Discover Rio like a Carioca.
The best destination in the world

It's easy to fall in love with Rio de Janeiro. The city, translated in prose, verses and musical notes, has the most beautiful postcards. As Tom Jobim (composer) summed up so well, "I don’t live in Rio, I love Rio". It’s exactly this feeling you get when arriving in the marvelous city and come across with a unique scenario which makes Rio one of the fastest growing tourist destinations in the world.

Next to the lush nature and the tourist attractions formed over the last 458 years, great events put the city back on the concert circuit, film festivals, shows, international exhibitions, fairs, congresses, symposiums and conferences. The tourism sector left behind the negative impacts of Covid-19 and is attracting more and more tourists, both Brazilian and foreigners. And the city is ready to welcome them, in every sense.
On the top of Corcovado mountain, you can see the statue of Christ the Redeemer, one of the Seven Wonders of the Modern World. From there, a part of the city appears. It is possible to see other popular places, like the Sugar Loaf Cable Car, located in the bucolic district of Urca, and the Maracanã stadium. This trio is joined by the beaches of Copacabana and Ipanema, the exuberant green of the Botanical Gardens and Tijuca Forest, Rodrigo de Freitas Lagoon, the Flamengo Embankment, the largest urban park by the sea, and so many other beauties.

In 2012, we have received the title of World Heritage as Cultural Landscape, awarded by Unesco (United Nations Organization for Education, Science and Culture) a conquest that make cariocas proud of the clear interactive evidence of man and nature.

But the ace in Rio’s sleeve is the savoir vivre of its people, the “carioca spirit” which transforms its population, almost 7 million people, into special cicerones, ready to welcome its visitors as if they were old friends. As James Taylor sings in Only a dream in Rio, “Samba, floating on the summer breeze/ It’s all right, you can stay asleep/ you can close your eyes/ you can trust in the people of paradise”.
Beaches to contemplate and live

**Rio Seafront, the Carioca spirit at its fullest**

Rio seafront is a real plunge in the carioca spirit. Much more than a leisure option, for those who live in the city, the beach is an extension of their houses or office. There is nothing more carioca than to make an appointment on the sands. The beaches, definitely, make part of this life style and there are plenty of good options, such as:

**COPACABANA** • The "Little Princess of the Sea", as Copacabana as it came to be known, is one of the most famous beaches in the world. But those who think that the only attributes are the strip of sand, the pleasant sea and the iconic sidewalk are completely wrong. The seafront also lively kiosks and diversified, offering cold draft beer and a refreshing coconut water, going through caipirinhas, snacks and cooked meals. With an effervescent nightlife in its bars, Copacabana presents good gastronomic options and a good shopping center bringing together popular and famous brands.

**ARPOADOR** • On the extreme left of Ipanema beach, just past the Copacabana which divides the two most famous of the city, we find Arpoador, surfer’s corner and cariocas who look for a more quiet place in the middle of turmoil of carioca sands. When the sun sets on the horizon, hiding under the Atlantic waters, we can see one of the greatest shows of Rio, justifying the applause that have already become traditional.

**IPANEMA** • It is undoubtedly one of the most mandatory points every tourist must know in Rio de Janeiro. It became famous due to its song " Girl from Ipanema", of 1962, result of the partnership of the great friends Vinícius de Moraes and Tom Jobim, and made the place and icon of the country and the world. Besides being one of the best attractions of the city, the district and the beach have a variety of attractions, like bars, restaurants and handicraft fairs and you also can take breathtaking pictures. At post 9, an LGBTQIAPN+ stronghold to welcome diversity and resistance. So, Ipanema has become one of the most dearest points of Rio.
**BARRA DA TIJUCA** - Much sought for good waves practitioners and the wind always in your favor, Barra has the highest concentration of beaches in Rio. Reserva beach is located between Barra and Recreio, where you can also dive in the clear waters of Pontal or catch the strong waves of Macumba or Prainha. Then comes Abricó, the only beach dedicated to the practice of naturism in Rio; besides Grumari, an environmental reserve of incomparable beauty. On the way there is also Barra de Guaratiba, with four paradisiacal beaches: Perigosó, Meio, Funda and Inferno.

**PRAINHA** - This beach is a surfer’s favorite, with perfect waves and an indescribable natural beauty. Prainha, as the name says, has a little strip of sand and, 700 meters long of a rough sea protected by the hills covered by Atlantic forest, Located at the end of Recreio, the ideal is to arrive early to enjoy the sun, which hides behind the mountains in mid-afternoon. In the kiosks the most requested are: natural sandwiches, juice and açai.

The allure of an urban forest

An amazing and unforgettable place

Tijuca Forest is one of the greatest urban forests in the world and one of the most visited. It is located in a preserved area of the Atlantic rainforest and is much sought by cariocas and tourists for the practice of physical activities, tours and walks. The flora and fauna are composed by grand mountains, caves, waterfalls and trails, unveiling beautiful landscapes. It is an example of how nature is able to live in harmony with the city. We have selected some programs for you:
CRISTO REDENTOR, ONE OF THE SEVEN WONDERS OF THE MODERN WORLD • Icon of the city, the Christ salutes and blesses the visitors who arrive in Rio de Janeiro. On the top of its 38 meters – and 710 meters of Corcovado Mountain • The Christ, with open arms, is a symbol of faith and sympathy of carioca people. To reach the statue, the visitor makes an agreeable and amazing train ride crossing the Atlantic Forest from the neighborhood of Cosme Velho and also an accredited vans service which runs through Paineiras, leaving Largo do Machado and Lido Square, in Copacabana.

PEDRA BONITA AND PEDRA DA GÁVEA • The trail of Pedra Bonita (Beautiful Stone) is located in National Tijuca Park, sector C, between Pedra da Gávea (Gávea Stone) and the districts of São Conrado and Barra da Tijuca. There are steep sections, which require a bigger physical effort, even more so because the vegetation is low and doesn’t offer protection against the sun and the heat. But the walk is agreeable and passes through reforestation areas with dense forest. The surprise comes when you reach the summit, providing a stunning view of Pedra da Gávea, the beaches of Barra, São Conrado, Leblon and Ipanema, besides Dois Irmãos Hill, Tijuca Forest and some parts of the South Zone.

VISTA CHINESA AND MESA DO IMPERADOR • Built at the beginning of the XX century as a tribute to the Chinese people and the import of tea cultivation in Brazil, the monument offers a large panorama full of green carioca South zone. The trail has an easy access and is totally paved, leading to the viewpoint in a steep climb, but it’s worth it to admire one of the most beautiful peaks of the city.

WATERFALLS • Hidden between forests and fountains, the waterfalls and trails offer a true refuge inside some parks. To enjoy them just a light walk to assure the right fun. Among the main ones are the following: Cachoeira das Almas, Cachoeira dos Primatas (both in National Tijuca Park) and Cachoeira do Quebra (located in Serra da Carioca), together with Chuveirão Waterfall and Ducha of Paineiras. Visit the headquarters of National Park of Tijuca and find the one closest to you!
Don’t miss

PAÔ DE AÇÚCAR - The cable car ride which links Urca Mountain and Sugar Loaf, enables the discovery of new angles of the city and it is one of those unmissable moments. From there we see a stunning landscape, including the cove of Botafogo, Copacabana waterfront and the entrance to the Guanabara Bay. 395 meters above sea level, Sugar Loaf mountain still reveals other angles of the city, as Gavea Stone, Downtown Rio, the Christ Redeemer, Corcovado and the Christ Redeemer. There is no shortage of options of gastronomy and entertainment, and Urca Mounain has a large amphitheater much used for shows and events, gathering simultaneously, fun and a beautiful lights display that makes the city sparkle.

LAPA AND SANTA TERESA - The most traditional districts of Rio de Janeiro exude history preserved each in their own way. Santa Teresa has a certain bucolic atmosphere, with the cable car passing along the tracks in front of the historic houses, and an effervescent cultural life, thanks to several ateliers and restaurants that bring century old buildings to life. But Lapa is pure excitement. A day trip around the most bohemian neighborhood of the city, crossed by the imposing Arches of Lapa, doesn’t live up to the busy life revealed in hundreds of houses which houses bars, restaurants and concert halls. The Circo Voador canvas and Fundição Progresso are the two biggest houses of the district, with samba presentations, choro, funk, hip-hop, rock and electronic beat every day of the week.

RIO BY CYCLE PATHS - Rio has an extensive network of bike roads, besides stripes reserved to bicycles. There are more than 250 km in the west zone, 130 km in the south zone, 50 km in the north zone and 9 km in the downtown area, in which the tracks that cross the city from Marina da Gloria and go to the south zone. So, it is possible cycling while enjoying the tourist attractions, beaches, besides making tours around the urban center in an accessible, conscious and healthy way. From any angle, the pleasure will be intense.
BOTANICAL GARDENS AND PARQUE LAGE - A real ecological sanctuary in the middle of the south zone of which cariocas are very proud. Created in 1808 by order by the the Prince regent D. João VI to acclimatize the spices from East Indies, the Botanical Gardens is one the ten most important of its kind, with approximately 8,200 species of plants from different places. There are imperial palm trees, an orchid garden with more than 600 species, medicine plants, among others, and also the variety of birds that attract everyone. Bonsais, cherry trees, bamboo groves and artificial lakes with life giving carps to the Japanese Garden.

Among other attractions, there is the Environment Museum, with a programming dedicated to themes as sustainability and biodiversity, the old gunpowder factory called House of Pylons and the Space Tom Jobim, with cultural presentations. The district offers still another treasure: Parque Lage, listed by iphan as an historical and landscape heritage. At the foot of Corcovado Mountain, the Park was an old sugar mill from the time of colonial Brazil and is part of the National Park of Tijuca with historical relics, such as the old roman replica, built in 1920. For some, it is considered the “Taj Mahal” of the Americas.

MARACANÃ - Scene of great football classics, both national and international and several historical moments, Maracanã Stadium is a mandatory tourist attraction. The stadium was hosted by two World Cups - the last one in 2014 - is open daily for visits. On the tour people will be able to know the tribunes, boxes, visit the dressing rooms and end the tour close up on the most famous lawn of Brazilian football.

MUSEU FLAMENGO - One of the most traditional clubs of Rio de Janeiro and Brazil, Flamengo invites the public, at the Lagoon, in the south zone, to live part of the memories and great conquests of red-black team. From football to basketball, all the modalities are included, in a real time tunnel travel that brings unique emotion to those in love with this expressive mark of Brazilian culture. Over 14 thematic sections, with immersive experiences and interactive attractions, the visiting space is a special experience.
BARRA DA TIJUCA AND SURROUNDING AREAS

The region has a tourist bias based on three main axes: accommodation, gastronomy and shopping. Barra da Tijuca has international hotel brands, modern shopping centers, and luxury services. As well as starred restaurants, ranging from business centers to waterfront kiosks that invest in quality and innovation, without losing the Rio soul of lightness and relaxation along its 18 km of fine sand and sea suitable for surfing, kiteboarding and windsurfing.

Barra is also home to the largest cultural space in Rio: the City of Arts. The imposing concrete building, designed by French architect Christian de Portzamparc, can be seen from a distance. The multidisciplinary space hosts art exhibitions, plays, shows, children’s activities and all sorts of events.

The Pontal Museum is just a few meters away, still on the outskirts of Barra da Tijuca, and is considered the largest and most significant museum of popular art in the country. If you are going to extend your tour through the West Zone, it is worth “stretching out” and enjoying the beaches of Recreio dos Bandeirantes and the bucolic region of Vargens, Grande and Pequena, which has great Brazilian cuisine restaurants, especially seafood.

AQUARIO - The biggest Aquarium in South America is installed in an area of 26 thousand m², five floors and 28 water tanks which total 4.5 million liters of salt water. Around three thousand animals of different species can be seen in the most diverse marine ecosystems. The greatest attraction is the Ocean Enclosure, with 3.5 million liters of water and seven meters deep, where the visitors have the opportunity of crossing the tank through a tunnel. The other enclosures host species like the surgeon fish, grouper, whiting, cat shark, among others.

YUP STAR - The largest roller coaster in Latin America is 88 meters high, 54 air-conditioned ferris wheels with a capacity for up to eight people and is accessible for disabled people, the biggest ferris wheel in Latin America is part of the unmissable programs. Located in Porto Maravilha, Yup Star takes around 20 minutes to take a complete turn and provide a beautiful view of the city to up to 432 people at the same time.
Old and new live together in harmony in Rio. Downtown Rio is rich in history with its buildings of the colonial period, as churches, forts and buildings like Paço Imperial and the National Historical Museum that divide the scene with modern skyscrapers. Each street, square and corner presents remnants of the last century. The region of Cinelândia, around Floriano Peixoto Square is a quadrilateral full of stories. There we find the National Library, The National Museum of Fine Arts, Pedro Ernesto Palace and the Municipal Theatre, inaugurated in 1909 inspired by the Paris Opera. Buildings in neoclassical style also make up the region, as is the case of Casa França Brazil and the Cultural Center Bank of Brazil. The first one was Praça do Comércio of Rio de Janeiro, afterwards transformed into Customs by D. Pedro I, among other features later on and nowadays, is a cultural center; just as its neighbor CCBB, one of the most visited cultural institutions in the world that once was the headquarters of the commercial association of Rio de Janeiro, in 1906.
One of the most emblematic buildings of modern Brazilian architecture is located in Imprensa Street. Palácio Gustavo Capanema was designed by a team of architects among them Lucio Costa and Oscar Niemeyer, and houses the famous tile panel of Candido Portinari and the garden terrace envisioned by landscaper designer Robert Burle Marx. The harbor area concentrates in Praça Mauá two milestones of its revitalization: the Museum of Art of Rio (MAR) and the Museum of Tomorrow, further accentuating the contrast between old and new. Lapa is still worth a look, stronghold of carioca bohemia, and its famous Arches, one of the main postcards of the city that operated as Carioca Aqueduct at the time Brazil was a colony of Portugal. Staircase Selaron also must be highlighted. It links Lapa to the charming district of Saint Teresa, where we find a house that recalls the history of the city and Brazil. Museum of Chácara do Céu is an old residence from a millionaire trader, a connoisseur and collector of works of art as paintings of Candido, Portinari, Volpi and others all surrounded by a beautiful garden. For the visitors, the view from the viewpoint is unmissable, one of the most cinematic scenes the city has to offer.
Pequena África, the historical rescue

The Samba singer and artist Heitor dos Prazeres nicknamed “Little Africa”, the area encompassing the districts of Saúde, Gamboa and Santo Cristo. And the name is symbolic, for the region was established as the main point of arrival of black people enslaved of Brazil – and one of the world’s greatest. The place gathers among streets, sidewalks and neighbor houses, addresses of the origin of the most carioca of the rhythms: the Samba. And also two of the main tourist attractions of today: Pedra do Sal, transformed in a stronghold of resistance of the most authentic samba, besides being a religious icon for the African culture, mixing good music and bohemia, and Largo da Prainha, known as one of the most cool places of the world, with a complex of eight bars which present to all customers the best Brazilian cuisine. From Angu to succulent barbecued meat, the menu is one of the most varied in the city.

Another reminder of the presence of black people in the region was the discovery, with the excavations for the widening and drainage of the streets, of an important archaeological site, known as Cais do Valongo, the entry point of enslaved people from Africa. Later on, in 1843 it was renovated by the French architect Granjean de Montigny to welcome the Empress Teresa Cristina, who arrived in Brazil to get married with Emperor D. Pedro II. After the discovery, has become a historical landmark – where the cemetery of the new blacks is also located – and then recovered to receive tourists from all over the world, who can better understand the formation of the city. Elements that rescue monuments and findings that reinforce this vibrant territory, where the visitor is invited to experience the best of the afro-Brazilian culture and its importance for the formation of the country.
Even with such natural beauties, Rio wouldn’t be internationally famous as The Marvelous City if it weren’t for that bohemian and friendly spirit of its population. The secret of this recipe is the diversity and the topic of gastronomy couldn’t be different. Rio houses a great variety of restaurants that offer a democratic menu, both in flavors and values. But the tourist cannot miss the feijoada, the caipirinha and the barbecue rodizio, faithful representatives of the carioca lifestyle. A beach day must have Globo cookies and Matte Leão. This duo is the perfect snack on very hot days and crowded sands, and it’s not for nothing that it was awarded the title of cultural and immaterial heritage of Rio.

To finish, the tip is to drink coconut water at the beach kiosks and eat something in one of the several juice houses, where the request would be a natural sandwich with a drink prepared with several tropical fruits, from all corners of the country.

The bars (botecos) not only enchants the admirers of traditional popular places downtown or in some corner of Copacabana, but anyone with a good taste and appreciation for informality. Each bar is a surprise, the menus are diverse and many of them unusual. It’s with a tour to taste the specialities of each place. You will not regret it!
The greatest shows on Earth

In this unique scenario the two biggest and best known open air parties on the planet: Réveillon and Carnival.

Réveillon all over the city

Every year, Copacabana beach receives two million people for the party that welcomes the arrival of the New Year. Musical performances liven up the celebration, which features a huge fireworks display that colors and turns the sky into a true canvas. And at the turn of 2023, Rio experienced a colorful, democratic party, which spread for the first time across nine neighborhoods. For 2024, the celebration was expanded to ten neighborhoods, with 12 stages. On the theme of celebrations, technology and sustainability, in a reflection on the well-being of the next generations, which places Rio within the ESG (Environmental, Social and Governance) agenda for a better future.
Democratic Carnival

During the festive days the city vibrates with hundreds of street carnival blocks, covering several neighborhoods, in a mix of happiness and music, uniting Rio by the revelry spirit. For all tastes and tribes, the Sambadrome, welcomes the Samba parade of the samba schools that compete for the title of champion of Carioca carnival festivities, is the real heart of the Carnival. Among feathers and sequins, the real magic of the party occurs, gathering thousands of people pulsating to the sound of drums, in the rhythm of cuíca, the noise of the tambourines, defending the colors of its flags and associations. At the end of the parades, that usually captivate the people crowding the stands, the apotheotic moment that takes, from friezes to cabins of Sapucaí, the sweat and the mixture of complete happiness for duty fulfilled.

But the Carnival joy goes on: at Terreirão do Samba, meetings that mix the music. From pagode to funk, from country music to rock, the place is famous for its animation during the pagan festivity, by the democratic vibe that entertain the audience with shows of famous artists at popular prices. Besides, the balls cheer up several points of the city, beyond the traditional stages of Copacabana and Graça Aranha, with best costume competition, carnival songs and props. Here, the party never stops! The glitter shines all year round.
Sports and lifestyle

Beautiful landscapes and privileged geography, Rio is a great place for outdoor sports. A setting where sport and nature come together in perfect harmony, everyone is invited to an adventure along nature trails, mountain climbing, hang gliding and paragliding from Pedra Bonita. Along the coast, there are sports options, from walking to running, cycling along the cycle paths to the waves of Prainha or the tranquility of the calm sea in Copacabana or Ipanema, with a stand up paddle.

If you like adventure, the option is to take a Hawaiian Canoe to the Cagarras Islands, a group of seven islands located about 5 km south of Ipanema beach. Groups with guides leave from Posto Seis, in Copacabana, and offer material rental and preparatory classes. For the sand crowd, there is racquetball (frescobol), beach tennis, volleyball and footvolley. Guanabara Bay inspires windsurfing and yacht lovers; Rodrigo de Freitas Lagoon is perfect for rowing. For those who practice golf, we have Gávea Golf, in São Conrado; Itanhangá Golf and Olympic Golf, both in Barra da Tijuca. And for the skateboarding field, there are tracks all over the city.
Carioca’s nightlife is very democratic. There are the nightclubs in the South Zone, the espaces dedicated to Samba in the neighborhood of Lapa, the concert halls in Barra da Tijuca; anyway, there is no shortage of alternatives to serve all the tribes. The central area of the city is the favorite of tourists who are looking for good music and the opportunity to enjoy the carioca lifestyle, live music with a popular repertoire, good food and special drinks. The night vibrates and there is room for everyone in the bohemian Lapa. The revitalized Harbor Area completes the Samba circuit, with much music at Largo do São Francisco of Prainha and the traditional samba of Pedra do Sal.

In Barra, there are several concert houses which offer national and international attractions all year round, with capacity for up to 15 thousand people, and several live music spaces and nightclubs for all tastes.

In the south Zone, the program is varied, putting together a nice Pagode in traditional bars, nightclubs that are always at the top of the most crowded bars, as in Dias Ferreira Street, in Leblon, in Farine de Amebdo Street in Ipanema or at various points in Copacabana. You can be sure, there will be no shortage of options during your stay in Rio.
TOURISM ORGANIZATION

VISIT RIO CONVENTION BUREAU: Foundation that works to increase the flow and stay of tourists in the city, in addition to attracting congresses and events of a technical, scientific, cultural and sporting nature, both national and international.
www.visit.rio

TOURIST INFORMATION: riotur.rio

SAMBA AND CARNIVAL INFORMATION: carnaval.rio

REVÉLION INFORMATION: revellon.rio

TOURS


MARACANÁ - ESTÁDIO JORNALISTA MÁRIO FILHO: Rua Rei Pelé, s/n - Maracanã - (+55 21) 0800 062-7222 www.estadiodomaracana.com.br


PARQUE NACIONAL DA TIJUCA:


CENTRO CULTURAL BANCO DO BRASIL:


MUSEU DO PONTAL:


MUSEU CHÁCARA DO CÉU: Rua Martinho Nobre, 93 – Santa Teresa - (+55 21) 3532-4369 – www.museuscastromaya.com.br


RIO SCENARIUM:

MUSEU DAS ARTES: Av. Lúcio Costa, 1952 – Barra da Tijuca - (+55 21) 98936-0946

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SPORTS

SKATE PARKS:

Laguna Rodrigo de Freitas: Av. Borges de Medeiros, 829
Aterro do Flamengo: Rua Correa Dutra, 19 – Flamengo
Parque Madureira: Rua Soares Caldeira, 115 – Madureira
Parque Duque d’Alcântara, 95 – Barra da Tijuca

GOLF CLUBS:

Gávea Golf and Country Club – Estrada da Gávea 800
Itapagú Golf Club – Estrada da Barra da Tijuca, 2005

REGULAR TAXI:

YELLOW CAB

• Bandeira 1: Mon-Sat, 6am to 9pm
• Bandeira 2: Daily, 9pm to 6am – Sun and holidays

SPECIAL TAXIS: Fixed price

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• Coopertrans: (+55 21) 2209-9299
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• Transcoopav: (+55 21) 2209-2220
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MOBILITY

SUBWAY: Mon-Sat, 5am to 2am – Sun and holidays, 07am to 11am – www.metrorio.com.br

RTT: RioGaleão Airport – Barra da Tijuca (Alvorada) – Q 24 hours with departure every 20 minutes – www.mobi-rio.rio.br


MOOVIT: App with information about timetables and accurate arrival estimates for buses and other transport services. Additionally, you can choose the best route options around the city. – www.moovitapp.com