

# **São Paulo will have free official tour guide**

*SPTuris will have a printed guidebook with main attractions of the city in Latin America WTM, fair of the sector of tourism which takes place next week in São Paulo*

Next week, from April 22 to April 24, the city of São Paulo will host, for the third consecutive year, the Latin American edition of the World Travel Market, which has been going on for more than 30 years in London and is considered one of the leading and most respected global tourism events. At the time, São Paulo Turismo (SPTuris, municipal company of tourism and events) will launch the Guide of the City of São Paulo, a complete and official material with all the major tourist attractions of the city of São Paulo.

The first version coming at the hands of the visitors to the fair will be in Spanish and, later, the English version will also be available in the Tourist Information Centers (CITs) scattered around town. The material is totally new and brings key information to visitors or residents of São Paulo who wish to enjoy the city as a tourist, with indications of lodgings, restaurants, bars, tour guide and sightseeing, useful telephone numbers, local currency, and a lot more.

In total, the 160-page guide offers information about 116 points of interest, subdivided by eight regions of the city. Moreover, it highlights a list of 10 suggestions for must-see attractions for those who are in town and interesting data on entertainment, culture, nightlife, shopping and gastronomy.

## **São Paulo at WTM**

São Paulo capital will have an exclusive space in Latin America WTM 2015 and it is where São Paulo Turismo and São Paulo Convention & Visitors Bureau will disseminate their actions with other members, such as Aprecesp (Association of Municipalities of the Resort Cities of São Paulo State), Guarujá Convention, HB Hotels and Maksoud Plaza Hotel.

In addition, SP Turis will promote a series of actions to receive visitors, exhibitors and the media in a very special way. Promotional material on São Paulo will be provided, city tour for hosted buyers (invited buyers) and international journalists who will be covering the event, in addition to an e-book, with all the cultural and leisure agenda for the period of April 11 to 30, thus meeting the professionals who will arrive earlier or will stay after the fair for other activities in the city.

In this year's edition, a Tourist Information Center (CIT) will also be installed near the entrance of the fair. In the space, there will be guides, maps and brochures of the city, in addition to bilingual professionals to serve all those who attend the event.

## **Tourism in the city of São Paulo**

São Paulo is the main tourist destination in Brazil. In 2014, it is estimated that the city has received more than 15 million visitors. The industry moves about BRL 10 billion per year and generates more than 400 thousand direct and indirect jobs. In 2014, it earned BRL 270 million in ISS (Service Tax) collection with Group 13 – considered that of tourism because it contains expenses with Packages, Lodging and Events.

### **Service:**

Place: Expo Center Norte – São Paulo

Date: from April 22 to 24

Working hours:

April 22, Wednesday: From 12 pm to 8 pm

April 23, Thursday: From 12 pm to 8 pm

April 24, Friday: From 12 pm to 6 pm

Address: Rua José Bernardo Pinto, 333 – Vila Guilherme – São Paulo, SP