

DESEMPENHO DOS MEIOS DE HOSPEDAGEM DA CIDADE DE SÃO PAULO

City of São Paulo accommodation supply performance

OBSERVATÓRIO DE TURISMO E EVENTOS



observatoriodoturismo.com.br

Janeiro / January - 2020

TAXA DE OCUPAÇÃO - Hotéis
Occupancy rate - hotels (%) **57,70**

T.O. FINS DE SEMANA - Hotéis
Weekends - hotels (%) **51,57**

TAXA DE OCUPAÇÃO - Hostels
Occupancy rate - hostels (%) **51,30**

DIÁRIA MÉDIA - Hotéis
Average rate - hotels (BRL) **318,96**

D.M. FINS DE SEMANA - Hotéis
Weekends - hotels (BRL) **295,26**

DIÁRIA MÉDIA - Hostels
Average rate - hostels (BRL) **43,00**

DESEMPENHO MENSAL - HOTÉIS / 2020

Montly performance - hotels / 2020

		Jan / jan	Fev / feb	Mar / mar	Abr / apr	Mai / may	Jun / jun	Jul / jul	Ago / aug	Set / sep	Out / oct	Nov / nov	Dez / dec	Med / ave
Ocupação Hoteleira (%) Occupancy rate	Geral General	57,70												57,70
	Econômico Economic	52,69												52,69
	Midscale Midscale	61,38												61,38
	Luxo Luxury	55,02												55,02
	Superluxo Superluxury	52,84												52,84
Diária Média (BRL) Average daily rate	Geral General	318,96												318,96
	Econômico Economic	204,81												204,81
	Midscale Midscale	293,64												293,64
	Luxo Luxury	405,87												405,87
	Superluxo Superluxury	643,03												643,03
RevPar* (BRL)	Geral General	184,03												184,03
	Econômico Economic	107,91												107,91
	Midscale Midscale	180,22												180,22
	Luxo Luxury	223,30												223,30
	Superluxo Superluxury	339,79												339,79

*Receita por apartamento disponível / Revenue per available apartment

		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Taxa de ocupação - Occupancy rate	JAN/jan	45,05	56,27	56,38	53,83	51,56	54,27	56,76	53,14	52,96	50,75	50,38	49,04	50,26	54,76	55,33	57,70
	FEV/feb	46,85	58,86	61,96	59,3	48,95	57,76	69,1	57,33	58,88	62,98	52,65	57,32	60,52	59,94	67,64	
	MAR/mar	57,93	63,69	69,81	69,1	66,41	74,12	67,55	73,56	70,98	63,96	66,10	62,32	66,92	72,81	65,38	
	ABR/apr	59,35	63,42	67,39	70,31	54,87	70,1	72,88	67,35	71,94	66,58	61,23	65,41	66,35	70,68	70,89	
	MAI/may	57,99	64,61	69,33	70,02	62,39	73,33	74,7	72,65	67,85	75,00	66,62	63,09	68,88	68,64	72,81	
	JUN/jun	62,75	62,67	67,57	74,75	65,95	67,98	74,97	70,04	70,15	61,14	66,41	67,78	65,27	66,67	67,52	
	JUL/jul	62,1	67,72	66,54	68,21	62,72	67,71	66,11	65,11	64,18	63,10	59,14	59,15	65,06	68,14	69,10	
	AGO/aug	64,33	70,12	69,44	71,55	65,79	75,11	75,37	71,35	68,09	69,92	71,01	64,57	68,23	77,10	74,42	
	SET/sep	68,54	64,96	66,86	76,56	64,56	72,9	70,56	68,17	69,43	69,07	62,89	62,79	65,05	72,97	70,68	
	OUT/oct	63,45	78,21	75,21	70,96	70,30	74,8	72,44	70,63	70,22	63,00	62,94	62,33	72,37	70,59	73,33	
	NOV/nov	64,28	65,51	67,57	71,99	70,29	71,6	75,57	69,97	71,39	71,13	66,73	70,11	71,69	74,78	74,91	
	DEZ/dec	52,12	60,84	65,93	51,17	52,66	60,1	55,47	52,26	50,48	49,05	50,90	54,14	57,79	60,68	60,66	
TOTAL	58,73	64,74	67,00	67,31	61,37	68,32	69,29	65,99	65,55	63,81	61,41	61,50	64,87	68,15	68,56	57,70	
Diária Média - Average daily rate	JAN/jan	144,41	138,56	146,93	169,89	181,15	198,81	218,10	257,83	288,60	307,97	288,87	296,19	284,23	306,61	309,76	318,96
	FEV/feb	133,50	136,12	150,32	170,93	190,94	197,46	220,56	271,05	308,81	311,21	326,51	313,66	289,19	291,26	337,07	
	MAR/mar	131,98	139,09	168,19	178,06	205,39	197,81	233,53	296,32	316,46	324,99	320,48	321,56	292,93	320,04	346,55	
	ABR/apr	144,58	138,86	165,75	166,99	194,61	207,65	237,00	298,89	322,60	338,04	312,87	297,12	290,23	310,93	351,62	
	MAI/may	185,00	140,45	155,83	175,6	199,76	200,17	236,96	316,66	309,89	313,53	322,93	293,97	309,89	321,87	341,97	
	JUN/jun	139,08	128,80	148,28	178,17	210,71	205,08	246,26	306,49	313,29	398,18	323,84	296,09	293,85	306,58	344,23	
	JUL/jul	146,27	136,02	161,26	173,43	195,82	202,29	246,18	298,61	303,54	361,04	318,31	295,30	273,84	305,20	327,19	
	AGO/aug	138,21	140,37	166,99	169,56	199,12	202,81	235,05	305,08	303,38	325,53	325,27	284,82	291,55	316,78	343,44	
	SET/sep	146,12	137,28	154,06	185,31	187,13	207,26	247,48	297,74	317,41	325,91	319,02	276,07	284,89	315,28	349,05	
	OUT/oct	123,62	156,73	168,93	188,78	208,58	205,43	251,80	303,02	321,36	312,39	316,69	291,77	316,07	316,28	340,19	
	NOV/nov	141,02	139,70	161,94	184,53	189,82	202,11	269,04	309,40	332,49	334,24	323,99	307,46	306,73	339,60	352,53	
	DEZ/dec	134,73	137,43	160,22	176,89	190,52	200,49	242,06	281,24	307,43	279,56	302,22	267,24	287,67	319,64	340,59	318,96

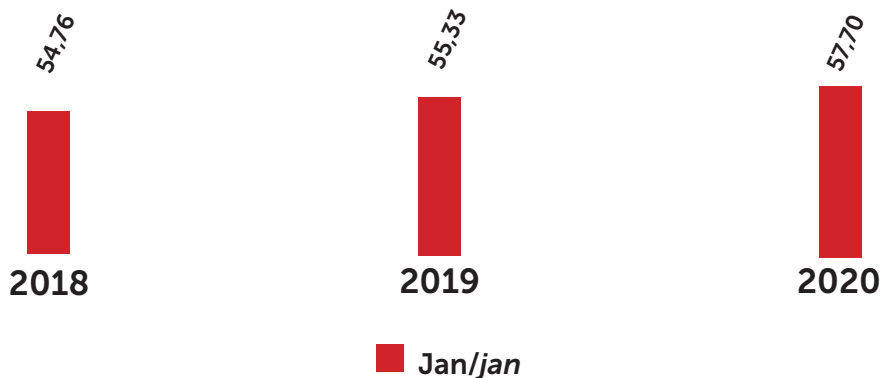
VARIAÇÃO DA OCUPAÇÃO 2019/2020
Occupancy growth 2019/2020

VARIAÇÃO DA DIÁRIA MÉDIA 2019/2020
Daily rate growth 2019/2020

Janeiro / January 4,3%

Janeiro / January +3,0%

COMPARATIVOS DA TAXA DE OCUPAÇÃO TRIMESTRAL (%) - HOTÉIS - 2018 / 2020
Comparative analysis (%) - hotels - 2018 / 2020



DESEMPENHO MENSAL - HOSTELS / 2020
Montly performance - Hostels / 2020

	Jan / jan	Fev / feb	Mar / mar	Abr / apr	Mai / may	Jun / jun	Jul / jul	Ago / aug	Set / sep	Out / oct	Nov / nov	Dez / dec	Med / ave
Ocupação(%) Occupancy rate	51,30												51,30
Diária Média (BRL) Average daily rate	43,00												43,00

DESEMPENHO - HOSTELS
Performance- Hostels

		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Taxa de ocupação Occupancy rate	JAN/jan	71,73	71,74	61,01	50,88	51,71	53,79	36,41	54,03	60,67	51,30
	FEV/feb	76,28	76,09	57,42	54,27	38,70	45,19	46,39	50,76	61,35	
	MAR/mar	74,13	69,28	55,78	47,79	51,43	50,38	42,60	49,92	69,00	
	ABR/apr	64,13	67,56	50,01	53,31	48,99	58,71	49,87	46,15	57,24	
	MAI/may	53,18	55,88	50,08	53,98	48,34	54,90	40,70	47,45	53,47	
	JUN/jun	57,96	54,74	49,07	62,58	38,42	49,40	50,58	55,83	63,76	
	JUL/jul	74,49	66,15	57,49	56,15	56,44	63,50	54,78	60,90	59,54	
	AGO/aug	66,28	56,28	49,16	51,15	48,98	51,40	43,72	60,11	57,87	
	SET/sep	51,19	60,47	45,09	46,36	49,12	54,89	49,45	58,77	55,60	
	OUT/oct	58,78	55,25	47,91	44,28	44,68	53,88	51,01	54,83	49,61	
	NOV/nov	62,49	52,00	49,68	56,49	52,39	52,61	51,48	60,95	51,21	
	DEZ/dec	59,67	49,58	39,59	43,28	45,85	40,54	51,32	61,19	48,14	
TOTAL	64,18	61,25	51,02	51,71	47,92	52,43	47,36	55,07	57,29	51,30	
Diária Média Average daily rate	JAN/jan	39,46	43,93	45,51	49,04	56,12	50,33	46,87	48,50	54,71	43,00
	FEV/feb	45,35	40,62	51,58	48,15	54,18	51,61	45,62	56,44	54,62	
	MAR/mar	57,36	39,85	47,62	51,06	54,25	60,12	45,20	58,98	49,00	
	ABR/apr	37,97	46,90	44,17	52,07	50,74	49,09	51,05	67,95	61,65	
	MAI/may	39,26	44,80	48,04	57,46	51,16	45,47	58,58	52,36	50,55	
	JUN/jun	39,76	40,60	46,28	87,33	49,15	47,56	54,71	47,27	61,07	
	JUL/jul	39,90	44,11	44,67	69,45	49,70	52,87	59,97	50,15	60,12	
	AGO/aug	31,14	43,50	48,06	49,01	52,76	51,07	48,23	50,52	55,60	
	SET/sep	40,32	44,36	47,56	49,97	51,41	60,16	55,29	52,21	50,20	
	OUT/oct	45,10	42,97	48,41	47,03	54,52	52,95	47,59	56,15	44,02	
	NOV/nov	42,16	43,90	46,23	51,93	53,99	59,54	60,06	54,71	52,27	
	DEZ/dec	45,32	41,17	42,71	50,93	48,24	56,26	37,17	39,21	48,43	
TOTAL	41,92	43,06	46,74	55,29	52,18	53,08	50,86	52,87	55,96	43,00	

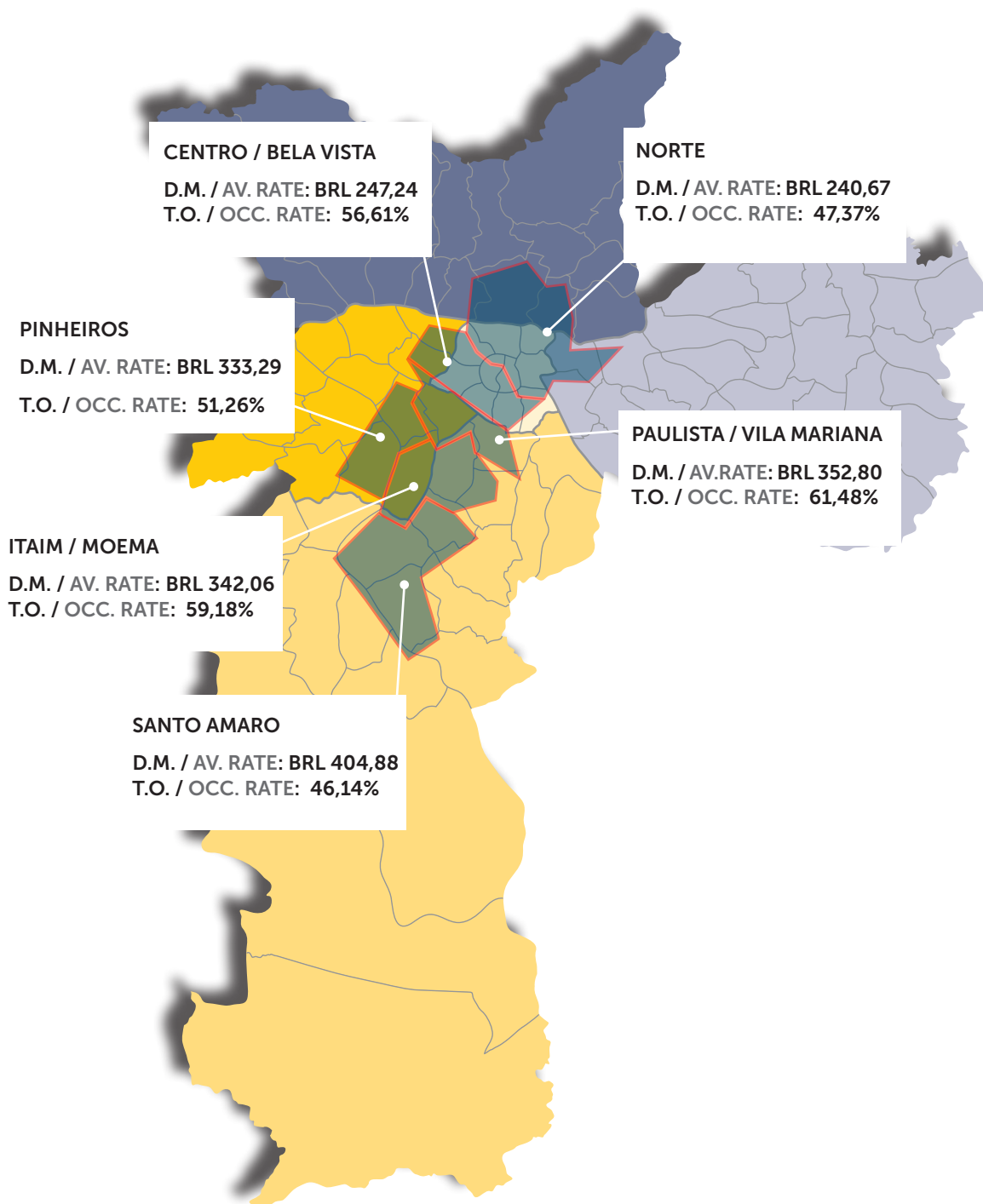
VARIAÇÃO DA OCUPAÇÃO 2019/2020
 Occupancy growth 2019/2020

VARIAÇÃO DA DIÁRIA MÉDIA 2019/2020
 Daily rate growth 2019/2020

Janeiro / January -15,4%
Janeiro / January -21,4%

DESEMPENHO REGIONAL - HOTÉIS - Janeiro/2020

Region performance - January/2020



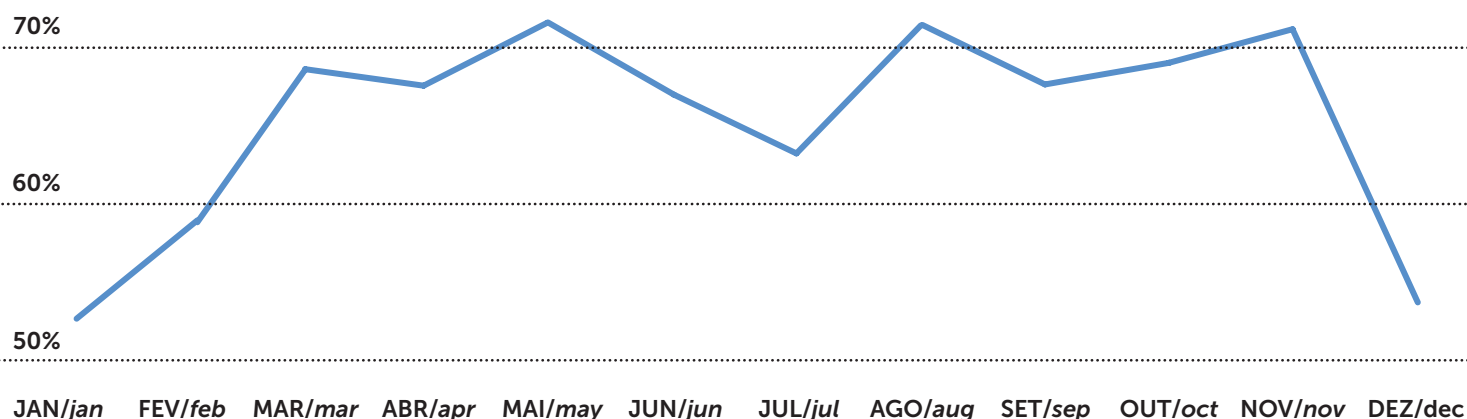
Região	TO	DM
NORTE / NORTH	47,37	240,67
SUL / SOUTH	56,52	338,69
CENTRO / DOWNTONW	61,82	275,67
LESTE / EAST	55,27	256,80
OESTE / WEST	59,82	388,40

D.M. = Diária Média; T.O.= Taxa de Ocupação Média
AV. RATE = Average Daily Rate; OCC. RATE = Occupancy rate

- Sem dados suficientes para divulgação

FINAIS DE SEMANA - HOTÉIS
Weekends - hotels

		2012	2013	2014	2015	2016	2017	2018	2019	2020
Ocupação Hoteleira <i>Occupancy rate</i>	<i>JAN/jan</i>	44,07	42,05	41,93	42,38	43,43	46,28	48,23	48,91	51,57
	<i>FEV/feb</i>	45,74	47,35	52,45	44,83	52,85	54,51	53,73	60,57	
	<i>MAR/mar</i>	58,76	59,92	56,92	57,97	57,42	59,01	66,23	57,98	
	<i>ABR/apr</i>	56,48	59,88	59,17	52,36	60,56	62,15	62,85	68,60	
	<i>MAI/may</i>	56,82	57,66	66,05	55,33	56,40	60,04	62,17	64,82	
	<i>JUN/jun</i>	59,27	58,19	53,97	61,41	59,39	57,85	57,58	61,60	
	<i>JUL/jul</i>	55,29	54,73	51,79	53,95	57,22	57,56	64,13	65,83	
	<i>AGO/aug</i>	55,91	55,88	61,06	59,83	54,33	56,74	65,37	65,10	
	<i>SET/sep</i>	59,08	60,49	61,17	54,37	56,39	58,65	69,27	64,36	
	<i>OUT/oct</i>	58,16	60,36	56,56	54,69	55,89	69,02	64,49	65,72	
	<i>NOV/nov</i>	61,76	63,52	64,48	63,85	71,45	69,27	72,65	73,01	
	<i>DEZ/dec</i>	44,84	44,16	45,24	57,18	55,31	58,42	58,25	56,03	
TOTAL	54,68	55,35	55,90	54,84	56,72	59,13	62,08	62,71	51,57	
Diária Média <i>Average daily rate</i>	<i>JAN/jan</i>	257,29	266,86	269,95	267,90	252,02	262,74	274,39	280,75	295,26
	<i>FEV/feb</i>	255,11	278,87	273,78	290,45	301,54	259,48	257,57	299,11	
	<i>MAR/mar</i>	288,07	282,64	285,38	276,41	262,93	253,60	280,27	281,66	
	<i>ABR/apr</i>	280,54	291,16	318,67	278,03	256,44	254,80	275,76	318,33	
	<i>MAI/may</i>	295,53	280,45	266,06	277,13	226,59	279,56	283,82	306,81	
	<i>JUN/jun</i>	287,73	286,24	358,98	290,81	259,34	262,56	262,43	301,05	
	<i>JUL/jul</i>	271,52	286,71	329,58	284,62	261,98	260,61	274,10	296,17	
	<i>AGO/aug</i>	285,56	280,22	287,69	295,87	248,43	251,20	284,16	307,40	
	<i>SET/sep</i>	280,89	287,04	285,10	271,48	249,45	255,90	273,03	321,76	
	<i>OUT/oct</i>	274,16	287,40	278,98	261,66	263,38	291,95	281,78	301,70	
	<i>NOV/nov</i>	305,26	314,59	306,05	286,39	289,68	289,16	295,68	333,36	
	<i>DEZ/dec</i>	253,64	283,24	247,98	261,04	260,32	268,07	288,68	321,20	
TOTAL	277,94	285,45	292,35	278,48	261,00	265,80	277,74	305,78	295,26	

SAZONALIDADE MÉDIA HOTELEIRA - 2005/2020
Average hotel season- 2005/2020


Hotéis participantes / participant hotels

155 Hotel	Maksoud Plaza	Slaviero Essential Jardins
Adagio SP Berrini	Melia Ibirapuera	Staybridge Suites SP
Adagio SP Itaim Bibi	Melia Jardim Europa	The Landmark Residence
Augusta Boulevard	Melia Paulista	The Park Hall Flat
Blue Tree Premium Paulista	Mercure SP Jk	The Universe Paulista By Intercity
Blue Tree Towers Anália Franco	Mercure SP Alamedas	The World Hotels
Brasília Small Town Flat Service	Mercure SP Ginasio Ibirapuera	Tivoli Moffarej SP
Cardim Plaza Hotel	Mercure SP Ibirapuera Privilege	Transamérica Berrini Hotel
Central Park Jardins	Mercure SP Moema	Transamérica Classic - Higienópolis
Centro Paulus	Mercure SP Paulista	Transamérica Classic - Victoria
Clarion Faria Lima	Mercure SP Vila Olimpia	Transamérica Executive - Bela Cintra
Comfort Ibirapuera	Moncloa Hotel	Transamérica Executive - Chácara Sto Antônio
Comfort Nova Paulista	Novotel Morumbi	Transamérica Executive - Congonhas
Comfort Suites Oscar Freire	Pan Americano Hotel	Transamérica Executive - Faria Lima
Estação Paraiso Hotel	Park Inn Berrini	Transamérica Executive - Jardins
Estanplaza Berrini Boutique Hotel	Paulista Flat	Transamérica Executive - Moema
Fortune Residence	Paulista Wall Street	Transamérica Executive - Paulista
Go Inn Jaguaré	Pousada Dona Zilah	Transamérica Executive - Perdizes
Golden Tower SP Hotel	Pousada Valparaíso	Transamérica Prime - International Plaza
Grand Hyatt SP	Pullman SP Ibirapuera	Transamérica Prime - Paradise Garden
Grand Mercure SP Ibirapuera	Quality Faria Lima	Transamérica São Paulo Hotel
Green Place Flat Ibirapuera	Quality Paulista	Tryp Iguatemi
Ibis SP Bugdet Jardins	Quality Suites Long Stay Bela Cintra	Tryp Tatuapé
Ibis SP Barra Funda	Quality Suites Long Stay Vila Olimpia	Tsue The Palace Flat
Ibis Styles SP Barra Funda	Quality Suites Oscar Freire	Villa Rosa Hotel
Intercity Interative Jardins	Radisson Blu SP	
Intercity Nações Unidas	Radisson Paulista	
Itamarati Hotel	Radisson Vila Olímpia	
La Residence Itaim	Residencial Alameda Apart Hotel	
Leques Brasil	Santa Mônica Residence Service	
L'hotel Portobay SP	Santana Gold Flat	
London Class Suites	Sheraton SP WTC	

UHs participantes: 12.760

Participant rooms: 12.760

Hostels participantes / participant hostels

Mama Brasil Hostel
Aquarela SP Hostel
Purple House Hostel
Lobo Urban Stay

Leitos participantes: 132

Participant beds: 132

OBSERVATÓRIO DE TURISMO E EVENTOS

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