanctuary, and museum are open to visitors. Notable sites include the Cathedral of Saint Anthony and the Grotto of Our Lady of Lourdes.

Piquete is known for its nature trails and outdoor sports, such as rock climbing, paragliding, and ziplining, with landmarks like Pico dos Marins and Fazenda Vizinha da Lua.

The town of Canas, marked by Italian and Belgian immigration, draws thousands of visitors in June for its Italian Festival. Religious traditions remain strong at sites like the Church of Our Lady Help of Christians. Lorena keeps alive celebrations such as the Feast of the Holy Spirit and the Festival of Our Lady of Mercy. Cunha and Cachoeira Paulista round out the itinerary with spiritual events and religious tourism.

Photos: Paulo Preto and Priscila G.







Photo: Mavinho Acoroni | Image: Shutterstock

ATTRACTIONS

NATIONAL SANCTUARY AND PASSARELA DA FÉ (APARECIDA)

The largest Marian sanctuary in the world and the second-largest basilica by area, the Basilica of Our Lady of Aparecida began construction in 1955 in a neoclassical style to house the image of Brazil's patron saint. Next to it stands the Passarela da Fé (Walkway of Faith), inaugurated in 1972, which connects the New Basilica to the Old Basilica. Measuring 389 meters in length and 35 meters in height, it is one of the most iconic elements of the religious complex.

Address: Av. Getúlio Vargas, Aparecida – SP

PESQUEIRO CANTA GALO (CANAS)

A peaceful, nature-surrounded retreat designed for the whole family. Ideal for fishing or simply unwinding from the daily routine in a calm and rustic environment. On-site meals are available, making it a convenient spot for both day trips and longer stays.

Address: Estrada do Cantagalo, Canas – SP

O LAVANDÁRIO (CUNHA)

A privately owned property open to visitors, located in a charming mountainous region. Dedicated to the organic cultivation of lavender and aromatic herbs, it offers scenic trails for leisurely walks. The site also features a shop selling lavender-based products and seedlings.

Address: SP-171 Highway – Paulo Vergínio, km 54.7, Cunha – SP





Photos: Paulo Preto

TOURIST ROUTE: "CAMINHO DA FÉ"

The Path of Faith has existed for decades, attracting pilgrims from Brazil and abroad, including celebrities. Maintained by various associations, the route ranges from 50 to 1,000 kilometers, all converging in Potim, just 15 km from the National Sanctuary of Aparecida. More than 70,000 people travel these paths each year—on foot, by bike, motorcycle, jeep, or horseback.

Address: Estrada Municipal Potim Pedrinhas, Potim – SP

CANÇÃO NOVA (CACHOEIRA PAULISTA)

One of Brazil's main religious tourism centers, associated with the Catholic Charismatic Renewal movement. It receives around 1 million pilgrims per year and hosts approximately 18 camps annually. The site includes the Dom João Hipólito de Moraes Evangelization Center, which can accommodate up to 80,000 people, making it one of the largest covered venues for Catholic events in Latin America. It also houses radio and TV stations, as well as visitor services.

Address: Av. Canção Nova, Chácara Monte Sião, Bairro Alto da Bela Vista, Cachoeira Paulista – SP

PICO DOS MARINS (PIQUETE)

Located in the Mantiqueira Mountains, Pico dos Marins rises to 2,422 meters and attracts mountaineers from around the world. The hike to the summit takes about 3.5 hours and includes stretches of forest and rock. At the top, visitors are rewarded with stunning views of the Paraíba Valley and southern Minas Gerais. The best season for hiking is from May to October, during the dry months.

Address: Bairro dos Marins, Piquete – SP

LOCAL CUISINE

The cuisine of the Vale da Fé (Faith Valley), in the countryside of São Paulo, blends rustic country traditions with immigrant influences, creating a food culture rich in flavor and history. In cities like Aparecida, Guaratinguetá, and Cachoeira Paulista, homemade dishes are the norm—often prepared on wood-burning stoves. Regional highlights include feijoada (a black bean stew with beef or pork), crispy roasted pork (leitoa à pururuca), chicken with okra, angu (a traditional cornmeal mush), and polenta.

Cunha stands out for its mountain cuisine and its artisanal production of cheeses, breads, jams, and local craft beers. At fairs and markets in Lorena, Piquete, and Potim, visitors can find local delicacies like pamonha (sweet corn paste), corn cake, preserves, and products made with banana, cassava, and corn.

The region values fresh ingredients and time-honored recipes, often served at farms and countryside homes. Colonial-style breakfasts, rustic rural lunches, and tasting experiences are integrated into rural and religious tourism, making local cuisine one of the area's main attractions.



ACCOMMODATION

The Rios do Vale Route offers a range of lodging options focused on relaxation, nature, and experiential tourism. Surrounded by reservoirs, trails, waterfalls, and protected natural areas, the region invites peaceful stays combined with outdoor activities.

Accommodations include charming inns, countryside hotels, and campgrounds that emphasize a strong connection to nature and rural life. Many offer integrated experiences such as ecotrails, boat rides, water sports, birdwatching, wellness practices, holistic therapies, and traditional regional cuisine.

Some lodgings also provide cultural and educational opportunities, including visits to museums, environmental education centers, ecological parks, and artist studios—as well as faith-based experiences that reflect the spiritual character of the region.



Photos: Priscila G. and Aivan Moura

Inbound Travel Services

Aparecida
Padroeirastour
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Aparecidatur Turismo Receptivo em Aparecida
+55 12 3105-7560

Famitur Turismo Religioso
+55 12 98151 0720

SÃO PAULO, THE CAPITAL





SÃO PAULO, THE CAPITAL

The city that never stops

The most populous city in Latin America and Brazil's main financial hub, São Paulo stands out for its vibrant nightlife, nonstop cultural programming, and its cosmopolitan character, shaped by people from all over the world. Their influences are reflected in the city's art, cuisine, and everyday life. Over 200,000 foreigners from more than 70 nationalities live in São Paulo, often forming neighborhoods that offer immersive cultural experiences. Examples include the Japanese presence in Liberdade, Jewish and Korean communities in Bom Retiro, and Italian traditions in Bixiga.

Visitors are often amazed by the numbers: more than 130 museums, 110 cultural centers, 70,000 venues including bars and restaurants, over 1,000 movie screens, and 280 theater halls. The city is served by 89 subway stations and 94 train stations. Among its more than 60 municipal and state parks, highlights include Ibirapuera Park, Cantareira State Park with its lush Atlantic Forest trails, and the Tietê Ecological Park. Museum highlights include MASP (São Paulo Museum of Art), the Museum of the Portuguese Language, the Museum of Modern Art (MAM), the Ipiranga Museum, and the Football Museum at Pacaembu Stadium.

Also affectionately nicknamed "Essepê" and "Sampa," São Paulo never stops. The city offers a world-class hotel infrastructure, award-winning restaurants, year-round events, buzzing energy day and night, and a rich history waiting to be discovered.

Photos: Shutterstock and Paulo Preto





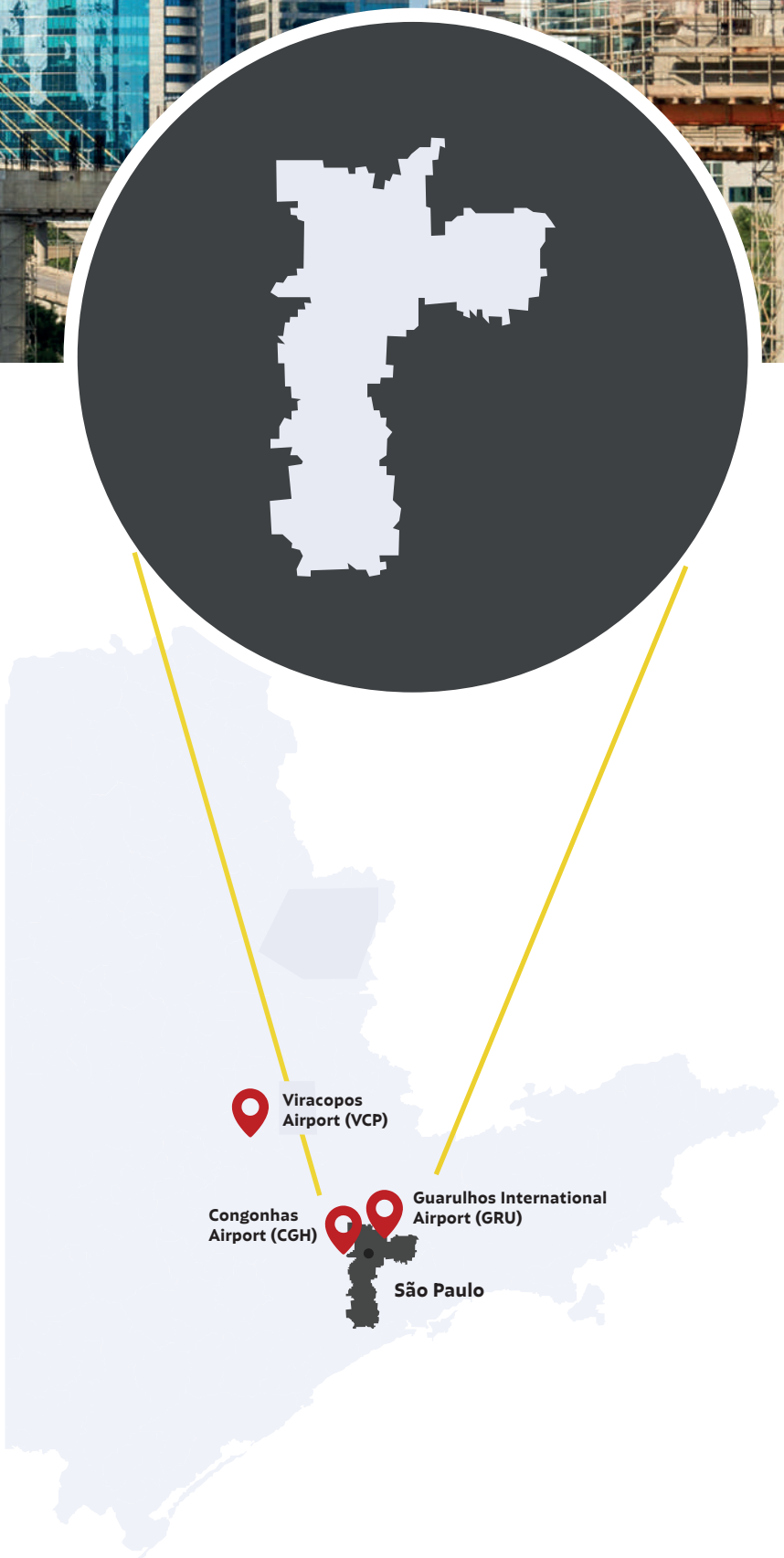


Photo and image: Shutterstock

ATTRACTIONS

SÃO PAULO MUSEUM OF ART – MASP

MASP is one of São Paulo's most iconic landmarks and one of the most important museums in the Southern Hemisphere. It houses the most significant collection of European art in South America, with approximately 11,000 pieces, including paintings, sculptures, photographs, videos, objects, and clothing from various periods and regions. The museum is known for its diversity, inclusiveness, and status as a leading reference for art in Brazil.

Address: Avenida Paulista, 1578 – Bela Vista – São Paulo – SP

IBIRAPUERA PARK

The city's most beloved park and a favorite gathering spot for locals—and it's easy to see why. The park offers everything: lakes, bike paths, 13 illuminated sports courts, running tracks, and open spaces for concerts. It is also home to public buildings, museums, a planetarium, the Bienal Pavilion (a hub for art, education, and culture), a sports gymnasium, the Obelisk, the Monument to the Flags, and the Japanese Pavilion. Easily accessible by public transport and recreational bike lanes.

Address: Av. Pedro Álvares Cabral, S/nº – Vila Mariana – São Paulo – SP

MERCADO MUNICIPAL

Known affectionately as the Mercadão, this is one of São Paulo's most traditional tourist attractions. With over 290 stalls, it offers exotic fruits, meats, fish, spices, and seafood. The building itself is an architectural icon, featuring colorful stained-glass windows, vaulted ceilings, and imposing domes. Must-try items include the classic mortadella sandwich and the pastel filled with codfish.

Address: R. da Cantareira, 306 – Centro – São Paulo – SP





Photos: Rodrigo Jacob

MUSEUM OF THE PORTUGUESE LANGUAGE

Located within Luz Station, this recently renovated museum is known for its immersive, interactive, and tech-forward exhibitions. Visitors explore the sounds and expressions of Brazil's many regional accents, discover languages spoken around the world, and understand the global spread of Portuguese. The museum is highly accessible and offers a rich sensory experience.

Address: Praça da Luz, s/nº – Gate 1 – São Paulo – SP

VILA MADALENA

One of São Paulo's trendiest neighborhoods, Vila Madalena is known for its vibrant bars, cozy cafés, independent shops, and art galleries. A highlight is Beco do Batman, an open-air alley transformed into a street art gallery. The neighborhood's creative atmosphere is enhanced by live music, unique street names, and its dynamic cultural scene.

Address: Praça Benedito Calixto, s/nº – Pinheiros – São Paulo – SP

MUNICIPAL THEATER AND BAR DOS ARCOS

A landmark of São Paulo, the Municipal Theater was inspired by the Paris Opera House and is open for free guided tours from Tuesday to Saturday. Highlights of the tour include the Noble Hall and the grand main lobby. In the basement, Bar dos Arcos offers signature cocktails in an intimate setting framed by the venue's stunning architecture.

Address: Praça Ramos de Azevedo, s/nº – Centro – São Paulo – SP

LOCAL CUISINE

The cuisine of São Paulo and its surrounding areas reflects the cultural diversity and vibrancy of Brazil's largest metropolis. It is shaped by global influences — Italian, Japanese, Arab, Portuguese, African, and Northeastern Brazilian — creatively blended with local ingredients and the innovation of renowned chefs.

From sophisticated culinary experiences with award-winning menus to beloved street food served in markets, fairs, and traditional bars, São Paulo offers it all. Visitors can enjoy classic Brazilian dishes with contemporary twists, street fare rooted in regional traditions, and time-honored family recipes passed down through generations.

Beyond restaurants, the city is home to culinary cultural centers, food-themed events, venues dedicated to healthy eating, and experimental kitchens. Gastronomy is not only a vital part of everyday life — it's also one of the most authentic and delicious ways to discover São Paulo's identity.

ACCOMMODATION

São Paulo and its surroundings offer a wide range of lodging options, meeting the needs of business travelers as well as tourists in search of culture, leisure, or nature. The region's hospitality infrastructure is extensive and diverse — from executive hotels to eco-friendly stays focused on wellness and sustainability.

In the city's busiest neighborhoods, accommodations provide convenient access to cultural centers, restaurants, theaters, shopping malls, and major events. On the outskirts and in nearby metropolitan areas, hotels and guesthouses are often located near green spaces, state parks, ecological trails, and ecotourism destinations.

The region also offers unique opportunities for cultural and natural immersion. Many lodging options are set near historic routes, bohemian districts, local fairs, and attractions such as Ibirapuera Park, Jaraguá Peak, the Cantareira Ecotourism Hub, and the charming village of Paranapiacaba.

Inbound Travel Services

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Exxmartt Receptivo Internacional
+55 11 3105-4223

Urben Receptivo São Paulo
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Vida e Energia Viagens e Turismo
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Pegue Sua Mochila Agência de Viagens e Turismo
+55 11 94315-5878

Relax Viagens e Turismo
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Gtf Brasil Turismo Receptivo
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Tdk Brasil Receptivo
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Pamtur Viagens e Receptivos
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Yellow Fun Tur Receptivo São Paulo
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Receptivo e Tur em Sampa Viagens e Turismo
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Plaza Premium Group	emerson.sanglard@plaza-network.com	+ 55 (11) 2445-2516	www.plazapremiumlounge.com
Salt DMC	luciana.canto@saltdmc.com.br	+ 55 (11) 97606-6884	www.saltdmc.com.br
Tour House Eventos	comercialeventos@tourhouse.com.br	+ 55 (11) 3156-7777	www.tourhouse.com.br
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Fogo de Chão Vila Olímpia	bandeirantes@fogodechao.com.br	+	www.fogodechao.com.br
Pasta Nostra	claudio-nogueira@uol.com.br	+ 55 (11)5084-0289	www.pastanostrarestaurante.com.br
Restaurante Rancho Português - Leitão e Bairrada	contato@ranchoportugues.com.br	+ 55 (11) 2639-2077	www.ranchoportugues.com.br
SIG Gastronomia	comercial@siggastronomia.com.br	+ 55 (11) 3043-6364	
Projeto São Paulo City	loja@projetosaopaulocity.com.br	+ 55 (11) 97995-1075	www.projetosaopaulocity.com.br
Amcham Business Center	convencoes@amchambrasil.com.br	+ 55 (11) 5180-3730	www.amcham.com.br
Bourbon Street Music Club	eventos@bourbonstreet.com.br	+ 55 (11) 5095-6100	www.bourbonstreet.com.br
Casa das Caldeiras Eventos	contato@casadascaldeiras.com.br	+ 55 (11) 94815-1639	www.casadascaldeiras.com.br
Espaço ARCA	contato@arcaspaces.com	+ 55 (11) 3645-4258	www.arcaspaces.com
Espaço Aroo	suaexperiencia@espacoaroo.com.br	+	www.espacoaroo.com.br
Espaço Center 3	comercial@espacoc3.com.br	+ 55 (11) 91159-9900	www.espacocenter3.com.br
Espaço Immensità	subgerencia@immensita.com.br	+ 55 (11) 5070-9000	www.immensita.com.br
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Federação Paulista de Golfe	fpgolfe@fpgolfe.com.br	+ 55 (11) 5070-4700	www.fpgolfe.com.br
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La Force Productions	jeferson@laforceproductions.com	+ 55 (11) 95556-3770	www.laforceproductions.com
Mercado SP SPE S.A.	institucional@mercadospspe.com.br	+ 55 (11) 4580-1390	www.mercadao.mercadospspe.com.br
Orla do Parque Villa Lobos	claudio.guarcello@orlabrasil.com	+ 55 (21) 96702-8782	www.orlabrasil.com
SPFC Estádio do Morumbi - São Paulo Futebol Clube	marketing@saopaulofc.net	+ 55 (11) 3749-8064	www.saopaulofc.net
Tokio Marine Hall	contato@grupotombrasil.com.br	+ 55 (11) 5646-2100	www.tokiomarinehall.com.br
Villa Blue Tree	eventos@villabluetree.com.br	+ 55 (11) 5026-8798	www.noah.com.br

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Blue Tree Transatlântico Convention Center	eventos@bttransatlantico.com.br	+ 55 (11) 5026-8921	www.bttransatlantico.com.br
Centro de Convenções Frei Caneca	conv@freicanecashopping.com.br	+ 55 (11) 3472-2020	www.convencoesfreicaneca.com.br
Centro de Convenções Rebouças	reboucas@hc.fm.usp.br	+ 55 (11) 3898-7850	www.convencoesreboucas.com.br
Centro de Eventos PRO MAGNO	promagno@promagno.com.br	+ 55 (11) 4010-5100	www.promagno.com.br
Distrito Anhembi	distritoanhembi@glbr.com.br	+ 55 (11) 5067-1670	www.distritoanhembi.com.br
Expo Center Norte	comercialexpo@expocenternorte.com.br	+ 55 (11) 2089-8500	www.expocenternorte.com.br
Royal Palm Hall	comercial@royalpalm.com.br	+ 55 (19) 2117-8002	www.royalpalm.com.br
São Paulo Expo Exhibition & Convention Center	saopauloexpo@glbr.com.br	+ 55 (11) 5067-1717	www.saopauloexpo.com.br
Transamerica Expo Center	faleexpo@transamerica.com.br	+ 55 (11) 5643-3000	www.transamericaexpo.com.br
WTC Events Center	eventos@wtceventscenter.com.br	+ 55 (11) 3055-8888	www.wtceventscenter.com.br
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RX	institucional@rxglobal.com	+ 55 (11) 3060-5000	www.rxglobal.com
Accor Hotels - ALL - Accor Live Limitless	olivier.hick@accor.com	+ 55 (11) 3818-6443	www.all.accor.com
Astron	comercial.sp@astron.com.br	+ 55 (11) 3812-4200	www.astron.com.br
Atlantica Hotels International	faleconosco@atlanticahotels.com.br	+ 55 (11) 3531-4800	www.atlanticahotels.com.br
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Bourbon	centraldereservas@bourbon.com.br	+ 55 (11) 5095-9750	www.bourbon.com.br
Estanplaza Hotels	reservas@estancorp.com.br	+ 55 (11) 3059-3277	www.estanplaza.com.br
Hotelaria Brasil	contato@hotelariabrasil.com.br	+ 55 (11) 4571-2150	www.hotelariabrasil.com.br
IHG do Brasil	daniela.pereira@ihg.com	+ 55 (11) 3016-2966	www.ihg.com
Intercity Hotels	reservas@intercityhoteis.com.br	+ 55 (51) 3025-7700	www.intercityhoteis.com.br
Meliá Hotels International	luiz.joaquim@melia.com	+55 (11) 3043-8480	www.melia.com
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Pestana Hotels & Resorts	guest.brasil@pestana.com	0800 737 8262	www.pestana.com
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Travel Inn Hotéis	matriz@travelinn.com.br	+ 55 (11) 4152-2339	www.travelinn.com.br
Hotel Jequitimar Guarujá Resort & Spa by Accor	sofiteljequitimar@sofitel.com	+ 55 (13) 2104-2000	www.all.accor.com
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Spring	contato@springcom.com.br	+ 55 (11) 3165-2566	www.springcom.com.br
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