

# São Paulo: the capital of business and great events

*Winner of important awards, the city is the Brazilian leader in business tourism and receives events traditionally known*

The city that does not sleep and which performs events every six minutes just only could be the leader of the country concerning business tourism, according to the Study of International Tourism Demand disclosed by the Ministry of Tourism. Last year alone, the city received 11.4 million of visitors motivated by business and events. The total amount of tourist was 15 million.

Capable to perform great and important fair, congresses and conventions, São Paulo is considered the Brazilian financial heart: supported by a wide commercial structure, by a great variety of places to receive great events, by the largest hotel industry of Brazil (42 thousand apartments available) and by the huge taxi fleet that provide services to officers, the Center of Tourism and Events (center for studies and researches of São Paulo Turismo) estimates that São Paulo capital receive, per year, over 90 thousand business events, which corresponds to 72% in comparison with those performed throughout the Brazilian territory.

## – Results in figures

In 2014, according to the survey performed by the Economic Research Institute Foundation (FIPE), the economic impact of business fairs for the capital was in the amount of 16.3 billion Reais.

According to the Guests' research within environment and Accommodations performed in the second half-year of 2013, by the Center of Tourism, the foreigner who comes to São Paulo due to business, stays on average 5.2 days in the capital, while the Brazilian tourist stays 2.7 days. The average cost of the foreigner tourist is in the amount of BRL 664, and the Brazilian tourist is in the amount of BRL 510.

## – Projects

According to the Center's survey, the tourist who comes to São Paulo for business, also looks for cuisine, shop and nightlife. SPTuris has developed, due to this type of public, the project "Fique Mais um Dia" (Stay One More Day), a guide with several options of leisure that may encourage the tourist to extend the stay in the town.

## – International Recognition

- 2012: recognized as leader to attract investments in Brazil by the FDI Intelligence.
- 2013: considered the best town to do business in Latin America, according to the international ranking of America Economia.
- 2014: considered the most influent worldwide metropolis of Latin America in the ranking of Chapman University and CSC of Singapore.
- Moved up 14 places in the ranking of the Doing Business report, of the World Bank.
- Received the IFEA World Festival & Event City award for being the destination that does not measure efforts to provide a favorable environment for successful events and festivals.

## – Traditional Events

In addition to business fair, São Paulo provides a wide **cultural programming throughout the year**. Among these events, there is Virada Cultural (24 hours of Culture), Virada Esportiva (24 hours of Sports), Brazilian Grand Prix Formula 1, International Motor Show, Biennial Book Fair, Street Carnival and Sambodromo, LGBT Pride, São Paulo Fashion Week, Illuminated Christmas and New Year's Eve at Av. Paulista. Not taking into account the hundreds national and international concerts in theaters throughout the town the whole year.