

SP IN 1 MINUTE

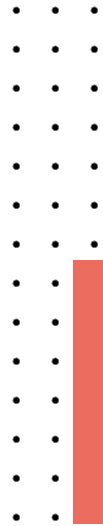


Fotos: Jean Rosa e Mavinho Acroni

CITY GEOGRAPHY



- **11.451.999 inhabitants** (<https://cidades.ibge.gov.br/>)
- **7.528,26 inhabitants per KM²** (<https://cidades.ibge.gov.br/>)
- **Area of the territorial unit [2022] 1.521,202 km²**(<https://cidades.ibge.gov.br/>)
- **4th largest metropolis in the world** (<https://brasilecola.uol.com.br/geografia/cidades-mais-populosas-mundo.htm#:~:text=S%C3%A3o%20Paulo%20ocupa%20a%20quarta,de%20maiores%20cidades%20do%20mundo.>)
- **32 sub city hall** (https://www.prefeitura.sp.gov.br/cidade/secretarias/subprefeituras/subprefeituras/dados_demograficos/index.php?p=12758)
- **96 neighborhoods** (https://www.prefeitura.sp.gov.br/cidade/secretarias/subprefeituras/subprefeituras/dados_demograficos/index.php?p=12758)
- **9 access roads**(<https://www.capital.sp.gov.br/turista/informacoes/como-chegar-e-sair/estradas-de-acesso>)



A I R P O R T S



- **4 airports** (<https://www.capital.sp.gov.br/turista/informacoes/como-chegar-e-sair/aeroportos>)
- **4 national airline** (<https://www.capital.sp.gov.br/turista/informacoes/como-chegar-e-sair/aeroportos>)
- **32 international airlines** (<https://www.capital.sp.gov.br/turista/informacoes/como-chegar-e-sair/aeroportos>)
- **São Paulo International Airport(GRU)** (<https://www.capital.sp.gov.br/turista/informacoes/como-chegar-e-sair/aeroportos>)
- **Congonhas (CGH)** (<https://www.capital.sp.gov.br/turista/informacoes/como-chegar-e-sair/aeroportos>)
- **Cumbica (GRU)** (<https://www.capital.sp.gov.br/turista/informacoes/como-chegar-e-sair/aeroportos>)
- **Viracopos (VCP)**. (<https://www.capital.sp.gov.br/turista/informacoes/como-chegar-e-sair/aeroportos>)
- **Campo de Marte** (<https://www.capital.sp.gov.br/turista/informacoes/como-chegar-e-sair/aeroportos>)



FLIGHT DATA



International Flights - March:

- Guarulhos Airport (GRU): 3.033 scheduled flights with 777.983 seats (<https://dados.embratur.com.br/inicio/malha-aerea-internacional>)
- Viracopos Airport (VCP): 125 scheduled flights with 34.766 seats (<https://dados.embratur.com.br/inicio/malha-aerea-internacional>)

National Flights – December :

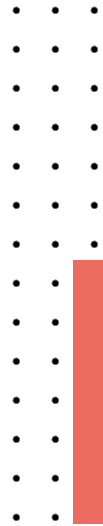
- Congonhas Airport (CGH): 12.580 scheduled flights with 1.988.996 seats (FONTE ANAC E EMPRESAS AÉREAS)
- Guarulhos (GRU) Airport : 12.014 scheduled flights with 2.277.798 seats (FONTE ANAC E EMPRESAS AÉREAS)
- Viracopos Airport (VCP): 9.316 scheduled flights with 1.262.620 seats (FONTE ANAC E EMPRESAS AÉREAS)



REASON FOR TRAVEL AND METHOD OF PURCHASE



- **57,51% of tourists come to São Paulo for leisure** (<https://dados.embratur.com.br/in%C3%ADcio/jornada-dos-turistas>)
- **24,98% come for business** (<https://dados.embratur.com.br/in%C3%ADcio/jornada-dos-turistas>)
- **13,25 % come visit the family** (<https://dados.embratur.com.br/in%C3%ADcio/jornada-dos-turistas>)
- **4,26% group trip** (<https://dados.embratur.com.br/in%C3%ADcio/jornada-dos-turistas>)



NUMBER OF VISITORS FROM THE STATE AND CAPITAL



- **49 millions of tourists in the state** (<https://www.turismo.sp.gov.br/turismo-de-sp-deve-gerar-r-304-bi-em-movimentacao-economica-em-2024>)
- **17 millions of tourists in the city of São Paulo** (<https://www.mercadoeventos.com.br/noticias/destinos/cidade-de-sao-paulo-espera-17-milhoes-de-turistas-e-r-600-milhoes-de-arrecadacao-em-2023/>)
- **Length of stay for a National Tourist is 3 days on average** (SPTURIS)
- **Average daily expenditure of a National Tourist is R\$ 346,25** (SPTURIS)
- **Length of stay for an International Tourist is 4 days on average** (SPTURIS)
- **Average daily expenditure of an International Tourist is R\$ 931,03** (SPTURIS)



TRANSPORT



- **3 Bus Terminals (Tietê, Barra Funda and Jabaquara)** (<https://www.terminalrodoviariodotiete.com.br/sobre-o-terminal/>)
- **The Tietê terminal has 89 platforms, 300 bus lines, serving 1,033 cities, with an average of 90 thousand daily users in 2019, according to SOCICAM** (<https://www.terminalrodoviariodotiete.com.br/sobre-o-terminal/>)
- **15 thousand buses for public transport** (<https://www.capital.sp.gov.br/turista/informacoes/como-chegar-e-sair/onibus#:~:text=S%C3%A3o%20Paulo%20tem%20cerca%20de,que%20servem%20toda%20a%20cidade.>)
- **31 municipal terminals** (<https://www.sptrans.com.br/sptrans/#:~:text=S%C3%A3o%20transportados%2C%20em%20m%C3%A9dia%2C%202,Madrugada%2C%20da%200%20C3%A0s%204h.>)
- **1.300 bus lines** (<https://www.sptrans.com.br/sptrans/#:~:text=S%C3%A3o%20transportados%2C%20em%20m%C3%A9dia%2C%202,Madrugada%2C%20da%200%20C3%A0s%204h.>)
- **91 metro stations** (https://www.metro.sp.gov.br/pt_BR/metro/institucional#:~:text=A%20rede%20metrovi%C3%A1ria%20da%20cidade,5%20milh%C3%B5es%20de%20passageiros%20diariamente.)
- **57 train stations** (<https://www.saopaulo.sp.gov.br/orgaos-e-entidades/empresas/cptm/>)
- **34 thousand taxis** (<http://www.adetax.com.br/index.php/informacoes-e-servicos/taxi-em-sao-paulo/#:~:text=A%20atividade%20de%20taxista%20existe,cada%20352%20habitantes%20da%20Cidade.>)
- **856 thousand application vehicles** (<https://g1.globo.com/sp/sao-paulo/noticia/2021/12/04/cidade-de-sp-tem-563-mil-motoristas-de-aplicativos-ativos-diz-prefeitura-74percent-dos-carros-tem-placa-da-propria-cidade.ghtml>)
- **722,1 KM of cycling infrastructure** (<http://www.cetsp.com.br/consultas/bicicleta/mapa-de-infraestrutura-ciclovitaria.aspx#:~:text=A%20cidade%20de%20S%C3%A3o%20Paulo,32%2C1%20km%20de%20Ciclorrotas.>)



ACCESSIBILITY



- **All metro stations have some type of accessibility** (<https://www.metro.sp.gov.br/sua-viagem/ acessibilidade/ mapa-de- acessibilidade>)
- **81% of the bus fleet in São Paulo is accessible** (<https://www.prefeitura.sp.gov.br/cidade/secretarias/transito/noticias/?p=193090>)
- **43 of the 53 train stations have access conditions for people with disabilities** (<https://www.cptm.sp.gov.br/sua-viagem/Pages/Acessibilidade.aspx>)
- **“ATENDE+” Free transport for people with disabilities, 540 vehicles** (<https://www.sptrans.com.br/atende/>)
- **1.352 accessible public equipment** (https://www.prefeitura.sp.gov.br/cidade/secretarias/pessoa_com_deficiencia/mapa_de_servicos/)
- **812 locations have the "Architectural Accessibility Seal"**
(https://www.prefeitura.sp.gov.br/cidade/secretarias/pessoa_com_deficiencia/selo_de_acessibilidade_arquitetonica/index.php?p=259779)



HEALTH



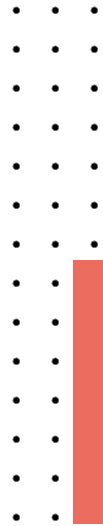
- **470 Basic Health Units(UBSs)** ([https://estudio.folha.uol.com.br/prefeitura-de-saopaulo/2023/07/numero-de-cirurgias-cresce-mais-de-200-nos-hospitais-dia-de-sao-paulo.shtml#:~:text=A%20cidade%20passou%20de%20tr%C3%AAs,de%20Aten%C3%A7%C3%A3o%20Psicossocial%20\(Caps\).](https://estudio.folha.uol.com.br/prefeitura-de-saopaulo/2023/07/numero-de-cirurgias-cresce-mais-de-200-nos-hospitais-dia-de-sao-paulo.shtml#:~:text=A%20cidade%20passou%20de%20tr%C3%AAs,de%20Aten%C3%A7%C3%A3o%20Psicossocial%20(Caps).))
- **23 Emergency care unit (UPAs)** ([https://estudio.folha.uol.com.br/prefeitura-de-saopaulo/2023/07/numero-de-cirurgias-cresce-mais-de-200-nos-hospitais-dia-de-sao-paulo.shtml#:~:text=A%20cidade%20passou%20de%20tr%C3%AAs,de%20Aten%C3%A7%C3%A3o%20Psicossocial%20\(Caps\).](https://estudio.folha.uol.com.br/prefeitura-de-saopaulo/2023/07/numero-de-cirurgias-cresce-mais-de-200-nos-hospitais-dia-de-sao-paulo.shtml#:~:text=A%20cidade%20passou%20de%20tr%C3%AAs,de%20Aten%C3%A7%C3%A3o%20Psicossocial%20(Caps).))
- **99 State Hospitals** (<https://painel.tce.sp.gov.br/pentaho/api/repos/%3Apublic%3ApainelSaude%3ApainelSaude.wcdf/generatedContent?userid=anony&password=zero>)
- **121 Municipal Hospitals** (<https://painel.tce.sp.gov.br/pentaho/api/repos/%3Apublic%3ApainelSaude%3ApainelSaude.wcdf/generatedContent?userid=anony&password=zero>)
- **216 Mental health care units** ([https://estudio.folha.uol.com.br/prefeitura-de-saopaulo/2023/07/numero-de-cirurgias-cresce-mais-de-200-nos-hospitais-dia-de-sao-paulo.shtml#:~:text=A%20cidade%20passou%20de%20tr%C3%AAs,de%20Aten%C3%A7%C3%A3o%20Psicossocial%20\(Caps\).](https://estudio.folha.uol.com.br/prefeitura-de-saopaulo/2023/07/numero-de-cirurgias-cresce-mais-de-200-nos-hospitais-dia-de-sao-paulo.shtml#:~:text=A%20cidade%20passou%20de%20tr%C3%AAs,de%20Aten%C3%A7%C3%A3o%20Psicossocial%20(Caps).))
- **102 Psychosocial Care Centers(Caps)** ([https://estudio.folha.uol.com.br/prefeitura-de-saopaulo/2023/07/numero-de-cirurgias-cresce-mais-de-200-nos-hospitais-dia-de-sao-paulo.shtml#:~:text=A%20cidade%20passou%20de%20tr%C3%AAs,de%20Aten%C3%A7%C3%A3o%20Psicossocial%20\(Caps\).](https://estudio.folha.uol.com.br/prefeitura-de-saopaulo/2023/07/numero-de-cirurgias-cresce-mais-de-200-nos-hospitais-dia-de-sao-paulo.shtml#:~:text=A%20cidade%20passou%20de%20tr%C3%AAs,de%20Aten%C3%A7%C3%A3o%20Psicossocial%20(Caps).))
- **700 private hospitals in the state** (<https://www.anahp.com.br/noticias/sao-paulo-retira-isencao-do-icms-para-materiais-e-medicamentos-da-saude-em-meio-a-pandemia-e-a-populacao-sera-afetada/>)
- **28 Institutions accredited byJCI** ([https://www.jointcommissioninternational.org/who-we-are/accredited-organizations/#q=sao%20paulo&sort=%40aoname%20ascending&f:@aocountry=\[Brazi](https://www.jointcommissioninternational.org/who-we-are/accredited-organizations/#q=sao%20paulo&sort=%40aoname%20ascending&f:@aocountry=[Brazi))
- **Albert Einstein Hospital is the best of Latin America** (<https://www.einstein.br/newsweek>)



UNIVERSITIES



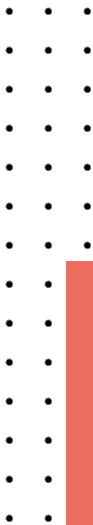
- **36 Federal Institute of Education, Science and Technology of São Paulo (IFSP), 2 of which are located in the capital of São Paulo** (<https://cursos.ifsp.edu.br/campus/>)
- **436 State Technical School (ETEC) in the state, 86 of which are located in the capital,** (<https://www.vestibulinhoetec.com.br/unidades-cursos/>)
- **77 College of Technology of São Paulo (FATEC) in the state, 8 of which are located in the capital** (<https://www.vestibularfatec.com.br/unidades-cursos/>)
- **University of São Paulo (USP) is elected for the third time as the best university in Brazil by RUF** (<https://jornal.usp.br/institucional/usp-e-a-melhor-universidade-do-brasil-pela-terceira-vez-consecutiva-no-ranking-universitario-folha/>)
- **São Paulo has the 3 best universities in the country** (<https://jornal.usp.br/institucional/usp-e-a-melhor-universidade-do-brasil-pela-terceira-vez-consecutiva-no-ranking-universitario-folha/>)
- **PUC-SP the best private university in Brazil in terms of teaching quality** (<https://j.pucsp.br/noticia/ruf-2023-puc-sp-e-universidade-privada-com-melhor-qualidade-de-ensino-do-pais>)





ECONOMY

- **The city is the 17th richest in the world and the largest capital in Latin America** (<https://agenciadenoticias.ibge.gov.br/agencia-noticias/2012-agencia-de-noticias/noticias/26397-pib-da-cidade-de-sao-paulo-equivale-a-soma-de-4-305-municipios-brasileiros>)
- **The largest Stock Exchange in Latin America, with more than 3.2 million investors** (https://www.b3.com.br/pt_br/noticias/investidores.htm)
- **São Paulo is home to the largest economy in the country, equivalent to R\$699.3 billion.** (<https://agenciadenoticias.ibge.gov.br/agencia-noticias/2012-agencia-de-noticias/noticias/26397-pib-da-cidade-de-sao-paulo-equivale-a-soma-de-4-305-municipios-brasileiros>)
- **Contributes 10.6% of Brazil's Gross Domestic Product (GDP).** (<https://agenciadenoticias.ibge.gov.br/agencia-noticias/2012-agencia-de-noticias/noticias/26397-pib-da-cidade-de-sao-paulo-equivale-a-soma-de-4-305-municipios-brasileiros>)
- **Tourism in São Paulo represents 9.3% of São Paulo's GDP, activating 52 economic sectors and generating 2.3 million jobs** (<https://www.saopaulo.sp.gov.br/ultimas-noticias/turismo-representa-quase-10-do-pib-paulista-e-gera-23-milhoes-de-empregos/>)
- **There are 1,982,877 active companies in São Paulo** (<https://www.gov.br/empresas-e-negocios/pt-br/mapa-de-empresas/painel-mapa-de-empresas>)
- **31,623 new companies registered in 2023** (<https://www.gov.br/empresas-e-negocios/pt-br/mapa-de-empresas/painel-mapa-de-empresas>)



ACCOMMODATION



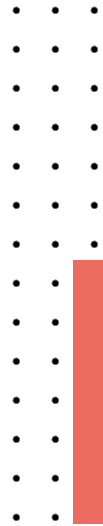
- **São Paulo has 460 hotels** (<https://abihsp.com.br/>)
- **46,000 rooms overall** (<https://abihsp.com.br/>)
- **56.000 beds overall** (<https://abihsp.com.br/>)
- **5 of the 25 best hotels in Brazil are in São Paulo (Rosewood, Emiliano, Fasano São Paulo, Unique and InterContinental São Paulo)** (<https://www.melhoresdestinos.com.br/forbes-melhores-hoteis-brasil.html>)
- **700 Hostels** (<https://www.terra.com.br/economia/sao-paulo-comemora-469-anos-e-retoma-crescimento,1de95702a80d604dc687c497492907de2axabve7.html>)
- **São Paulo was elected the 27th best city in the world, according to ‘The World’s Best Cities’ ranking for 2024**
(<https://saopaulosecreto.com/sao-paulo-melhores-cidades-do-mundo-the-worlds-best-cities/#:~:text=S%C3%A3o%20Paulo%20foi%20eleita%20a,Janeiro%20figuram%20entre%20as%20brasileiras.>)



SECURITY



- **102 Military Police Departments** (https://www.aasp.org.br/guia_enderecos/orgaos-da-seguranca-publica-do-estado-de-sao-paulo/)
- **93.802 Military Police Agents** (<https://www1.folha.uol.com.br/cotidiano/2023/03/autoridades-de-sp-tem-a-disposicao-mais-pms-do-que-630-cidades-paulistas.shtml#:~:text=Dados%20in%C3%A9ditos%20obtidos%20pela%20Folha,%E2%80%9380%938%2C5%25%20acima.>)
- **6 Tourist service offices (DEATUR)** (<https://www.capital.sp.gov.br/turista/informacoes/delegacias-de-atendimento-ao-turista>)
- **40 thousand security cameras** (<https://estudio.folha.uol.com.br/prefeitura-de-saopaulo/2023/08/cidade-de-sao-paulo-passa-a-ter-reforco-na-seguranca-com-ate-40-mil-cameras-inteligentes.shtml>)
- **4.452 Metropolitan Civil Guard (GCMs)** (<https://g1.globo.com/sp/sao-paulo/noticia/2023/10/30/com-no-de-agentes-de-transito-em-queda-cidade-de-sp-amplia-total-de-gcms-autorizados-a-fiscalizar-trafego-e-aplicar-multas.ghtml>)



CULTURE AND LEISURE



- **20 thousand restaurants covering 52 types of cuisine** (<https://www1.folha.uol.com.br/seminariosfolha/2023/09/folha-premia-bares-e-restaurantes-vencedores-da-pesquisa-o-melhor-de-sao-paulo.shtml#:~:text=Segundo%20dados%20da%20secretaria%20municipal,cozinha%2C%20e%2030%20mil%20bares.&text=Os%20escolhidos%20pelos%20paulistanos%20como,D.O.M%2C%20Famiglia%20Mancini%20e%20Outback>)
- **São Paulo is the third best city in the world in the restaurant category, behind only Tokyo (Japan) and Seoul (South Korea)** (<https://abrase.com.br/noticias/noticias/ranking-coloca-sao-paulo-em-3-do-mundo-no-quesito-restaurantes/>)
- **The favorite specialties of São Paulo residents are Pizzerias, followed by Burgers and Brazilian food establishments** (<https://www1.folha.uol.com.br/o-melhor-de-sao-paulo/2023/08/restaurantes-japoneses-se-destacam-em-pesquisa-datafolha.shtml>)
- **30.000 bars** (<https://www1.folha.uol.com.br/seminariosfolha/2023/09/folha-premia-bares-e-restaurantes-vencedores-da-pesquisa-o-melhor-de-sao-paulo.shtml#:~:text=Segundo%20dados%20da%20secretaria%20municipal,cozinha%2C%20e%2030%20mil%20bares.&text=Os%20escolhidos%20pelos%20paulistanos%20como,D.O.M%2C%20Famiglia%20Mancini%20e%20Outback>)
- **300 nightclubs** (<https://www.cnnbrasil.com.br/nacional/casas-noturnas-de-sao-paulo-se-reinventam-para-driblar-a-crise/#:~:text=A%20cidade%20de%20S%C3%A3o%20Paulo,tamb%C3%A9m%20no%20centro%20da%20cidade.>)
- **54 Shoppings** (https://www.prefeitura.sp.gov.br/cidade/secretarias/upload/chamadas/platum_1594747759.pdf)
- **126 Parks** (https://www.prefeitura.sp.gov.br/cidade/secretarias/upload/chamadas/platum_1594747759.pdf)
- **119 Theaters** (https://www.prefeitura.sp.gov.br/cidade/secretarias/upload/chamadas/platum_1594747759.pdf)
- **124 Museums** (https://www.prefeitura.sp.gov.br/cidade/secretarias/upload/chamadas/platum_1594747759.pdf)
- **106 Libraries** (<https://g1.globo.com/sp/sao-paulo/noticia/2023/04/23/sp-ganhou-bibliotecas-nos-ultimos-anos-mas-taxa-por-100-mil-habitantes-e-menor-do-que-em-outras-capitais-da-america-latina.ghtml>)
- **Hosts 75% of the Brazilian fairs and business market** (<https://oglobo.globo.com/conteudo-de-marca/acontece-em-sp/metropole/noticia/2023/07/28/negocios-entretenimento-shows-ou-passeios-tem-turismo-para-todos-na-cidade-de-sao-paulo.ghtml>)
- **Forecast of collecting R\$600 million in taxes** (<https://oglobo.globo.com/conteudo-de-marca/acontece-em-sp/metropole/noticia/2023/07/28/negocios-entretenimento-shows-ou-passeios-tem-turismo-para-todos-na-cidade-de-sao-paulo.ghtml>)





E M B R A T U R TOURISM DATA

- **Brazil received 23,869,705 tourists between 2018 and 2023, São Paulo led in 1st place receiving 8,692,236, followed by Rio de Janeiro with 4,533,089 and Rio Grande do Sul with 3,742,368** (<https://dados.embratur.com.br/in%C3%ADcio/chegadas-internacionais>)
- **The biggest tourists to São Paulo in 1st place are the USA issuing 1,532,749 followed by Argentina and Chile. The air access route has 8,566,205 arrivals while the sea access registers 126,031**
(<https://dados.embratur.com.br/in%C3%ADcio/chegadas-internacionais>)
- **For the year 2024, the supply is 9,324,072, practically tripled compared to 2023, which was 2,412,004** (<https://dados.embratur.com.br/inicio/malha-aerea-internacional>)
- **Santiago leads arrivals with 3,112 flights, followed by Buenos Aires with 2,296 and Panama with 1,843 in 2024.**
(<https://dados.embratur.com.br/inicio/malha-aerea-internacional>)

