

SÃO PAULO

A Journey Through Brazil's
Vibrant Heart



By flight3010

Where to Stay



Emiliano São Paulo

- Understated Brazilian luxury with contemporary design.
- Prime location in Jardins near shops and dining.
- Member of Small Luxury Hotels, ensuring boutique excellence.



Fasano Hotel São Paulo

- Iconic Fasano hospitality with refined service.
- Located in Jardins, steps from upscale boutiques.
- About 60 rooms, offering an intimate, elegant stay.

Where to Stay



Rosewood São Paulo

- Ultra-luxury hotel located in Cidade Matarazzo complex
- Not located in the most convenient area for first-time visitors .
- Best suited for business travelers .
- Stylish Cafe and social spaces popular with locals and travelers



W São Paulo

- Stylish luxury design with bold contemporary interiors.
- Prime location near Avenida Paulista and cultural attractions.
- located close to São Paulo's financial district.
- Surrounded by restaurants, cafés, all within walking distance.

Jardins, Oscar Freire

São Paulo's Premier Luxury Street



Atmosphere

Upscale and fashionable street — the best area to stay and the heart of high-end retail in São Paulo.

🛍️ Shopping

- Iguatemi Shopping Mall
- Shops Jardins Mall
- Brazilian fashion brands

🍴 Restaurants & Cafés

- MOMA JARDINS – Modern Mamma Osteria
- A Figueira Rubaiyat
- Restaurante Arabia
- Fogo de Chão Jardins
- Café Habitual (Turkish Breakfast)

Avenida Paulista

The Iconic Cultural Boulevard



Atmosphere

São Paulo's most iconic avenue and a central hub for culture, business, and city life.

⌚ Shopping

- Shopping Cidade São Paulo
- Shopping Pátio Paulista
- Shopping Center 3

➡ Culture & Activities

- Museu de Arte de São Paulo (MASP)
- Street performers & cultural events

Vila Madalena & Pinheiros

The Bohemian Soul of São Paulo



Atmosphere

Creative, walkable neighborhoods blending street art, specialty coffee, and a vibrant contemporary lifestyle in São Paulo.

⇨ Culture & Shopping

- **Beco do Batman** : Street art & creative spaces
- Concept stores & creative boutique

🍴 Coffee & Breakfast

- Coffee Lab
- Um Coffee Co
- Futuro Refeitório
- Levena SP
- KOF – King of The Fork
- ORIBA – Pinheiros

Vila Olímpia & Itaim

Modern Lifestyle District



Atmosphere

Modern, business & lifestyle district — where sophistication meets energy.

⌚ Culture & Shopping

- Shopping Vila Olímpia
- JK Iguatemi shopping mall
- Teatro Santander : A modern cultural theater venue (show)

🍴 Restaurants & Cafés

- Cala del Tanit
- Assador Restaurant
- locale Caffe
- Raus Café
- Dengo Chocolates | Fábrica de Dengo



Japanese in São Paulo

The largest Japanese community outside Japan

Liberdade District

The heart of Japanese culture in São Paulo, known for its lantern-lined streets, Asian shops, and authentic eateries.

Feira da Liberdade

A weekend market offering Japanese street food, along with handmade crafts and souvenirs.

Japan House São Paulo

A contemporary cultural center on Paulista Avenue showcasing modern Japan through art.

Museu Histórico da Imigração

A museum documenting over a century of Japanese immigration to Brazil.

Lamen Kazu

One of the most popular ramen spots in Liberdade, famous for its authentic flavors.

Mercado Municipal de São Paulo

Historic public market in São Paulo



Atmosphere

Feels authentic, colorful, and deeply connected to Brazilian food culture

Key Information

- Located in Central São Paulo (Centro Histórico)
- Best time to visit morning to early afternoon
- Vendors often offer free tastings
- You will see fruits you've never seen in your life
- Watch personal belongings due to crowds

São Paulo Urban Parks



Parque Ibirapuera

Overview

- One of São Paulo's most important urban parks
- Major green space and cultural center in the city

Activities

- Walking, jogging, and cycling paths
- Large areas for relaxing and picnics

Culture & Nature

- Home to key cultural buildings by Oscar Niemeyer
- Museums and exhibition spaces (MAM, Oca, Afro Brasil)
- Japanese Pavilion with a traditional garden
- Lakes, trees, and birdlife within the city



Parque Villa-Lobos

Overview

- Modern urban park, popular with families and sports lovers
- Located in Alto de Pinheiros, western São Paulo

Activities

- Wide, flat paths for cycling, skating, and walking
- Dedicated jogging trails & public sports courts

Culture, Family & Nature

- Villa-Lobos Library: modern public library with reading spaces
- Orchidarium (Ruth Cardoso) & Open-air amphitheater
- Safe children's playgrounds, lawns for picnics
- Large green areas and quiet wooded zones for relaxation



Praça das Artes – Embu das Artes

Traditional Arts & Crafts Destination



Atmosphere

Artistic, traditional & relaxed, a charming escape from the city.

Shopping

- Handicrafts & local art markets

Culture

- Art galleries & cultural spaces

Activities

- Weekend fairs & traditional crafts

Restaurants in São Paulo

Culinary Excellence Awaits



Quintal deBetti

A modern Brazilian steakhouse known for premium cuts, wood-fire grilling, and a relaxed yet refined atmosphere



Alyah Restaurante

A well-known Lebanese restaurant in São Paulo offering authentic Middle Eastern cuisine, generous portions



Famiglia Mancini Trattoria

A classic Italian trattoria located on the charming Rua Avanhandava in São Paulo, It is well suited for large groups

Day Trip from São Paulo

Holambra

Distance

148 km | around 2:00 hours by car

Highlights

- Famous Dutch-style town
- Known as the "City of Flowers"

Things to Do

- Walk through colorful flower fields (Seasonal)
- Explore Dutch architecture and traditional windmills
- Stroll along Boulevard Holambra
- Visit Museu Histórico de Holambra
- Relax at Parque Van Gogh
- Try traditional Dutch stroopwafels



Short Escapes from São Paulo

Fazenda Dona Carolina

The Vibe

A beautifully restored 19th-century coffee plantation (est. 1872) turned into a refined historic hotel..

Why Visit

- Experience an authentic historic Brazilian coffee plantation
- Enjoy a peaceful countryside retreat close to São Paulo
- Immerse in nature with horseback riding, walking trails, and outdoor activities
- Relax with spa treatments and wellness facilities
- Ideal for romantic getaways, refined weekend escapes, and family nature stays



Short Escapes from São Paulo

Porto Feliz / Sorocaba

The Vibe

Ultra-private countryside living with equestrian estates, gated communities, and a discreet elite clientele.

Why Visit

- Complete relaxation and privacy
- Championship golf courses
- Horseback riding in a serene, secure environment

Best Luxury Stay

Hotel Fasano Boa Vista

A modern architectural masterpiece by Isay Weinfeld, featuring a private lake, championship golf course, and the iconic Fasano hospitality and gastronomy.



Short Escapes from São Paulo

Campos do Jordão — Mountain Elegance

The Vibe

Known as the “Brazilian Switzerland,” this high-altitude retreat is the winter escape of São Paulo’s elite.

Why Visit

- Alpine-style architecture
- Fine dining, fondue, and artisanal chocolate boutiques
- Crisp mountain air and tranquil surroundings

Best Luxury Stay

Botanique Hotel Experience

Widely regarded as one of Brazil’s finest luxury hotels, focusing on post-luxury, silence, holistic spa experiences, and locally sourced gourmet cuisine.



Short Escapes from São Paulo

Ilhabela — Tropical Island Escape

The Vibe

A volcanic island blanketed in Atlantic rainforest, celebrated for yachting culture, waterfalls, and dramatic natural scenery.

Why Visit

- Jungle trails and hidden waterfalls
- Luxury beach clubs and refined seafood dining
- A perfect balance of nature and sophistication

Best Luxury Stays

- DPNY Beach Hotel & Spa
- Casa Di Sirena Ilhabela



Short Escapes from São Paulo

Paraty - Colonial Charm by the Sea

The Vibe

A UNESCO World Heritage town where lush rainforest meets the sea, featuring beautifully preserved 18th-century colonial streets.

Why Visit

- Rich cultural heritage and arts scene
- Prestigious literary festivals
- Private boat tours to secluded turquoise bays

Restaurants

- Bendita's Restaurante
- Quintal da Vó Hamburgueria Artesanal

Hotels

- Sandi Hotel
- Boutique Hotel Carpe Diem



Iguazu Falls - Brazilian Side

Majestic Natural Wonder

Getting There (By Air)

- Fly to IGU (Foz do Iguaçu) via São Paulo.
- Best airline: GOL Airlines

Hotel

- Hotel das Cataratas, A Belmond Hotel

Top Restaurants

- **Itaipu Restaurant** : Elegant fine dining, Brazilian & international
- **Le Mir Comida Árabe** : Refined Arabic cuisine, authentic.
- **Rafain Churrascaria Show**: with Latin folklore show.

Experiences

- **Helisul Experience** : Full aerial view .
- **Macuco Safari** : Jungle + boat ride under the falls.
- **Parque das Aves** : Immersive bird sanctuary.
- **Marco das Três Fronteiras** : Iconic viewpoint where Brazil, Argentina, and Paraguay meet at one spot.



Safety Tips When Visiting São Paulo

Better Safe Than Sorry

- Do not wear gold or expensive jewelry.
- Avoid carrying designer bags or anything that looks valuable.
- Use a simple, secure bag that is hard to snatch.
- Do not walk around at night, especially in quiet or unfamiliar areas.
- During the day, using Uber is generally safe and recommended.
- At night, always ask the hotel to arrange a taxi for you.
- Avoid using your phone on the street, especially near traffic.
- Always be alert and aware of your surroundings.
- Keep car windows closed, and doors locked when stopped at traffic lights or in traffic.
- LATAM Airlines may cancel your booking and reschedule it to the following day of your original flight.