

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

Setembro / September - 2020

TAXA DE OCUPAÇÃO - Hotéis
Occupancy rate - hotels (%) **23,78**

T.O. FINS DE SEMANA - Hotéis
Weekends - hotels (%) **24,85**

TAXA DE OCUPAÇÃO - Hostels
Occupancy rate - hostels (%) **23,21**

DIÁRIA MÉDIA - Hotéis
Average rate - hotels (BRL) **294,93**

D.M. FINS DE SEMANA - Hotéis
Weekends - hotels (BRL) **247,59**

DIÁRIA MÉDIA - Hostels
Average rate - hostels (BRL) **62,76**

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				27,02
	Econômico Economic	52,69	54,39	42,85	6,61	15,31	14,72	17,48	20,86	25,57				27,83
	Midscale Midscale	61,38	63,49	43,81	6,90	12,21	9,95	13,47	17,09	24,06				28,04
	Luxo Luxury	55,02	60,39	37,57	4,19	7,76	12,34	9,23	12,23	11,12				23,32
	Superluxo Superluxury	52,84	57,65	28,82	2,22	2,77	10,79	10,75	13,95	20,00				22,20
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				297,34
	Econômico Economic	204,81	188,15	189,41	190,70	181,42	188,78	215,34	217,83	206,23				198,07
	Midscale Midscale	293,64	292,17	294,89	274,40	291,34	276,02	314,90	322,03	328,44				298,65
	Luxo Luxury	405,87	395,17	407,54	390,97	425,63	413,12	431,36	425,90	511,73				423,03
	Superluxo Superluxury	643,03	762,25	637,10	606,16	642,93	699,92	1252,69	1225,14	1253,00				858,02
RevPar* (BRL)	Geral General	184,03	209,06	142,87	17,16	18,54	32,70	45,52	54,96	70,15				86,11
	Econômico Economic	107,91	102,34	81,16	12,60	27,77	27,78	37,64	45,45	52,74				55,04
	Midscale Midscale	180,22	185,49	129,19	18,94	35,56	27,45	42,43	55,03	79,04				83,71
	Luxo Luxury	223,30	238,65	153,12	16,38	33,01	50,97	39,80	52,07	56,90				96,02
	Superluxo Superluxury	339,79	439,42	183,63	13,44	17,81	75,52	134,66	170,91	250,60				180,64

*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	
	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	27,02	
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	
	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	297,34	

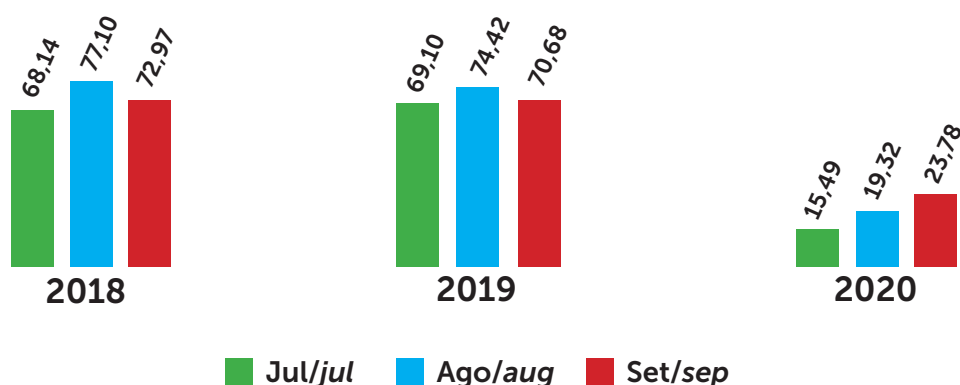
VARIAÇÃO DA OCUPAÇÃO 2019/2020
Occupancy growth 2019/2020

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

Setembro / September -66,4%

Setembro / September -15,5%

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				23,67
Diária Média (BRL) Average daily rate	43,00	47,91	55,99	36,83	31,20	50,00	49,43	46,47	62,76				48,52

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	
	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	23,67	
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	
	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	48,52	

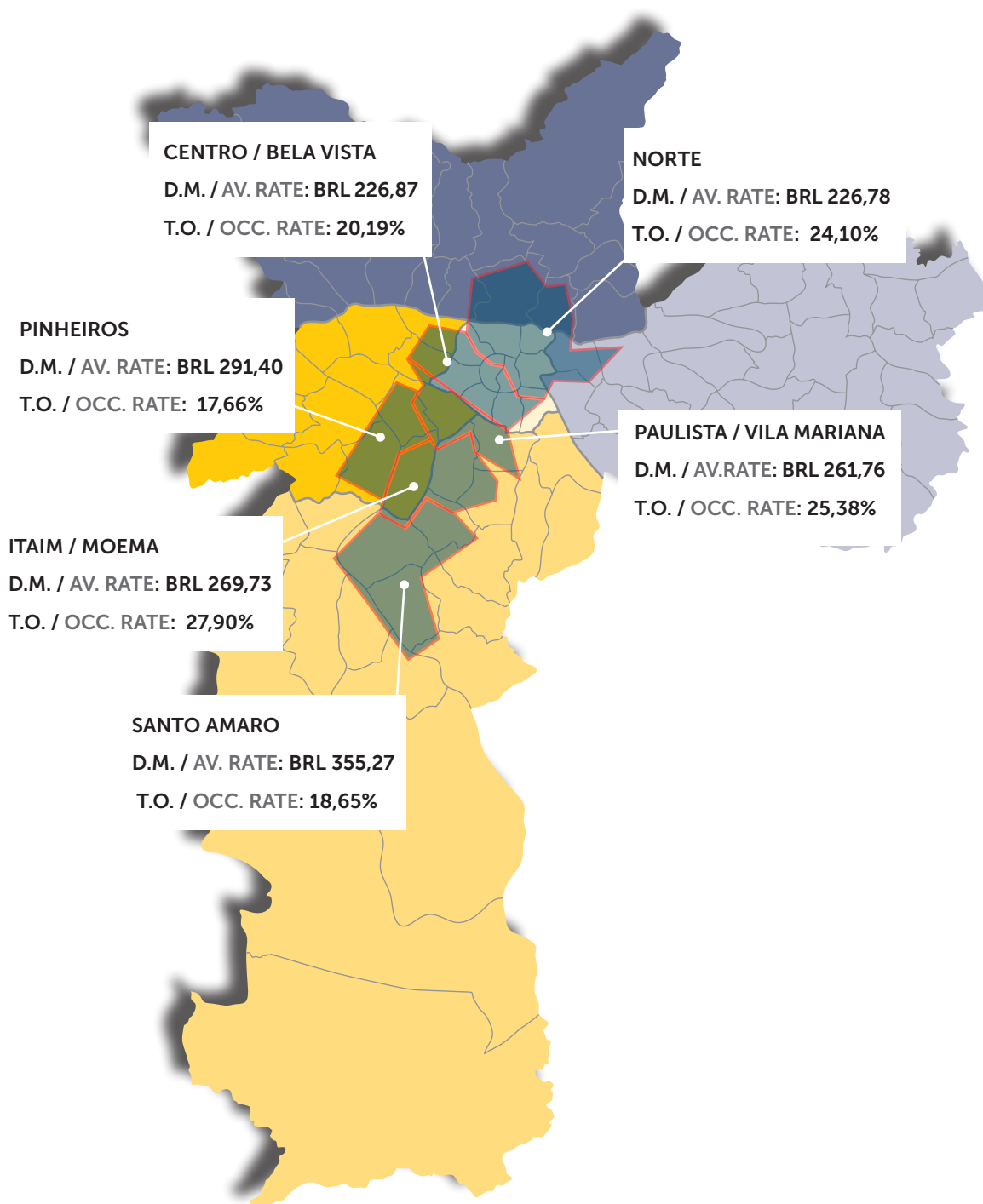
VARIAÇÃO DA OCUPAÇÃO 2019/2020
 Occupancy growth 2019/2020

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

Setembro / September -58,3%
Setembro / September +25,0%

DESEMPENHO REGIONAL - HOTÉIS - Setembro/2020

Region performance - September/2020



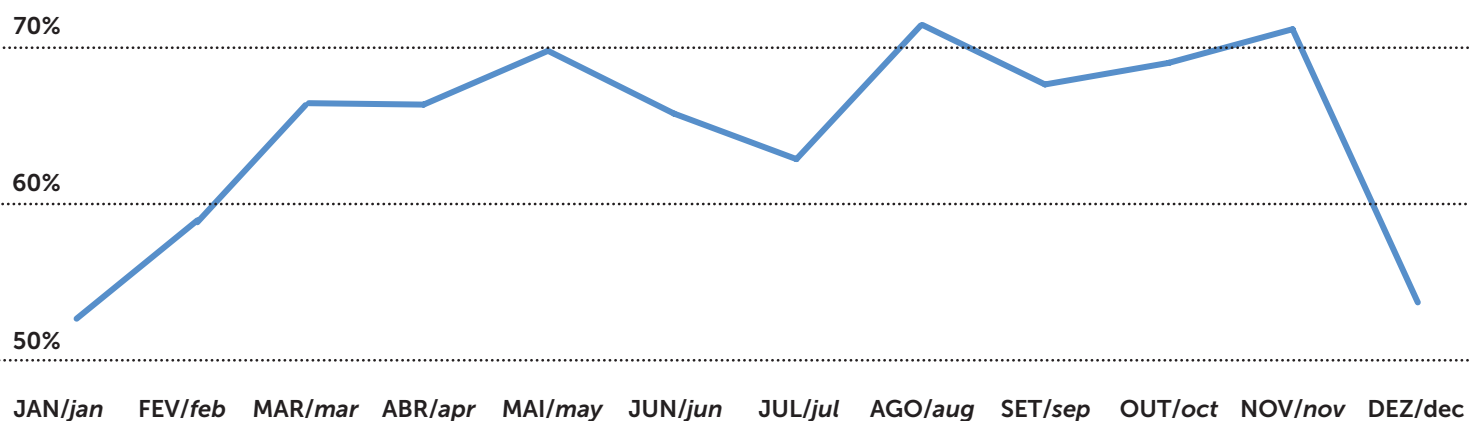
Região	TO	DM
NORTE / NORTH	24,10	226,78
SUL / SOUTH	26,47	279,79
CENTRO / DOWNTONW	22,73	250,84
LESTE / EAST	-	-
OESTE / WEST	21,06	376,19

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	<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	
	<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	23,66	
Diária Média - Average daily rate	<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	
	<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	265,70	

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


Hotéis participantes / *participant hotels*

Address Faria Lima By Intercity
Aparthotel Adagio SP Barra Funda
Aparthotel Adagio SP Berrini
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
Estanzola 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 Estação Paraíso
Hotel Itamarati
Hotel Pousada Valparaíso
Hotel Transamérica Berrini
Hotel Trianon Paulista
Ibis Budget Frei Caneca
Ibis Budget Jardins
Ibis SP Barra Funda
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 Alamedas
Mercure São Paulo Pamplona
Mercure São Paulo Paulista
Mercure São Paulo Pinheiros
Mercure SP Vila Olímpia
Novotel SP Jaraguá Conventions
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 Olímpia
Quality Suites Oscar Freire
Radisson Blu Sao Paulo
Radisson Paulista
Radisson Vila Olímpia
Recanto Tagaste
Renaissance São Paulo Hotel
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 World Hotels - Vila Olímpia
Transamérica Classic - Victoria
Transamérica Executive - Bela Cintra
Transamérica Exec. - Chácara Santo 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
Tryp Iguatemi
Tryp Jesuíno Arruda
Tsue Hotel
Turiassu Hotel
Unique Hotel

UHs participantes: 12.380
Participant rooms: 12,380

Hostels participantes / *participant hostels*

Aquarela SP Hostel
Purple House Hostel
Pousada e Hostel São Paulo Comfort
Vila Rock Hostel
Hostel California Café Bar

Leitos participantes: 164
Participant beds: 164

OBSERVATÓRIO DE TURISMO E EVENTOS

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