

DESEMPENHO DOS MEIOS DE HOSPEDAGEM DA CIDADE DE SÃO PAULO

City of São Paulo accommodation supply performance

**OBSERVATÓRIO
DE TURISMO E EVENTOS**



observatoriodeturismo.com.br

Agosto / August - 2021

TAXA DE OCUPAÇÃO - Hotéis
Occupancy rate - hotels (%) **47,83**

T.O. FINS DE SEMANA - Hotéis
Weekends - hotels (%) **48,16**

TAXA DE OCUPAÇÃO - Hostels
Occupancy rate - hostels (%) **46,12**

DIÁRIA MÉDIA - Hotéis
Average rate - hotels (BRL) **281,69**

D.M. FINS DE SEMANA - Hotéis
Weekends - hotels (BRL) **246,14**

DIÁRIA MÉDIA - Hostels
Average rate - hostels (BRL) **54,39**

DESEMPENHO MENSAL - HOTÉIS / 2021

Montly performance - hotels / 2021

		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	31,41	32,22	20,83	19,19	31,98	39,39	44,04	47,83					33,36
	Econômico Economic	34,23	33,63	21,49	19,44	33,12	39,33	42,98	46,82					33,88
	Midscale Midscale	29,04	30,56	17,80	20,06	29,97	47,99	52,27	55,81					35,44
	Luxo Luxury	17,85	22,03	23,94	11,48	20,14	32,24	44,50	40,83					26,63
	Superluxo Superluxury	18,69	16,50	10,21	25,87	24,84	33,64	40,50	45,59					26,99
Diária Média (BRL) Average daily rate	Geral General	257,03	243,65	244,07	227,95	244,25	268,27	304,40	281,69					258,91
	Econômico Economic	198,51	205,57	203,18	185,81	188,92	193,62	194,83	203,37					196,73
	Midscale Midscale	339,75	342,81	347,64	354,15	357,78	345,12	332,88	341,53					345,21
	Luxo Luxury	463,45	471,33	448,95	463,78	441,68	478,05	420,88	452,70					455,10
	Superluxo Superluxury	508,18	573,30	647,13	620,85	924,78	1373,41	1346,87	1633,57					953,51
RevPar* (BRL)	Geral General	80,73	78,50	50,84	43,75	78,11	105,67	134,06	134,73					87,64
	Econômico Economic	67,96	69,13	43,66	36,13	62,56	76,15	83,14	95,22					66,82
	Midscale Midscale	98,66	104,76	61,88	71,03	107,21	165,62	174,00	190,61					121,72
	Luxo Luxury	82,73	103,82	107,48	53,25	88,96	154,10	187,27	184,81					120,30
	Superluxo Superluxury	94,96	94,59	66,07	160,61	230,21	461,95	546,09	744,66					299,89

*Receita por apartamento disponível / Revenue per available apartment

		2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
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	31,41
	FEV/feb	46,85	58,86	61,96	59,30	48,95	57,76	69,10	57,33	58,88	62,98	52,65	57,32	60,52	59,94	67,64	60,56	32,22
	MAR/mar	57,93	63,69	69,81	69,10	66,41	74,12	67,55	73,56	70,98	63,96	66,10	62,32	66,92	72,81	65,38	39,72	20,83
	ABR/apr	59,35	63,42	67,39	70,31	54,87	70,10	72,88	67,35	71,94	66,58	61,23	65,41	66,35	70,68	70,89	5,77	19,19
	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	31,98
	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	39,39
	JUL/jul	62,10	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	44,04
	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	47,83
	SET/sep	68,54	64,96	66,86	76,56	64,56	72,90	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	74,80	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	71,60	75,57	69,97	71,39	71,13	66,73	70,11	71,69	74,78	74,91	34,59	
	DEZ/dec	52,12	60,84	65,93	51,17	52,66	60,10	55,47	52,26	50,48	49,05	50,90	54,14	57,79	60,68	60,66	31,64	
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	28,32	33,36	
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	257,03
	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	243,65
	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	244,07
	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	227,95
	MAI/may	185,00	140,45	155,83	175,60	199,76	200,17	236,96	316,66	309,89	313,53	322,93	293,97	309,89	321,87	341,97	203,94	244,25
	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	268,27
	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	304,40
	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	281,69
	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	283,05	
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	292,93	258,91	

VARIAÇÃO DA OCUPAÇÃO 2020/2021
Occupancy growth 2020/2021

VARIAÇÃO DA DIÁRIA MÉDIA 2020/2021
Daily rate growth 2020/2021

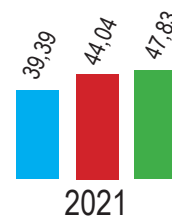
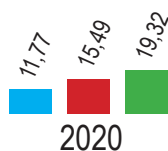
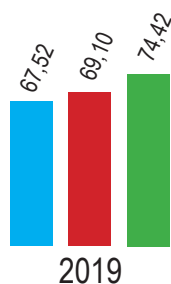
Agosto / August

147,6%

Agosto / August

-1,0%

COMPARATIVOS DA TAXA DE OCUPAÇÃO TRIMESTRAL (%) - HOTÉIS - 2019 / 2021
Comparative analysis (%) - hotels - 2019 / 2021



Jun/jun

Jul/jul

Ago/aug

DESEMPENHO MENSAL - HOSTELS / 2021
Montly performance - Hostels / 2021

	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	40,00	31,65	18,73	18,59	16,94	24,60	34,42	46,12					32,68
Diária Média (BRL) Average daily rate	58,06	58,62	63,03	55,25	64,04	84,00	47,71	54,39					57,44

SÉRIE HISTÓRICA DE DESEMPENHO - HOSTELS
Historical Performance Series - Hostels

		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
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	40,00
	FEV/feb	76,28	76,09	57,42	54,27	38,70	45,19	46,39	50,76	61,35	50,64	31,65
	MAR/mar	74,13	69,28	55,78	47,79	51,43	50,38	42,60	49,92	69,00	26,41	18,73
	ABR/apr	64,13	67,56	50,01	53,31	48,99	58,71	49,87	46,15	57,24	14,18	18,59
	MAI/may	53,18	55,88	50,08	53,98	48,34	54,90	40,70	47,45	53,47	13,04	16,94
	JUN/jun	57,96	54,74	49,07	62,58	38,42	49,40	50,58	55,83	63,76	19,93	24,60
	JUL/jul	74,49	66,15	57,49	56,15	56,44	63,50	54,78	60,90	59,54	13,76	34,42
	AGO/aug	66,28	56,28	49,16	51,15	48,98	51,40	43,72	60,11	57,87	17,31	46,12
	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	30,34	
TOTAL	64,18	61,25	51,02	51,71	47,92	52,43	47,36	55,07	57,29	26,87	32,68	
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	58,06
	FEV/feb	45,35	40,62	51,58	48,15	54,18	51,61	45,62	56,44	54,62	47,91	58,62
	MAR/mar	57,36	39,85	47,62	51,06	54,25	60,12	45,20	58,98	49,00	55,99	63,03
	ABR/apr	37,97	46,90	44,17	52,07	50,74	49,09	51,05	67,95	61,65	36,83	55,25
	MAI/may	39,26	44,80	48,04	57,46	51,16	45,47	58,58	52,36	50,55	31,20	64,04
	JUN/jun	39,76	40,60	46,28	87,33	49,15	47,56	54,71	47,27	61,07	50,00	84,00
	JUL/jul	39,90	44,11	44,67	69,45	49,70	52,87	59,97	50,15	60,12	49,43	47,71
	AGO/aug	31,14	43,50	48,06	49,01	52,76	51,07	48,23	50,52	55,60	46,47	54,39
	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	66,84	
TOTAL	41,92	43,06	46,74	55,29	52,18	53,08	50,86	52,87	55,96	47,62	57,44	

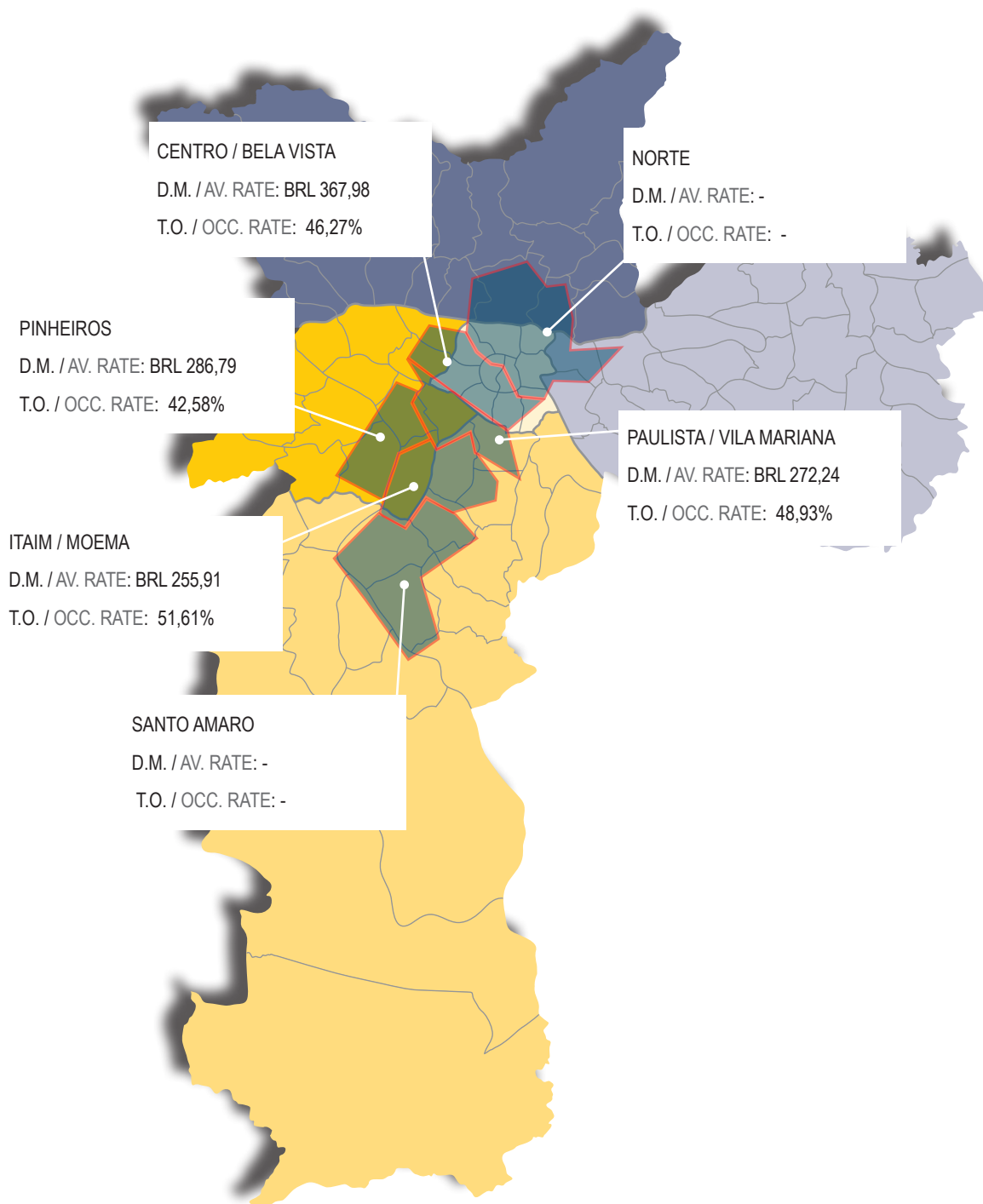
VARIAÇÃO DA OCUPAÇÃO 2020/2021
Occupancy growth 2020/2021

VARIAÇÃO DA DIÁRIA MÉDIA 2020/2021
Daily rate growth 2020/2021

Agosto/ August
166,4%
Agosto/ August
17,0%

DESEMPENHO REGIONAL - HOTÉIS - Agosto/2021

Region performance - August/2021



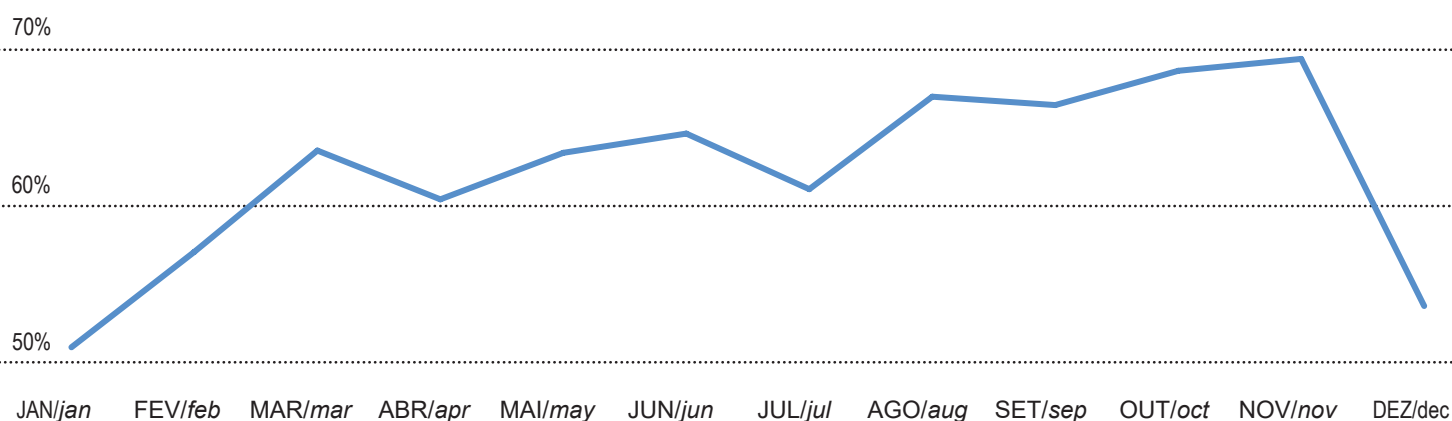
Região	TO	DM
NORTE / NORTH	-	-
SUL / SOUTH	49,47	262,94
CENTRO / DOWNTONW	48,27	203,34
LESTE / EAST	-	-
OESTE / WEST	47,57	364,55

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

- Sem dados suficientes para divulgação
 - Not enough data for disclosure

FINAIS DE SEMANA - HOTÉIS
Weekends - hotels

		2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
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	30,30
	FEV/feb	45,74	47,35	52,45	44,83	52,85	54,51	53,73	60,57	53,07	34,63
	MAR/mar	58,76	59,92	56,92	57,97	57,42	59,01	66,23	57,98	35,37	19,75
	ABR/apr	56,48	59,88	59,17	52,36	60,56	62,15	62,85	68,60	4,76	18,86
	MAI/may	56,82	57,66	66,05	55,33	56,40	60,04	62,17	64,82	7,79	35,12
	JUN/jun	59,27	58,19	53,97	61,41	59,39	57,85	57,58	61,60	11,19	43,12
	JUL/jul	55,29	54,73	51,79	53,95	57,22	57,56	64,13	65,83	15,46	50,05
	AGO/aug	55,91	55,88	61,06	59,83	54,33	56,74	65,37	65,10	19,76	48,16
	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	32,55	
	DEZ/dec	44,84	44,16	45,24	57,18	55,31	58,42	58,25	56,03	32,23	
TOTAL	54,68	55,35	55,90	54,84	56,72	59,13	62,08	62,71	27,19	39,70	
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	256,21
	FEV/feb	255,11	278,87	273,78	290,45	301,54	259,48	257,57	299,11	322,99	243,70
	MAR/mar	288,07	282,64	285,38	276,41	262,93	253,60	280,27	281,66	315,50	237,53
	ABR/apr	280,54	291,16	318,67	278,03	256,44	254,80	275,76	318,33	270,57	223,91
	MAI/may	295,53	280,45	266,06	277,13	226,59	279,56	283,82	306,81	173,13	239,21
	JUN/jun	287,73	286,24	358,98	290,81	259,34	262,56	262,43	301,05	260,87	281,34
	JUL/jul	271,52	286,71	329,58	284,62	261,98	260,61	274,10	296,17	278,90	281,26
	AGO/aug	285,56	280,22	287,69	295,87	248,43	251,20	284,16	307,40	248,53	246,14
	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	248,90	
TOTAL	277,94	285,45	292,35	278,48	261,00	265,80	277,74	305,78	269,07	255,34	

SAZONALIDADE MÉDIA HOTELEIRA - 2005/2021
Average hotel season- 2005/2021


Hotéis participantes / *Participant hotels*

4 Living Bela Vista by Atlantica
Adagio SP Barra Funda
Alameda Apart Hotel
Bela Cintra Stay By Atlantica Residences
Bienal Suites Hotel
Cardim Plaza Hotel
Central Parks Jardins
Clarion Faria Lima
Comfort Ibirapuera
Comfort Nova Paulista
Double Tree by Hotel Itaim SP by
Atlantica Estação Paraíso Hotel
Fasano SP
Go Inn Jaguaré
Grand Hyatt SP
Grand Mercure SP Ibirapuera
Grand Mercure SP Vila Olimpia
Green Place Flat Ibirapuera
Holiday Inn Parque Anhembi
Inside SP Itaim
Itamarati Hotel
La Résidence Itaim By Manager
Leques Brasil Hotel Escola
London Class Suites
Mercure SP Alamedas
Mercure SP Ibirapuera Privilege
Mercure SP Moema
Mercure SP Paulista
Novotel Morumbi
Park Inn Berrini
Pousada Valparaíso Hotel
Pullman SP Vila Olimpia
Quality Faria Lima
Quality Paulista
Quality Suites Long Stay Vila Olimpia
Quality Suites Oscar Freire
Radisson Blu SP
Radisson Oscar Freire
Radisson Paulista
Radisson Vila Olímpia
Ramada Encore SP Tiradentes
Recanto Tagaste
Santa Mônica
The Park HallFlat Services
The World Hotels Vila Olimpia
Tivoli Mofarrej SP
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 - Paulista
Transamérica Executive - Perdizes
Transamérica Prime - International Plaza
Transamérica Prime - Paradise Garden
Transamérica SP Hotel
Trianon Paulista Hotel

UHs participantes: 9.610

Participant rooms: 9.610

Hostels participantes / *Participant hostels*

Aero Hostel Campo Belo
Anhembi Hostel
Máda Hostel
Praça da Árvore Hostel
Vila Hostel
Vila Rock Hostel

Leitos participantes: 167

Participant beds: 167