

# AFRO TOURISM IN SÃO PAULO

Ten routes and attractions in the State of São Paulo





# INTRODUCTION

São Paulo is multicultural, and contributions from the Community of African Origin play a key role in building the state's identity and cultural heritage.

With this in mind, the Travel and Tourism Secretariat of the State of São Paulo launched São Paulo Afro Tourism, a publication with ten itineraries and tourist attractions linked to Afro-Brazilian culture in the state. The material rescues and promotes the stories of the Original African Communities that are spread throughout the state, whether in downtown São Paulo with the Black São Paulo Walking Tour, or in the quilombo communities of the coast and countryside, with the rich gastronomy together with cultural manifestations linked to a lot of dance, music and sounds.

In every corner of São Paulo, Afrotourism unveils stories, places and characters.





## About itineraries and attractions

This material is a collaborative initiative between the Travel and Tourism Secretariat of the State of São Paulo, public and private managers, businesspeople, associations and educational institutes aimed at valuing Black Memory and Cultural Heritage. With the aim of promoting the diversity and richness of São Paulo's Afro-descendant heritage, ten Afro Tourism routes were cataloged covering different regions of the state, offering visitors an immersive experience in Afro-Brazilian history, culture and traditions.

These itineraries highlight points of history, arts, culture and gastronomy, providing an enriching journey for tourists and contributing to strengthening the Afro-descendant cultural identity in São Paulo. In this guide it is possible to find "quilombos", which were originally hidden places, usually in the bush, where escaped slaves were sheltered and built their communities during the slavery period, in addition to museums, cultural spaces and historical routes.

With this initiative, the aim is not only to boost tourism and the local economy, but also to value and preserve the Afro-Brazilian cultural legacy, promoting inclusion and ethnic-cultural recognition in the state of São Paulo.

### The importance of the São Paulo Afro Tourism Route

IBGE (Brazilian Institute of Geography and Statistics) data reveal that 41% of São Paulo's population is of African origin, which is why the State of São Paulo is increasingly investing in strengthening Afro Tourism, as it promotes the appreciation of Afro-Brazilian culture, by encouraging tourism in regions linked to African heritage, promoting the inclusion and diversity of Afro-Brazilian people, in addition to generating alternative sources of work and income for local communities



# Routes/Itineraries and Attractions

## 1 - Caminhada dos Quilombos Históricos de Santos e Caminhada do Engenho (Historic Quilombos of Santos Walking Tour and Engenho Walking Tour) - city of SANTOS

📅 9:00 am to 6:00 pm  
☎ (13) 99134-4248  
✉ mochilandoafroculturas@gmail.com

## 2 - Caminhada São Paulo Negra (Black São Paulo Walking Tour) - city of São Paulo

📅 Prior booking is required to visit the attraction  
☎ (11) 98994-7826  
✉ guianegro@gmail.com

## 3 - Casa de Cultura Fazenda Roseira (Culture House of the Roseira Farm) - city of Campinas

📅 Tuesday to Saturday - From 9:00 am to 5:00 pm  
☎ (19) 99343-7177  
✉ fazendaroseira@gmail.com

## 4 - Museu Afro Brasil Emanuel Araújo (Emanuel Araújo Afro Brazil Museum) - city of São Paulo

📅 Tuesday to Sunday, from 9:00 am to 5:00 pm  
☎ (11) 3320-8900  
✉ FaleConosco@museuafrobrasil.org.br

## 5 - Negros do Bixiga (Black Communities from Bixiga) - SÃO PAULO

📅 Prior booking is required to visit the attraction  
☎ (11) 99676-7444  
✉ negrosdobixiga@gmail.com

## 6 - Quilombo Cafundó (Cafundó Quilombo Community) - city of Salto de Pirapora

Prior booking is required to visit the attraction 📅  
(15) 99705-8885 ☎  
cintiaapdelgado@gmail.com ✉

## 7 - Quilombo da Fazenda (Quilombo Community of the Farm) - city of Ubatuba

9:00 am to 5:00 pm 📅  
(12) 99164-3835 ☎  
quilombodafazenda20@gmail.com ✉

## 8 - Quilombo Ivaporunduva (Ivaporunduva Quilombo Community) - city of Eldorado

8:00 am to 5:00 pm with - overnight stay for specific programs 📅  
(13) 99685-1594 ☎  
ivaporunduvatur@yahoo.com.br ✉

## 9 - Rota da Liberdade (Route of Freedom) - city of Taubaté

Every day from 8:00 am to 6:00 pm 📅  
(12) 99116-0837 ☎  
solange.sb36@gmail.com ✉

## 10 - Visão Periférica: Uma Experiência Cultural no Grajaú (Peripheral Vision: A Cultural Experience in Grajaú District) - city of São Paulo

Prior booking is required to visit the attraction 📅  
(11) 95823-3425 ☎  
barbaraterra7@gmail.com ✉



## **Caminhada dos Quilombos Históricos de Santos e Caminhada do Engenho (Historic Quilombos of Santos Walking Tour and Engenho Walking Tour)**

### city of Santos

Historic Quilombos of Santos Walking tour. Afro Tourism itinerary that takes participants to visit the places where three Quilombos were located in the 19th century. Besides the narratives about the Quilombos, participants will have the opportunity to learn about the relationship between the abolitionists with the Teatro Guarani, in Santos, about the Brotherhood of the Rosário dos Homens Pretos Church and about the life of slaves in Casarão da Frontaria Azulejada.

The Engenho Walking Tour takes participants to discover the names of streets and squares, whose origins are completely ignored by most people, but are associated with Afro-Brazilian facts and/or personalities and participants have the opportunity to learn the stories left by the African presence along the route. At the end, the history of the city of Santos in the initial period of its formation, in the 16th century, will be revisited during a monitored visit to the monument/ruins of Engenho São Jorge dos Erasmos.

#### **Opening hours:**

9:00 am to 6:00 pm

#### **Service in other languages:**

None

#### **Contact:**

[mochilandoafroculturas@gmail.com](mailto:mochilandoafroculturas@gmail.com)

(13)99134-4248





# Caminhada São Paulo Negra (Black São Paulo Walking Tour)

city of São Paulo

The Black São Paulo Walking Tour rescues Afro-Brazilian stories, which are found throughout downtown and neighboring regions (including Liberdade neighborhood and Bixiga neighborhood). On the 3.5 kilometer route important places in the history of Afro-Brazilian people in the city will be visited, such as the Nossa Senhora Rosário dos Pretos Church, the Statue of the Black Mother, the Santa Cruz das Almas dos Enforcados Church, the former Pillory and the former Morro da Forca (where slaves were hanged) in the Liberdade neighborhood.

Meals available

Hosts events

## Opening hours:

10:00 am to 7:00 pm

## Service in other languages:

English

Spanish

## Contact:

guianegro@gmail.com

(11) 98994-7826





# **Casa de Cultura Fazenda Roseira (Culture House of the Roseira Farm)**

city of Campinas

The Culture House of the Roseira Farm is a mansion from the end of the 19th century that became a public facility in 2007 due to the subdivision of the area of the old farm and which, on the verge of destruction and depredation, was occupied by the Jongo Dito Ribeiro Community and other groups, such as social and religious movements from african matrices that were already organized as a network. It offers activities, such as: Afro Tourism Route, Quilombola Agriculture, Oxossi Project, Ossain Project, Oxum Project, Ways of Oyá, Turban Workshops, Afro Percussion, African and Afro-Brazilian Games, Afro Dance, African cuisine, Storytelling, Experience in Jongo, Lectures, Trails, among others.

Meals available

Hosts events

## **Opening hours:**

9:00 am to 5:00 pm

## **Service in other languages:**

English

## **Contact:**

fazendaroseira@gmail.com

(19) 99343-7177





# Museu Afro Brasil Emanuel Araujo (Emanuel Araujo Afro Brazil Museum)

city of São Paulo

The Emanuel Araujo Afro Brazil Museum, located in Ibirapuera Park, has more than eight thousand artworks and intellectual production, including paintings, sculptures, engravings, photographs, documents and ethnological pieces, by Brazilian and foreign authors, produced between the 15th century and the present days. The collection covers different facets of African and Afro-Brazilian universes and cultures. Currently, it is divided into six sections: Africa: Diversity and Permanence, Work and Slavery, Afro-Brazilian Religions, The Sacred and the Profane; History and Memory and Visual Arts: the Afro-Brazilian Hand.

## Hosts events

### Opening hours:

Tuesday to Sunday, from 10:00 am to 7:00 pm. Staying is permitted until 6:00 pm.

### Service in other languages:

English  
Spanish

### Contact:

FaleConosco@museuafrobrasil.org.br  
(11) 3320-8900





# Negros do Bixiga (Black Communities from Bixiga)

city of São Paulo

The tourist route through the region of Bixiga reveals the affective and cultural memories, as well as the history of resistance of the neighborhood, where once dwelt the Saracura Quilombo Community. Passing by Casa Mestre Ananias, a symbol of resistance, and the Bixiga Museum, which narrates the trajectory of Afro-Brazilian people, the tour delves into the diverse identity of the neighborhood. Among streets and spaces celebrating the neighborhood's African ancestry, the itinerary highlights the richness of Bixiga Neighborhood's cultural intersection, inviting reflection on its history and the power of memory and culture.

Meals available

Hosts events

## Opening hours:

Prior booking is required to visit the attraction

## Service in other languages:

English

## Contact:

Negrosdobixiga@gmail.com

(11) 99676-7444





# Quilombo Cafundó (Cafundó Quilombo Community)

city of Salto de Pirapora

The cultural itinerary “Quilombo Territory of Knowledge”, is a community-based educational tourism route carried out in Cafundó Quilombo Community in the city of Salto de Pirapora, in the countryside of the State of São Paulo, about 2 hours from the capital by car or bus. In the quilombola territory an ancestral language, called Cupópia, is maintained to this day. A mixture of languages such as Quimbundo, Quicongo and Umbundo. The community develops rich crops of organic products and there is the contact with various cultural manifestations such as knowledge of herbs and traditional cuisine, crafts and dances.

Accommodation available

Meals available

Hosts events

## Opening hours:

Prior booking is required to visit the attraction

## Service in other languages:

None

## Contact:

cintiaapdelgado@gmail.com

(15) 9970-58885





# Quilombo da Fazenda (Quilombo Community of the Farm) city of Ubatuba

Crafts workshop, Quilombola culinary workshop, wattle and daub house construction workshop, interpretative trail in the hillside forest ecosystem, study of the environment. Crossing the former Servitude Trail: known as Corisco Trail, the 22 km route was done with donkey troops or 9 hours of walking. Today it is used for adventure crossing of the border of two municipalities, Ubatuba in São Paulo and Paraty in Rio de Janeiro. It includes activities such as agroforestry, jongo presentation and conversations with the Griô.

Accommodation available

Meals available

Hosts events

## Opening hours:

9:00 am to 5:00 pm

## Service in other languages:

None

## Contact:

Quilombodafazenda20@gmail.com

(12) 99164-3835





# Quilombo Ivaporunduva (Ivaporunduva Quilombo Community) city of Eldorado

Ivaporunduva is a rural quilombo community located in the middle of the Ribeira Valley region, on the left bank of the Ribeira River. It is 55 kilometers from the city of Eldorado. Considered the oldest of the communities in Vale do Ribeira, it is inhabited by approximately 400 people, distributed among around 120 families. The chapel of Nossa Senhora do Rosário dos Homens Pretos is in the center of the village. The strength of the devotion to the saint fuels people's work and, even today, is part of Ivaporunduva's daily life. They promote a rich experience of community-based tourism where it is possible to understand the history, habits, agriculture, gastronomy, handicrafts, fishing and culture of the quilombo people.

Accommodation available

Meals available

Hosts events

## Opening hours:

8:00 am to 5:00 pm with overnight stay for specific programs

## Service in other languages:

None

## Contact:

[ivaporunduvatur@yahoo.com.br](mailto:ivaporunduvatur@yahoo.com.br)

(13)9 9685-1594





# Rota da Liberdade (Route of Freedom)

city of Taubaté

The Route of Freedom is made up of afro-centered itineraries in the cities of Taubaté, São Paulo, Salto de Pirapora (Cafundó Quilombo Community), Pindamonhangaba and Ubatuba (Quilombo Community of the Farm). The route offers experiences that showcase the Afro-Brazilian gastronomy, history and culture of the State of São Paulo for schools, general groups, corporative trips and senior citizens.

Accommodation available

Meals available

Hosts events

## Opening hours:

8:00 am to 6:00 pm

## Service in other languages:

English

Spanish

## Contact:

[solange.sb36@gmail.com](mailto:solange.sb36@gmail.com)

(12) 9 9116-0837





# Visão Periférica: Uma Experiência Cultural no Grajaú (Peripheral Vision: A Cultural Experience in Grajaú District)

city of São Paulo

The itinerary proposes to investigate the true essence of São Paulo, which goes far beyond conventional tourist attractions. It is on the outskirts of the city that we find the authenticity of São Paulo culture and Grajaú is one of the neighborhoods that offers a unique experience in this sense. With the aim of promoting inclusive tourism, valuing local cultural riches and strengthening community-based tourism.

Accommodation available

Meals available

Hosts events

## Opening hours:

Prior booking is required to visit the attraction

## Service in other languages:

English

Spanish

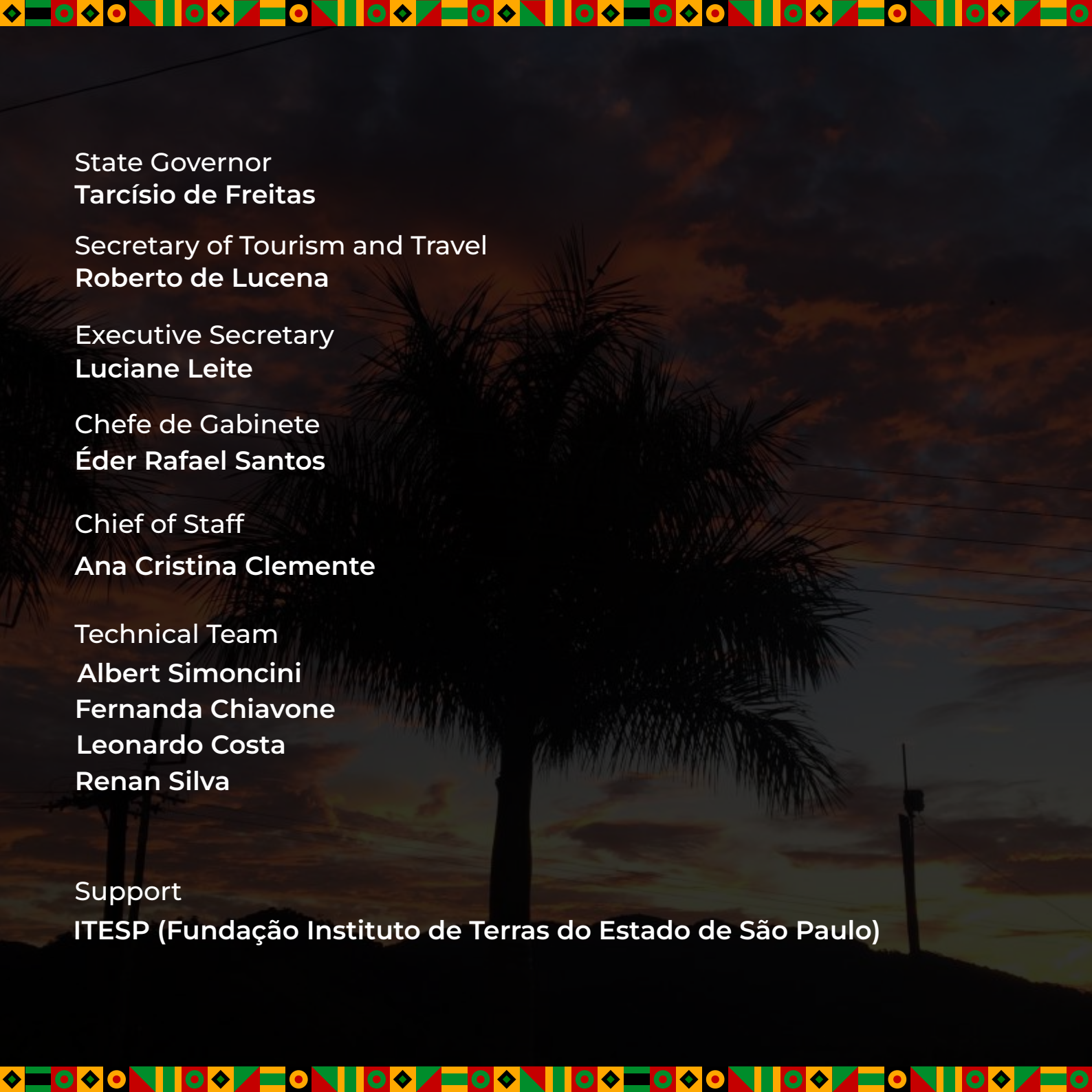

## Contact:

barbaraterra7@gmail.com

(11) 95823-3425







State Governor  
**Tarcísio de Freitas**

Secretary of Tourism and Travel  
**Roberto de Lucena**


Executive Secretary  
**Luciane Leite**

Chefe de Gabinete  
**Éder Rafael Santos**

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**Albert Simoncini**  
**Fernanda Chiavone**  
**Leonardo Costa**  
**Renan Silva**

Support  
**ITESP (Fundação Instituto de Terras do Estado de São Paulo)**





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Realization:



**SÃO PAULO**  
STATE GOVERNMENT  
SÃO PAULO ARE ALL

Support:

