Sao Paulo Travel Guide

São Paulo: Latin America's Vibrant Metropolis

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Things to do in Sao Paulo

Museums & Galleries

São Paulo hosts some of South America's finest art institutions, from contemporary installations to classical masterpieces spanning centuries of artistic evolution.



Must See

MASP (Museu de Arte de São Paulo)

2-3 hours No Booking Needed

Map

Iconic modernist building showcasing **Latin American art** from colonial times to contemporary works. Features rotating exhibitions and a stunning rooftop garden overlooking Paulista Avenue. The museum's dramatic red pillars are a São Paulo landmark.



Must See

Pinacoteca do Estado

2-3 hours No Booking Needed

Map

Brazil's premier art museum located in the historic Luz neighborhood, housing over **9,000 artworks** including Brazilian paintings, sculptures, and contemporary installations. Beautiful neoclassical building with intimate gallery spaces.



Top Pick

Instituto Tomie Ohtake

1.5-2 hours No Booking Needed

Map

Contemporary art institution featuring **cutting-edge exhibitions** and installations by Brazilian and international artists. Known for experimental works and multimedia presentations in a striking modernist building.



Top Pick

Museu do Ipiranga

1.5-2 hours No Booking Needed

Map

Dedicated to Brazilian independence and historical artifacts, set in a **beautiful mansion** overlooking a green valley. Collections chronicle São Paulo's development and Brazilian national history from colonial period onward.

Tips for Museums & Galleries

- Many museums offer free hours on Sundays—plan accordingly to save on admission
- Avoid weekends if you prefer quieter galleries; weekday mornings are ideal

Landmarks & Monuments

São Paulo's iconic structures tell stories of colonial heritage, modernist vision, and contemporary ambition, anchoring the city's identity across centuries.



Must See

Catedral Metropolitana de São Paulo

45 minutes No Booking Needed

Map

Stunning **Gothic Revival cathedral** dominating Sé Square with Twin towers reaching 92 metres. Construction took 41 years; the interior features impressive stained glass windows and ornate decoration honoring Brazil's Catholic heritage.



Top Pick

Mosteiro de São Bento

1 hour No Booking Needed

Map

Benedictine monastery with **Neo-Romanesque architecture with Neo-Gothic elements.** Famous for its Gregorian chanting during services; visitors can experience authentic monastic traditions.



Top Pick

Pátio do Colégio

1 hour No Booking Needed

Map

Historic founding site of São Paulo (1554) where Jesuit missionaries established the city. The small patio showcases **colonial architecture** with a museum documenting São Paulo's origins and early development through period artifacts.



Notable

Monumento ao Bandeirante

45 minutes No Booking Needed

Map

The Monumento às Bandeiras is a granite sculpture by Victor Brecheret.**dynamic figures** representing exploration and settlement. Located in a scenic area with panoramic city views and surrounding gardens.

Tips for Landmarks & Monuments

- Combine Catedral and Mosteiro visits as they're walkable distance apart
- Visit religious sites early morning to avoid crowds and experience peaceful atmospheres
- Photography may be restricted inside churches; always ask permission

Parks & Gardens

Escape the urban bustle in São Paulo's lush green spaces, perfect for picnics, jogging, peaceful reflection, and family outings surrounded by native flora.



Must See

Parque Ibirapuera

2-3 hours No Booking Needed

Map

São Paulo's most iconic park spanning **1.5 square kilometers** of beautifully landscaped grounds. Features museums, sculpture gardens, cultural pavilions, and the stunning Obelisk monument. The park's lakes, walking paths, and green spaces offer respite from city life.



Top Pick

Jardim Botânico de São Paulo

2-3 hours No Booking Needed

Map

Spanning **141 hectares** of native Atlantic Forest, this botanical garden showcases thousands of plant species with walking trails, ponds, and orchid collections. Peaceful atmosphere ideal for nature lovers and photographers seeking natural beauty.



Top Pick

Parque da Luz

1 hour No Booking Needed

Map

Historic **19th-century garden** adjacent to Pinacoteca, featuring lush landscaping with sculptures, fountains, and pathways. A tranquil urban oasis hosting cultural events and providing respite for downtown workers and visitors.



Top Pick

Parque do Povo

1.5 hours No Booking Needed

Map

Contemporary park with modern design featuring recreational areas, outdoor gym stations, water features, and natural landscaping. Popular among locals for running, cycling, and family activities with excellent infrastructure.

Tips for Parks & Gardens

- Ibirapuera is best visited on weekday mornings for fewer crowds
- Bring sunscreen and water bottles when exploring larger parks
- Many parks offer free entry during specific hours; check ahead for budget-friendly timing
- Parks are generally safe during daylight hours; avoid after dark

Neighborhoods & Districts

Each neighborhood reveals distinct character: historic quarters, bohemian enclaves, upscale districts, and multicultural hubs each telling unique stories of São Paulo's diverse communities.



Must See

Liberdade

2-3 hours No Booking Needed

Map

São Paulo's historic **Japanese-Brazilian community** featuring authentic shops, restaurants, and cultural institutions. Lantern-decorated streets, traditional temples, and markets create an immersive cultural experience with incredible Asian cuisine and vibrant nightlife.



Must See

Vila Madalena

2-3 hours No Booking Needed

Map

Trendy bohemian neighborhood with **vibrant street art**, boutique shops, galleries, and eclectic restaurants. Colorful murals cover buildings, intimate bars line narrow streets, and creative energy permeates every corner with excellent nightlife and cultural venues.



Top Pick

Pinheiros

2 hours No Booking Needed

Map

Upscale residential area transforming into a **cultural destination** with design shops, contemporary galleries, and sophisticated restaurants. Tree-lined streets and careful preservation of architectural heritage create an elegant, peaceful atmosphere away from downtown chaos.



Top Pick

Bom Retiro

2 hours No Booking Needed

Map

Historic neighborhood with **textile and garment history**, now undergoing revitalization with new galleries, restaurants, and cultural spaces. Affordable shopping, street markets, and emerging street art scene offer authentic local experiences and budget-friendly exploration.



Top Pick

Consolação

2 hours No Booking Needed

Map

Historic central neighborhood featuring **bohemian character** with nightclubs, theaters, live music venues, and LGBTQ+ establishments. Home to Av. Paulista and cultural institutions, offering diverse entertainment, galleries, and vibrant street culture.

Tips for Neighborhoods & Districts

- Each neighborhood has distinct character—spend time exploring different areas to experience São Paulo's diversity
- Use metro or ride-sharing to navigate between neighborhoods safely
- Vila Madalena and Liberdade offer best nightlife; explore after dinner
- Bom Retiro best for daytime budget shopping and emerging cultural scene

Squares & Streets

São Paulo's plazas and avenues serve as gathering spaces where history, commerce, culture, and daily life intersect in the city's beating heart.



Must See

Avenida Paulista

2-3 hours No Booking Needed

Map

São Paulo's most famous **Approximately 2.8-kilometre avenue.** Lined with museums, shops, galleries, and restaurants, it's a vibrant cultural corridor where massive screens display events and street performers entertain crowds.



Top Pick

Praça da República

1 hour No Booking Needed

Map

Historic square featuring **belle époque architecture** and lively atmosphere with markets, street performers, and open-air gatherings. Surrounded by cafés and restaurants, it's a social hub reflecting São Paulo's urban energy and cultural diversity.



Top Pick

Rua 25 de Março

1.5-2 hours No Booking Needed

Map

Legendary **shopping street** in downtown São Paulo, a maze of stores selling everything from decorations to clothing at unbeatable prices. Chaotic but authentic, it captures the energy of Brazilian street commerce with incredible bargaining opportunities.



Top Pick

Largo da Batata

1 hour No Booking Needed

Map

Transformed **public plaza in Pinheiros** featuring modern design, outdoor seating, and cultural programming including concerts and art installations. A gathering space for locals and visitors, surrounded by trendy restaurants and design shops.

Tips for Squares & Streets

- Av. Paulista is best experienced On Sundays and public holidays, normally 9 a.m.–4 p.m., when it closes to motor traffic.
- Rua 25 de Março offers incredible deals but avoid carrying valuables due to crowding
- Early morning visits to shopping streets avoid peak congestion

Tours & Activities

Guided experiences unlock insider knowledge, reveal hidden gems, and provide context that transforms casual sightseeing into meaningful cultural engagement.



Must See Book Ahead

Street Art Tours (Vila Madalena & Pinheiros)

2 hours Book Ahead

Guided graffiti and street art walks through neighborhoods with vibrant murals created by renowned Brazilian artists. Local guides share stories behind artwork, meet artists, and explain São Paulo's influential hip-hop and urban art movements.



Must See Book Ahead

Culinary Walking Tours

3-4 hours Book Ahead

Food-focused neighborhood exploration featuring tastings at traditional restaurants, markets, and street food vendors. Expert guides discuss Brazilian cuisine history, regional specialties, and dining customs while sampling authentic dishes from various regions.



Top Pick Book Ahead

Favela Tours (Paraisópolis with Ethics)

3 hours Book Ahead

Responsible community-based tours offering genuine cultural exchange with local families in organized neighborhoods. Guides are community residents; proceeds directly support local organizations, providing authentic encounters beyond tourism stereotypes.



Top Pick Book Ahead

Museum & Cultural Tours

2-3 hours Book Ahead

Expert-led gallery and museum experiences providing art history context and insider information unavailable through self-guided visits. Guides highlight masterpieces, explain artistic movements, and discuss contemporary installations with professional art expertise.

Tips for Tours & Activities

- Book tours through reputable companies that give back to communities
- Small group tours (6-10 people) offer better experiences than large buses
- Culinary tours best in morning or early evening before crowd surge
- Street art tours highlight 2-3 hour windows when light is optimal for photography

Day Trips & Excursions

Escape the metropolis with nearby destinations offering beaches, mountains, colonial towns, and natural wonders easily accessible from São Paulo's urban center.



Must See

Santos & Beach Coast

Full day (4 hours travel + 4 hours exploration) No Booking Needed

Map

Historic port city **80 kilometers from São Paulo** featuring Atlantic beaches, the iconic Orla waterfront promenade, and colonial architecture. Explore the Maritime Museum, enjoy fresh seafood, and swim at multiple beaches within city limits or continue to nearby Guarujá.



Top Pick

Embu das Artes

Half day (1.5 hours travel + 3 hours exploration) No Booking Needed

Map

Artistic mountain town 40 kilometers away featuring galleries, craft shops, and bohemian atmosphere. On Sundays, pedestrian streets fill with artisan markets selling paintings, sculptures, and handicrafts; colonial architecture and cozy cafés complete the romantic experience.

Top Pick

Serra da Cantareira (Mountains & Hiking)

Half day to Full day No Booking Needed

Map

Mountain range within São Paulo metropolitan area offering hiking trails, waterfalls, and nature reserves with panoramic city views. The Pico do Jaraguá offers the highest vantage point; trails range from easy to challenging for all fitness levels.



Notable

Aparecida do Norte (Religious Pilgrimage)

Full day (3 hours travel + 3 hours exploration) No Booking Needed

Map

Famous pilgrimage destination 170 kilometers away home to Brazil's National Basilica, one of the world's largest churches dedicated to Our Lady. Spectacular architecture, cable car access to the hilltop, and spiritual atmosphere attract millions of devotional visitors annually.

Tips for Day Trips & Excursions

- Santos beach trips best on weekdays to avoid weekend crowding and inflated prices
- Embu das Artes Sunday markets are world-famous; arrive early for better selection
- Wear hiking boots and bring plenty of water for mountain trails; weather changes rapidly
- Book Aparecida visits on non-holiday weekdays to avoid massive pilgrimage crowds

Shopping & Markets

From sprawling modern malls to chaotic traditional markets, São Paulo offers shopping experiences reflecting the city's economic diversity and consumer culture.



Must See

Mercadão (Central Market)

1.5 hours No Booking Needed

Map

Iconic 1933 public market featuring food stalls, fresh produce, spices, and Brazilian ingredients in a chaotic, authentic atmosphere. The massive hanging mozzarella di buffalo, spice displays, and vendor energy create an unforgettable sensory experience representing Brazilian food culture.



Top Pick

SESC Pompéia Cultural Center

2 hours No Booking Needed

Map

Innovative cultural complex and shopping destination with modernist architecture by Lina Bo Bardi. Combines shopping, restaurants, exhibitions, and performance spaces; unique blend of commerce and culture in an architecturally significant building.



Top Pick

Shopping Iguatemi

2-3 hours No Booking Needed

Map

Luxury shopping mall housing high-end international brands, Brazilian designers, and upscale restaurants. Modern architecture, excellent customer service, and curated collections appeal to shoppers seeking premium retail experiences.



Top Pick

Rua Oscar Freire

1.5-2 hours No Booking Needed

Map

Prestigious fashion street featuring boutiques of international luxury brands and Brazilian designers. Tree-lined pedestrian thoroughfare with upscale cafés and galleries attracting well-dressed shoppers and fashion-conscious locals.

Tips for Shopping & Markets

- Mercadão early mornings (before 11am) have fresher produce and fewer crowds
- Rua 25 de Março best for budget shopping; Oscar Freire for luxury brands
- SESC Pompéia combines shopping with cultural events—check schedule for exhibitions
- Shopping Iguatemi ideal for international brands; credit cards widely accepted

Religious Sites

São Paulo's religious architecture reflects centuries of faith traditions from Catholicism to Buddhism, creating spaces of spiritual contemplation and cultural heritage preservation.



Top Pick

Templo Busshinji (Japanese Buddhist Temple)

1 hour No Booking Needed

Map

Largest Japanese Buddhist temple outside Japan located in Liberdade, featuring traditional architecture, serene gardens, and meditation spaces. Visitors experience authentic Buddhist practices, participate in ceremonies, and learn about Japanese-Brazilian spiritual traditions.



Top Pick

Igreja de São Francisco

45 minutes No Booking Needed

Map

Baroque church built in 1647 featuring ornate gold-leafed interior, intricate wood carvings, and religious artworks. One of São Paulo's oldest buildings, it represents colonial-era religious architecture with breathtaking baroque aesthetics.



Notable

Centro Espírita (Spiritualist Centers)

1-2 hours No Booking Needed

Map

Active spiritualist community centers offering meditation classes, lectures, and spiritual discussions. São Paulo has significant spiritualist following; centers welcome visitors to observe practices and learn about Brazilian spiritualism blending Catholic and African traditions.

Tips for Religious Sites

- Respect dress codes when visiting temples and churches; cover shoulders and knees
- Photography may be restricted during services; ask permission beforehand
- Early morning visits coincide with meditation practices and morning prayers

Food & Dining

Real, highly-rated Restaurants in Sao Paulo, sourced from Google Places (rating above 4★).



TUJU★★★★★ 4.8 (370)

1-2 hours

Map

TUJU is a highly-rated restaurant in Sao Paulo, rated 4.8★ from 370 reviews. Located at R. Frei Galvão, 135 - Jardim Paulistano, São Paulo - SP, 01454-060, Brazil.

Opening Hours

- Monday: Closed
- Tuesday: 7:00 – 10:00 PM
- Wednesday: 7:00 – 10:00 PM
- Thursday: 7:00 – 10:00 PM
- Friday: 7:00 – 10:00 PM
- Saturday: 12:00 – 3:00 PM, 7:00 – 10:00 PM
- Sunday: Closed



Zucco Ristorante★★★★★ 4.8 (4,785)

1-2 hours

Map

Zucco Ristorante is a highly-rated restaurant in Sao Paulo, rated 4.8★ from 4785 reviews. Located at Rua Haddock Lobo, 1416 - Cerqueira César, São Paulo - SP, 01414-002, Brazil.

Opening Hours

- Monday: 12:00 – 4:00 PM, 7:00 – 11:00 PM
- Tuesday: 12:00 – 4:00 PM, 7:00 – 11:00 PM
- Wednesday: 12:00 – 4:00 PM, 7:00 – 11:00 PM
- Thursday: 12:00 – 4:00 PM, 7:00 – 11:00 PM
- Friday: 12:00 – 4:00 PM, 7:00 PM – 12:00 AM
- Saturday: 12:00 PM – 12:00 AM
- Sunday: 12:00 – 10:00 PM



Famiglia Mancini Trattoria★★★★★ 4.7 (28,388)

1-2 hours

Map

Famiglia Mancini Trattoria is a highly-rated restaurant in Sao Paulo, rated 4.7★ from 28388 reviews. Located at Rua Avanhandava, 81, Bela Vista - Centro Histórico de São Paulo, São Paulo - SP, 01306-001, Brazil.

Opening Hours

- Monday: 11:30 AM – 11:00 PM
- Tuesday: 11:30 AM – 11:00 PM
- Wednesday: 11:30 AM – 11:00 PM
- Thursday: 11:30 AM – 12:00 AM
- Friday: 11:30 AM – 12:00 AM
- Saturday: 11:30 AM – 12:00 AM
- Sunday: 11:30 AM – 11:00 PM



Terraço Jardins★★★★★ 4.7 (896)

1-2 hours

Map

Terraço Jardins is a highly-rated restaurant in Sao Paulo, rated 4.7★ from 896 reviews. Located at Alameda Santos, 2233 - Jardim Paulista, São Paulo - SP, 01419-002, Brazil.

Opening Hours

- Monday: 12:00 – 3:00 PM
- Tuesday: 12:00 – 3:00 PM, 7:00 – 11:00 PM
- Wednesday: 12:00 – 3:00 PM, 7:00 – 11:00 PM
- Thursday: 12:00 – 3:00 PM, 7:00 – 11:00 PM
- Friday: 12:00 – 3:00 PM, 7:00 – 11:00 PM
- Saturday: 12:15 – 3:00 PM, 7:00 – 11:00 PM
- Sunday: 12:15 – 3:00 PM



Banzeiro Restaurant - São Paulo★★★★★ 4.7 (2,276)

1-2 hours

Map

Banzeiro Restaurant - São Paulo is a highly-rated restaurant in Sao Paulo, rated 4.7★ from 2276 reviews. Located at Rua Tabapuã, 830 - Itaim Bibi, São Paulo - SP, 04533-003, Brazil.

Opening Hours

- Monday: 12:00 – 3:30 PM, 7:00 – 11:30 PM
- Tuesday: 12:00 – 3:30 PM, 7:00 – 11:30 PM
- Wednesday: 12:00 – 3:30 PM, 7:00 – 11:30 PM
- Thursday: 12:00 – 3:30 PM, 7:00 – 11:30 PM
- Friday: 12:00 – 3:30 PM, 7:00 – 11:30 PM
- Saturday: 12:00 – 4:30 PM, 7:00 PM – 12:00 AM
- Sunday: 12:00 – 4:30 PM



Mocotó Vila Medeiros★★★★★ 4.7 (17,993)

1-2 hours

Map

Mocotó Vila Medeiros is a highly-rated restaurant in Sao Paulo, rated 4.7★ from 17993 reviews. Located at Av. Nossa Sra. do Loreto, 1100 - Vila Medeiros, São Paulo - SP, 02219-001, Brazil.

Opening Hours

- Monday: 12:00 – 10:00 PM
- Tuesday: 12:00 – 10:00 PM
- Wednesday: 12:00 – 10:00 PM
- Thursday: 12:00 – 10:00 PM
- Friday: 12:00 – 11:00 PM
- Saturday: 12:00 – 11:00 PM
- Sunday: 12:00 – 5:00 PM



Wanderlust Bar & Restaurante★★★★★ 4.7 (2,082)

1-2 hours

Map

Wanderlust Bar & Restaurante is a highly-rated restaurant in Sao Paulo, rated 4.7★ from 2082 reviews. Located at R. da Consolação, 204 - República, São Paulo - SP, 01040-000, Brazil.

Opening Hours

- Monday: 12:00 – 3:00 PM
- Tuesday: 12:00 – 11:00 PM
- Wednesday: 12:00 – 11:00 PM
- Thursday: 12:00 – 11:00 PM
- Friday: 12:00 – 11:30 PM
- Saturday: 12:00 – 11:30 PM
- Sunday: 12:00 – 5:00 PM



Jiquitaia★★★★★ 4.6 (3,430)

1-2 hours

Map

Jiquitaia is a highly-rated restaurant in Sao Paulo, rated 4.6★ from 3430 reviews. Located at Rua Coronel Oscar Porto, 808 - Paraíso, São Paulo - SP, 04003-004, Brazil.

Opening Hours

- Monday: Closed
- Tuesday: 12:00 – 3:00 PM, 7:00 – 10:30 PM
- Wednesday: 12:00 – 3:00 PM, 7:00 – 10:30 PM
- Thursday: 12:00 – 3:00 PM, 7:00 – 10:30 PM
- Friday: 12:00 – 4:00 PM, 7:00 – 10:30 PM
- Saturday: 12:00 – 4:00 PM, 7:00 – 10:30 PM
- Sunday: 12:00 – 4:00 PM



A Figueira Rubaiyat★★★★★ 4.6 (10,837)

1-2 hours

Map

A Figueira Rubaiyat is a highly-rated restaurant in Sao Paulo, rated 4.6★ from 10837 reviews. Located at Rua Haddock Lobo, 1738 - Jardins, São Paulo - SP, 01414-002, Brazil.

Opening Hours

- Monday: 12:00 – 11:00 PM
- Tuesday: 12:00 – 11:00 PM
- Wednesday: 12:00 – 11:00 PM
- Thursday: 12:00 – 11:00 PM
- Friday: 12:00 PM – 12:00 AM
- Saturday: 12:00 PM – 12:00 AM
- Sunday: 12:00 – 11:00 PM



Terraço Notiê by Priceless★★★★★ 4.6 (3,423)

1-2 hours

Map

Terraço Notiê by Priceless is a highly-rated restaurant in Sao Paulo, rated 4.6★ from 3423 reviews. Located at Shopping Light - Acesso pelo estacionamento - R. Formosa, 157 - Centro Histórico de São Paulo, São Paulo - SP, 01049-000, Brazil.

Opening Hours

- Monday: 12:00 – 3:30 PM
- Tuesday: 12:00 PM – 12:00 AM
- Wednesday: 12:00 PM – 12:00 AM
- Thursday: 12:00 PM – 2:00 AM
- Friday: 12:00 PM – 2:00 AM
- Saturday: 12:00 PM – 2:00 AM
- Sunday: 12:30 – 6:00 PM



Tordesilhas★★★★★ 4.6 (2,334)

1-2 hours

Map

Tordesilhas is a highly-rated restaurant in Sao Paulo, rated 4.6★ from 2334 reviews. Located at Alameda Tietê, 489 - Jardins, São Paulo - SP, 01417-020, Brazil.

Opening Hours

- Monday: Closed
- Tuesday: 7:00 – 10:30 PM
- Wednesday: 7:00 – 10:30 PM
- Thursday: 7:00 – 10:30 PM
- Friday: 7:00 – 10:30 PM
- Saturday: 12:00 – 4:30 PM, 7:30 – 10:30 PM
- Sunday: 12:00 – 4:30 PM



Le Bife★★★★★ 4.6 (5,387)

1-2 hours

Map

Le Bife is a highly-rated restaurant in Sao Paulo, rated 4.6★ from 5387 reviews. Located at R. Pedroso Alvarenga, 1088 - Unid. 13 - Itaim Bibi, São Paulo - SP, 04531-004, Brazil.

Opening Hours

- Monday: 12:00 – 3:00 PM
- Tuesday: 12:00 – 3:00 PM, 7:00 – 11:00 PM
- Wednesday: 12:00 – 3:00 PM, 7:00 – 11:00 PM
- Thursday: 12:00 – 3:00 PM, 7:00 – 11:00 PM
- Friday: 12:00 – 3:00 PM, 7:00 PM – 12:00 AM
- Saturday: 12:00 – 4:00 PM, 7:00 PM – 12:00 AM
- Sunday: 12:00 – 5:00 PM



Skye★★★★★ 4.6 (5,792)

1-2 hours

Map

Skye is a highly-rated restaurant in Sao Paulo, rated 4.6★ from 5792 reviews. Located at Av. Brigadeiro Luís Antônio, 4700 - Jardim Paulista, São Paulo - SP, 01402-002, Brazil.

Opening Hours

- Monday: 7:00 – 11:00 AM, 12:00 – 3:30 PM, 6:00 PM – 12:30 AM
- Tuesday: 7:00 – 11:00 AM, 12:00 – 3:30 PM, 6:00 PM – 12:30 AM
- Wednesday: 7:00 – 11:00 AM, 12:00 – 3:30 PM, 6:00 PM – 12:30 AM
- Thursday: 7:00 – 11:00 AM, 12:00 – 3:30 PM, 6:00 PM – 12:30 AM
- Friday: 7:00 – 11:00 AM, 12:00 – 3:30 PM, 6:00 PM – 12:30 AM
- Saturday: 7:00 – 11:00 AM, 1:00 – 3:30 PM, 6:00 PM – 12:30 AM
- Sunday: 7:00 – 11:00 AM, 1:00 – 3:30 PM, 6:00 – 11:30 PM



Tasca da Esquina SP★★★★★ 4.6 (1,619)

1-2 hours

Map

Tasca da Esquina SP is a highly-rated restaurant in Sao Paulo, rated 4.6★ from 1619 reviews. Located at R. Joaquim Antunes, 197 - Jardim Paulistano, São Paulo - SP, 05415-010, Brazil.

Opening Hours

- Monday: Closed
- Tuesday: 12:00 – 3:00 PM, 7:00 – 11:00 PM
- Wednesday: 12:00 – 3:00 PM, 7:00 – 11:00 PM
- Thursday: 12:00 – 3:00 PM, 7:00 – 11:00 PM
- Friday: 12:00 – 3:00 PM, 7:00 – 11:00 PM
- Saturday: 12:00 – 5:00 PM, 7:00 – 11:00 PM
- Sunday: 12:00 – 5:00 PM



Esther Rooftop★★★★★ 4.6 (4,014)

1-2 hours

Map

Esther Rooftop is a highly-rated restaurant in Sao Paulo, rated 4.6★ from 4014 reviews. Located at 01045-000 - R. Basílio da Gama, 29 - Conjunto 1101 - República, São Paulo - SP, 01046-020, Brazil.

Opening Hours

- Monday: 12:00 – 3:00 PM, 6:00 – 11:00 PM
- Tuesday: 12:00 – 3:00 PM, 6:00 – 11:00 PM
- Wednesday: 12:00 – 3:00 PM, 6:00 – 11:00 PM
- Thursday: 12:00 – 3:00 PM, 6:00 – 11:00 PM
- Friday: 12:00 – 3:00 PM, 6:00 PM – 12:00 AM
- Saturday: 12:00 PM – 12:00 AM
- Sunday: 12:00 – 5:00 PM

Practical Information

Best Time to Visit São Paulo

São Paulo can be visited year-round, but **April-May and September-October** offer ideal conditions with pleasant temperatures (20-25°C / 68-77°F), moderate humidity, and lower rainfall.

Summer (December-February): Hot and humid (25-30°C / 77-86°F) with afternoon thunderstorms. Higher rainfall but perfect beach weather; Carnival dates vary annually; São Paulo’s 2026 Special Group parades took place on 13–14 February.

Autumn (March-May): Mild temperatures, occasional rain, comfortable for exploring. Peak cultural events and festivals.

Winter (June-August): Cool and dry (15-20°C / 59-68°F) with clear skies. Best for outdoor activities; low rainfall and comfortable exploration conditions.

Spring (September-November): Warming temperatures, low rainfall, flowering plants. Excellent for parks and outdoor dining.

Avoid: February peak summer heat and Carnival crowds if seeking quieter experiences.

Transportation Guide

Metro (Subway): The most efficient way to navigate São Paulo. Clean, fast, and affordable at about R$5 per ride (check the current fare). The network also includes Lines 5–Lilac, 15–Silver and 17–Gold. Single trip tickets or rechargeable cards (VEM cards) available at stations. Most lines operate from 4:40 a.m. until around midnight; closing times vary by station and line.

Buses: Extensive network covering entire city. Municipal buses cost R$5.30; metro/train journeys cost R$5.40. Municipal buses are free on Sundays. Cash payment is accepted; Bilhete Único provides eligible transfer benefits. Less convenient for first-time visitors due to complex route system.

Ride-sharing (Uber/99): Safe, convenient, and widely used. Prices surge during rush hours (7-9 AM, 5-8 PM). Budget R$15-40 for average trips.

Taxis: White official taxis available but expensive and often refuse credit cards. Use metered taxis or call reputable companies (Coopertax).

Walking: Possible in specific neighborhoods (Pinheiros, Vila Madalena, Liberdade) but downtown traffic and crowding makes it challenging. Avoid walking alone after dark.

Tourist passes: Integrated metro/bus tickets available for multi-day passes at discounted rates.

✈ Airport Transfer

São Paulo/Guarulhos–Governador André Franco Montoro International Airport (GRU) to city center:

- **EMTU Airport Bus:** Regular service to Tietê Bus Terminal and other city stops in 45 to 60 minutes, GRU–Tietê executive bus 472EX1 costs R$43.45; its scheduled journey is 45 minutes, subject to traffic.
- **Airport Bus Service (executive):** Comfortable coach with luggage space to Paulista Avenue and major hotels in 60 to 90 minutes depending on traffic, check the operator for the current fare
- **Taxi:** Metered or fixed-rate ride to the city center in about 45 minutes, typically R$120 to R$180
- **Private transfer:** Pre-booked car with driver direct to your hotel in 45 to 70 minutes, around R$150 to R$250

Shopping & What to Buy

Brazilian Coffee: World-renowned Arabica and Robusta varieties. Purchase at Mercadão or specialty shops. Budget R$20-60 per kilogram for quality beans.

Açai and Guarana Products: Energy drinks and supplements from the Amazon. Find at markets and supermarkets (R$5-15).

Leather Goods: Wallets, belts, and bags of excellent quality at Rua 25 de Março. Negotiate prices; expect R$30-100 for quality items.

Brazilian Gemstones: Amethyst, topaz, and emeralds. Certified jewelers on Av. Paulista and Pinheiros (R$50-500+).

Street Art & Local Art: Embu das Artes markets and Vila Madalena galleries feature original works from R$50-500+.

Fashion: Brazilian designers and sportswear at competitive prices. SESC Pompéia and Shopping Iguatemi offer curated selections.

Haggai Strategy: Rua 25 de Março and street markets expect negotiation. Start at 50% of asking price for non-tagged items.

Annual Events & Festivals

Carnival (February-March): Massive celebration with samba school parades at Sambadrome, street parties throughout the city. Book hotels and tickets in advance. Hotels book out months ahead.

The 50th Mostra Internacional de Cinema takes place on 15–29 October 2026: One of Americas largest film festivals featuring international and Brazilian cinema. Multiple theaters citywide show 300+ films. Affordable ticket prices (R$25-50).

Virada Cultural (May): 24-hour cultural marathon with free concerts, performances, and exhibitions throughout the city. Museums and cultural centers stay open all night.

From 2026, SPFW takes place in the second half of the year; Rio Fashion Week occupies the first-half slot: Major international fashion event with runway shows and pop-up stores. Schedule varies yearly; book ahead for shows.

CCXP (Comic Con Experience) (November-December): Massive pop culture convention with celebrities, cosplay, comics, and gaming. CCXP26 second-lot daily full-price tickets cost R$380–560, including service fees; concessions differ.; plan ahead for popular guests.

New Year's Eve: Ibirapuera Park and Av. Paulista host celebrations with live music and fireworks. Arrive early for good viewing spots.

Sample Day Itineraries

Day 1: Art & Culture Focus

- 8:00 AM - Breakfast at café (R$20-30)
- 10:00 AM or later — MASP visit; closed Mondays. (paid entry; check the current price, 2 hours)
- 12:00 PM - Lunch at Av. Paulista restaurant (R$40-60)
- 2:00 PM - Pinacoteca museum (R$40 full price, R$20 half price, 2 hours)
- 4:30 PM - Parque da Luz stroll and relaxation (free, 45 min)
- 6:00 PM - Street art tour in Vila Madalena (R$80, 2 hours)
- 8:30 PM - Dinner in Vila Madalena (R$60-100)

Day 2: Neighborhoods & Street Life

- 9:00 AM - Mercadão market exploration (free entry, 1.5 hours)
- 11:00 AM - Coffee and pastry at historic café (R$15-25)
- 12:30 PM - Lunch at Liberdade Japanese restaurant (R$35-50)
- 2:00 PM - Temple exploration and shopping in Liberdade (free temples, R$50+ shopping)
- 5:00 PM - Culinary walking tour (R$120, 3 hours)
- 8:30 PM - Dinner and nightlife in Pinheiros (R$70-120)

Day 3: Parks & Relaxation

- 8:00 AM - Breakfast picnic supplies (R$25)
- 9:00 AM - Ibirapuera Park exploration (free, 3+ hours)
- 1:00 PM - Park café lunch (R$30-40)
- 3:00 PM - Botanical Garden admission: R$39.90 full price, or R$29.90 online at least one day ahead.
- Visit Jaraguá during daytime: official park hours are Tuesday–Sunday, 7 a.m.–5 p.m.
- 7:30 PM - Dinner at mountain restaurant (R$50-80)

Day 4: Shopping & Markets

- 9:00 AM - Rua Oscar Freire designer shopping (budget R$200-500+)
- 12:30 PM - Lunch at boutique café (R$40-60)
- 2:00 PM - Shopping Iguatemi luxury mall (budget R$300+)
- 5:00 PM - Coffee break (R$15-20)
- 6:00 PM - Rua 25 de Março bargain shopping (budget R$50-150)

- 8:00 PM - Dinner near shopping district (R$50-80)

Day 5: Day Trip to Santos Beach

- 7:00 AM - Early departure from São Paulo (Travel to Santos by bus or road transfer; the São Paulo–Santos passenger railway remains a proposed project.)
- 9:00 AM - Beach arrival in Santos, breakfast (R$20)
- Visit Museu do Mar e Marítimo after 1:30 p.m.; listed admission is R$40, closing at 6 p.m.
- 11:30 AM - Orla waterfront stroll and swimming (free, 1.5 hours)
- 1:00 PM - Fresh seafood lunch (R$50-80)
- 3:00 PM - Beach relaxation and shop exploration (budget R$30-100)
- 6:00 PM - Return to São Paulo
- 8:00 PM - Light dinner (R$40-50)

Best Photography & Instagram Locations

Avenida Paulista at Sunset (6-7 PM): Iconic avenue with cultural institutions and city skyline backdrop. Golden hour lighting perfect for street photography. Best midweek for fewer crowds.

MASP Building & Surroundings (Morning 8-10 AM): Architecturally stunning modernist structure with dramatic red pillars. Park views create dynamic compositions. Sunrise light illuminates building beautifully.

Vila Madalena Street Art (Morning 9-11 AM): Colorful murals and graffiti walls provide vibrant backdrops. Soft morning light enhances colors without harsh shadows. Less crowded than afternoons.

Ibirapuera Park (Dawn & Dusk): Lakes reflecting architecture, sculpture garden, manicured landscapes. Golden hour (6-7 PM) bathes park in warm light. Early morning (7-8 AM) captures peaceful atmosphere.

Liberdade Lanterns (Night 7-9 PM): Iconic red lanterns illuminated at night create stunning street photography. Markets and temple areas showcase cultural heritage visually. Evening light enhances decorative elements.

Mercadão Interior (8-10 AM): Colorful produce displays, hanging mozzarella, bustling vendors create authentic energy. Natural overhead lighting captures market atmosphere. Fewer crowds during morning hours.

Historic Downtown (10 AM-3 PM): Pátio do Colégio colonial architecture, Catedral Metropolitan spires, historical buildings. Midday light creates strong contrasts; afternoon shadows add dimension.

Electricity & Power Standards

Voltage: Brazil operates on **110V and 220V** (dual standard). Supply voltage varies by location, including 127V and 220V; check the outlet before connecting appliances. Always check before plugging devices.

Plug Types: Brazil uses two standards: Type N (three round pins in triangular pattern) and the older Type A/B (two flat pins). Most newer establishments use Type N exclusively.

Adapters Needed: If visiting from North America/Europe, purchase **Type N adapters** before arrival or at airport shops. Multi-voltage adapters with USB ports available (R$25-50).

Voltage Converter: If your devices are 100-120V only (US appliances), bring a voltage converter for 220V outlets. Many hotels have 110V outlets in rooms.

USB Charging: Most hotels and restaurants provide USB outlets. Power banks recommended for all-day city exploration.

Safety Tip: Look for outlet labels indicating voltage. When in doubt, request an adapter from hotel staff or purchase locally rather than risk device damage.

Must-Try Brazilian Cuisine

Feijoada: National dish of black bean stew with pork, served with rice, orange slices, and farofa. Rich, hearty comfort food. Found everywhere (R$30-50).

Churrasco (BBQ): Brazilian-style grilled meat typically served at rodizio restaurants with all-you-can-eat pricing. Experience traditional gaúcho culture (R$80-120).

Pão de Queijo: Cheese bread balls—crispy outside, gooey cheese inside. Bakeries and street vendors sell them fresh (R$2-5 per unit).

Açai Bowl: Frozen berries with granola and toppings. Popular breakfast and post-workout snack. Trendy cafés serve beautiful versions (R$20-35).

Coxinha: Fried teardrop-shaped snack with chicken filling. Street food favorite found everywhere (R$3-8).

Moqueca: Fish stew with coconut milk, peppers, and tomatoes. Seafood specialty from Bahia region. Mercadão and coastal restaurants (R$40-60).

Brigadeiro: Chocolate truffle made from condensed milk. Common dessert at parties and cafés (R$2-4).

Fresh Tropical Fruits: Passion fruit, açai, guarana. Markets sell fresh or pre-bottled versions. Experience authentic Brazilian flavors (R$5-15).

Agua de Coco: Fresh coconut water straight from the nut. Street vendors common, incredibly refreshing (R$5-8).

Dining Tips: Lunch (meio-dia) is main meal 12-2 PM with special prix-fixe pricing (R$25-40). Dinner (noite) lighter and more expensive. Tipping 10% standard at restaurants.

Tourist Passes

Metro Integration Ticket

Bilhete Único rechargeable card for São Paulo bus and rail integration. Card fee and ride prices change; check the operator for current fares. Buy at metro stations and authorized retailers. Check the operator for current multi-day options.

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