

SP IN 1 MINUTE - What's New and What's Next in São Paulo

CITY GEOGRAPHY

- **11.451.999 inhabitants** (IBGE)
- **7.528,26 inhabitants per km²** (IBGE)
- **Area of the territorial unit [2022] 1.521,202 km²** (IBGE)
- **32 sub-districts** (Prefeitura SP)
- **96 districts** (Prefeitura SP)

TRANSPORTATION

- **3 Bus Terminals (Tietê, Barra Funda, and Jabaquara)** (METRO SP)
- **The Tietê terminal has 89 platforms, 300 bus lines, 3,000 vehicles, serving 1,033 cities, with an average of 90,000 daily users** (TERMINAL) TIETÊ
- **12,000 buses for public transport** (SPTRANS)
- **31 municipal terminals** (SPTRANS)
- **1,300 lines** (SPTRANS)
- **91 subway stations** (METRO SP)
- **57 train stations** (CPTM)
- **34,000 taxis** (ADETAX)
- **563,000 app-based vehicles** (G1)
- **778.0 km of bicycle infrastructure** (CETESP)

ACCESS AND CONNECTIVITY

- 3 domestic Airlines
- 32 international Airlines
- 4 airports:
- Congonhas (CGH)
- Guarulhos (GRU)
- Viracopos (VCP)
- Campo de Marte (RTE)
- International Air Network
- May 2025: 3,399 takeoffs with 874,834 seats at 3 airports
(EMBRATUR)

ACCESSIBILITY

- **All subway stations are accessible** ([Metrô SP](#))
- **99% of the bus fleet in São Paulo is accessible** ([Prefeitura SP](#))
- **“ATENDE+” Free transportation for people with disabilities, 540 vans and 86 adapted taxis** ([Prefeitura SP](#))
- **1,352 accessible public facilities** ([Prefeitura SP](#))
- **812 locations have the “Architectural Accessibility Seal”** ([Prefeitura SP](#))



CULTURE AND LEISURE

- **33,810 restaurants offering 81 types of cuisine** ([SPTURIS](#))
- **São Paulo is the third best city in the world in the restaurant category, behind only Tokyo (Japan) and Seoul (South Korea)** ([ABRASEL](#))
- **The favorite specialties of São Paulo residents are pizzerias, followed by hamburger joints and Italian restaurants** ([Folha SP](#))
- **30,000 bars** ([Folha SP](#)) **and 300 nightclubs** ([CNN BRASIL](#))
- **190 shopping malls** ([Gazeta SP](#))
- **119 parks** ([Prefeitura SP](#))
- **119 theaters and 124 museums** ([Prefeitura SP](#))
- **106 libraries** ([G1 SP](#))
- **São Paulo receives the title of “Best Gastronomic Destination” from the Travel and Tourism Award** ([Grupo Abril](#))

Accommodation

- **São Paulo has 396 hotels** ([SPTURIS](#))
- **38,000 accommodation units in total** ([SPTURIS](#))
- **72 hostels** ([SPTURIS](#))
- **Hotel in São Paulo voted best in South America for the second consecutive year in 2024** ([CNN BRASIL](#))
- **São Paulo voted one of the 100 best cities in the world, according to the “The World’s Best Cities” ranking for 2025** ([São Paulo Secreto](#))

- **479 Basic Health Units (UBSs) and 33 Emergency Care Units** (Folha SP)
- **99 State Hospitals and 121 Municipal Hospitals** (TCE SP)
- **216 Mental health facilities** (Folha SP)
- **102 Psychosocial Care Centers - Caps** (Folha SP)
- **24 Institutions accredited by JCI** (JCI)
- **Hospital Israelita Albert Einstein is ranked as the 22nd best hospital in the world** (EINSTEIN)
- **Butantan Institute submits its own tetravalent live attenuated dengue vaccine for approval by the National Health Surveillance Agency** (BUTANTAN)
- **Butantan Institute inaugurates new vaccine production plant in São Paulo, with capacity to produce at least 100 million doses per year.** (BUTANTAN)
- **The City of São Paulo signs a partnership with the Federal University of Minas Gerais (UFMG) for technical and financial support for the development of Calixcoca, a vaccine against crack and cocaine addiction that won the 2023 Euro Innovation in Health Award.** (CIDADE SP)



SECURITY

- **93,802 Military Police Officers** ([Folha SP](#))
- **6 Police Stations for Tourist Assistance**
- **40,000 Security Cameras** ([Folha SP](#))
- **4.451 GCSM** ([G1 SP](#))

EDUCATION

- 36 Federal Institutes of Education, Science and Technology of São Paulo (IFSP), two of which are located in the state capital ([IFSP](#))
- 228 State Technical Schools – ETEC in the state ([IFSP](#))
- 83 São Paulo Technology Colleges – FATEC in the state, eight of which are located in the capital ([FATEC](#))
- University of São Paulo – USP is voted the best university in Latin America by CWUR ([CNN](#))
- São Paulo is home to the 3 best universities in the country ([EXAME](#))
- USP rises to become one of the 200 best in the world in the Times Higher Education ranking ([USP](#))
- PUC-SP is the best private university in Brazil in terms of teaching quality ([PUC](#))



ECONOMY

- The city is the 17th richest in the world and the largest capital in Latin America (Prefeitura SP)
- B3 - The largest stock exchange in Latin America, with approximately 5 million investors. (Folha SP)
- São Paulo is home to the country's largest economy, with a GDP of R\$3.5 trillion. (BBC)
- It contributes 9.20% of Brazil's Gross Domestic Product (GDP). (IBGE)
- Tourism in São Paulo generates R\$315 billion, representing 10% of the state's GDP, with 45,000 new formal jobs in 2024. (MERCADO E EVENTOS)
- There are 2,329,613 active companies in São Paulo (Governo BR)
- São Paulo will exceed 500,000 active companies in the hotel, bar, and restaurant sector in 2024 (M&E)
- São Paulo is the city that received the most travelers in Brazil in 2023, with entertainment being one of the main reasons for the demand (BRAZTOA)
- It hosts 75% of the Brazilian trade fair and business market (O GLOBO) - generating R\$ 22.2 billion in revenue for the capital's economy and R\$ 1.1 billion in ISS (service tax) in 2024. (BRAZIL ECONOMY)

NUMBER OF VISITORS STATE AND CAPITAL CITY/REASON FOR TRAVEL

- **49 million tourists in the state** (MERCADO E EVENTOS)
- **35 million tourists in the city of São Paulo alone** (PANROTAS)
- **Average length of stay for domestic tourists is 3 days** (SPTURIS)
- **Average daily expenditure of a domestic tourist is R\$ 346.25** (SPTURIS)
- **Average length of stay for an international tourist is 4 days** (SPTURIS)
- **Average daily expenditure of an international tourist is R\$ 931.03** (SPTURIS)
- **Domestic business and event tourists: 92.3% are motivated by business/7.7% are motivated by events** (SPTURIS)
- **Domestic culture and leisure tourists: 42.0% visit Paulista Avenue/73.1% frequent bars and restaurants in the city.** (SPTURIS)



TOURISM AND DATA EMBRATUR

- Brazil received 32,985,292 tourists between 2018 and 2024, with São Paulo leading in first place with 11,554,173, followed by Rio de Janeiro with 6,398,341 and Rio Grande do Sul with 4,731,448. (EMBRATUR)
- In 2024, São Paulo recorded the best performance, with a total of 6,773,619 tourists received. In 2025, so far, 807,030 tourist arrivals have been recorded. (EMBRATUR)
- The largest suppliers of tourists to São Paulo in 2025 are: 1st place - Argentina (147,734 tourists), 2nd place - United States (127,368 tourists), and 3rd place - Chile (59,192 tourists). Most arrivals (98.54%) were by air, and 1.46% by sea. (EMBRATUR)
- In 2025, there will be 10,450,493 seats available from January to July, with 43,965 flights expected. (EMBRATUR)
- Embratur launches a new Data Portal, which provides a range of information such as traveler trends to different states in Brazil and international flight networks. (EMBRATUR)
- Highlight: In 2024, the Federal Government launched the International Tourism Acceleration Program (PATI), run by the Brazilian Agency for International Tourism Promotion (Embratur) with funds from the National Civil Aviation Fund (FNAC), with the aim of inviting airlines and airports to launch new international flights to Brazil. (EMBRATUR)

What's New and What's Next in São Paulo

Access and Connectivity

- In 2024, the São Paulo State Government began moving its administrative headquarters, located in Morumbi, to the Campos Elíseos neighborhood in the city center, along with all its secretariats. The project involves the construction of 12 buildings for the governor's office and his secretariats, as well as more than 6,000 homes in the central region of the city, 55% of which will be for low-income people. Completion is expected by 2030. (SP GOV)
- The Federal Government of Brazil launched in 2024 the International Tourism Acceleration Program (PATI), run by the Brazilian Agency for the International Promotion of Tourism (Embratur) with resources from the National Civil Aviation Fund (FNAC). The aim is to invite airlines and airports to launch new international flights to Brazil, as well as presenting proposals for investment in promoting these new flights, with Embratur providing partial funding for the promotional actions. (Embratur)
- Visit São Paulo Convention Bureau (VSPCB), the Brazilian Association of Airlines (ABEAR) and the São Paulo State Department of Tourism and Travel (SETUR) launched in 2024 the campaign “Stop Over SP / Topo Ver SP”, developed in association with Rino & Partners, which encourages travelers to extend their stay in São Paulo for up to three days at no additional cost. (VISITE SP)
- Planned for late 2025, People Mover at São Paulo/Guarulhos International Airport (GRU) will directly connect the airport to the metro-rail system of the city of São Paulo. (GOV BR)

What's New and What's Next in São Paulo

Access and Connectivity

- Planned for the first semester 2026, the Guarujá Airport will mark a new phase for tourism on the coast of the state of São Paulo. ([GOV BR](#))
- Planned for 2026, a stretch of Line 17-Gold of the metro will connect São Paulo/Congonhas Airport (CGH) to the metro-rail system of the city of São Paulo. ([METRO SP](#))
- With the first stretch scheduled for 2026, Line 6-Orange of the metro will be a historic engineering milestone in the city of São Paulo, crossing the Tietê River underground to connect the city's central-western region, with stops at several universities. ([LINHA UNI](#))
- Planned for 2028, the renovation of Congonhas Airport (CGH), managed by Aena Brasil, will bring several improvements. Among them: expansion of the passenger terminal area, which will be doubled; increase in the number of boarding bridges and baggage carousels; creation of direct access to the metro station; expansion of the commercial area, including new stores, restaurants, offices etc. ([AENA](#))
- Projected for 2028, São Paulo City Hall develops two lines of Light Rail Vehicle (VLT), Bonde São Paulo, along with green corridors in the city center together with the private sector. ([CIDADE SP](#))

What's New and What's Next in São Paulo Access and Connectivity

- Scheduled for 2029, the Santos-Guarujá tunnel will connect two of the main urban centers on the coast of São Paulo. [\(GOV SP\)](#)
- Scheduled for 2032, the North Axis of the Intercity Train (TIC) will connect the two largest cities in the state of São Paulo, São Paulo and Campinas, in a journey of approximately one hour. [\(GOV SP\)](#)
- In planning, auctions for the concession of the future West, East and South Axes of the Intercity Train (TIC) will inaugurate a new stage of broad connectivity in the state of São Paulo. [\(GOV SP\)](#)
- Planned for launch in 2032, the High-Speed Train (TAV) will make the trip between São Paulo and Rio de Janeiro in under two hours. [\(EXAME\)](#)

What's New and What's Next in São Paulo

Access and Connectivity

- Inaugurated in 2024, the first Innovation District in the state of São Paulo aims to foster synergy among its members and promote collaboration across universities, companies, research institutes, funding institutions, startups and other bodies. Its seven constituent members are: the University of São Paulo (USP), the Butantan Institute, the Nuclear and Energy Research Institute (IPEN), the Technological Research Institute (IPT), the São Paulo State Research Foundation (FAPESP), the Municipality of São Paulo, and the State Government of São Paulo. ([Distrito de Inovação](#))
- In 2025, Visit São Paulo Convention Bureau (VSPCB) launched the “Made in SP” manifest and brand to highlight products, services, and experiences that embody the state's identity and excellence. The initiative promotes authentic creations from São Paulo’s diverse regions, reinforcing local pride and encouraging sustainable economic development. ([Visite SP](#))
- InvestSP, the São Paulo Agency for the Promotion of Investment and Competitiveness, has expanded its operation to broaden the outreach of products and services offered by São Paulo's private sector by opening international offices in Shanghai, Dubai, Munich and New York. ([INVEST SP](#))
- Desenvolve SP, the São Paulo State Government's development agency that grants credit to micro, small and medium-sized companies in São Paulo, has announced an Agribusiness Investment Fund aimed at small and medium-sized producers. The fund has an initial capital of R\$ 500 million (USD 90 million).

([Desenvolve SP](#))

What's New and What's Next in São Paulo Development

- Embratur has launched a new Data Portal, which provides information such as traveler trends to different Brazilian states and the country's international air network. ([Embratur](#))
- Brazilian Institute of Information in Science and Technology (Ibict) and National Union of Conventions & Visitors Bureaus and Destination Entities (Unedestinos) have formalized a partnership to develop the Events Tourism Observatory 'Destino Brasil'. The aim is for its virtual platform, already online, to be a focal point for information on the events sector in Brazil. ([GOV BR](#))
- São Paulo State Government has joined the UN's “Race to Zero” and “Race to Resilience” campaigns, aimed at reducing greenhouse gas emissions and climate resilience. ([GOV SP](#))
- University of São Paulo (USP) has established partnership with São Paulo State Government, Shell Brasil, Hytron, Raízen, Toyota, Hyundai and Senai for research and production of green hydrogen from sugarcane ethanol. The first station, constructed at USP by its Research Centre for Greenhouse Gas Innovation (RCGI), is being tested to supply university buses. ([USP](#))

What's New and What's Next in São Paulo Development

- Production of electricity from photovoltaic solar sources in the state of São Paulo goes from 0% in 2018 to 9% in 2023, making São Paulo the Brazilian leader in solar energy production. The outlook is for further development with the recent installation of Brazil's largest floating solar plant. It should be noted that 61% of the electricity produced in the state of São Paulo comes from hydroelectric sources. ([SEMIL](#))
- The National Institute for Space Research (INPE), based in São José dos Campos, SP, is acquiring a new supercomputer, which will be installed in Cachoeira Paulista, SP, with the intention that it will be powered by solar energy from a plant to be built. ([GOV BR](#))
- In partnership with the People's Republic of China, INPE has announced the development of the first geostationary satellite produced in Brazil, which will be used for meteorological monitoring to prevent adverse climatic events. ([GOV BR](#))
- The largest and most complex scientific infrastructure ever built in Brazil was inaugurated in Campinas, SP: Sirius, the synchrotron light particle accelerator, built to study the atomic and molecular structure of different substances. ([CNPq](#))

What's New and What's Next in São Paulo Development

- The Orion Complex, Latin America's first biosafety level 4 laboratory (BSL-4) under construction in the city of Campinas, SP, right beside the Sirius particle accelerator. Its aim will be to study and manipulate highly transmissible pathogens. ([CNPEM](#))
- Under construction, the Brazilian Multipurpose Reactor (RMB), a state-of-the-art nuclear reactor to be built in Iperó, SP, will make Brazil self-sufficient in inputs to produce radiopharmaceuticals. ([GOV BR](#))
- Brazilian Association of the Semiconductor Industry (ABISEMI) announces that the sector plans to invest R\$ 24.8 billion (USD 4.46 billion) by 2035 in expansion, exports, and innovation. The move aligns with the Federal Government's Brazil Semiconductors Program and Mission 4 of the New Industry Brazil (NIB) program, which allocates R\$ 186 billion (USD 33.45 billion) for the digital transformation of the Industry. São Paulo stands out in the sector, with companies such as Zilia Technologies, based in Atibaia, SP, expanding their global presence. ([ABISEMI](#))
- Butantan Institute has inaugurated new vaccine production plant in São Paulo, with capacity to produce at least 100 million doses a year. ([Butantan](#))

What's New and What's Next in São Paulo Development

- Butantan Institute's live attenuated tetravalent dengue vaccine (Butantan-DV) has been approved by the National Health Surveillance Agency (ANVISA) for distribution starting in 2026. ([Butantan](#))
- São Paulo City Hall has signed partnership with the Federal University of Minas Gerais (UFMG) to provide technical and financial support for the development of Calixcoca, the groundbreaking vaccine against crack and cocaine addiction that won the 2023 Euro Health Innovation Award. ([UFMG](#))
- University of São Paulo has inaugurated the National Center for Research and Innovation in Mental Health (CISM), which aims to develop tested mental health solutions to be disseminated throughout the country and adopted as public policies. ([USP](#))
- São Paulo City Hall and State Government of São Paulo have inaugurated the Woman's Hospital (Hospital da Mulher) in the city center, the largest specialized gynecological center in Latin America and one of the largest in the world. ([Hospital da Mulher](#))

What's New and What's Next in São Paulo Experiences

- The Vai de Roteiro Program was created by the São Paulo Municipal Tourism Office (SMTUR), which offers free guided tours of the city's regions. ([CIDADE SP](#))
- New tourist itineraries from the São Paulo State Department of Tourism and Travel (SETUR) were launched, such as the “Maturity Tourism Guide”, aimed at the 60+ public, the “Halal Tourism Guide”, aimed at the Islamic public, and the “Afrotourism SP” set of itineraries and attractions of Afrotourism in the State of São Paulo. ([SETUR SP](#))
- In new version of the Visit Brasil portal, Embratur presents releases of tourist attractions in the state of São Paulo. ([VISIT BRASIL](#))
- São Paulo has become host of the E-Prix of the ABB FIA Formula E World Championship. ([FIA](#))
- GL Events Brasil has reopened event spaces in the Anhembi District: the largest convention center in Latin America. ([CBN](#))
- Planned for 2027, the future Aerospace Museum of São Paulo (MAPA) by the Brazilian Air Force (FAB), to be the largest of its kind in Latin America, will be located by the RTE Campo de Marte Airport. ([TERRA](#))

What's New and What's Next in São Paulo Experiences

- **Cidade Matarazzo, a complex near Avenida Paulista with restaurants, fashion stores, theater, concert venues, nature and the Rosewood São Paulo hotel, has been inaugurated.** ([CIDADE MATARAZZO](#))
- **The new building of the São Paulo Museum of Art (MASP) has been inaugurated, expanding the space for exhibiting its collection and traveling shows.** ([MASP](#))
- **Roda Rico, the largest Ferris wheel in Latin America, has been inaugurated in Cândido Portinari Park, located next to Villa-Lobos Park.** ([RODA RICO](#))
- **Ipiranga Museum - USP, which celebrates Brazil's Independence and the History of São Paulo, has reopened after renovation with twice the old exhibition area and more accessible.** ([MUSEU DO IPIRANGA](#))
- **Work is underway to integrate and modernize the São Paulo Zoo, Simba Safari and Botanical Garden.** ([VEJA SP](#))
- **Under construction in the Berrini region, the Usina São Paulo commercial complex will cross the Pinheiros River and promises to offer spaces for events, restaurants, stores, office space and a cultural area.** ([FORBES](#))

What's New and What's Next in São Paulo Experiences

- **The Town:** one of the world's biggest music festivals has been launched in São Paulo. ([The Town](#))
- The first visitation plan for ethno-tourism outside the Amazon region was approved by the government for the Tenondé Porã Indigenous Land, located within the São Paulo Ecotourism Hub, which comprises 28% of the municipality's territory and offers several tourist circuits that combine nature, rurality, culture, and leisure. ([POLO DE ECOTURISMO](#))
- VSPCB, SETUR, the Brazilian Association of Airlines (ABEAR), UNESCO and Google have launched the “Atlantic Forest South-East Reserves, Brazil” campaign with images of the region and tips on the attractions of the protected areas that make up one of the greatest biodiversities on the planet. ([SEMIL](#))
- The Berrini region gains a new event space: the Usina São Paulo commercial complex, with restaurants, stores, office space, and a cultural area. ([FORBES](#))



Material produced by the information and events team. Please contact informação@visitesaopaulo.com for questions. Data updated in August 2025.

Photo by Mavinho Acoroni