



SP

IS EVERYTHING AND MUCH MORE

IT HAS FIELDS, BEACHES,
MOUNTAINS, AND PEOPLE
FROM ALL OVER THE WORLD.
ROMANCE OR ADVENTURE,
BUSINESS OR TOURING, IT
HAS ART, ARCHITECTURE,
AND NATURAL BEAUTY.



State of São Paulo



More than landscapes, shapes and nuances have shaped us beyond history. Nature was generous with its caves, waterfalls, trails, diversity of fauna and flora and, due to conscious action in recent years, remains exuberant and preserved. Invaluable legacy for future generations. Landscapes that fill the eyes and feed the soul with peace and contemplation. For those looking for a little more excitement, ecotourism and adventure options are available in the entire state. None of this, however, could be enjoyed, with safety and comfort, without the action of our people. Born here, the “paulista” people make a difference in good service, welcoming and hospitality. The peculiar and unique culinary and gastronomic knowledge gains a worldwide recognition. And they are right there, within easy reach of a safe journey along the best highways in the country, through airports, through waterways that reveal sweet places and the intimacy of our small cities. There are many reasons to visit São Paulo.





Museu do Ipiranga - Jose Cordeiro



São Paulo Capital

everything about the capital of São Paulo and its surroundings is superlative. Lots of people, lots of construction, multiculturalism, great challenges and a frantic pace of growth, changes and overcoming. Yes, it is a Stone Jungle, but as a plateau that crowns the beauty of the mountains, the remnants of the Atlantic Forest, the coast, and the sea. São Paulo has 101 museums, 282 cinemas, 146 libraries and around 40 cultural centers, in addition to the countless popular festivals and fairs that take place in its streets. In addition, the city has 182 theaters. It brings together some of the best restaurants in Latin America and the world, among its more than 15 thousand restaurants and 20 thousand bars. There are national and international options, which suit all budgets. In addition to cuisine from 52 countries, São Paulo is famous for its food trucks and "gastronomic fairs", which now take over the city's streets.



Paulista Avenue - Ken Chu



Ibirapuera Park - Jose Cordeiro



Water Circuit

ÁGUAS DE LINDÓIA, AMPARO, HOLAMBRA, JAGUARIÚNA, LINDÓIA, MONTE ALEGRE DO SUL, PEDREIRA, SERRA NEGRA AND SOCORRO ARE PART OF THE TOURIST REGION PAULISTA WATER CIRCUIT

Nature combines with infrastructure to welcome visitors, offering great options for tours and leisure, gastronomy, and rest. Varied events and the beauty of the municipalities, with their unique gastronomy, history and culture make this region special. In the charming **Serra Negra**, one of the most visited cities in Serra da Mantiqueira, tourists look for clothes and artisanal products. Excellent cuisine, accommodation options and tours, attract tourists all year round. Amparo stands out for its old coffee farms, with a mild climate, listed mansions, and a lot of history to tell.

Lookout Alto da Serra Tacio Philip



Jaguariúna, the Horse Capital, is called the “Star of Mogiana”. Its tours, varied events, ecological tourism activities and quality cuisine contribute to its good reputation. Flowers, public telephones with shoes shapes, typically Dutch houses, windmills, and unique tours are attractions in **Holambra**, famous for its Dutch charm and culture. The adventure lovers have the right destination, **Socorro**, one of the main tourism hubs of adventure in the State, in addition to its waterfalls and medicinal waters. Known as the Thermal Capital of Brazil, **Águas de Lindóia** has mineral water, viewpoints with exuberant panoramic views, as well as charming parks, rural tourism and various leisure options. The neighboring **Lindóia**, National Capital of Mineral Water, has strong ecotourism, stunning landscape, and very varied attractions. **Pedreira**, the Capital of Porcelain, has fairs, museums, leisure equipment, production of porcelain items and good cuisine. The charming **Monte Alegre do Sul** has a rich historic center, gastronomy, and infrastructure to welcome visitors

Typical Dutch houses - Holambra / SP - Ken Chu



Paths of the Atlantic Forest

ITARIRI, JUQUIÁ, REGISTRO AND SETE BARRAS ARE PART OF THE TOURIST REGION PATHS OF THE ATLANTIC FOREST

Registro, the largest city in this Tourist Region, is bathed by the Ribeira do Iguape River and has a history that dates to the 17th century, when the gold found in the region's mines was registered. Later, at the beginning of the 20th century, Japanese immigration began its saga in the locality, beginning a colonization full of traditions and large-scale agriculture. These relevant cultural assets of Japanese immigration are preserved by the National Historical and Artistic Heritage Institute (Iphan). They are the headquarters of Kaigai Kogyo Kabushiki Kaisha, the old tea factories, the residences of the first Japanese settlers, the Anglican Episcopal Church São Francisco Xavier, as well as the first Assam tea seedlings. In turn, Itariri is a great destination for tourists who enjoy adventure sports and many waterfalls (Araribá, Italiana, Cabuçu, Saltinho and others) on rivers such as Cabuçu and Azeite. For rappellers, there is also the Pedra Cara do Macaco mountain, 600 meters high, accessed by trails within native forest, just five kilometers away from the city center. In Sete Barras, Carlos Botelho State Park is the main attraction and brings recreational, scientific, and educational activities for visitors. The place has great vegetation, lots of fauna and several rivers (Quilombo, Ribeirão da Serra, Rio Preto and others). It is a typical inland city, with incredible landscapes, very preserved greenery and attractions for tourists who embrace Ecotourism and Adventure Tourism. The highlight is an important local economic activity linked to the agriculture, that involves bananas and peach palm hearts. Juquiá is located at a true junction between rivers (including the Juquiá, a tributary of the Ribeira do Iguape River) and has many tourist attractions, inns, farm hotels, fishing grounds and a variety of tourism (Religious, Adventure and Ecological).



Caves of the Atlantic Forest

APIAÍ, BARRA DO CHAPÉU, BARRA DO TURVO, CAJATI, ELDORADO, GUAPIARA, IPORANGA, ITAÓCA, ITAPIRAPUÃ PAULISTA, JACUPIRANGA AND RIBEIRÃO GRANDE ARE PART OF THE TOURIST REGION CAVES OF THE ATLANTIC FOREST

The region is home to the largest portion of the Atlantic Forest in Brazil. On this route we highlight all its tourist potential that fills the eyes of any visitor. There are caves, trails, rivers, waterfalls and much more. Come live and breathe this nature! The most visited cave in the State of São Paulo. Located in the Caverna do Diabo State Park, the center has trails, waterfalls, viewpoints, and several routes in Gruta da Tapagem. With lighting, staircases, and handrails, visiting is easy even for those with mobility difficulties. One of the largest caves in the State of São Paulo, with more than 9 km in length, the largest in PETAR, the visit takes place in 495 meters of different halls in a closed circuit. One of the greatest diversities in rock formations, full of stalactites, stalagmites, curtains, and other formations.

Eldorado / SP - Caverna do Diabo - Ken Chu





Jundiaí/SP - Ken Chu

Fruit Circuit

ATIBAIA, INDAIATUBA, ITATIBA, ITUPEVA, JARINU, JUNDIAÍ, LOUVEIRA, MORUNGABA, VALINHOS AND VINHEDO ARE PART OF THE TOURIST REGION OF THE FRUIT CIRCUIT

A travel itinerary full of flavor. Can you imagine? Specially “filled” with regional festivals that celebrate the harvests and experiences of seeing, feeling, and tasting a variety of fruits straight from the tree. Grapes, strawberries, persimmons, acerola, plums, figs, guavas, and peaches are some of the delicacies that you can try not only at the festivals, but on farms open to visitors. The first destination is Valinhos, the capital of purple figs, which annually celebrates the Fig Festival and the Expogoiaba (guava exhibition). On the Jequitibá Road, which connects Valinhos to Itatiba, the obligatory stop is Casinha do Figo com Chocolate, which deserves the best rating among sweet shops from Valinhos.



Next to Valinhos, it is worth visiting the city famous for the Persimmon Festival, Itatiba. In addition to rural tourism, it is known for its Zooparque – the largest private zoo in Brazil, with more than 500 thousand m² of green area and more than 180 species of animals. Vinhedo is on the way. Stage for the Grape and Wine Festivals, the city welcomes visitors right at its entrance, with the Immigrant Memorial, a space that tells the story of immigration in Brazil. The grape is a highlight of three other municipalities in the region. Jundiaí celebrates the fruit in its most varied varieties and has a park dedicated just to it: Parque Municipal Antônio Carbonari or “Grape Park”. One of its best-known tourist routes is the “Grape Route”, with 20 traditional wineries. Itupeva also celebrates the fruit and has several farms with a harvest-pay system. And Indaiatuba, in addition to being part of these cities that honor grapes, is also notable for the production of guava and acerola. Atibaia is famous for its strawberry and flower festival, and its incredible attractions attract visitors from all over the country. Pedra Grande de Atibaia is one of them: a natural monument with a privileged view of the hills of Serra do Itapetinga.

Vinhedo - Vinícola Ifanger - Paulo Preto

Itatiba - Sítio São José - Paulo Preto



Atlantic Forest Coast

CUBATÃO, GUARUJÁ, ITANHAÉM, MONGAGUÁ, PERUÍBE, PRAIA GRANDE, SÃO VICENTE, AND SANTOS ARE PART OF THE ATLANTIC FOREST COAST TOURIST REGION

More than 200 beaches of surprising beauty, caçara local cuisine and diverse and quality hotel infrastructure are what the tourist can find in these cities. These tourist resorts, except Cubatão, are very close to São Paulo and combine the splendor of the Atlantic Forest on the way down through the Serra do Mar hills, with the growing summer tourism. Peruíbe offers waterfalls, beaches, rivers, wells, and waterfalls in untouched settings of the Juréia-Itatins Ecological Station, with 80 hectares of pure Atlantic Forest. Itanhaém has 26 km of beaches with islands, rivers, and rock formations, and among its attractions there are relics from the Brazilian colonial period, as well as religious, historical, nautical and river tourism. In Mongaguá there are 13 km of beaches, preserved areas and ecological parks with waterfalls, trails, also highlighted by the incredible and impressive “T” shaped fishing platform. In Praia Grande, tourists will find 23 km of coastline and one of the best options on the coast of São Paulo, which attracts 1.5 million visitors in the summer, five times its population. Known as the first village founded in the country, São Vicente offers varied tourism, where Porchat Island, Ponte Pênsil (hanging bridge) and beaches such as Itararé, Milionários and Gonzaguinha stand out. If you pick up the annual visitation number of the main tourist attractions in Santos, the total reaches 1.3 million tourists. With the Serra do Mar hills as a backdrop, Cubatão promotes industrial tourism with visits to its hydropower plants, as well as ecological parks and points linked to the first explorers and Jesuits of the 16th century. Guarujá, with its 27 paradisiacal

Beaches Guarujá/SP - Elias Gomes



Lagamar

CANANÉIA, ILHA COMPRIDA AND IGUAPE ARE PART OF THE LAGAMAR TOURIST REGION

The history of Brazil with the largest preserved colonial houses in the State of São Paulo, listed by Condephaat and Iphan, and remnants of the Atlantic Forest and its associated ecosystems (dunes, restingas and mangroves). The fauna is very diverse, representing several endemic species, and the traditional communities are still very present (indigenous, caiçaras, quilombolas, riverside people and caboclos).

The region, made up of 24 municipalities, has one of the most exuberant areas of natural beauty in the State. Among its parks and natural reserves in the Atlantic Forest, there are more than 10 thousand species of fauna and flora declared by UNESCO as a biosphere reserve due to their diversity. You will discover the experiences of visiting the largest area of the Atlantic Forest on the planet, getting to know where Brazil has begun and discovering a cultural wealth that is still very much preserved.

The Vale do Ribeira Tourist Routes are inspiring paths that will take you on a journey of wonders between houses and churches built in stone and lime of the 16th century, in narrow cobblestone alleys, landscapes, caves, rivers and seas, accompanied by the best gastronomic and cultural experience. There are many cities waiting for your visit to show another experience in hospitality.

Apiaí / SP - Cachoeirinha do Prado - Ken Chu





Ilhabela - Castelhanos - Lailson Santos

North Circuit

**BERTIOGA, SÃO SEBASTIÃO, ILHABELA, CARAGUATATUBA AND
UBATUBA ARE PART OF THE STUNNING LANDSCAPE OF THE NORTH
COAST TOURIST REGION**

Just over 100 km from the capital of the State of São Paulo, we find one of the most beautiful regions in the country, rich in beaches, forests, rivers, waterfalls, and many other natural landscapes, as well as a lot of history and gastronomy, constituting the North Coast Circuit of São Paulo. This coast is formed by the cities of Bertioiga, Caraguatatuba, Ilhabela, São Sebastião and Ubatuba,



creating a true circuit of attractions along the coast that attracts visitors from all over the country and it is one of the most important national tourist centers. With this paradisiacal panorama, it is worth setting aside a few days to take the car and enjoy a trip around the region. The coastal climate makes the trip ideal in the warmer months. The region has good infrastructure and accommodation options for all tastes. Whether for a swim in the sea, a nature trail, a boat trip, or to experience the history and gastronomy of the region, you will find an incredible place. Choose a path and venture through a region rich in natural beauty in the State of São Paulo

São Sebastião - Marcos Bonello





Mantiqueira- Reinaldo Opice

Mantiqueira Paulista

PINDAMONHANGABA, MONTEIRO LOBATO, CAMPOS DO JORDÃO,
TREMembé, SANTO ANTÔNIO DO PINHAL, SÃO BENTO DO SAPUCAÍ
AND SÃO FRANCISCO XAVIER

Serra da Mantiqueira is a chain of mountains, rich in natural beauty located between the states of Minas Gerais, Rio de Janeiro and São Paulo, in the southeast of the country. More than 500 km long, the region is made up of protected areas environment, forests of the Atlantic Forest, beautiful waterfalls, rivers, peaks, and mountains that were formed at least 60 million years ago. These cities form the Mantiqueira Paulista Tourist Region and present one of the most stunning tourist scenes in Brazil, forming a route of attractive, sophisticated and easily accessible destinations.

The typical mountain climate makes the trip ideal in the colder months. In addition to this cozy climate and beautiful landscapes, Serra da Mantiqueira offers a series of gastronomic options and attractions such as waterfalls, streams, trails, and viewpoints, in most of the cities that are part of the region. Choose a path and venture through one of the richest destinations in the State of São Paulo.



Roots of the Field

BARRINHA, BRODOWSKI, CRAVINHOS, DUMONT, GUARIBA, JABOTICABAL, JARDINÓPOLIS, MOCOCA, MONTE ALTO, PITANGUEIRAS, PONTAL, PRADÓPOLIS, RIBEIRÃO PRETO, SALES OLIVEIRA, SANTA CRUZ DA ESPERAÇÃO, SERRANA AND SERTÃOZINHO ARE PART OF THE TOURIST REGION RAÍZES DO CAMPO (ROOTS OF THE FIELD)

The Raízes do Campo Tourist Region has as its main asset the strength of agribusiness, and development driven by this activity. In nature, the hot climate and the colors of the horizon stand out, combining the red of the earth, the green of the plantations and the blue of the sky. It is a reference in fairs and events linked to agribusiness and has also entered the calendar of major music shows with international attractions. From rich cultural tourism, to cycle tourism and historical and educational tourism, there are many options, and a lot of potential to be still developed. The hotel park caters to different budgets and interests, from accommodation on farms and ranches to five-star hotels, and the gastronomic experiences are linked to moments of leisure and the indulgent pleasures of good food. All of this with the country hospitality.

Cravinhos - Trilhas de bicicleta - Aivan Moura





Nascente do Tietê - Salesópolis / SP - Sérgio Luiz Jorge

Tietê Springs

GUARULHOS, SANTA ISABEL, ARUJÁ, ITAQUAQUECETUBA, MOGI DAS CRUZES, GUARAREMA, BIRITIBA MIRIM, POÁ, SUZANO AND SALESÓPOLIS ARE THE CITIES THAT MAKE UP THE TOURIST REGION TIETÊ SPRINGS

Salesópolis's mandatory stop is to visit the source of the Tietê River, whose 1,010 km in length passes through several municipalities in the state. Tietê rises more than a thousand km above sea level, within the Nascentes do Tietê State Park, an area measuring 99 thousand m² in the middle of native forest. Flowing through neighboring cities, the waters of the Tietê flow into the Mário do Canto Ecological Park, in Itaquaquecetuba, forming a freshwater beach very popular with tourists. Suzano also stands out for its waters, with its main attraction being the Magic City Water Park, with activities for the whole family and complete infrastructure: inns, wave pools, heated pools, toys, restaurants, among others. A free attraction in the region is the garden of the Viveiro Municipal, attached to the Max Feffer Park and located in the city center.



As the 4th largest gross domestic product in the State of São Paulo and the 13th largest in the country, Guarulhos breathes business and logistics, but also offers a lot of leisure and fun. This is where São Paulo International Airport is located, one of the most important in the country and the main gateway to Brazil. In Santa Isabel there are many green landscapes, fishing grounds, waterfalls, restaurants, horse riding, marina, inns, still and cheese shops. Its neighbor Arujá is also full of greenery, such as the Arujá Ecological Park, and has two professional golf clubs: the PL Golf Club and the Arujá Golf Clube. With a strong influence from Japanese immigration, Mogi das Cruzes stands out for its rural tourism, like the Hoçoya farms, with options for picking and paying for fruit and Matsuo, specializing in organic products and home to the Mogi Hakone Buddhist temple. Among the city's natural attractions are Parque das Neblinas, with its forests, trails, tree climbing and rafting activities and Parque Centenário, where you can find the immigration museum and even a replica of the ship Kasato Maru, which brought the first immigrants to region in 1908. Waters of the Paraíba do Sul River are one of the attractions of the municipality of Guararema. There you can fish, ride jet-skiing, kayaking and boat trips. Biritiba Mirim has beautiful waterfalls, such as Elefante and Pedra Furada, as well as interesting geological formations, such as Pedra do Sapo and the viewpoint Mirante Monumento da Bica Furada.

Recanto Açoena - Santa Isabel / SP - Sergio Luiz Jorge





Pereira Barreto/SP - Alf Ribeiro

Pantanal Paulista

ANDRADINA, CASTILHO, GUARAÇAI, ILHA SOLTEIRA, ITAPURA, LAVÍNIA, MIRANDÓPOLIS, MURITINGA DO SUL, PEREIRA BARRETO, RUBIÁCEA, SUD MENNUCCI, SUZANÁPOLIS AND VALPARAÍSO ARE PART OF THE PANTANAL PAULISTA TOURIST REGION

THE BEAUTIFUL CITIES WHERE TWO BIG RIVERS MEET

With cities bathed by two important rivers, Tietê and Paraná, the region has a wide variety of fish and a climate, fauna, and flora similar to those of the Brazilian Pantanal. Here, tourists will find a wide range of fishing spots, several river beaches, rich, differentiated cuisine and good accommodation infrastructure. Itapura has the beach Prainha Municipal and events such as the Festa do Peão (Rural Party), the Tucuna Free – a peacock bass fishing tournament – in addition to the beautiful Waterfall Córrego da Onça.



Pontal Paulista

ANHUMAS, ESTRELA DO NORTE, EUCLIDES DA CUNHA PAULISTA, MIRANTE DO PARANAPANEMA, NARANDIBA, PIRAPOZINHO, ROSANA, SANDOVALINA AND TEODORO SAMPAIO ARE PART OF THE PONTAL PAULISTA TOURIST REGION

You will be surprised by the diversity of experiences and cultural richness that spans generations. The awareness of preserving the environment, the history of each place, the inland traditions and the strength of regional tourism are present on every page of this guide. When traveling in each image and description, it comes the desire of visiting the cities, the surroundings, and the attractions, also experiencing these paths so interesting. Be surprised by what this region can offer. It will be, at least, incredible to learn more about the Pontal Paulista Tourist Route.

Balheário Recanto dos Eucaliptos - Teodoro Sampaio/SP - Ken Chu



Lagoa do Taquaral - Campinas - Paulo Li

Good Living

AMERICANA, CAMPINAS, ELIAS FAUSTO, MONTE MOR, NOVA ODESSA,
SANTA BÁRBARA D'OESTE AND SUMARÉ

These cities combine the pleasures of the countryside with the convenience of the metropolises. It has beautiful natural attractions such as the parks Parque Taquaral, Bosque dos Jequitibás and Pedreira do Chapadão, as well as several shopping malls and museums, such as the interesting Coffee Museum, which tells the story of the product that modernized the entire State of São Paulo.



Whether at the Municipal Zoo or the Botanical Garden, or even the Basilica of Santo Antônio de Pádua, rich in sculptures and sacred art. Known as “Green Paradise”, Nova Odessa has an average of 15 trees for each inhabitant, and more than 30 square meters of green area for each resident – the double that is recommended by the UN. There is the Largo das Flores, a themed garden with 10 thousand m² of area dedicated to herbaceous flowering plants. Another highlight is the Isidoro Bordon Ecological Park, which recently won the title of Municipal Zoo granted by IBAMA and is one of the main leisure and tourism spots in the region. Famous for rural tourism, Sumaré has attractions such as Paraíso das Águas (or Expo Águas Sumaré), a park that brings together water attractions for the whole family. Also noteworthy are the Horto Florestal, the Railway Station and the Marcelo Pedroni Dam, where tourists gather for relaxing baths. In Elias Fausto, the attraction is the city's coffee past, which still preserves a large part of the coffee barons' mansions, as well as many green areas for leisure and sporting activities. The parks are the great attraction of Santa Bárbara D´Oeste. The most famous of them is the recently renovated Parque dos Ipês, located right in the city center. Next to it, there is the Araçariguama Park, whose main highlight is a 12 thousand m² lagoon and more than 70 thousand m² of green area, with great infrastructure, perfect for a picnic.

Monte Mor is a town very popular for the fishing lovers. The fishing spots Pesqueiro Canaã, Pesqueiro Apaleomar, Pesqueiro Vaca Loka, Parque Santa Rita Pesqueiro & Lazer and Pesqueiro Vale Verde are some of these popular attractions. The park Parquinho do Imperial is also a place of great interest and it is next to the Durval Gonçalves Multi-Sport Gym, in the Parque Imperial neighborhood, with various equipment for all ages and close to the Playground, there is a Skate Rink and Multi-Sport Court



Tourist Region of the Faith

APARECIDA, CACHOEIRA PAULISTA, CANAS, CUNHA, GUARATINGUETÁ,
LAGOINHA, LORENA, PIQUETE, POTIM, ROSEIRA AND TREMEMBÉ

WITH A LARGE NUMBER OF SANCTUARIES AND NATURAL BEAUTY,
THE TOURIST REGION OF THE FAITH PROVIDES THE PERFECT
BALANCE BETWEEN NATURE AND SPIRITUALITY

The city that best symbolizes religious tourism in the country is Aparecida. The National Sanctuary receives around 15 million visitors every year, the largest pilgrimage center in Latin America. The city is home to other sacred sites, such as Morro do Cruzeiro and its Via Sacra sculptures, the Bom Jesus Seminary - which hosted Popes John Paul II and Benedict XVI - and the São Benedito Church, the stage for one of the most traditional religious festivals in the Paraíba Valley.



Aparecida / SP - Ken Chu



Birthplace of the famous Friar Galvão, Guaratinguetá maintains his house, a sanctuary, a seminary, and a museum dedicated to the first saint born in Brazil. Other religious landmarks stand out, such as the Santo Antônio Cathedral and the Nossa Senhora de Lourdes Grotto. Piquete welcomes, in addition to faithful people from many places, travelers searching for adventure and sports. Among the most radical activities are climbing the peak Pico dos Marins, over 2,400 meters high and of medium difficulty, the Garganta do Dragão Tyrolese and the Vizinha da Lua space, a farm specializing in trails, trekking, cycling and even free flights. With a strong influence from Italian and Belgian colonization, Canas attracts around 12 thousand visitors every June for its famous Italian Festival. The city has sacred sites such as the Santo Antônio Chapel and the Nossa Senhora Auxiliadora Church. There is a lot of religious festivals in Lorena, which celebrates Holy Spirit in July, Our Lady of the Rosary in October and its patron saint Our Lady of Mercy in August, in addition to the traditional event Lorenvale, which celebrates the local culture. Important events also take place in Cunha, such as the Pine Nut Festival, the Lamb Gastronomic Festival (August to September) and the Acordes na Serra Music Festival (June to July). The region stands out for the beauty of its waterfalls, such as Pimenta, Desterro and Jericó. Paulista Waterfall also reserves natural charms, such as the 80-meter-long Cachoeirão da Bocaina Waterfall and the Nelson Lorena Ecological Park, which contrast with the beauty of temples such as the Santa Cabeça Sanctuary.

Pico dos Marins - Piquete / SP - Ken Chu





Bandeirantes Route

Fonte Luminosa – Praça da Independência - Itu / SP - Ken Chu

ARAÇARIGUAMA, CABREÚVA, ITU, PIRAPORA DO BOM JESUS, PORTO FELIZ, SALTO, SANTANA DE PARNAÍBA, SÃO ROQUE AND TIETÊ ARE PART OF THE BANDEIRANTES TOURIST REGION

Tourists who visit the ground floor of Pateo do Colégio, in the center of São Paulo, find several maps from the 16th and 17th centuries on the walls surrounding the plan of Vila de São Paulo de Piratininga. The indication of a certain “Road to Ytu”, illustrated in some of them, shows the route of the bandeirantes (pioneers) who headed northwest along the fabulous Peabiru Trail. The explorers continued searching for riches and, along the route taken by Antônio Raposo Tavares, new localities, including the eight cities that form the current Bandeirantes Tourist Region, which has around more than 660 thousand inhabitants*. This path is rich not only in history, but in architecture, natural resources, welcoming people, and tradition reflected in colors, flavors, religiosity, sport, and countless experiences that worth it.



On Estrada do Vinho (Wine Road), famous among tourists, who explore the sensations and movement of São Roque on weekends, there are restaurants, amusement parks and wineries. Itu is known for its fun exaggerations, with giant objects displayed in one of its most prestigious spots, and its important historical buildings from the 19th century, linked to the Republic. Santana de Parnaíba has an architectural treasure: its houses dating back to the 17th century and the Casa de Anhanguera Museum next to the manor house belonging to the Marquesa de Santos. Not to mention the colorful streets that combine religion and sawdust carpets during the Corpus Christi holidays. Porto Feliz was the starting point, at the beginning of the 17th century, for the bandeirantes who followed the Tietê River towards the "sertões". Among its discoveries, the Gold Mine, in Araçatiguama, is one of the most visited places, alongside its waterfalls, lakes and mountains. The beauty of the Cabreúva's mountains attracts visitors from all over the country. Salto, which is connected to Itu by the Republican Train, has the Salto da Cachoeira as a major attraction, as it is the biggest waterfall on the river that has been part of São Paulo's history, in addition to housing a large pink granite rock. It's like diving into a history book, feeling, and living the entire experience of these trailblazers, but in an even better way.

Serra do Japi - Cabreúva / SP - Ken Chu





São Pedro / SP - Acervo Prefeitura Municipal

Itaqueri Mountain Range

ÁGUAS DE SÃO PEDRO, ANALÂNDIA, BROTAS, CHARQUEADA, CORUMBATAÍ, IPEÚNA, ITIRAPINA, LIMEIRA, PIRACICABA, RIO CLARO, SANTA MARIA DA SERRA, SÃO PEDRO AND TORRINHA ARE THE CITIES THAT MAKE PART OF THE ITAQUERI MOUNTAIN RANGE TOURIST REGION

Numerous waterfalls make these cities incredible destinations for sports and adventure tourism. For those looking for the tranquility of the countryside, it is also possible to enjoy the exuberant nature of these cities, which offer excellent infrastructure. The region also stands out for its rural gastronomy, especially in fishing spots that serve farm food on a wood stove, such as “Pesque e Pague Corumbataí”, “Jacutinga” and “Marcucci”. The main attraction of Itirapina is Mirante das Águas, a tourist complex with trails and camping options, with three waterfalls: Monjolinho, Ferradura and the famous Saltão. And in the region, there is also



the “Fazendinha” Forestry Institute, a dam, a playground, trails, and forests. Impressive waterfalls are also the highlights of Torrinha, such as Paraíso, with an impressive 85 meters high, and Cachoeira do Bissoli. The highlight of São Pedro is the Thermas Water Park, a private park with the largest wave pool in the state, a whirlpool, hot tub, several pools with water slides, as well as a mini zoo. The region also has infrastructure for practicing various adventure sports, such as Rancho da Tirolesa, the Paragliding Park, with a 900-meter-high ramp for practicing the sport, and the Eco Park Camping, a complete space with rappelling, zip lining, climbing, airsoft and archery. With several hydrothermal springs, Águas de São Pedro stands out with the Municipal Fontanário, made up of three mineral water sources with therapeutic properties. The Thermal Spa enhances the city's waters and provides well-being experiences, such as massages and treatments to relax the body and mind. Ipeúna is crossed by the Passa-Cinco River, famous for tubing. The city is known for the mountain ranges Itaquerí and Fazendão, where there is rappelling and mountaineering, as well as off road and mountain biking trails. Charqueada stands out for its gastronomy with the still Alambique Artesanal D'Abronzó and the production of Pamonha (Brazilian dish made with fresh corn). Brotas is a paradise for lovers of ecotourism and adventure tourism. There are dozens of waterfalls and rapids where you can practice tubing, rafting, canoeing, stand up paddle and other water activities. One of the most popular tours is Recanto das Cachoeiras, with waterfalls, swimming pools, restaurants, picnic areas and horse riding. It is also an important gastronomic hub and annually hosts the Brotas Gourmet Festival, which brings together music and the best of regional cuisine. Piracicaba is also an adventure tourism hub much sought after by tourists and has several attractions that mix history and education, such as the Water Museum, the Municipal Aquarium, and the Municipal Zoo.





Balneário - Presidente Epitácio / SP - Aniello de Vita

Western Sun

ADAMANTINA, MARTINÓPOLIS, PANORAMA, PAULICEIA, PRESIDENTE EPITÁCIO, PRESIDENTE PRUDENTE, RANCHARIA AND SANTO EXPEDITO ARE THE CITIES THAT MAKE PART OF THE WESTERN SUN TOURIST REGION

Known as the Capital of Western São Paulo State, Presidente Prudente is an industrial hub. After the coffee crisis of 1929, the city reinvented itself through the cultivation of cotton and peanuts. It stands out for business tourism, agriculture, and livestock farming. One of the city's leisure highlights is the Cidade da Criança Aquatic and Ecological Park, with several swimming pools, zoo, roller coaster, go-kart track, planetarium, and a series of attractions. Among the city's events, there are parties held in the largest indoor country arena in Latin America, such as the Brazilian Quarter Horse Congress, the Champions Rodeo and the fair Agrishow. Known as the State Capital of Cotton, Rancharia also stands out for its river beauty. The city's main attraction is the Balneário Municipal Manoel Severo Lins Neto, with 3.5 km of freshwater beach, ideal for practicing various sports, such as jet-skiing. It has even a motocross track and a complete infrastructure, with kiosks and restaurants. Among the natural beauties of the region are the Cantinho do Céu and Recanto waterfalls. On the banks of the Paraná River, Presidente Epitácio is known for the beauty of its coastline, which forms several small freshwater beaches. The most famous of them is located in the Park O Figueiral, which in addition to the natural beauty of the river, has a complete leisure infrastructure. One of its most important landmarks is the Hélio Serejo Bridge, 2,550 m long over the Paraná River, connecting the State of São Paulo to that of Mato Grosso do Sul.





Live Tietê

ARAÇATUBA, BARBOSA, BIRIGUI, BREJO ALEGRE, BURITAMA, FLOREAL, GABRIEL MONTEIRO, GASTÃO VIDIGAL, LOURDES, LUIZIÂNIA, MONÇÕES, PENÁPOLIS, PIACATU, SANTO ANTÔNIO DO ARACANGUÁ AND ZACARIAS ARE THE CITIES THAT MAKE PART OF THE LIVE TIETÊ TOURIST REGION

THE BEAUTY OF THE WATERS IN THE LIVE TIETÊ REGION

Bathed by the Tietê River, the cities in the “Tietê Vivo” Tourist Region have freshwater beaches, fishing grounds and rural tourism that drive tourism. Araçatuba has the Rintaro Takahashi Museum and the “Moisés Joaquim Rodrigues” Railway Museum. It also has attractions for young people, such as Praça da Juventude (Youth Square), with several skate parks, and Casa do Hip Hop, a cultural space where workshops, shows and other events take place

Praia Municipal “Milton Carvalho” - Araçatuba / SP - Ken Chu





Casa da Cultura - Areias / SP - Aniello de Vita

Historic Valley

ARAPEÍ, AREIAS, BANANAL, CRUZEIRO, LAVRINHAS, QUELUZ, SÃO JOSÉ DO BARREIRO AND SILVEIRAS

LOCATED BETWEEN THE BOCAINA AND MANTIQUEIRA MOUNTAINS, IT HOUSES NATURAL BEAUTY AND HISTORIES OF THE COLONIZATION OF BRAZIL

Its cities were developed during the golden age of coffee production and Areias was the first city in this territory to grow coffee. It was responsible for 10% of the state production. This heritage is evident in the local architecture, with its palaces, mansions of former coffee barons and imposing train stations. The Hotel Solar Imperial, built in 1798, received Dom Pedro I during his trip to São Paulo, which ended with the Grito do Ipiranga (declaration of independence). The House of Culture in Areias preserves a collection of photos, documents, and other historical landmarks, and preserves the office where the writer Monteiro Lobato worked during the time he lived there. Lovers of nature and adventure sports will find several outdoor options in São José do Barreiro. The Serra da Bocaina National Park, with an almost untouched part of the Atlantic Forest and an altitude of more than two thousand meters above sea level, is one of those paradises that is worth visiting.

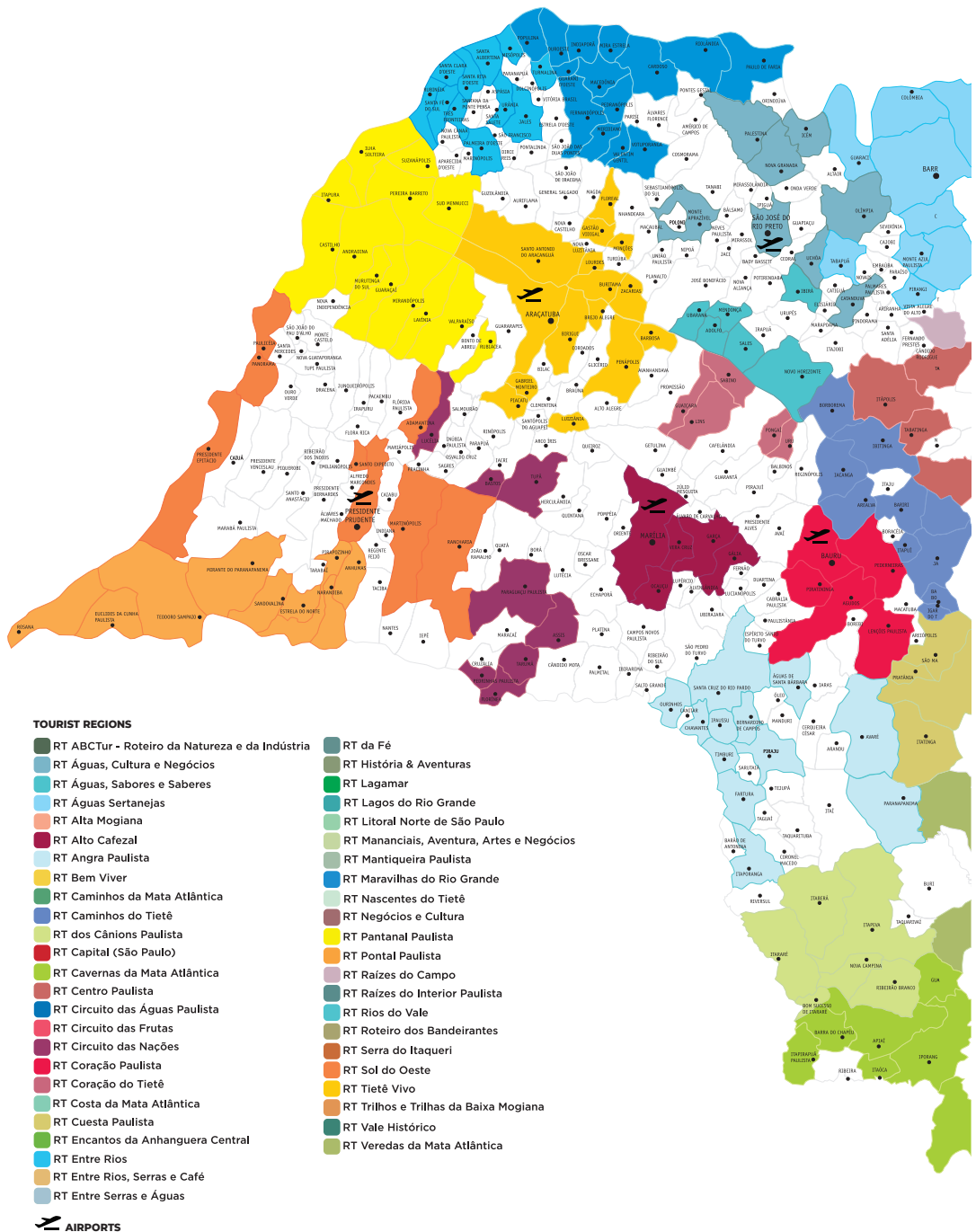


In addition to the beautiful waterfalls, there are hidden treasures, such as the Gold Trail, a path of more than 800 meters paved by rocks, by hand, with more than 300 years of existence. It is also famous for its traditional festivals, such as São José Barreiro, the micareta (kind of a carnival party) and its lively street carnival. Bananal was one of the richest in the state during the golden age of coffee: almost half of the country's production came from its farms. It had even its own currency. Its huge, preserved mansions give the historic center a special charm. Those who appreciate the best of nature should visit the Cidades Station on the Areias-Bananal -São José do Barreiro-Cruzeiro-Lavrinhas-Ecológica do Bananal route, with seven waterfalls.

The park is also known as the bromeliad paradise and is home to incredible fauna and flora with jaguars, tapirs, marsupials, and much more! In Cruzeiro, a property from 1805, better known as Solar dos Novaes, today houses the Major Novaes Museum, a place considered the initial nucleus of the city. The collection includes Italian glassware, colonial furniture, historical documents, including letters exchanged with the Imperial Family.

Fazenda Loanda - Bananal / SP - Ken Chu

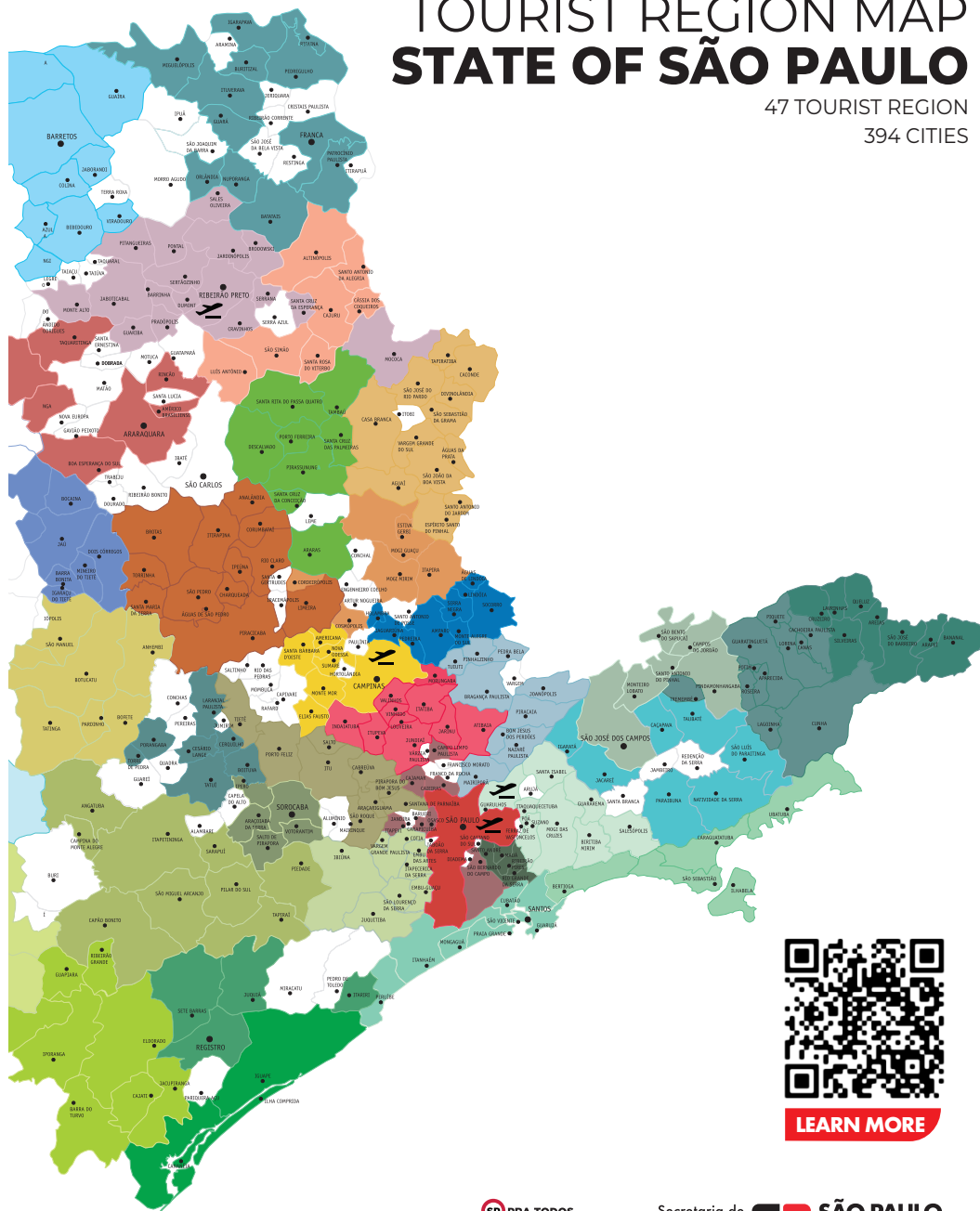




TOURIST REGION MAP STATE OF SÃO PAULO

47 TOURIST REGION

394 CITIES



Updated at: 03.08.2023



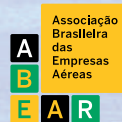
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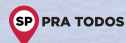
SÃO PAULO
GOVERNO DO ESTADO



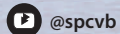
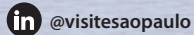
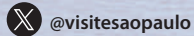
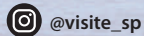
Viewpoints of Praia do Meio - Ken Chu



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