

## **São Paulo is hosting the 2014 World Cup opening ceremony**

The capital of São Paulo will be the stage of one of the world's most noteworthy events in 2014, the FIFA World Cup Opening Ceremony. The event will take place in the São Paulo Arena, stadium under construction in the East side of the city. The space will also host five other matches during the championship, among them, one of the semifinals.

The stadium, which is only a 500-meter distance from a subway station, will have a capacity for 65 thousand spectators. There will be 120 box seats, 40 of them are special, accommodating 90 people, six thousand upper chairs under rooftop cover, 10 thousand numbered chairs under rooftop cover, restaurants and 3,500 parking spaces.

The tourists in São Paulo can also watch the matches in Fan Fests, events created by FIFA in the 2006 World Cup, in Germany, with live broadcasts in high-resolution screens, and thematic presentations in public venues. In addition, several pubs across the city are also going to broadcast the matches.

The city, which is used to host important events, has all infrastructure required to receive over 500 thousands tourists expected for the World Cup.

### **Accommodation**

São Paulo boasts one of the largest and most qualified hotel network of Brazil, which comprises 410 hotels, offering a total of 42 thousand rooms. Major international chains such as Hyatt, Hilton, Marriott, Renaissance, Sofitel, Meliá, Radisson contend for customers, together with exclusive options such as Fasano, Emiliano or Unique, which are sophisticated and customized "boutique hotels".

The city has also 52 hostels, which are also known as youth hostels, which are more affordable accommodation options, and they are an increasingly sought after alternative by tourists, especially by young people and foreigners.

### **How to get to São Paulo**

The Hub of Latin America and the gateway to Brazil, the Greater São Paulo has three airports: Congonhas (for domestic flights), Guarulhos, and Viracopos (international flights), in addition to Campo de Marte, for charter flights and helicopters.

There are also two large interstate bus terminals, and a 22-thousand kilometer highway network that connects the city to the whole countryside area, the coast of the State and four other states.

São Paulo has direct flights to all cities hosting the 2014 World Cup. The capital of São Paulo is accountable for 56,87% of flights originating in Brazil to international destinations, being connected by direct flights with 48 destinations served by 31 airlines.

## Food

With over 12.5 thousands of restaurants with 52 different types of cuisine, the gastronomy of São Paulo introduces the Brazilian cuisine and others from different countries across the globe. There are German, Arabic, Chinese, Spanish, Greek, Indian, Japanese, Jewish, Moroccan, and Thai restaurants, and the typical Brazilian cuisine, with *Feijoada*, barbecue, the cuisine of the States of Minas Gerais and Bahia, and the traditional pizza.

São Paulo has also the world's fourth best restaurant, located in Jardins, and some typical Brazilian establishments, such as *churrascarias rodízio* [[all-you-can-eat meat](#) buffet], where waiters serve varied premium meat cuts during the whole service period.

## Commuting

São Paulo's transportation network covers 72 kilometers of subway lines with 62 stations, 260 kilometers of train lines with 89 stations and 15 thousand buses, 7.5 thousands are adapted for people with disabilities. The taxi fleet has over 33 thousands vehicles, and there are more than 500 helicopters.

## Cultural Attractions

For those coming to São Paulo, it's also possible to enjoy the wide variety of leisure and entertainment attractions. The cultural center of Latin America, the metropolis has 160 theaters, 110 museums, 260 movie screens, 88 libraries, and 40 cultural centers, in addition to a number of popular parties and 900 street fairs.

## Creative city

São Paulo falls within the creative city concept, as it encompasses innovative and ground-breaking, global and typical values, besides featuring a rich cultural manifestation.

## Nature

São Paulo impresses through its large extension of green areas. At the extreme South of the city, for instance, it is located two Environmental Protection Areas (APAs), which account for 1/5 of the city territory. São Paulo has also 70 parks spread across the city, totaling 25 million square meters of green area.

## Diversity

The cities' 11 million inhabitants come from 70 different nationalities. This diversity which reflects on the culture and entertainment of the city found in museums, restaurants, fairs, popular events and stores where the customs and different ethnicities are present.

Learn more about São Paulo and its tourism infrastructure on [www.cidadedesapaulo.com](http://www.cidadedesapaulo.com). And to obtain route options in the city or even suggestions of one-day tour, visit [www.fiquemaisumdia.com.br](http://www.fiquemaisumdia.com.br).

### **SP Tourism Figures**

São Paulo receives over 12 million tourists per year, of whom 14,7% are foreigners, (mostly from the US, Argentina, Germany, Spain and France) and 85,3% are Brazilian (mostly from the countryside of São Paulo, Rio de Janeiro, Minas Gerais, Paraná and Rio Grande do Sul). The visitors stay for an average of 3 days in the city and spend an average of 1403,93 during their staying. The main purposes of their visits are: Business (57,3%), Events (18,7%), Leisure and Entertainment (9,9%), Studies (5,9%) and Health care (3,3%).