

Masp is the most sought after tourist spot for tourists



Masp. Photo: Caio Pimenta/ SPTuris.

Founded in 1947, the Art Museum of São Paulo (MASP), in 2013, achieved the rank of most sought after tourist spot for foreign and Brazilian tourists who come to the São Paulo capital.

With daily visits of almost 2,500 people, Masp brings together, at Avenida Paulista, one of the main collections of Latin America, with works by artists such as Monet, Van Gogh, and Cézanne.

A survey conducted by the São Paulo Tourism Observatory (municipal tourism and events company) was answered by 4,817 tourists. Masp was sought by 14.5% of foreign visitors and 26% of Brazilian visitors.

Ibirapuera Park, Avenida Paulista, and Municipal Market also are among the five most frequently mentioned places by tourists.

Check the list below with the Top 5 most sought after places:

Foreign visitors:

Masp: 14.5%

Ibirapuera Park: 11.30%

Avenida Paulista: 10.7%

Municipal Market: 8.4%

City Centre: 7.1%

Brazilian visitors:

Masp: 26%

Municipal Market: 10.4%

Ibirapuera Park: 9.1%

Museum of the Portuguese Language: 3.9%

Avenue Avenida: 3.7%

Service:

Masp

Business hours: Tuesday thru Sunday, from 10 a.m. to 06 p.m.

Address: Av Paulista, 1578 – Bela Vista.

Admission fee: R\$ 15. On Tuesdays, admission is free.

Tel.: (11) 3251-5644.

www.masp.art.br