

São Paulo is voted as The Best Destination in Brazil



TripAdvisor Travelers' Choice Destinations listed the top destinations in 40 different countries. Brazil has 12 cities amongst the best in South America.

São Paulo, April 8th, 2014 –TripAdvisor®, the world's largest travel site*, today announced the winners of its Awards Travelers' Choice Destinations. The sixth annual award honor nearly 500 destinations in 40 different countries. São Paulo was voted as the best destination in Brazil. Among the South America Top 25 winners, Brazil has 12 cities.

"If you're looking for trip inspiration, look no further than the Travelers' Choice Destinations," said Barbara Messing, chief marketing officer for TripAdvisor. "Our global travelers are the tastemakers for uncovering the best places to visit around the world."

Travelers' Choice Destinations honor top travel spots worldwide based on millions of valuable reviews and opinions from TripAdvisor travelers. Award winners were determined using an algorithm that took into account the quantity and quality of reviews and ratings for hotels, attractions and restaurants in destinations worldwide, gathered over a 12-month period.

"Great news for São Paulo. This kind of award shows that we are on the right track", says Wilson Poit, Municipal Secretary of Tourism and Chairman of São Paulo Turismo (SPTuris, the official tourism board of the city of São Paulo). Poit will receive the award in person on Thursday, 10th, at the headquarters of SPTuris.

TripAdvisor provides information about 3,800 Brazilian hotels, 277.000 restaurants and 10,500 attractions. Those reviews and opinions help to define the profile of many Brazilian cities. Below some interesting trends, according to TripAdvisor's users, about the city of São Paulo, the best destination in Brazil:

To eat:

- Not a pizza place or an Italian restaurant, the best place to eat in São Paulo is an ... ice cream parlor. Bacio di Latte tops the list of dining options in the capital city. Perhaps this is explained by the high temperatures recorded in early 2014. January was the warmest month of the city since 1943, according to the National Institute of Meteorology

To stay:

- Business hotels... Saying that the hotels in São Paulo receive many business travelers, is nothing new. But the accommodations in the city are also demanded for those going on a romantic getaway. That is why four hosting among the top of the city according to the TripAdvisor Popularity Index has romantic packages that offer everything from champagne, fruit, chocolates and flower decoration in the bedrooms.

To do:

- Among the top 10 attractions of the city, six are cultural places such as the Municipal Theatre and the Museum of the Portuguese Language.

Below is the list of all Brazilian cities awarded with the Travelers' Choice Destinations along with their ratings:

Travelers' Choice Destinations South America winners – Brazilian cities

3. [São Paulo](#), São Paulo
4. [Rio de Janeiro](#), Rio de Janeiro
10. [Gramado](#), Rio Grande do Sul
11. [Salvador](#), Bahia
13. [Florianópolis](#), Santa Catarina
14. [Curitiba](#), Paraná
17. [Fortaleza](#), Ceará
19. [Natal](#), Rio Grande do Norte
20. [Trancoso](#), Bahia
21. [Jericoacoara](#), Ceará
22. [Belo Horizonte](#), Minas Gerais
23. [Búzios](#), Rio de Janeiro

Travelers' Choice Destinations Brazil – Top 10

1. [São Paulo](#), São Paulo
2. [Rio de Janeiro](#), Rio de Janeiro
3. [Gramado](#), Rio Grande do Sul
4. [Salvador](#), Bahia
5. [Florianópolis](#), Santa Catarina
6. [Curitiba](#), Paraná
7. [Fortaleza](#), Ceará
8. [Natal](#), Rio Grande do Norte
9. [Trancoso](#), Bahia
10. [Jericoacoara](#), Ceará

Para ver a lista completa das vencedoras do Travelers' Choice Praias 2014, assim como avaliações e fotos dos viajantes, acesse www.tripadvisor.com.br/TravelersChoice-Beaches.

Para ver os melhores hotéis de luxo, baratos e outros honrados no prêmio TripAdvisor Travelers' Choice Hotéis em Janeiro, acesse www.tripadvisor.com.br/TravelersChoice-Hotels

Sobre o TripAdvisor®

TripAdvisor® é o maior site de viagem do mundo*, possibilitando que os viajantes planejem e façam a viagem perfeita. O TripAdvisor oferece dicas confiáveis de viajantes reais e uma ampla variedade de opções de viagem e recursos de planejamento, além de contar com links ininterruptos para as ferramentas de reserva. Os sites do TripAdvisor juntos formam a maior comunidade de viagens do mundo, com mais de 260 milhões de visitantes por mês** em 2013 e mais de 150 milhões de avaliações e opiniões, cobrindo mais de 3,7 milhões de acomodações, restaurantes e atrações. Os sites operam em 37 países em todo o mundo, incluindo a China em daodao.com. O TripAdvisor também inclui o TripAdvisor for Business, um setor que se dedica a divulgar à indústria turística o acesso aos milhões de visitantes mensais do TripAdvisor.

TripAdvisor, Inc. (NASDAQ: TRIP) administra e opera sites sob domínio de outras 20 empresas de mídia de viagens. Dentre as empresas de mídia de viagens incluídas pelo TripAdvisor estão:

www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.jetsetter.com, www.niumba.com,

www.onetime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com,
www.travelpod.com, www.virtualtourist.com e www.kuxun.cn.

**Fonte: comScore Media Metrix para os sites do TripAdvisor, âmbito internacional, Dezembro de 2013*

***Fonte: Google Analytics, âmbito internacional*

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FONTE: TRIPADVISOR