

# 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

Outubro / October - 2020

**TAXA DE OCUPAÇÃO - Hotéis**  
Occupancy rate - hotels (%) **30,43**

**T.O. FINS DE SEMANA - Hotéis**  
Weekends - hotels (%) **32,55**

**TAXA DE OCUPAÇÃO - Hostels**  
Occupancy rate - hostels (%) **30,20**

**DIÁRIA MÉDIA - Hotéis**  
Average rate - hotels (BRL) **278,52**

**D.M. FINS DE SEMANA - Hotéis**  
Weekends - hotels (BRL) **288,38**

**DIÁRIA MÉDIA - Hostels**  
Average rate - hostels (BRL) **41,90**

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	19,32	23,78	30,43			27,36
	Econômico Economic	52,69	54,39	42,85	6,61	15,31	14,72	17,48	20,86	25,57	31,83			28,23
	Midscale Midscale	61,38	63,49	43,81	6,90	12,21	9,95	13,47	17,09	24,06	32,79			28,52
	Luxo Luxury	55,02	60,39	37,57	4,19	7,76	12,34	9,23	12,23	11,12	18,99			22,88
	Superluxo Superluxury	52,84	57,65	28,82	2,22	2,77	10,79	10,75	13,95	20,00	22,80			22,26
Diária Média (BRL) Average daily rate	Geral General	318,96	345,22	359,70	297,08	203,90	277,96	293,79	284,52	294,93	278,52			295,46
	Econômico Economic	204,81	188,15	189,41	190,70	181,42	188,78	215,34	217,83	206,23	209,39			199,21
	Midscale Midscale	293,64	292,17	294,89	274,40	291,34	276,02	314,90	322,03	328,44	323,86			301,17
	Luxo Luxury	405,87	395,17	407,54	390,97	425,63	413,12	431,36	425,90	511,73	464,95			427,22
	Superluxo Superluxury	643,03	762,25	637,10	606,16	642,93	699,92	1252,69	1225,14	1253,00	1047,37			876,96
RevPar* (BRL)	Geral General	184,03	209,06	142,87	17,16	18,54	32,70	45,52	54,96	70,15	84,76			85,98
	Econômico Economic	107,91	102,34	81,16	12,60	27,77	27,78	37,64	45,45	52,74	66,64			56,20
	Midscale Midscale	180,22	185,49	129,19	18,94	35,56	27,45	42,43	55,03	79,04	106,19			85,95
	Luxo Luxury	223,30	238,65	153,12	16,38	33,01	50,97	39,80	52,07	56,90	88,27			95,25
	Superluxo Superluxury	339,79	439,42	183,63	13,44	17,81	75,52	134,66	170,91	250,60	238,50			186,43

\*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	
	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	27,36	
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	
	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	295,46	

VARIAÇÃO DA OCUPAÇÃO 2019/2020  
Occupancy growth 2019/2020

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

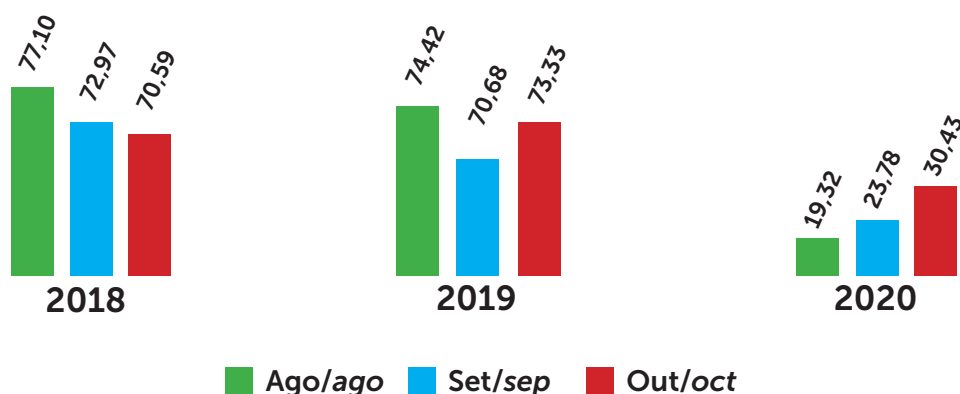
Outubro / October

-58,5%

Outubro / October

-18,1%

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			25,19
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			47,15

**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	
	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	25,19	
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	
	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	47,15	

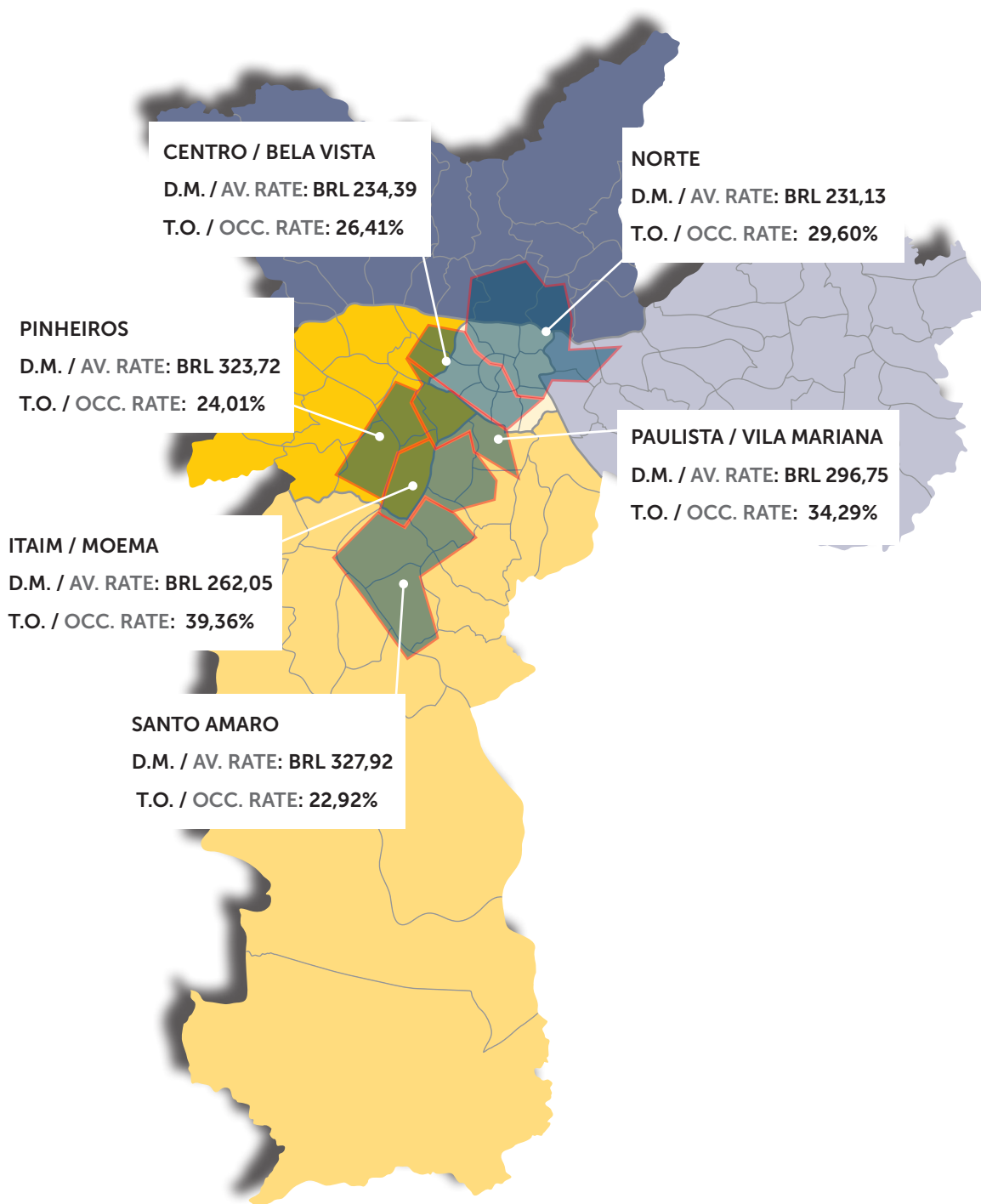
**VARIAÇÃO DA OCUPAÇÃO 2019/2020**  
 Occupancy growth 2019/2020

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

**Outubro / October -39,1%**
**Outubro / October -4,8%**

# DESEMPENHO REGIONAL - HOTÉIS - Outubro/2020

## Region performance - October/2020



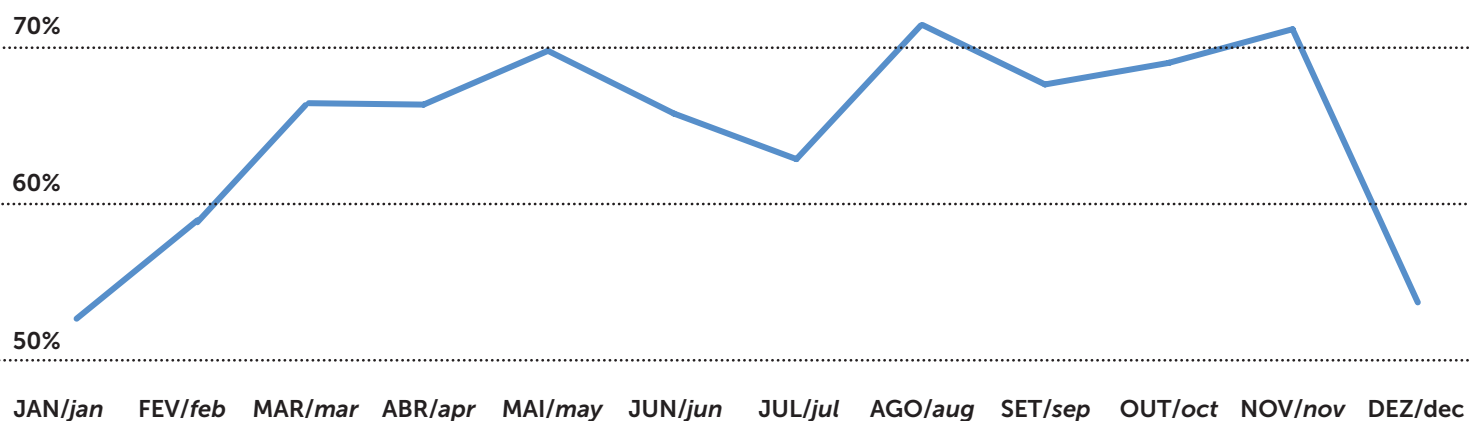
Região	TO	DM
NORTE / NORTH	29,60	231,13
SUL / SOUTH	32,38	310,08
CENTRO / DOWNTONW	31,59	240,89
LESTE / EAST	27,78	285,75
OESTE / WEST	26,55	288,74

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
<b>Taxa de ocupação - Occupancy rate</b>	<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	53,07
	<i>MAR/mar</i>	58,76	59,92	56,92	57,97	57,42	59,01	66,23	57,98	35,37
	<i>ABR/apr</i>	56,48	59,88	59,17	52,36	60,56	62,15	62,85	68,60	4,76
	<i>MAI/may</i>	56,82	57,66	66,05	55,33	56,40	60,04	62,17	64,82	7,79
	<i>JUN/jun</i>	59,27	58,19	53,97	61,41	59,39	57,85	57,58	61,60	11,19
	<i>JUL/jul</i>	55,29	54,73	51,79	53,95	57,22	57,56	64,13	65,83	15,46
	<i>AGO/aug</i>	55,91	55,88	61,06	59,83	54,33	56,74	65,37	65,10	19,76
	<i>SET/sep</i>	59,08	60,49	61,17	54,37	56,39	58,65	69,27	64,36	24,85
	<i>OUT/oct</i>	58,16	60,36	56,56	54,69	55,89	69,02	64,49	65,72	32,55
	<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	
<b>TOTAL</b>	<b>54,68</b>	<b>55,35</b>	<b>55,90</b>	<b>54,84</b>	<b>56,72</b>	<b>59,13</b>	<b>62,08</b>	<b>62,71</b>	<b>25,22</b>	
<b>Diária Média - Average daily rate</b>	<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	322,99
	<i>MAR/mar</i>	288,07	282,64	285,38	276,41	262,93	253,60	280,27	281,66	315,50
	<i>ABR/apr</i>	280,54	291,16	318,67	278,03	256,44	254,80	275,76	318,33	270,57
	<i>MAI/may</i>	295,53	280,45	266,06	277,13	226,59	279,56	283,82	306,81	173,13
	<i>JUN/jun</i>	287,73	286,24	358,98	290,81	259,34	262,56	262,43	301,05	260,87
	<i>JUL/jul</i>	271,52	286,71	329,58	284,62	261,98	260,61	274,10	296,17	278,90
	<i>AGO/aug</i>	285,56	280,22	287,69	295,87	248,43	251,20	284,16	307,40	248,53
	<i>SET/sep</i>	280,89	287,04	285,10	271,48	249,45	255,90	273,03	321,76	247,59
	<i>OUT/oct</i>	274,16	287,40	278,98	261,66	263,38	291,95	281,78	301,70	288,38
	<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	
<b>TOTAL</b>	<b>277,94</b>	<b>285,45</b>	<b>292,35</b>	<b>278,48</b>	<b>261,00</b>	<b>265,80</b>	<b>277,74</b>	<b>305,78</b>	<b>269,45</b>	

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


## Hotéis participantes / participant hotels

Address Faria Lima By Intercity  
Aparthotel Adagio SP Barra Funda  
Blue Tree Anália Franco  
Blue Tree Premium Paulista  
Cardim Plaza Hotel  
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  
Golden Tower SP Hotel  
Grand Hyatt São Paulo  
Grand Mercure SP Ibirapuera  
Green Place Flat  
Holiday Inn Parque Anhembi  
Hotel Itamarati  
Hotel Pousada Valparaíso  
Hotel Trianon Paulista  
Ibis Budget Jardins  
Ibis Budget Paulista  
Ibis SP Barra Funda  
Ibis SP Interlagos  
Intercity Nações Unidas  
Intercontinental São Paulo  
La Residence Itaim By Manager  
Leques Brasil Hotel Escola

L'Hotel Portobay  
Maksoud Plaza  
Melia Ibirapuera  
Melia Jardim Europa  
Mercure SP Alamedas  
Mercure SP Bela Vista  
Mercure SP Moema  
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  
Residência Alameda Apart Hotel  
San Juan Business SP Hotel  
Santa Monica Residence Service  
Santana Gold Flat  
Sheraton São Paulo WTC  
Staybridge Suites São Paulo  
The Landmark Residence  
The Park Hall Flat Services

The Universe Paulista  
Transamérica Berrini  
Transamérica Classic - Higienópolis  
Transamérica Classic - Victoria  
Transamérica Executive - Bela Cintra  
Transamérica Exec. - Chácara Santo 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  
Transamérica São Paulo  
Trianon Paulista Hotel  
Tryp Iguatemi  
Tryp Tatuapé  
Tsue The Palace

**UHs participantes: 18,278**  
**Participant rooms: 18,278**

## Hostels participantes / participant hostels

Aquarela SP Hostel  
Purple House Hostel  
Vila Rock Hostel  
Hostel California Café Bar

**Leitos participantes: 152**  
**Participant beds: 152**

### OBSERVATÓRIO DE TURISMO E EVENTOS

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