

DESEMPENHO DOS MEIOS DE HOSPEDAGEM DA CIDADE DE SÃO PAULO

City of São Paulo accommodation supply performance

OBSERVATÓRIO DE TURISMO E EVENTOS



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Julho / July - 2020

TAXA DE OCUPAÇÃO - Hotéis
Occupancy rate - hotels (%) **15,49**

T.O. FINS DE SEMANA - Hotéis
Weekends - hotels (%) **15,46**

TAXA DE OCUPAÇÃO - Hostels
Occupancy rate - hostels (%) **13,76**

DIÁRIA MÉDIA - Hotéis
Average rate - hotels (BRL) **293,79**

D.M. FINS DE SEMANA - Hotéis
Weekends - hotels (BRL) **278,90**

DIÁRIA MÉDIA - Hostels
Average rate - hostels (BRL) **49,43**

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	60,56	39,72	5,77	9,09	11,77	15,49						28,59
	Econômico Economic	52,69	54,39	42,85	6,61	15,31	14,72	17,48						29,15
	Midscale Midscale	61,38	63,49	43,81	6,90	12,21	9,95	13,47						30,17
	Luxo Luxury	55,02	60,39	37,57	4,19	7,76	12,34	9,23						26,64
	Superluxo Superluxury	52,84	57,65	28,82	2,22	2,77	10,79	10,75						23,69
Diária Média (BRL) Average daily rate	Geral General	318,96	345,22	359,70	297,08	203,90	277,96	293,79						299,52
	Econômico Economic	204,81	188,15	189,41	190,70	181,42	188,78	215,34						194,09
	Midscale Midscale	293,64	292,17	294,89	274,40	291,34	276,02	314,90						291,05
	Luxo Luxury	405,87	395,17	407,54	390,97	425,63	413,12	431,36						409,95
	Superluxo Superluxury	643,03	762,25	637,10	606,16	642,93	699,92	1252,69						749,15
RevPar* (BRL)	Geral General	184,03	209,06	142,87	17,16	18,54	32,70	45,52						92,84
	Econômico Economic	107,91	102,34	81,16	12,60	27,77	27,78	37,64						56,74
	Midscale Midscale	180,22	185,49	129,19	18,94	35,56	27,45	42,43						88,47
	Luxo Luxury	223,30	238,65	153,12	16,38	33,01	50,97	39,80						107,89
	Superluxo Superluxury	339,79	439,42	183,63	13,44	17,81	75,52	134,66						172,04

*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	60,56
	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	39,72
	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	5,77
	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	9,09
	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	11,77
	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	15,49
	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	28,59	
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	345,22
	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	359,70
	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	297,08
	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	203,94
	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	277,96
	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	293,79
	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	
TOTAL	142,38	139,12	159,06	176,51	196,13	202,28	240,34	295,19	312,11	327,72	316,75	295,10	293,42	314,17	340,35	299,52	

VARIAÇÃO DA OCUPAÇÃO 2019/2020
Occupancy growth 2019/2020

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

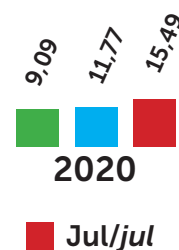
Julho / July

-77,6%

Julho / July

-10,2%

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	50,64	26,41	14,18	13,04	19,93	13,76						27,04
Diária Média (BRL) Average daily rate	43,00	47,91	55,99	36,83	31,20	50,00	49,43						44,91

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	50,64
	MAR/mar	74,13	69,28	55,78	47,79	51,43	50,38	42,60	49,92	69,00	26,41
	ABR/apr	64,13	67,56	50,01	53,31	48,99	58,71	49,87	46,15	57,24	14,18
	MAI/may	53,18	55,88	50,08	53,98	48,34	54,90	40,70	47,45	53,47	13,04
	JUN/jun	57,96	54,74	49,07	62,58	38,42	49,40	50,58	55,83	63,76	19,93
	JUL/jul	74,49	66,15	57,49	56,15	56,44	63,50	54,78	60,90	59,54	13,76
	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	27,04	
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	47,91
	MAR/mar	57,36	39,85	47,62	51,06	54,25	60,12	45,20	58,98	49,00	55,99
	ABR/apr	37,97	46,90	44,17	52,07	50,74	49,09	51,05	67,95	61,65	36,83
	MAI/may	39,26	44,80	48,04	57,46	51,16	45,47	58,58	52,36	50,55	31,20
	JUN/jun	39,76	40,60	46,28	87,33	49,15	47,56	54,71	47,27	61,07	50,00
	JUL/jul	39,90	44,11	44,67	69,45	49,70	52,87	59,97	50,15	60,12	49,43
	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	44,91	

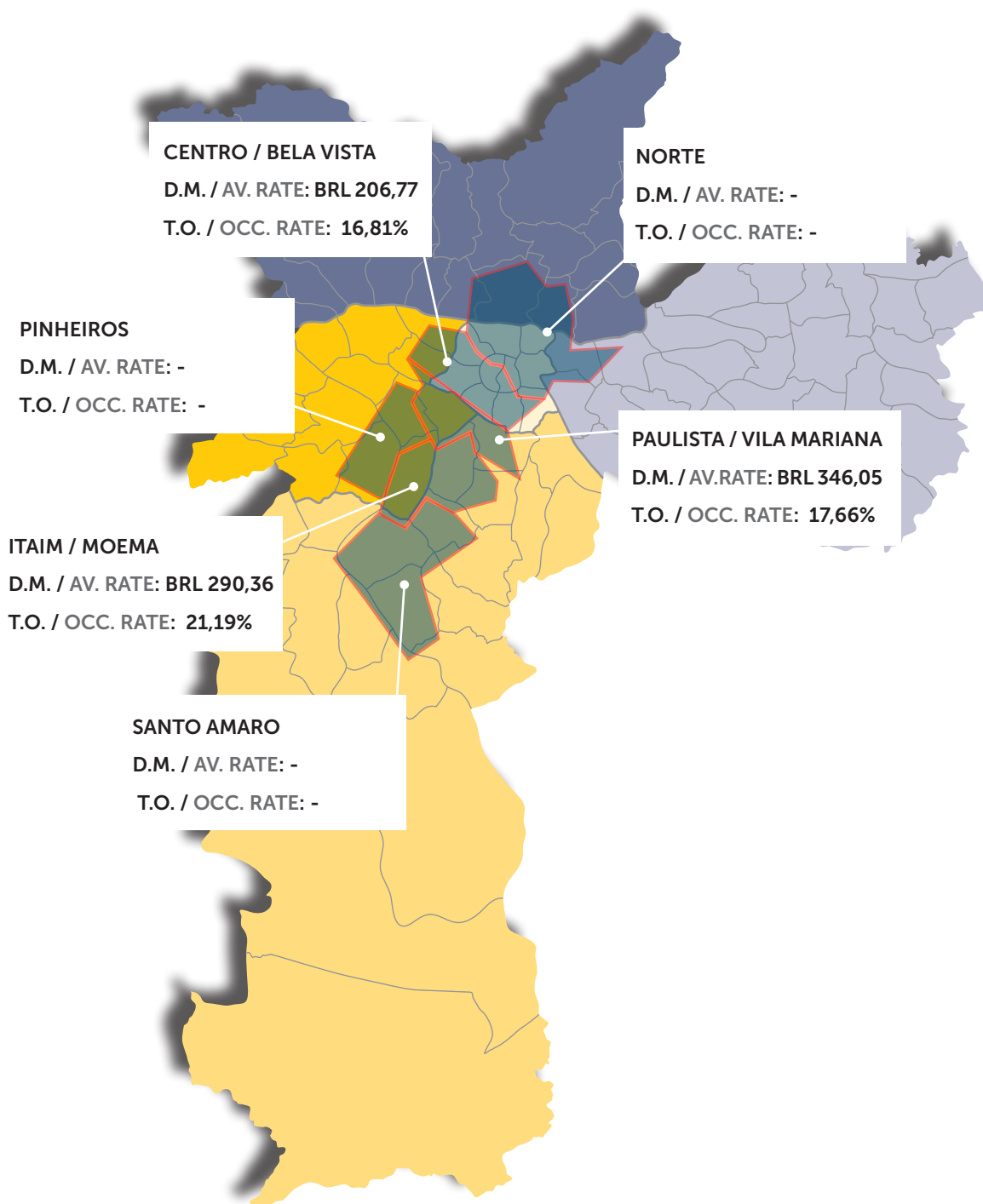
VARIAÇÃO DA OCUPAÇÃO 2019/2020
 Occupancy growth 2019/2020

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

Julho / July
-76,9%
Julho / July
-17,8%

DESEMPENHO REGIONAL - HOTÉIS - Julho/2020

Region performance - July/2020



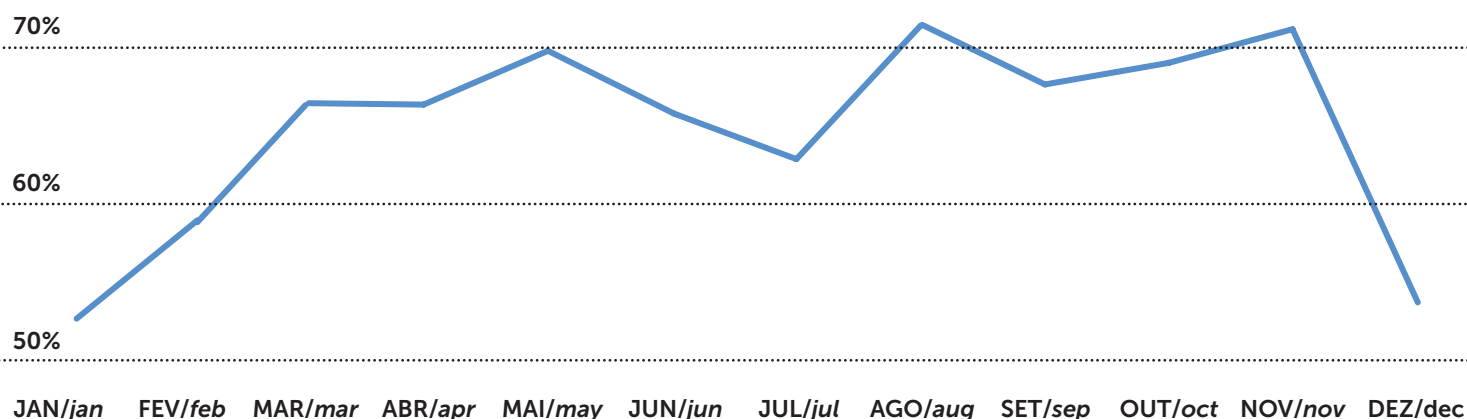
Região	TO	DM
NORTE / NORTH	-	-
SUL / SOUTH	16,92	375,08
CENTRO / DOWNTONW	18,83	194,68
LESTE / EAST	12,05	300,06
OESTE / WEST	14,83	262,59

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>	JAN/jan	44,07	42,05	41,93	42,38	43,43	46,28	48,23	48,91	51,57
	FEV/feb	45,74	47,35	52,45	44,83	52,85	54,51	53,73	60,57	53,07
	MAR/mar	58,76	59,92	56,92	57,97	57,42	59,01	66,23	57,98	35,37
	ABR/apr	56,48	59,88	59,17	52,36	60,56	62,15	62,85	68,60	4,76
	MAI/may	56,82	57,66	66,05	55,33	56,40	60,04	62,17	64,82	7,79
	JUN/jun	59,27	58,19	53,97	61,41	59,39	57,85	57,58	61,60	11,19
	JUL/jul	55,29	54,73	51,79	53,95	57,22	57,56	64,13	65,83	15,46
	AGO/aug	55,91	55,88	61,06	59,83	54,33	56,74	65,37	65,10	
	SET/sep	59,08	60,49	61,17	54,37	56,39	58,65	69,27	64,36	
	OUT/oct	58,16	60,36	56,56	54,69	55,89	69,02	64,49	65,72	
	NOV/nov	61,76	63,52	64,48	63,85	71,45	69,27	72,65	73,01	
	DEZ/dec	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	25,60
Diária Média <i>Average daily rate</i>	JAN/jan	257,29	266,86	269,95	267,90	252,02	262,74	274,39	280,75	295,26
	FEV/feb	255,11	278,87	273,78	290,45	301,54	259,48	257,57	299,11	322,99
	MAR/mar	288,07	282,64	285,38	276,41	262,93	253,60	280,27	281,66	315,50
	ABR/apr	280,54	291,16	318,67	278,03	256,44	254,80	275,76	318,33	270,57
	MAI/may	295,53	280,45	266,06	277,13	226,59	279,56	283,82	306,81	173,13
	JUN/jun	287,73	286,24	358,98	290,81	259,34	262,56	262,43	301,05	260,87
	JUL/jul	271,52	286,71	329,58	284,62	261,98	260,61	274,10	296,17	278,90
	AGO/aug	285,56	280,22	287,69	295,87	248,43	251,20	284,16	307,40	
	SET/sep	280,89	287,04	285,10	271,48	249,45	255,90	273,03	321,76	
	OUT/oct	274,16	287,40	278,98	261,66	263,38	291,95	281,78	301,70	
	NOV/nov	305,26	314,59	306,05	286,39	289,68	289,16	295,68	333,36	
	DEZ/dec	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	273,89

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


Hotéis participantes / participant hotels

Adagio SP Barra Funda
Adagio SP Berrini
Adagio SP Itaim Bibi
Address Faria Lima By Intercity
Alameda Apart Hotel
Blue Tree Towers Anália Franco
Central Park Jardins
Clarion Faria Lima
Comfort Ibirapuera
Comfort Nova Paulista
Comfort Suites Oscar Freire
Estação Paraíso Hotel
Estanplaza Berrini Boutique Hotel
Fortune Residence
Go Inn Jaguaré
Grand Hyatt São Paulo
Grand Mercure SP Ibirapuera
Green Place Flat Ibirapuera
Ibis SP Barra Funda
Ibis Styles SP Barra Funda
Itamarati Hotel
La Residence Itaim by Manager
Melia Ibirapuera
Mercure SP Alamedas
Mercure SP Ibirapuera Privilege
Mercure SP Moema
Mercure SP Pamplona

Mercure SP Vila Olimpia
Novotel SP Morumbi
Park Inn Berrini
Pullman SP Ibirapuera
Quality Faria Lima
Quality Paulista
Quality Suites Long Stay Bela Cintra
Quality Suites Long Stay Vila Olimpia
Quality Suites Oscar Freire
Radisson Blu Sao Paulo
Radisson Paulista
Radisson Vila Olímpia
Recanto Tagaste
Recanto Tagaste
Residenza Hotel
San Juan Business SP Hotel
San Michel Hotel
Santa Monica Hotel
Staybridge Suites SP Hotel
The Landmark Residence
The Park Hall Flat Services
The Universe Paulista by Intercity
Transamérica Berrini Hotel
Transamérica Classic - Higienópolis
Transamérica Classic - Victoria
Transamérica Executive - Bela Cintra
Transamérica Executive - Chácara Sto Antônio

Transamérica Executive - Congonhas
Transamérica Executive - Faria Lima
Transamérica Executive - Jardins
Transamérica Executive - Moema
Transamérica Executive - Paulista
Transamérica Executive - Perdizes
Transamérica Prime - International Plaza
Transamérica Prime - Paradise Garden
Transamérica São Paulo Hotel
Trianon Paulista Hotel
Tryp Iguatemi
Tryp Jesuino Arruda
Tryp SP Tatuapé
Tryp Tatuapé
Tsue The Palace
Turiassu Hotel
Unique Hotel
Valparaíso Hotel Pousada

UHs participantes: 9.457

Participant rooms: 9,457

Hostels participantes / participant hostels

Aquarela SP Hostel
California Café Bar Hostel
Oyo Eco Pousada Silcol
Pousada Bonita
Purple House Hostel
The Hostel Paulista
The Hostel Vila Mariana
Vila Rock Hostel
Zen Hotel Brasil

Leitos participantes: 513

Participant beds: 513

OBSERVATÓRIO DE TURISMO E EVENTOS

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