AFROTOURISM SP

2ND EDITION

ROUTES AND TOURIST ATTRACTIONS IN SÃO PAULO STATE

BRASIL



Photos by Prefeitura de Jundiaí

SP FOR EVERYONE

ABRAFRO
ASSOCIAÇÃO BRASILEIRA
AFROTURISMO

Secretariat of
Tourism and Travels

SÃO PAULO
STATE GOVERNMENT
SÃO PAULO ARE ALL



AFROTOURISM

2ND EDITION

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Photos by prefeitura de Praia Grande

INTRODUCTION

Some stories go beyond the pages of books.

They live in the streets—in walks and guided tours, in terreiros (Afro-Brazilian sacred community spaces), in popular celebrations, in culinary traditions, in voices, and in the footsteps of a people who helped build the State of São Paulo with strength, faith, and ancestral roots.

The second edition of the Afrotourism SP Guide is more than a publication: it is an invitation to follow paths that reveal the vibrant, beating Black heart of this territory.

In this new edition, we widen the lens to include attractions and routes from different regions across the state, highlighting the invaluable contribution of the Black population to São Paulo's cultural, social, and economic life. From quilombos (historic communities founded by formerly enslaved people and their descendants) to museums; from religious temples to cultural spaces; from food traditions to artistic expressions—each destination reaffirms the Afro-Brazilian presence and legacy that have shaped São Paulo's identity.

More than a tourist itinerary, this is a map of memory and resistance—one that celebrates a people's creative power and inspires tourism that recognizes, values, and respects diversity. Afrotourism SP continues on its path, weaving together past and future, territory and belonging, history and identity.

Message from the Secretary

It is with great satisfaction that we present the 2nd edition of the Afrotourism SP Guide. This publication reinforces the Government of the State of São Paulo's commitment to valuing Afro-Brazilian culture, significantly expanding the number of routes dedicated to memory, ancestry, and the contributions of the Black population to the shaping of our state.

Last year, we took the first step by selecting 10 routes and tourist attractions. Now, we move forward with 27 municipalities, bringing together experiences that speak to history, identity, and diversity. Highlights include the Museu Afro Brasil and the Museu das Favelas in the capital, as well as the Museu Afro in Ilhabela—institutions that play a fundamental role in preserving and sharing this heritage.

In this edition, we introduce new Afrocentric routes in Piracicaba, Campinas, Vinhedo, and Sorocaba, along with symbolic itineraries such as the Caminhada Negra do Bixiga and the Caminhada Negra da Barra Funda—expressions that reveal territories deeply shaped by resistance and by the cultural strength of the Black population.

We invite everyone to explore and discover stories, lived experiences, and destinations that enrich tourism across São Paulo. Enjoy the read—and have a great trip!

Roberto de Lucena
Secretary of Tourism and Travels of State of São Paulo



Message from the president of ABRAFO

(Associação Brasileira de Afroturismo - Brazilian Association of Afrotourism)

As a Black man born and raised in São Paulo, with more than 25 years in tourism—especially in hospitality—I see myself in the phrase: "I am the dream and the hope of my ancestors." I grew up in this field, inspired by my father, and made tourism my vocation and my passion.

Afrotourism is essential to include Black travelers, anti-racist allies, and Black professionals and entrepreneurs. In São Paulo—a state with 17 million Black residents, and a capital that is the world's second-largest Black city, with around 5 million people—there is enormous potential for Afrocentric experiences.

The first step was to organize collectives to strengthen initiatives that already existed and to open dialogue with the travel trade. In 2023, we joined the Municipal Tourism Council. The following year, under the guidance of Solange Barbosa, Setur-SP created the Afrotourism Working Group, bringing together leaders from across the state.

We also founded ABRAFRO—the Brazilian Association of Afrotourism, the first of its kind in the country, headquartered at Embaixada Preta in São Paulo, where I will serve as its first president.

My dreams used to be smaller, but seeing this segment grow and become established in São Paulo proves that Afrotourism can—and must—be a vibrant, fair, and transformative reality.

Hubber Clemente
President, Brazilian Association of Afrotourism - ABRAFRO



Table of Contents

ATTRACTIONS

Apiaí - Morro do Ouro Park.....12
Caçapava - Pé de Manga: House of Culture and Affection.....13
Campinas - Fazenda Roseira Cultural Center.....14
Eldorado - Quilombo Ivaporunduva.....15
Ilhabela - Afro-Brazilian Culture Museum of Ilhabela.....16
Praia Grande - Iemanjá Statue.....17
Salto - Black Memory House.....18
Salto de Pirapora - Quilombo Cafundó.....19
Santana de Parnaíba - Parnaibano Samba House.....20
Santo André - National Umbanda Sanctuary.....21
São Paulo - Afro Brazil Museum Emanoel Araujo.....22
São Paulo - Museum of Favelas.....23
São Sebastião - São Francisco Archaeological Site.....24
Ubatuba - Quilombo da Fazenda.....25

FESTIVITIES

Praia Grande - Black Awareness Week.....27
Praia Grande - Iemanjá Festivities.....28
São Roque - José Cabinda Festival.....29

ROUTES

Adamantina - AfroRota Ubuntu.....31
Campinas - Rotas Afro Campinas.....32
Itupeva - Quilombo Route.....33
Jundiaí - Afro-Brazilian Tourism Route of Jundiaí.....34
Piracicaba - Rotas Afro Piracicaba.....35
Rio Claro - Afro Rio Claro.....36
Salto de Pirapora - Quilombola Itinerary.....37
Santos - Black Women Walking Tour: Stories and Memories in Santos.....38
Santos - Black People and Coffee Walking Tour.....39
Santos - Historic Quilombo Walking Tour & Engenho Walk.....40
São José dos Campos - Sankofa Afrocentric Tourism Route.....41
São Paulo - Barra Funda Samba Walking Tour.....42
São Paulo - Museu Afro Tour.....43
São Paulo - Bixiga Negra Walking Tour.....44
São Paulo - Black São Paulo Walk.....45
São Paulo - Negros do Bixiga Walking Tour.....46
São Paulo - Historic Triangle Walking Tour.....47
São Paulo - Peripheral View: A Cultural Experience in Grajaú.....48
Sertãozinho - Colônia Preta Route.....49
Sorocaba - Afro Routes Sorocaba.....50
Taubaté - Route of Freedom.....51
Tremembé - Route of Freedom.....52
Vinhedo - Afro Routes Vinhedo.....53
São Luiz do Paraitinga - Ilê Omo Aye.....54



ATTRACTIONS

Morro do Ouro Park

Parque Morro do Ouro

APIAÍ

Morro do Ouro, in Apiaí, dates back to the 17th century, when gold mining drove the region's economy until 1942—sustained by the labor of enslaved Africans.

These workers were essential to local development and left historically and culturally significant traces that can still be seen in the park today. Today, the site serves as a place of memory and a space that honors Afro-Brazilian resistance. The "Monumento dos Escravos" (Monument to the Enslaved) pays tribute to these people, while trails, ruins, viewpoints, a wayside cross, and archaeological remains invite visitors to reflect on the past.

The park also preserves culinary traditions inherited from that period, such as cornmeal pastries and cassava cake, served at its snack bar. Visiting Morro do Ouro offers an encounter with the history of mining, slavery, and Afro-Brazilian culture—set amid nature and the preservation of collective memory.

Languages available:

English, Spanish.

Nature tourism, ecotourism, and/or adventure activities:

Birdwatching, mountain biking.

Hours:

7:00 AM - 6:00 PM

Website and social media:

www.apiai.sp.gov.br/turismo
@PETARAPIAI

Contact:

E-mail: turismo@apiai.sp.gov.br
Phone: +55 (15) 99786-7286

Pé de Manga: House of Culture and Affection

Pé de Manga: Casa de Cultura e Afeto

CAÇAPAVA

Pé de Manga is a small, welcoming space for culture and community located in the heart of Germana, in Caçapava. The project grew out of cultural producer Talits Domingos' desire to create a rural space—easy for both visitors and local residents to reach—where people can unplug from everyday concerns in a minimalist setting that is still warm and full of information, activities, and community initiatives. While taking a Rural Tourism course offered by SENAR (Serviço Nacional de Aprendizagem Rural — National Rural Learning Service), Talits received support to bring the project to life. She invited Eduardo, a multidisciplinary artist, and Ana, an agronomist, to help adapt the space. Together, they offer cultural activities and educational tourism experiences focused on environmental education and on reconnecting with local cultural and culinary heritage. Workshops include "Learn the Moçambique Dance" (a traditional cultural expression) and a "Mozambican Dance Experience."

Community-based tourism activities:

The project supports the local economy in Germana through events focused on sustainability and the regeneration of degraded areas. It also helps the community preserve local memory and culture.

Nature tourism, ecotourism, and/or adventure activities:

Activities centered on preserving nature and local culture through cultural revitalization efforts, social-environmental practices, workshops, and Bar da Terra.

Hours:

By appointment.

Website and social media:

@pedemangacpv

Contact:

E-mail: pedemangacpv@gmail.com
Phone: +55 (11) 97281-1930

Fazenda Roseira Cultural Center

Casa de Cultura Fazenda Roseira

CAMPINAS

Casa de Cultura Fazenda Roseira is a late-19th-century manor house that became a public cultural facility in 2007, after the former farm area was subdivided. On the brink of deterioration and vandalism, it was occupied by the Jongo Dito Ribeiro Community and other social movements and African-heritage religious groups that were already organized in a network.

Activities include an Afrotourism route, quilombola agriculture, Projeto Oxóssi, Projeto Ossain, Projeto Oxum, and Caminhos de Oyá (named after orixás, deities in Afro-Brazilian religions such as Candomblé and Umbanda), headwrap workshops, Afro percussion, African and Afro-Brazilian games, Afro dance, African-heritage cuisine, storytelling, a Jongo experience (Afro-Brazilian dance and drumming tradition), talks, trails, and more.

Languages available:
English

Hours:
09:00 AM - 5:00 PM

Website and social media:
@casadeculturafazendaroseira

Contact:
E-mail: fazendaroseira@gmail.com
Phone: + 55 (19) 99343-7177



Quilombo Ivaporunduva

Quilombo Ivaporunduva

ELDORADO

Ivaporunduva is a rural quilombo community located in the middle Ribeira Valley, on the left bank of the Ribeira River, 55 kilometers (34 miles) from the town center of Eldorado, in the State of São Paulo.

Considered the oldest of the Ribeira Valley communities, it is home to approximately 400 people across about 120 families.

The Capela de Nossa Senhora do Rosário dos Homens Pretos (Chapel of Our Lady of the Rosary of the Black Men) stands in the community's main village area. The strength of devotion to the saint sustains local struggles and remains part of everyday life in Ivaporunduva to this day.

Hours:

8:00 AM–5:00 PM. Overnight stays are available as part of visitor packages.

Website and social media:

www.quilombosdoribeira.org.br/ivaporunduva
@quilomboivaporunduva

Contact:

E-mail: ivaporunduvatur@yahoo.com.br
Phone: +55 (13) 99685-1594

Afro-Brazilian Culture Museum of Ilhabela

Museu da Cultura Afro-Brasileira de Ilhabela

ILHABELA

The Museu da Cultura Afro-Brasileira de Ilhabela occupies the former school for the children of workers from Fazenda Engenho D'Água, a 17th-century architectural complex. The museum explores and showcases Afro-Brazilian cultural heritage through stories of religion, sports, associations, and community organizations, tracing the struggles of Afro-descendant communities to the present day. It is the first museum of its kind on São Paulo's North Coast. Its collection includes historical documents, preserved artifacts, cultural expressions, and tributes to local Black figures.

The site includes five preserved 17th-century structures and objects, all in excellent condition, totaling 27,874 sq ft of built area. Highlights include a pool, a reservoir, two stone-lined water channels, an elevated aqueduct, a water wheel, a sugarcane mill, a copper still, and five amendoim-wood barrels with a capacity of 20,000 liters (about 5,283 gallons) each—plus a 1932 tractor and a 1932 truck, Ilhabela's first motor vehicles.

Beyond the main house, visitors can also enjoy two additional attractions. One is Café do Engenho, a spot to taste traditional caiçara culinary specialties. Local highlights include Café Caiçara—brewed coffee served with sugarcane juice (garapa), a traditional local style—and coffee with juçara palm liqueur, a specialty produced artisanally in the Traditional Community of Ilha dos Búzios.

Languages available:

English, Spanish

Hours:

10:00 AM - 6:00 PM

Contact:

E-mail: expediente.cultura@ilhabela.sp.gov.br
Phone: +55 (12) 3896-9200 (Ramal 9437)
+55 (12) 99755-2920

Iemanjá Statue

Estátua de Iemanjá

PRAIA GRANDE

The Estátua de Iemanjá (Iemanjá Statue), located at Praia Mirim in Praia Grande (SP), is one of the city's main historical and religious landmarks. Standing about 30 feet tall, it is set over two reflecting pools and a waterfall, creating the effect that the deity is standing over the sea.

By law, both the monument and the celebration are officially recognized as Praia Grande's tangible and intangible cultural heritage, reinforcing their religious, historical, and tourism significance.

Hours:

The plaza is open 24 hours a day, seven days a week.

Website and social media:

@prefpraiagrande

Contact:

E-mail: sectureventos@praiagrande.sp.gov.br

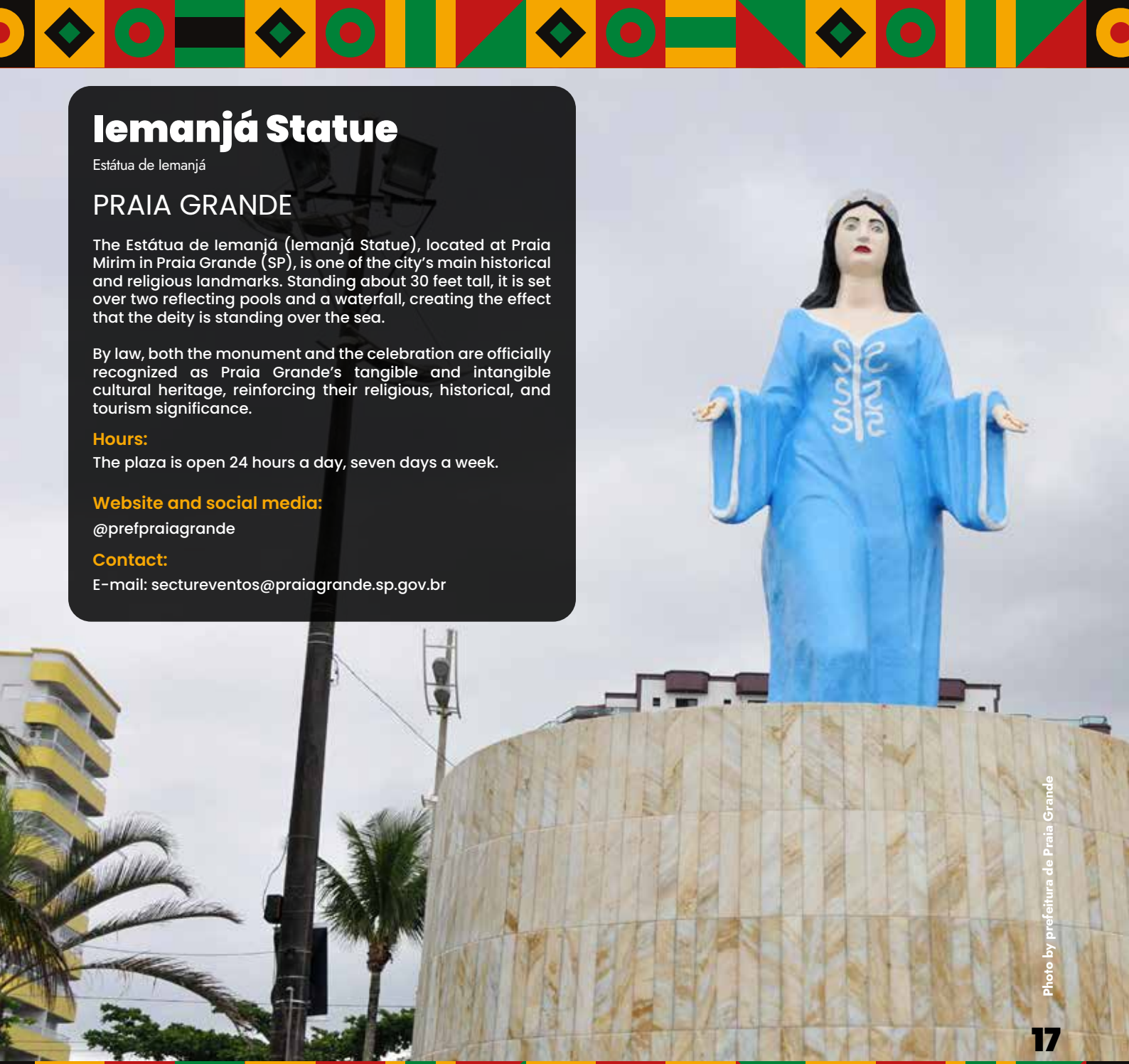


Photo by prefeitura de Praia Grande

Black Memory House

A Casa da Memória Negra

SALTO

Located within the Salto Museum, this space brings together history and fragments of the collective memory of an important part of the population. It offers a long-overdue tribute to those who, even while living under inequality and oppression, were able to rebuild their lives with dignity—grounded in ancestry and in a sense of racial and cultural belonging.

Languages available:

English

Hours:

Tuesday to Sunday, 9:00 AM - 5:00 PM

Website and social media:

@casadamemorianegra
www.casadamemorianegrasalto.com.br

Contact:

E-mail: museu@salto.sp.gov.br
Phone: +55 (11) 4029-3473

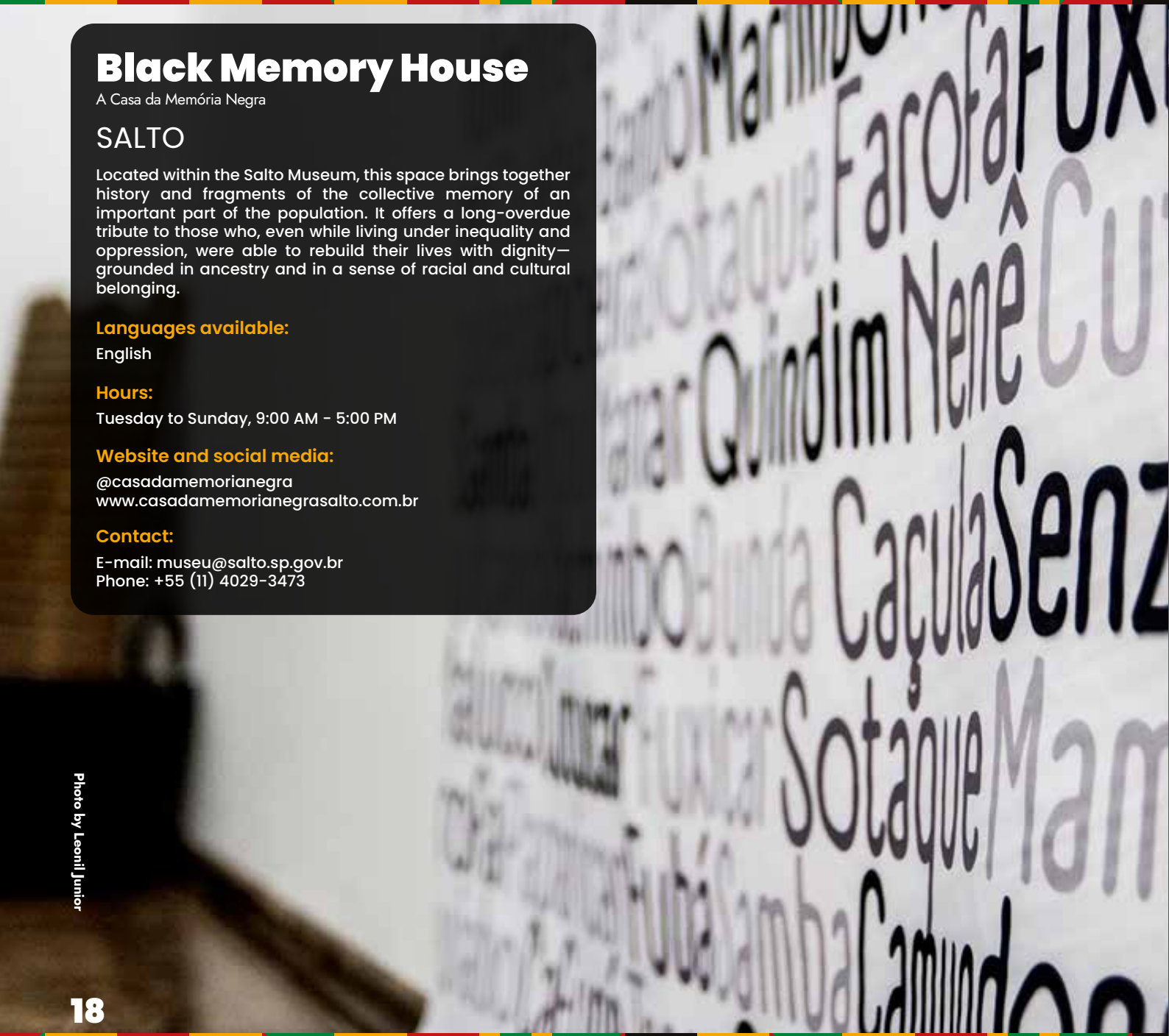


Photo by Leonil Junior

Quilombo Cafundó

Quilombo Cafundó

SALTO DE PIRAPORA

The cultural itinerary "Quilombo Território de Saberes" (Quilombo Territory of Knowledge) is a community-based educational tourism route offered at Quilombo Cafundó in Salto de Pirapora, in the countryside of State of São Paulo.

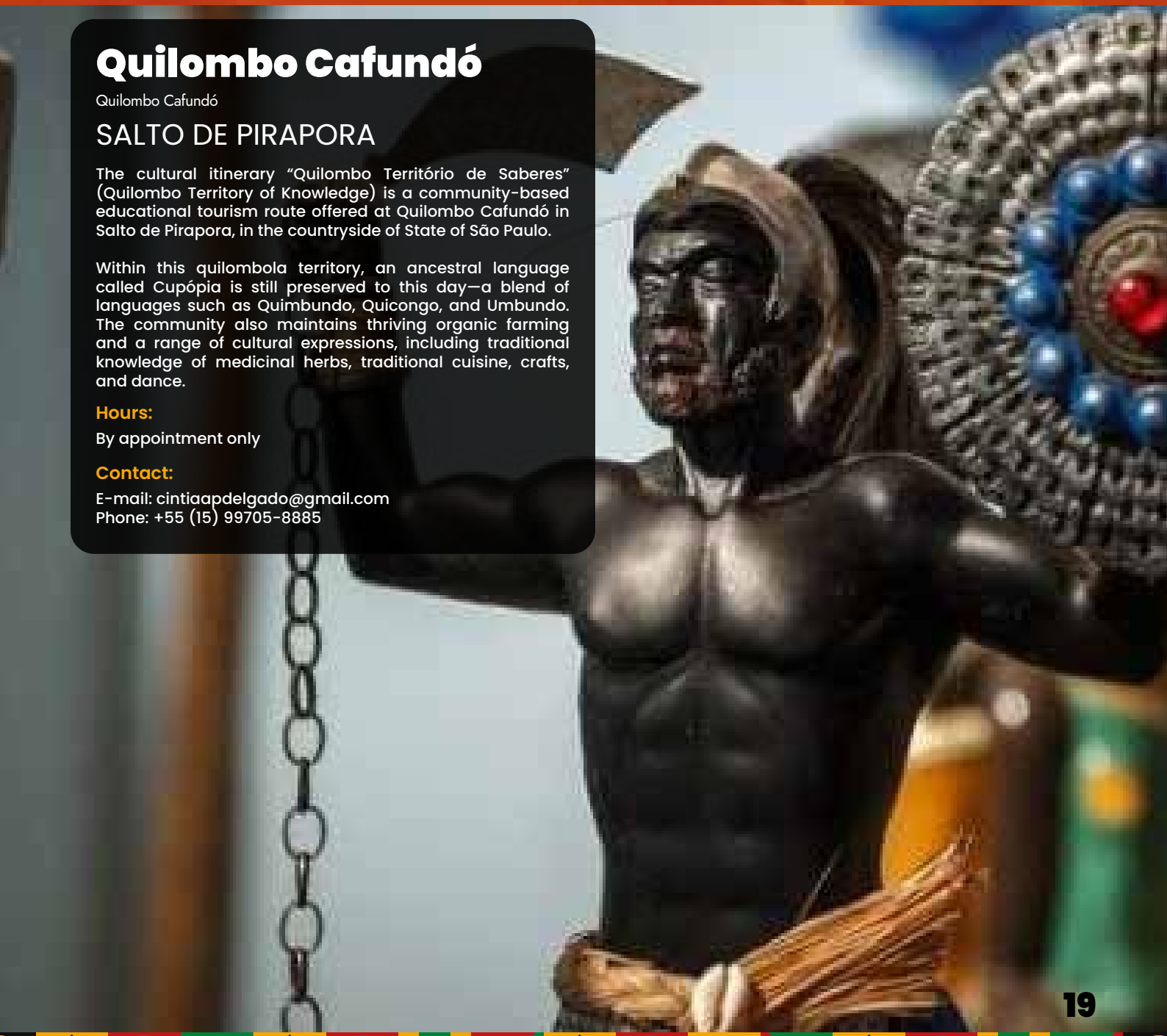
Within this quilombola territory, an ancestral language called Cupópia is still preserved to this day—a blend of languages such as Quimbundo, Quicongo, and Umbundo. The community also maintains thriving organic farming and a range of cultural expressions, including traditional knowledge of medicinal herbs, traditional cuisine, crafts, and dance.

Hours:

By appointment only

Contact:

E-mail: cintiaapdelgado@gmail.com
Phone: +55 (15) 99705-8885



Parnaibano Samba House

Casa do Samba Parnaibano

SANTANA DE PARNAÍBA

Casa do Samba Parnaibano is an educational, artistic, historical, and cultural space created to celebrate Samba Rural Paulista (rural samba traditions from São Paulo State). It features a permanent exhibition, themed exhibitions, and workshops for making cabeções (large head masks/props). Santana de Parnaíba is home to two traditional groups—Samba do Cururuquara and Grito da Noite—as well as several contemporary groups.

Hours:

Tuesday to Friday, 8:00 AM–5:00 PM
Saturday, Sunday, and holidays, 11:00 AM–5:00 PM

Website and social media:

@casadosambaparnaibano
www.santanadeparnaiba.sp.gov.br

Contact:

João Mario Machado
E-mail: maraliza.42831@santanadeparnaiba.sp.gov.br
Fone: +55 (11) 4622-8700



Photo by Paulo Preto

National Umbanda Sanctuary

Santuário Nacional da Umbanda

SANTO ANDRÉ

The Santuário Ecológico da Serra do Mar – Santuário Nacional da Umbanda (Serra do Mar Ecological Sanctuary – National Umbanda Sanctuary), also known as Vale dos Orixás®, was established on the site of a former quarry that was deactivated in the 1960s. The area was transformed by Babalaô Ronaldo Linares into a sacred space for the practice of Umbanda, becoming an important pilgrimage site for its followers.

With 645,000 m² (64.5 hectares/about 159 acres) of native forest, the sanctuary carries out environmental preservation initiatives, including a botanical laboratory, a vermicomposting facility, a seedling nursery, and a hands-on ecology school.

Maintained by the Federação Umbandista do Grande ABC (Greater ABC Umbanda Federation), the site has undergone extensive environmental restoration, with the planting of more than 30,000 seedlings from 500 native species—revitalizing local fauna and flora, including lakes, waterfalls, and preserved forest areas.

Languages available:

English, Spanish

Hours:

Tuesday to Sunday. Entry from 8:00 AM to 2:00 PM.
Closing at 3:30 PM.

Website and social media:

www.santuariodeumbanda.com.br
@santuarionacionaldaumbanda

Contact:

João Rodolfo Linares and Maria Aparecida Linares
E-mail: federacaoabc@gmail.com
Phone: +55 (11) 4338-3484
+55 (11) 94313-2955

Afro Brazil Museum Emanoel Araujo

Museo Afro Brasil Emanoel Araujo

SÃO PAULO

Museu Afro Brasil Emanoel Araujo, located in Ibirapuera Park, holds more than 8,000 items —including paintings, sculptures, prints, photographs, documents, and ethnographic objects—by Brazilian and international artists, spanning from the 15th century to the present day. The collection highlights many facets of African and Afro-Brazilian cultural worlds.

The museum is currently organized into six thematic sections: África: Diversidade e Permanência (Africa: Diversity and Continuity); Trabalho e Escravidão (Labor and Slavery); As Religiões Afro-Brasileiras (Afro-Brazilian Religions); O Sagrado e o Profano (The Sacred and the Profane); História e Memória (History and Memory); and Artes Plásticas: a Mão Afro-Brasileira (Visual Arts: The Afro-Brazilian Hand).

Hours:

Tuesday to Sunday, 10:00 AM–5:00 PM
(visitors may remain until 6:00 PM)

Languages available:

English, Spanish

Website and social media:

www.museuafrobrasil.org.br
@museuafrobrasil

Contact:

E-mail: faleconosco@museuafrobrasil.org.br
Phone: +55 (11) 3320-8900

Photo by Henrique Luz

Museum of Favelas

Museu das Favelas

SÃO PAULO

Museu das Favelas is a space for research, preservation, creation, and public storytelling, dedicated to the memories and creative power of Brazil's favelas (informal urban communities). With free admission and open to all audiences, it offers an active cultural and educational program, exhibitions, a reference center, and a library.

Languages available:

Guided visits can be scheduled in advance with a Libras (Brazilian Sign Language) interpreter. English-language assistance may be available by appointment.

Hours:

10:00 AM–5:00 PM (visitors may remain until 6:00 PM).

Website and social media:

@museudasfavelas
www.museudasfavelas.org.br

Contact:

E-mail: contato@museudasfavelas.org.br
Phone: +55 (11) 4240-3355

São Francisco Archeological Site

Sítio Arqueológico São Francisco

SÃO SEBASTIÃO

Sítio Arqueológico São Francisco is located at Praia da Figueira, within Serra do Mar State Park, at 270 meters (about 886 ft) above sea level and 6 kilometers (about 3.7 miles) from downtown São Sebastião.

The complex features construction techniques typical of large coastal buildings in Brazil from the 16th to the 19th centuries, using stone masonry, clay, and lime, along with rammed-earth (taipa) structures for interior walls and secondary buildings. Its strategic location on a high slope of the Serra do Mar suggests it may have been used for clandestine activities, such as the illegal slave trade.

Abandoned in the late 19th century, the site shows traces of resistance by enslaved people, including signs of unrest, as well as potential economic reasons for its closure—such as access challenges and local economic difficulties.

Recognized by UNESCO as World Heritage of the African Diaspora, the site draws visitors interested in this history and in the atrocities suffered by enslaved Africans in Brazil.

Languages available:

Enlgish, Spanish

Hours:

8:00 AM–6:00 PM, daily
(on weekends, visits must be scheduled with a guide)

Website and social media:

@turismosaosebastiao
www.turismosaosebastiao.com.br

Contact:

Diogo
E-mail: cit.setur@saosebastiao.sp.gov.br
Phone: +55 (12) 3892-2206

Photo by Prefeitura de São Sebastião

Quilombo da Fazenda

Quilombo da Fazenda

UBATUBA

Quilombo da Fazenda offers hands-on activities such as craft workshops, quilombola cooking workshops, and workshops on building a traditional wattle-and-daub house (casa de pau a pique). Visitors can also join interpretive trails in the hillside forest ecosystem and take part in an educational field experience.

One of the highlights is crossing the historic slavery trail known as Trilha do Corisco. The 22-kilometer route (about 14 miles)—once traveled by mule caravans or as a roughly 9-hour walk—is now used as an adventure trek that crosses the border between the municipalities of Ubatuba and Paraty.

Activities also include an agroforestry experience, a jongo presentation (Afro-Brazilian drumming and dance tradition), and a conversation circle with a Griô (a community storyteller and keeper of oral traditions)

Hours:

9:00 AM - 5:00 PM

Website and social media:

@quilombodafazenda
www.quilombodafazenda.com

Contact:

E-mail: quilombodafazenda20@gmail.com
Phone: +55 (12) 99164-3835

FESTIVITIES

Black Awareness Week

Semana da Consciência Negra

PRAIA GRANDE

In Praia Grande, Black Awareness Week is celebrated with a free program designed to promote and value Afro-Brazilian culture in an accessible way for everyone. Activities include cultural performances, exhibitions, tributes, and film screenings. The event seeks to challenge prejudice and encourage reflection on African roots and the importance of Black struggle in society.

Black Awareness Day, celebrated on November 20, is a key moment during this week of festivities. It invites the community to reflect on affirmative action and the ongoing fight against racism.

Site e redes sociais:

www.praiagrande.sp.gov.br
@prefpraiagrande

Contato:

E-mail: casadoconselho@praiagrande.sp.gov
Phone: +55 zz(13) 3496-5376 - Casa dos Conselhos

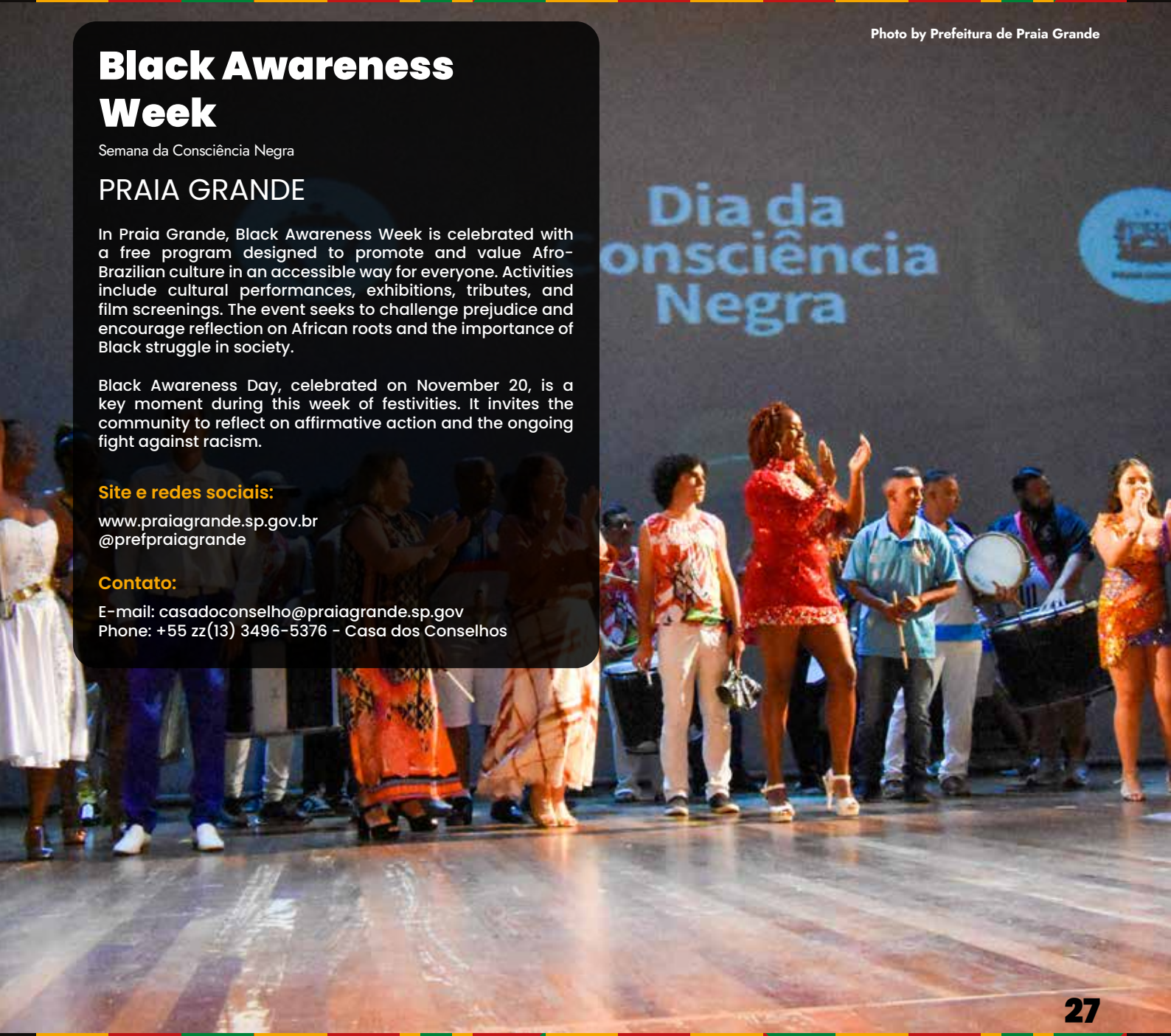


Photo by Prefeitura de Praia Grande

Iemanjá Festivities

Festejos de Iemanjá

PRAIA GRANDE

The Festejos de Iemanjá in Praia Grande, held since 1969, are one of the city's largest religious celebrations, attracting thousands of devotees on the first two weekends of December. The event has become a symbol of local religious tourism, especially after the construction in 1976 of Brazil's first seaside statue of Iemanjá, created by artist Antônio Miguel de Almeida.

The celebration is regulated by municipal laws that recognize both the event and the Iemanjá Monument as tangible and intangible cultural heritage of Praia Grande, reinforcing their historical, religious, and tourism significance.

Hours:

First two weekends of December, throughout the night.

Website and social media:

@prefpraiagrande
@palaciodasartespg

Contact:

E-mail: festejosdeiemanja@gmail.com
Phone: +55 (13) 3496-5705 - Sectur Events Department

Photo by Prefeitura de Praia Grande



Photo by Prefeitura de São Roque

José Cabinda Festival

Festival José Cabinada

SÃO ROQUE

The José Cabinda Festival, held in the Quilombo do Carmo community in São Roque, celebrates Afro-Brazilian memory and honors Ngangá José Cabinda, a leader of an important resistance movement in the 19th century.

Organized by the municipal government, the event brings musical performances, theater, workshops, cultural experiences, and the traditional Black Awareness Walk, which passes through historic sites within the quilombola territory. Free and open to the public, the festival strengthens local identity, values ancestral knowledge, and boosts the community's creative economy through crafts and gastronomy.

As a cultural tourism attraction, the festival offers visitors a deep immersion into the history and Afro-caipira heritage (Afro-Brazilian rural culture from São Paulo's countryside) of the region, becoming a landmark on São Roque's institutional calendar and a gateway to memory- and diversity-based tourism.

Website and social media:

www.saoroque.sp.gov.br

Contact:

E-mail: turismo@saoroque.sp.gov.br

ROUTES

AfroRota Ubuntu

AfroRota Ubuntu

ADAMANTINA

The route aims to immerse visitors in the Afrocentric roots of the municipality of Adamantina, passing through predominantly Black communities, the Casa Afro with its House of Memory and Afro-library, skate parks, graffiti sites, and locations where capoeira classes take place—including maculelê and other capoeira instruments.

The route moves through historical, cultural, and resistance sites across the city, inviting participants to experience, learn, and reflect on the importance of Black protagonism in different aspects of everyday life. Each stop along AfroRota tells the story of places that, over time, have been shaped by the presence and resistance of Adamantina's Black population.

Community-based tourism activities:

Participation of the Associação do Gangazumba in Afro-Indigenous fairs.

Nature tourism, ecotourism, and/or adventure activities:

Nature experiences at Parque dos Pioneiros, an environmental preservation area that also hosts one of the city's skate parks.

Hours:

Open daily from 10:00 AM to 2:00 PM.
Guided visits are available on Wednesdays only.

Website and social media:

@culturaeturismodeadamantina
www.adamantina.sp.gov.br

Contact:

Daniel Angria
E-mail: casa.afro@adamantina.sp.gov.br
Phone: +55 (18) 99144-6501

Rotas Afro Campinas

Rotas Afro Campinas

CAMPINAS

This Afrotourism route, organized by Rotas Afro, explores Black territories in the city center of Campinas. The route begins at Largo São Benedito, downtown, and ends at Largo Santa Cruz, in the Cambuí neighborhood.

Receptive tourism agency responsible for operating the route:

Rotas Afro

Website and social media:

@rotasafro

Contact:

E-mail: rotasafro@gmail.com
Phone: +55 (19) 99635-1039



Photo by Rotas Afro

Quilombo Route

Rota do Quilombo

ITUPEVA

This route is rich in history and natural beauty. The quilombo that likely once existed in the cave is an important cultural heritage site, dating back to Brazil's colonial period. The area is known as one of the refuges used by people who escaped enslavement while seeking freedom in the surrounding forests.

During the 19th century, many quilombos were formed in Brazil's mountainous regions, and the Gruta do Quilombo served as a shelter for those who escaped enslavement. These groups organized autonomous ways of life, cultivating the land and preserving their African traditions and cultures. The cave provided protection and safety during these dangerous journeys. Beyond its historical significance, the route also offers remarkable natural features. With impressive rock formations and lush vegetation, the area invites visitors to explore its landscapes. The environment is ideal for walking and for observing local flora and fauna.

Today, the surroundings of the Gruta do Quilombo include several tourist sites that attract visitors interested in history, nature, and adventure. The route offers opportunities to learn more about the struggle for freedom of our ancestors and to reflect on the importance of cultural preservation.

Receptive tourism agency responsible for operating the route:

Jornadas Mediadas

Atividades de turismo de natureza, ecoturismo e/ou aventura:

Trekking, hiking, cycling tourism, ecotourism and educational tourism

Hours:

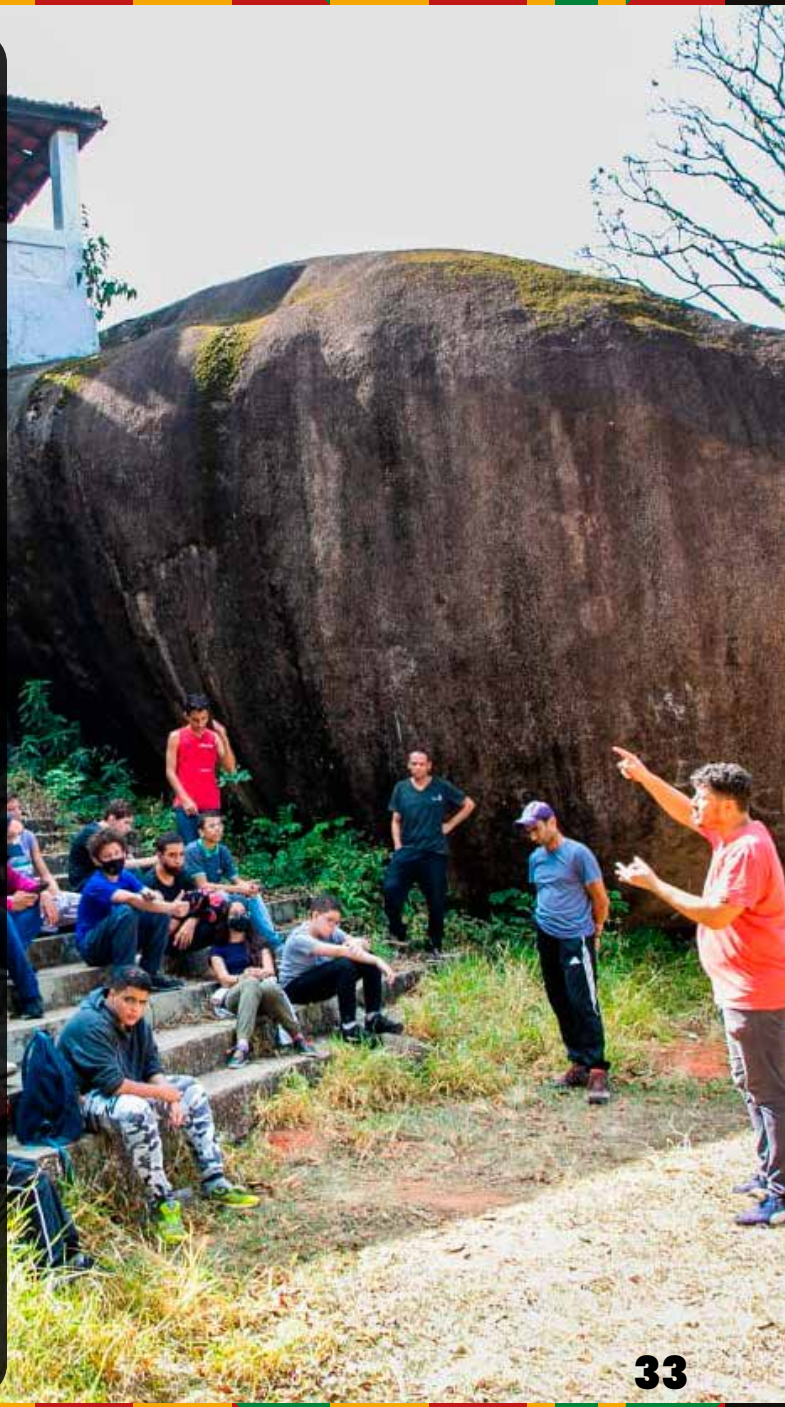
Business Hours

Website and social media:

@jornadasmediadas

Contact:

Carlos Henrique de Oliveira
carlosantropofilo@gmail.com
Phone: +55 (11) 9 8588 0313



Afro-Brazilian Tourism Route of Jundiaí

Rota Turística Afro de Jundiaí

JUNDIAÍ

Created in 2024, the Rota Turística Afro de Jundiaí highlights the city's Black history and culture through Afrotourism. The route includes historic landmarks such as Clube 28 de Setembro and the Igreja Nossa Senhora do Rosário e São Benedito, with the participation of Black guides and artists. The initiative strengthens recognition of African heritage and Jundiaí's cultural diversity.

Hours:

8:00 às 13:00

Contact:

Valéria de Paula Ignacio
E-mail: vignacio@jundiai.sp.gov.br
Phone: +55 (11) 97279-7464
+55 (11) 4589-6842



Photo by Prefeitura de Jundiaí

Rotas Afro Piracicaba

Rotas Afro Piracicaba

PIRACICABA

This Afrotourism route, organized by Rotas Afro, explores Black territories in downtown Piracicaba. The route begins at Largo Santa Cruz and ends at Engenho Central.

Receptive tourism agency responsible for operating the route:

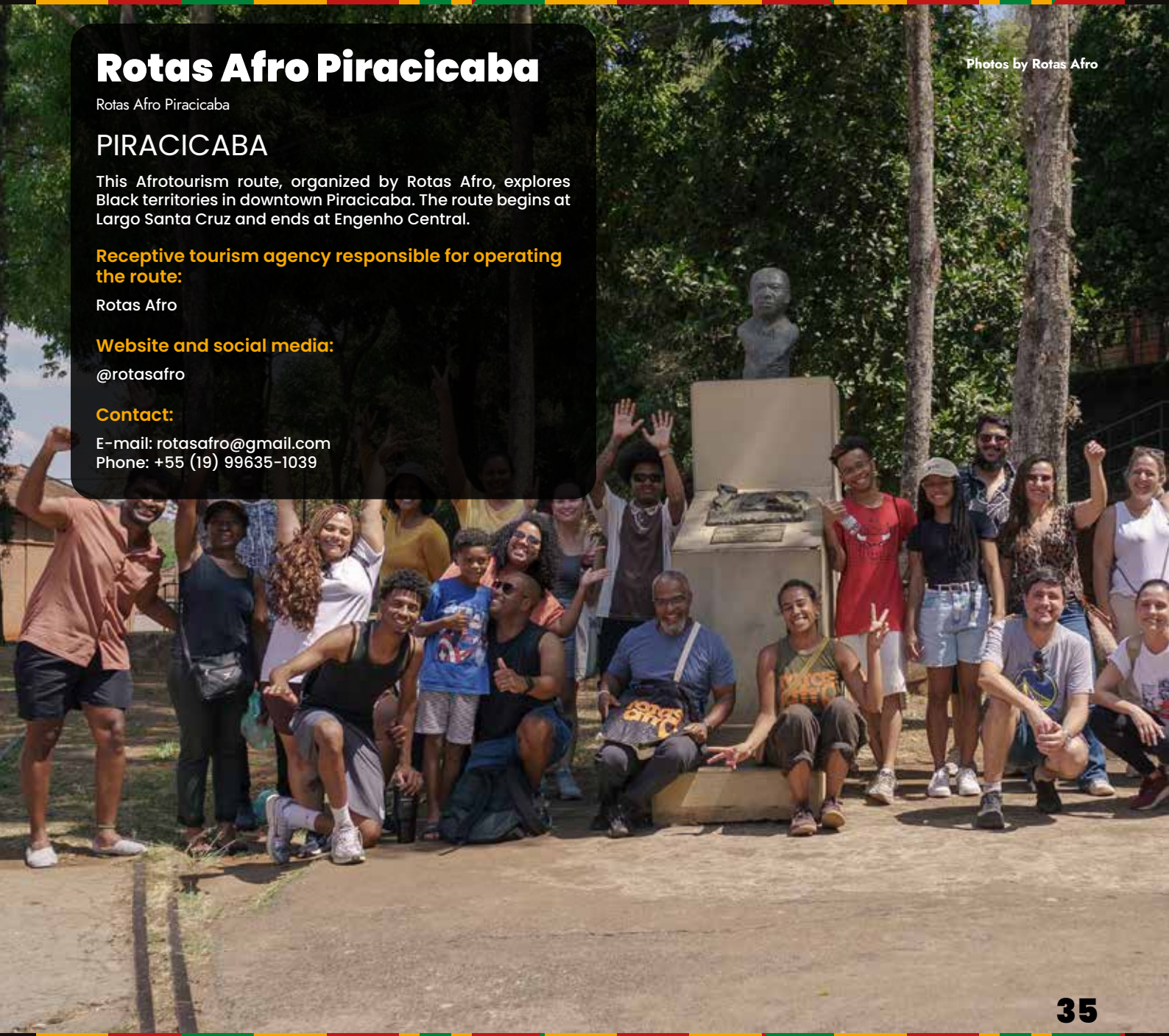
Rotas Afro

Website and social media:

@rotasafro

Contact:

E-mail: rotasafro@gmail.com
Phone: +55 (19) 99635-1039



Photos by Rotas Afro

Afro Rio Claro

Afro Rio Claro

RIO CLARO

This Afrotourism route, organized by Rotas Afro, explores Black territories in downtown Rio Claro. The route begins at Jardim Público and ends at Grasifis.

Receptive tourism agency responsible for operating the route:

Rotas Afro

Website and social media:

@rotasafro

Contact:

E-mail: rotasafro@gmail.com
Phone: +55 (19) 99635-1039



Photos by Rotas Afro

Quilombola Itinerary

Itinerário Quilombola

SALTO DE PIRAPORA

The cultural immersion project by Turi Vimba—a group formed by quilombolas from the Cafundó and Caxambu communities (São Paulo State)—aims to value and share Afro-Brazilian ancestral knowledge through playful, artistic, and hands-on experiences.

The initiative brings visitors together with guardians of quilombola culture, using oral tradition, drums, and community traditions as tools for anti-racist education and social transformation. The project seeks to engage the public and strengthen learning about Afro-Brazilian culture and identity through community and human relationships.

Languages available:

English

Community-based tourism activities:

Workshops focused on ancestral and craft knowledge encourage an exchange between formal values taught at school and in society and the knowledge and practices lived in the quilombo. During the conversation circle, participants can raise individual or collective questions, opening a proactive dialogue that brings together different perspectives and experiences.

Nature tourism, ecotourism, and/or adventure activities:

Visits take place in a rural area, where care and respect for nature are essential.

Hours:

Daily, by appointment.

Website and social media:

@turi.vimba

Contact:

Cintia Delgado
E-mail: cintiaapdelgado@gmail.com
Phone: +55 (15) 99705-8885

Black Women Walking Tour: Stories and Memories in Santos

Caminhada Mulheres Negras: Histórias e Memórias no Cotidiano Santista

SANTOS

This route shares narratives about Black women who—whether enslaved or already free—carried out roles and activities essential to the survival and organization of society in Santos from the 19th century into the early 21st century. Although official history has often tried to erase these women, this walk invites participants to (re)discover their stories.

Duration: 3 hours
Route level: Easy

Hours:

10:00 AM–7:00 PM

Website and social media:

@mochilandoafroculturas

Contact:

Augusta França
E-mail: mochilandoafroculturas@gmail.com
Phone: +55 (13)97805-7000



Black People and Coffee Walking Tour

Caminhada o Negro e o Café

SANTOS

This route offers a historical exploration of Black labor throughout the entire coffee cycle—from cultivation on farms to shipment through the Port of Santos—both for people who were enslaved and for those who were already free. Participants visit places that prompt reflection on how coffee generated wealth while keeping Black communities excluded from any real possibility of fair earnings.

Duration: 3 hours
Route level: Easy

Hours:

10:00 AM–7:00 PM

Website and social media:

@mochilandoafroculturas

Contact:

Augusta França
E-mail: mochilandoafroculturas@gmail.com
Phone: +55 (13)97805-7000



Historic Quilombo Walking Tour & Engenho Walk

Caminhada Quilombos Históricos de Santos e Caminhada do Engenho

SANTOS

Caminhada Quilombos Históricos de Santos is an Afrotourism walking route that takes participants through the places where, in the 19th century, the city's three quilombos were located. Beyond the stories of these quilombos, participants also learn about the connection between abolitionists and Santos's Teatro Guarani, the Black Brotherhood linked to the Igreja do Rosário dos Homens Pretos (Church of Our Lady of the Rosary of Black Men), and the situation faced by enslaved Black people at the Casarão da Frontaria Azulejada.

Caminhada do Engenho invites participants to discover the origins of street and square names that are often unknown to the public, yet are connected to Black historical events and/or figures. Along the way, the route highlights traces left by African presence throughout the city. Finally, the walk revisits Santos's early history in the 16th century during a guided visit to the Monumento Ruínas do Engenho São Jorge dos Erasmos (Ruins of the São Jorge dos Erasmos Sugar Mill).

Hours:

9:00 AM–6:00 PM

Website and social media:

@mochilandoafroculturas

Contact:

Augusta França
E-mail: mochilandoafroculturas@gmail.com
Phone: +55 (13)99134-4248

Sankofa Afrocentric Tourism Route

Rota de Turismo Afrocentrado Sankofa

SÃO JOSÉ DOS CAMPOS

The Rota de Turismo Afrocentrado – Sankofa aims to serve as a tool for valuing and recognizing places within the municipality of São José dos Campos. It invites visitors to revisit the history of the Black population and to question and rethink its narratives, bringing to light its importance in shaping Afro-Brazilian culture.

The name was chosen because Sankofa is an African bird symbolically associated with looking to the past and to the future—meaning, in African philosophy, returning to the past to reframe and give new meaning to the present.

Languages available:

English, Yorubá

Nature tourism, ecotourism, and/or adventure activities:

The entire route was designed to give visibility to Afro-Brazilian culture, which is deeply present in society as a whole. It encourages discussion around appreciation, customs, belonging, racism, and prejudice, while also highlighting arts, dance, music, religion, and literature—areas that are often overlooked, since for many years Black history has been presented only up to slavery, and the post-abolition period is not properly discussed.

Contact:

Centro de Referencia Afrobrasileiro São Jose dos Campos
(Afro-Brazilian Reference Center of São José dos Campos)
E-mail: ednag.silva@sjc.sp.gov.br
Phone: +55 (12) 3909-2626

Photo by Prefeitura de SJC

Barra Funda Samba Walking Tour

Barra Funda do Samba

SÃO PAULO

Caminhada Barra Funda do Samba takes participants through the streets of a working-class neighborhood—one of the birthplaces of samba in São Paulo—though it is often known for its Italian heritage. From Aparelha Luzia, passing by Camisa Verde e Branco, and on to the former Largo da Banana, the walk revisits the neighborhood's Black stories and highlights a living Black culture and history that remain deeply present in the area. The tour ends with samba at Boteco da Dona Tati.

This "neighborhood of the moment" also features art galleries, bars, and graffiti that mark and celebrate Black presence and history.

Languages available:

English, Spanish

Hours:

9:00 AM–6:00 PM

Website ans social media:

@guianegro
www.guianegro.com.br

Contact:

Guilherme Soares Dias
E-mail: contato@guianegro.com.br
Phone: +55 (11) 98994-7826



Photo by Heitor Salatiel

Museum Afro Tour

Museu Afro Tour

SÃO PAULO

This tour takes visitors through the world's largest museum dedicated to the African diaspora, guided by an experience host from the Guia Negro platform.

The experience features stories, key figures, and artistic expressions of Black communities.

The museum's collection includes more than 8,000 items—paintings, sculptures, prints, photographs, documents, and ethnographic objects—by Brazilian and international creators, produced from the 18th century to the present day. The collection highlights many facets of African and Afro-Brazilian cultural worlds, addressing themes such as religion, labor, art, enslavement, and more, while tracing historical trajectories and African influences in the making of Brazilian society.

The Guia Negro visit includes works from the long-term exhibitions, such as pieces by Rubem Valentim (a leading artist known for referencing Candomblé artifacts), the "navio negreiro" (slave ship) installation, as well as information on the legacy of the museum's founder, Emanoel Araújo, and the temporary exhibitions.

Languages available:

English, Spanish

Hours:

9:00 AM–6:00 PM

Website and social media:

@guianegro
www.guianegro.com.br

Contact:

Guilherme Soares Dias
E-mail: contato@guianegro.com.br
Phone: +55 (11) 98994-7826

Photo by Henrique Luz

Bixiga Negra Walking Tour

Caminhada Bixiga Negra

SÃO PAULO

Caminhada Bixiga Negra brings to light the stories embedded in a neighborhood often known for its Italian heritage, yet deeply rooted in a vibrant Black culture and history.

Visitors are invited to explore this walk and rediscover the presence of Black people in São Paulo—a city with the largest Black population in Brazil—whose places and figures have often been made invisible over time.

Duration: Approximately 2.5 hours
Format: Walking route with stops for conversation and short breaks

Community-based tourism activities:

Visit to a terreiro (Afro-Brazilian religious temple)

Languages available:

English, Spanish

Hours:

9:00 AM–6:00 PM

Website and social media:

@guianegro
www.guianegro.com.br

Contact

Guilherme Soares Dias
E-mail: contato@guianegro.com.br
Phone: +55 (11) 98994-7826



Photo by Heitor Salatiel

Black São Paulo Walk

Caminhada São Paulo Negra

SÃO PAULO

Caminhada São Paulo Negra brings to light Black histories in downtown São Paulo, including neighborhoods such as Liberdade and Bixiga, where narratives of Black protagonism have often been erased.

The Guia Negro tour begins at Praça da Liberdade 238 (Igreja Santa Cruz das Almas dos Enforcados) and ends about three hours later at Largo do Paissandu. Along the 3.5-kilometer route (about 2.2 miles), participants visit important sites in the history of Black communities in the city, such as the Igreja Nossa Senhora do Rosário dos Pretos (Church of Our Lady of the Rosary of Black People), the Mãe Preta statue, the Igreja dos Enforcados, the former pelourinho (public whipping post), and the site of the former Largo da Forca, in the Liberdade neighborhood.

The narratives also address contemporary African migration, music, and modern Black movements. They highlight important Black figures such as writer Carolina Maria de Jesus; journalist, lawyer, and abolitionist leader Luiz Gama; and architect Joaquim Pinto de Oliveira (known as Tebas).

The tour also revisits the story of Zumbi, the last leader of Quilombo dos Palmares, who died on November 20, 1695—a date now celebrated as a public holiday in several cities across Brazil.

Languages available:

English, Spanish

Hours:

9:00 AM–6:00 PM

Website and social media:

@guianegro
www.guianegro.com.br

Contact:

Guilherme Soares Dias
E-mail: contato@guianegro.com.br
Phone: +55 (11) 98994-7826



Photo by Heitor Salatiel

Negros do Bixiga Walking Tour

Negros do Bixiga

SÃO PAULO

This walking tour highlights key aspects of Afro-Brazilian heritage in central São Paulo. Led by the Negros do Bixiga collective, the route is guided by local residents and explores themes such as Black historical memory, ancestry, and the urban presence of Black communities in the neighborhood. The route includes approximately ten stops and, in some editions, lasts around five hours.

Community-based tourism activities:

The route is a community-based tourism experience led by local residents and members of the neighborhood. This format values the area's historical memory and encourages active community participation, with guides who live in and have deep knowledge of the territory.

Languages available:

English, Spanish, and Libras (Brazilian Sign Language)

Hours:

There is no fixed schedule. Dates and times for individual participation are announced periodically on Instagram. For private groups, visits can be scheduled according to group demand and availability at the locations visited.

Website and social media:

@negrosdobixiga

Contact:

Wellinton Souza
E-mail: negrosdobixiga@gmail.com
Phone: +55 (11) 99676-7444



Historical Triangle Walking Tour

Tour Triângulo Histórico

SÃO PAULO

A transformative experience in the heart of São Paulo. This route explores the Historic Triangle—the area where the city was founded—through an Afrocentric perspective that invites reflection on the presence, resistance, and the contributions of African and Afro-Brazilian communities to the development of the city.

Along the way, participants discover emblematic sites and often overlooked histories that bring to light the city's past through its African cultural and social heritage.

Languages available:

English, Spanish
Libras (Brazilian Sign Language interpreter available upon request, with at least 48 hours' notice by email)

Hours:

Sundays at 10:00 AM

Website and social media:

@turismoprefsp
www.prefeitura.sp.gov.br/turismo

Contact:

E-mail: turismo@prefeitura.sp.gov.br
Phone: +55 (11) 2167-9015



Largo do Paissandu - Photo by Jose Cordeiro

Peripheral View: A Cultural Experience in Grajaú

Visão Periférica: Uma Experiência Cultural no Grajaú

SÃO PAULO

This route invites visitors to explore the true essence of São Paulo, going far beyond conventional tourist attractions. It is in the city's peripheral neighborhoods that much of São Paulo's cultural authenticity can be found—and Grajaú offers a unique experience in this regard.

The tour aims to promote inclusive tourism, highlight local cultural richness, and strengthen community-based tourism initiatives.

Hours:

By appointment only

Languages available:

English, Spanish

Website and social media:

www.bitongatravel.com.br
@bitongatravel

Contact:

Barbara Terra
E-mail: barbaraterra7@gmail.com
Phone: +55 (11) 95823-3425



Photo by Barbara Terra

Colônia Preta Route

Rota Colônia Preta

SERTÃOZINHO

Sítio São Benedito, known as Colônia Preta, was formed by Afro-descendant families who migrated from Minas Gerais and, after abolition, settled in Sertãozinho as free workers. Among its residents, Dona Maria Conceição Roberto Faria (born in 1917) stands out—a descendant of formerly enslaved people who purchased the land with the support of Francisco Schmidt.

The site preserves religious and cultural traditions connected to Black ancestry. The Festa de São Benedito, although the saint is celebrated nationally on October 5, takes place here on May 13, in reference to the Lei Áurea (the law that abolished slavery), symbolizing freedom and faith.

The Chapel of Sítio São Benedito, built in 1911 and renovated in 2000, was officially listed in 2011 as Historic and Cultural Heritage of Sertãozinho, recognizing its importance to the region's Afro-Brazilian memory and identity.

Languages available:

English

Website and social media:

@documentario_coloniapreta

Contact:

E-mail: turismo@sertaozinho.sp.gov.br
Phone: +55 (16) 3942-7223

Sertãozinho Capela São Benedito Colonia Preta - Photo by Rodrigo Touso

Afro Routes Sorocaba

Rotas Afro Sorocaba

SOROCABA

The Afro Route of Sorocaba, developed by the Rotas Afro project under the coordination of researcher and tour guide Julia Madeira, highlights and preserves the presence of Black memory in the city. The initiative brings together historical research, cultural heritage, and immersive technology, offering a guided route through emblematic sites such as the Capela do Senhor do Bonfim—associated with João de Camargo—and Largo do Talho, a historic space of Black sociability.

Through QR codes, visitors can access audiovisual content that deepens the experience and makes the route more accessible to different audiences.

Recognized by institutions such as IPHAN (National Institute of Historic and Artistic Heritage) and IBRAM (Brazilian Institute of Museums), the project strengthens ethnic-racial education, enhances cultural tourism in the region, and contributes to giving visibility to Afro-Brazilian narratives in the interior of São Paulo State.

Receptive tourism agency responsible for operating the route:

Rotas Afro

Website and social media:

@rotasafro

Contact:

E-mail: rotasafro@gmail.com
Phone: +55 (19) 99635-1039



Route of Freedom

Rota da Liberdade

TAUBATÉ

The Rota da Liberdade brings together Afrocentric routes across the cities of Taubaté (SP), Salto de Pirapora (Quilombo Cafundó), Pindamonhangaba, and Ubatuba (Quilombo da Fazenda). These routes offer experiences that highlight the gastronomy, history, and Afro-Brazilian culture of São Paulo State.

The initiative serves schools, organized groups, corporate audiences, and senior visitors.

Languages available:

English, Spanish

Hours:

Daily, 8:00 AM–6:00 PM

Website and social media:

@rotadaliberdade_br
www.rotadaliberdade.com.br

Contact:

Solange Barbosa
E-mail: solange.sb36@gmail.com
Phone: +55 (12) 99116-0837

Route of Freedom

Rota da Liberdade

TREMEMBÉ

The Primeira Escola de Congo de São Benedito do Erê—recognized as the first certified "Ponto de Cultura" (Cultural Hub) in the Estância Turística de Tremembé—has, for decades, promoted events dedicated to preserving popular culture. Its activities include monthly presentations of folkloric traditions and workshops in traditional crafts inherited from the Piraquaras and Indigenous people of the region.

Certified by Brazil's Ministry of Tourism as a performance venue and tourism entertainment facility, and registered under no. 11.520.177/0001-35 in CADASTUR, the site is a key attraction along the Rota da Liberdade. It welcomes thousands of visitors each year with free lectures on cultural rights, musical performances, traditional gastronomy, preservation of the Paraíba Valley's cultural memory, and spaces for sharing research on Afro-Brazilian religions and customs present in the "Vale da Fé" tourist region. Its main annual event is Black Awareness Week, held each year during the week of November 20 (National Day of Zumbi and Black Awareness).

Community-based tourism activities:

Folkloric cultural tourism.

Nature tourism, ecotourism, and/or adventure activities:

Birdwatching, family farming experiences, and preservation of fruit tree species.

Languages available:

English, Spanish

Hours:

Tuesday to Friday, 2:00 PM–9:00 PM
Saturday, 10:00 AM–2:00 PM
Open on Sundays and holidays on special dates

Website and social media:

@mestrequintino || @orquestra.ere
www.saobeneditodoere.webnode.pt

Contact:

Fátima Ortiz
E-mail: escoladecongosbenedito@bol.com.br
Phone: +55 (12) 99228-9953

Afro Routes Vinhedo

Rotas Afro Vinhedo

VINHEDO

This Afrotourism route, organized by Rotas Afro, explores Black territories in the Capela neighborhood of Vinhedo. The route begins at Praça Aurora Sudário and ends at the same location.

Receptive tourism agency responsible for operating the route:

Rotas Afro

Languages available:

English

Website and social media:

@rotasafro

Contact:

E-mail: rotasafro@gmail.com
Phone: +55 (19) 99635-1039

Photo by Rotas Afro



Ile Omo Aye

SÃO LUÍS DO PARAITINGA

Ilê Omo Aye is a center for religious culture that offers cultural activities, Afrotourism experiences, and environmental education.

The space provides receptive tourism experiences such as Ageum (a culinary event focused on Afro-Brazilian religious traditions), Balaio de Oxum (an Afro-religious walking experience), guided environmental visits for schools (educational tourism), conversation circles, and participation in cultural festivals in the Estância Turística de São Luís do Paraitinga.

Receptive tourism agency responsible for operating the route:

Sol Barbosa Turismo e Cultura

Community-based tourism activities:

Cultural activities organized by the Ilê Omo Aye religious community.

Nature tourism, ecotourism, and/or adventure activities:

Ecological walks

Languages available:

English

Hours:

By appointment

Website ans social media:

@ile_omo_aiye

Contact:

Nadya Mundim Santana
E-mail: contato@rotadaliberdade.com.br
Phone: +55 (12) 99116-0837





Photo by Prefeitura de Jundiaí

Credits

Governor
Tarcísio de Freitas

Lieutenant Governor
Felício Ramuth

Secretary of Tourism and Travel
Roberto de Lucena

Executive Secretary of Tourism and Travel
Monica Samia

Deputy Secretary for Corporate Management of Tourism and Travel
Éder Rafael Santos

Chief of Staff
Lucas Jordão

Tourism Coordinator
Ana Cristina Clemente

Technical Team
Albert Simoncini
Daniele Prado
Eduardo Manffim
Hamilton de Campos
Leonardo Costa
Renan Silva
Vanessa Fugimoto

InvestSP Consultant
Fernanda Chiavone

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