

DESEMPENHO DOS MEIOS DE HOSPEDAGEM DA CIDADE DE SÃO PAULO

City of São Paulo accommodation supply performance



Novembro / November - 2020

TAXA DE OCUPAÇÃO - Hotéis
Occupancy rate - hotels (%) **34,59**

DIÁRIA MÉDIA - Hotéis
Average rate - hotels (BRL) **277,50**

T.O. FINS DE SEMANA - Hotéis
Weekends - hotels (%) **37,69**

D.M. FINS DE SEMANA - Hotéis
Weekends - hotels (BRL) **278,21**

TAXA DE OCUPAÇÃO - Hostels
Occupancy rate - hostels (%) **32,06**

DIÁRIA MÉDIA - Hostels
Average rate - hostels (BRL) **39,16**

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	General	57,70	60,56	39,72	5,77	9,09	11,77	15,49	19,32	23,78	30,43	34,59		28,02
	Econômico Economic	52,69	54,39	42,85	6,61	15,31	14,72	17,48	20,86	25,57	31,83	36,25		28,96
	Midscale Midscale	61,38	63,49	43,81	6,90	12,21	9,95	13,47	17,09	24,06	32,79	35,36		29,14
	Luxo Luxury	55,02	60,39	37,57	4,19	7,76	12,34	9,23	12,23	11,12	18,99	19,33		22,56
	Superluxo Superluxury	52,84	57,65	28,82	2,22	2,77	10,79	10,75	13,95	20,00	22,80	30,12		22,97
Diária Média (BRL) Average daily rate	General	318,96	345,22	359,70	297,08	203,90	277,96	293,79	284,52	294,93	278,52	277,50		293,83
	Econômico Economic	204,81	188,15	189,41	190,70	181,42	188,78	215,34	217,83	206,23	209,39	210,31		200,22
	Midscale Midscale	293,64	292,17	294,89	274,40	291,34	276,02	314,90	322,03	328,44	323,86	335,35		304,28
	Luxo Luxury	405,87	395,17	407,54	390,97	425,63	413,12	431,36	425,90	511,73	464,95	470,41		431,15
	Superluxo Superluxury	643,03	762,25	637,10	606,16	642,93	699,92	1252,69	1225,14	1253,00	1047,37	1005,13		888,61
RevPar* (BRL)	General	184,03	209,06	142,87	17,16	18,54	32,70	45,52	54,96	70,15	84,76	95,98		86,88
	Econômico Economic	107,91	102,34	81,16	12,60	27,77	27,78	37,64	45,45	52,74	66,64	76,24		58,02
	Midscale Midscale	180,22	185,49	129,19	18,94	35,56	27,45	42,43	55,03	79,04	106,19	112,58		88,37
	Luxo Luxury	223,30	238,65	153,12	16,38	33,01	50,97	39,80	52,07	56,90	88,27	90,93		94,85
	Superluxo Superluxury	339,79	439,42	183,63	13,44	17,81	75,52	134,66	170,91	250,60	238,50	302,75		197,00

*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	19,32
	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	23,78
	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	30,43
	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	39,59
	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	28,02	
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	284,52
	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	294,93
	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	278,52
	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	277,50
	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	293,83	

VARIAÇÃO DA OCUPAÇÃO 2019/2020
Occupancy growth 2019/2020

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

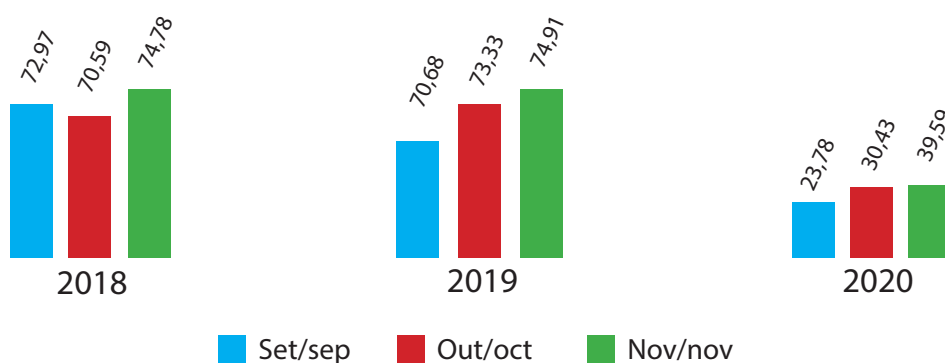
Outubro / October

-47,1%

Outubro / October

-21,3%

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
Taxa de Ocupação(%) Occupancy rate	51,30	50,64	26,41	14,18	13,04	19,93	13,76	17,31	23,21	30,20	32,06		26,55
Diária Média (BRL) Average daily rate	43,00	47,91	55,99	36,83	31,20	50,00	49,43	46,47	62,76	41,90	39,16		45,88

DESEMPENHO - HOSTELS

Performance- Hostels

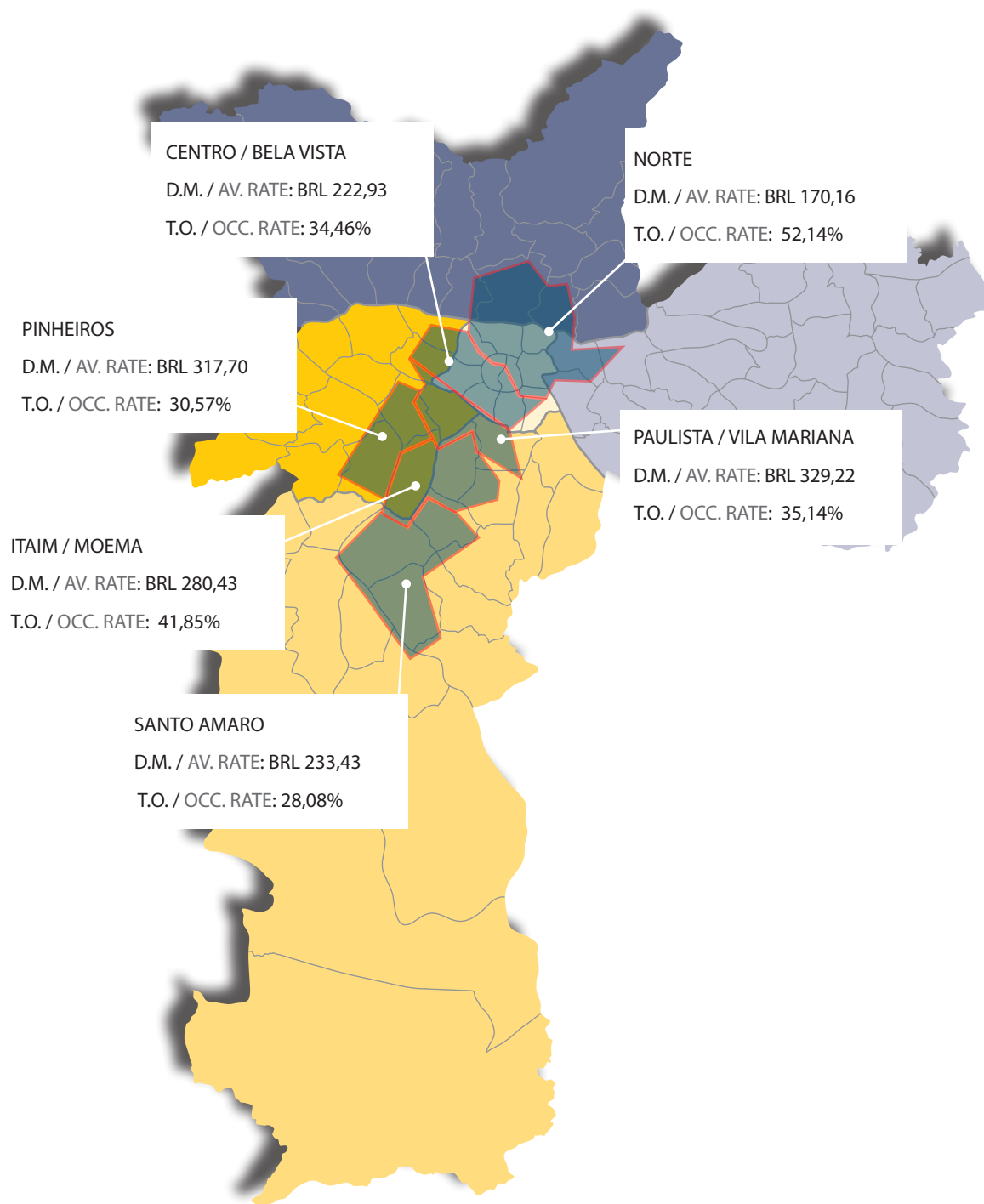
		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Taxa de ocupação - Occupancy rate	JAN/jan	71,73	71,74	61,01	50,88	51,71	53,79	36,41	54,03	60,67	51,30
	FEV/feb	76,28	76,09	57,42	54,27	38,70	45,19	46,39	50,76	61,35	50,64
	MAR/mar	74,13	69,28	55,78	47,79	51,43	50,38	42,60	49,92	69,00	26,41
	ABR/apr	64,13	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	17,31
	SET/sep	51,19	60,47	45,09	46,36	49,12	54,89	49,45	58,77	55,60	23,21
	OUT/oct	58,78	55,25	47,91	44,28	44,68	53,88	51,01	54,83	49,61	30,20
	NOV/nov	62,49	52,00	49,68	56,49	52,39	52,61	51,48	60,95	51,21	32,06
	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	26,55
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	46,47
	SET/sep	40,32	44,36	47,56	49,97	51,41	60,16	55,29	52,21	50,20	62,76
	OUT/oct	45,10	42,97	48,41	47,03	54,52	52,95	47,59	56,15	44,02	41,90
	NOV/nov	42,16	43,90	46,23	51,93	53,99	59,54	60,06	54,71	52,27	39,16
	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	45,88

VARIAÇÃO DA OCUPAÇÃO 2019/2020
Occupancy growth 2019/2020

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

Outubro / October -37,4%

Outubro / October -25,1%



Região	TO	DM
NORTE / NORTH	52,14	170,16
SUL / SOUTH	35,46	307,79
CENTRO / DOWNTONW	35,89	255,41
LESTE / EAST	25,78	261,06
OESTE / WEST	32,32	281,33

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

- Sem dados suficientes para divulgação

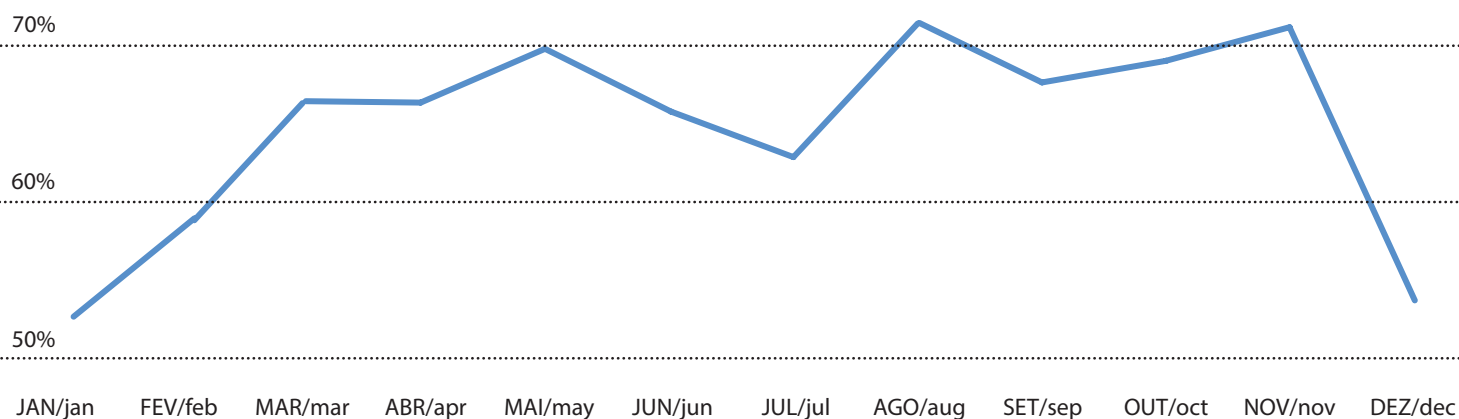
FINAIS DE SEMANA - HOTÉIS

Weekends - hotels

		2012	2013	2014	2015	2016	2017	2018	2019	2020
Taxa de ocupação - Occupancy rate	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	19,76
	SET/sep	59,08	60,49	61,17	54,37	56,39	58,65	69,27	64,36	24,85
	OUT/oct	58,16	60,36	56,56	54,69	55,89	69,02	64,49	65,72	32,55
	NOV/nov	61,76	63,52	64,48	63,85	71,45	69,27	72,65	73,01	37,69
	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	26,73
Diária Média - Average daily rate	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	248,53
	SET/sep	280,89	287,04	285,10	271,48	249,45	255,90	273,03	321,76	247,59
	OUT/oct	274,16	287,40	278,98	261,66	263,38	291,95	281,78	301,70	288,38
	NOV/nov	305,26	314,59	306,05	286,39	289,68	289,16	295,68	333,36	278,21
	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	270,90

SAZONALIDADE MÉDIA HOTELEIRA - 2005/2020

Average hotel season- 2005/2020



Hotéis participantes / participant hotels

Adagio SP Barra Funda
Alameda Apart Hotel
Blue Tree Anália Franco
Cardim Plaza Hotel
Central Park Jardins
Clarion Faria Lima
Comfort Ibirapuera
Comfort Nova Paulista
Comfort Suites Oscar Freire
Estanplaza Berrini Boutique Hotel
Go Inn Jaguaré
Golden Tower SP Hotel
Grand Hyatt São Paulo
Holiday Inn Parque Anhembi
Hotel Aeroporto Ltda
Hotel Blue Tree Premium Paulista
Hotel Estação Paraiso
Hotel Grand Mercure SP Ibirapuera
Hotel ibis São Paulo Interlagos
Hotel Itamarati
Hotel Pousada Valparaiso
Hotel Staybridge Suites São Paulo
Hotel Transamérica Berrini
Hotel Transamérica São Paulo
Hotel Trianon Paulista
Hotel Unique
Ibis SP Barra Funda
Intercity Nações Unidas
InterContinental São Paulo
La Residence Itaim by Manager

Leques Brasil Hotel Escola
Maksoud Plaza
Matsubara são paulo
Meliá Ibirapuera
Melia Jardim Europa
Mercure São Paulo Alamedas
Mercure São Paulo Paulista
Mercure Sao Paulo Pinheiros
Mercure SP Pamplona
Mercure SP Vila Olimpia
Nikkey Palace Hotel
Novotel SP Morumbi
Park Inn Berrini
Pousada Zilah
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
San Juan Business São Paulo Hotel
Santa Mônica Residence Service
Santana Gold Flat
Sheraton WTC
The Landmark Residence
The universe Paulista by Intercity
The World Hotels Vila Olímpia

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 - Paulista
Transamérica Executive - Perdizes
Transamérica Prime - International Plaza
Transamérica Prime - Paradise Garden
Tryp Iguatemi
Tryp Nacoes Unidas
Tryp Sao Paulo Tatuape
Tsue The Palace Flat
WZ Hotel Jardins

UHs participantes: 12.207
Participant rooms: 12,207

Hostels participantes / participant hostels

Aquarela SP Hostel
Hostel California Café Bar
Lobo Urban Stay
Purple House Hostel
Vila Rock Hostel

Leitos participantes: 169
Participant beds: 169

OBSERVATÓRIO DE TURISMO E EVENTOS

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