

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

Outubro / October - 2021

TAXA DE OCUPAÇÃO - Hotéis
Occupancy rate - hotels (%) **58,89**

DIÁRIA MÉDIA - Hotéis
Average rate - hotels (BRL) **395,00**

T.O. FINS DE SEMANA - Hotéis
Weekends - hotels (%) **61,63**

D.M. FINS DE SEMANA - Hotéis
Weekends - hotels (BRL) **364,96**

TAXA DE OCUPAÇÃO - Hostels
Occupancy rate - hostels (%) **60,19**

DIÁRIA MÉDIA - Hostels
Average rate - hostels (BRL) **52,64**

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	50,39	58,89			37,62
	Econômico Economic	34,23	33,63	21,49	19,44	33,12	39,33	42,98	46,82	51,94	61,39			38,44
	Midscale Midscale	29,04	30,56	17,80	20,06	29,97	47,99	52,27	55,81	53,04	56,53			39,31
	Luxo Luxury	17,85	22,03	23,94	11,48	20,14	32,24	44,50	40,83	39,58	47,75			30,03
	Superluxe Superluxury	18,69	16,50	10,21	25,87	24,84	33,64	40,50	45,59	44,20	62,97			32,31
Diária Média (BRL) Average daily rate	Geral General	257,03	243,65	244,07	227,95	244,25	268,27	304,40	281,69	325,94	395,00			279,22
	Econômico Economic	198,51	205,57	203,18	185,81	188,92	193,62	194,83	203,37	213,54	226,33			201,37
	Midscale Midscale	339,75	342,81	347,64	354,15	357,78	345,12	332,88	341,53	342,74	345,26			344,97
	Luxo Luxury	463,45	471,33	448,95	463,78	441,68	478,05	420,88	452,70	495,71	501,60			463,81
	Superluxe Superluxury	508,18	573,30	647,13	620,85	924,78	1373,41	1346,87	1633,57	1646,03	1311,19			1058,53
RevPar* (BRL)	Geral General	80,73	78,50	50,84	43,75	78,11	105,67	134,06	134,73	164,24	232,60			110,32
	Econômico Economic	67,96	69,13	43,66	36,13	62,56	76,15	83,14	95,22	110,91	138,93			78,44
	Midscale Midscale	98,66	104,76	61,88	71,03	107,21	165,62	174,00	190,61	181,79	195,16			135,07
	Luxo Luxury	82,73	103,82	107,48	53,25	88,96	154,10	187,27	184,81	196,22	239,52			139,82
	Superluxe Superluxury	94,96	94,59	66,07	160,61	230,21	461,95	546,09	744,66	727,54	825,63			395,23

*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	50,39
	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	58,89
	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	37,62	
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	325,94
	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	395,00
	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	279,22	

VARIAÇÃO DA OCUPAÇÃO 2020/2021
Occupancy growth 2020/2021

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

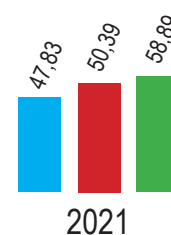
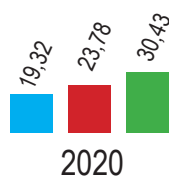
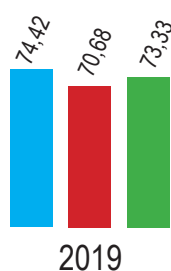
Outubro / October

93,5%

Outubro / October

41,8%

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



■ Ago/aug

■ Set/sep

■ Out/oct

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	44,69	60,19			33,59
Diária Média (BRL) Average daily rate	58,06	58,62	63,03	55,25	64,04	84,00	47,71	54,39	51,40	52,64			58,91

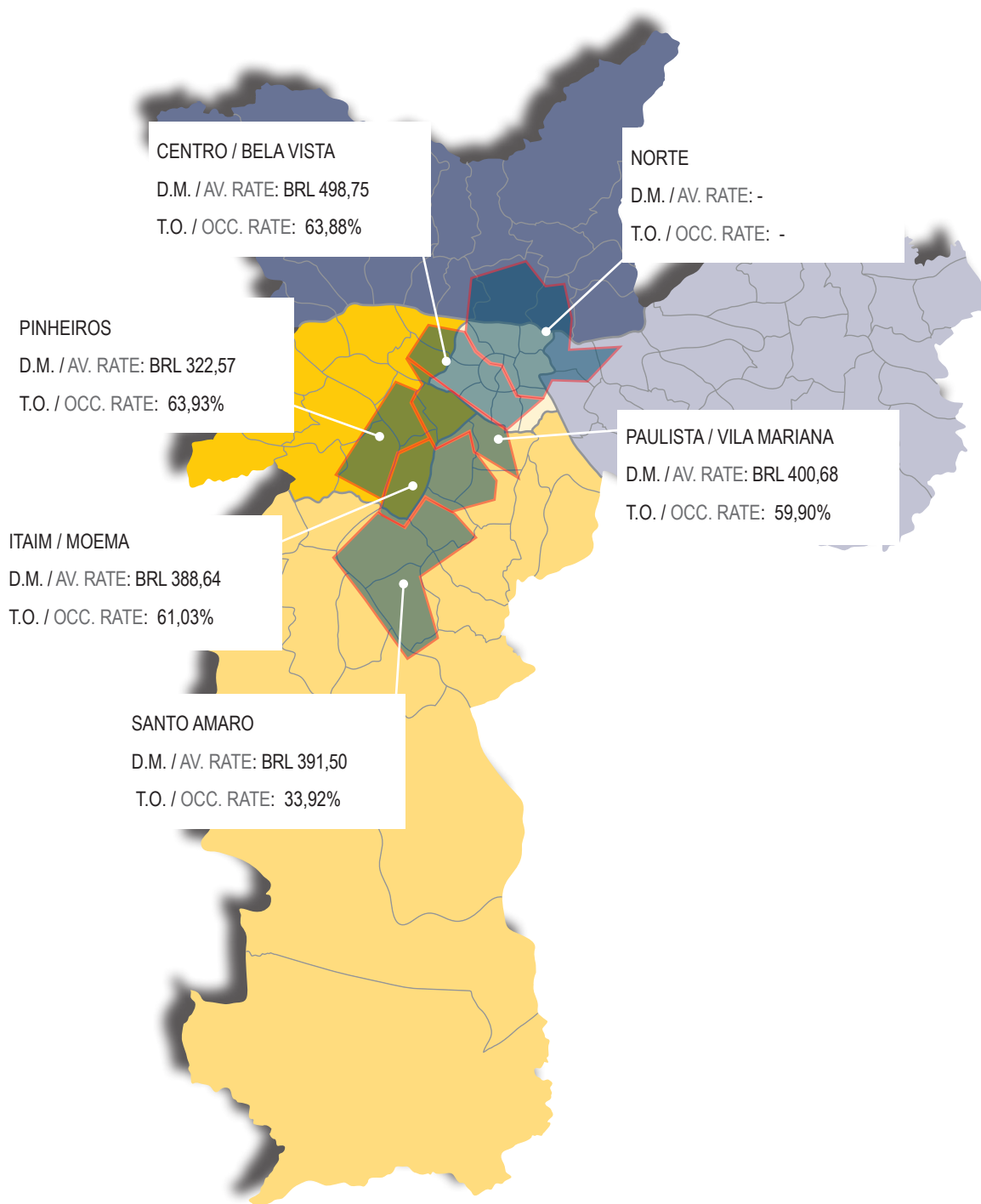
SÉRIE HISTÓRICA DE DESEMPENHO - HOSTELS
Historical Performance Series - Hostels

		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	44,69
	OUT/oct	58,78	55,25	47,91	44,28	44,68	53,88	51,01	54,83	49,61	30,20	60,19
	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	33,59	
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	51,40
	OUT/oct	45,10	42,97	48,41	47,03	54,52	52,95	47,59	56,15	44,02	41,90	52,64
	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	58,91	

VARIAÇÃO DA OCUPAÇÃO 2020/2021
Occupancy growth 2020/2021
VARIAÇÃO DA DIÁRIA MÉDIA 2020/2021
Daily rate growth 2020/2021
Outubro/ October 99,3%
Outubro/ October 25,6%

DESEMPENHO REGIONAL - HOTÉIS - Outubro/2021

Region performance - October/2021



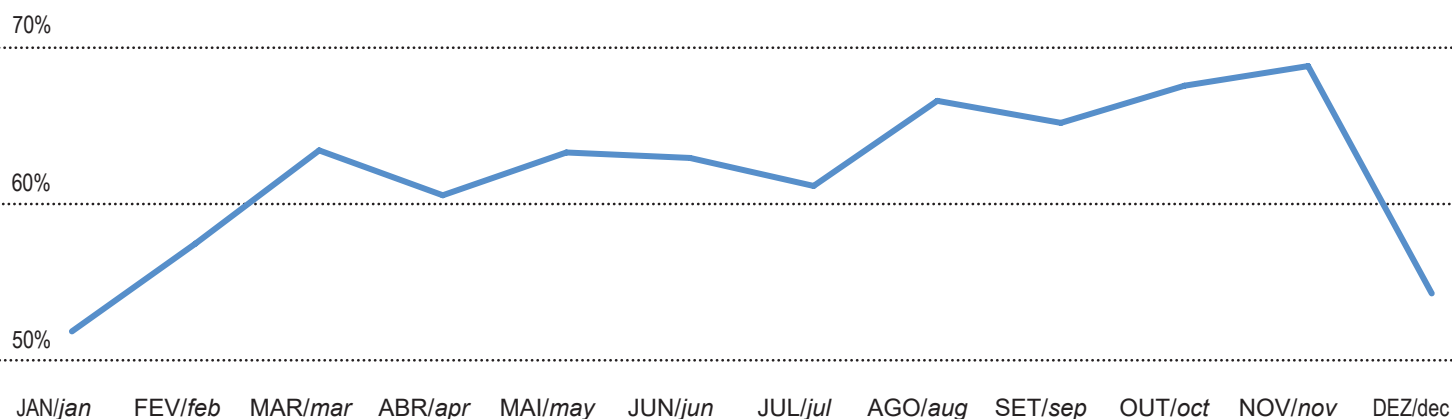
Região	TO	DM
NORTE / NORTH	-	-
SUL / SOUTH	57,23	426,69
CENTRO / DOWNTONW	63,62	465,52
LESTE / EAST	-	-
OESTE / WEST	58,76	295,09

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	51,35
	OUT/oct	58,16	60,36	56,56	54,69	55,89	69,02	64,49	65,72	32,55	61,63
	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	39,30	
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	297,01
	OUT/oct	274,16	287,40	278,98	261,66	263,38	291,95	281,78	301,70	288,38	364,96
	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	267,13	

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


Hotéis participantes / *Participant hotels*

Address Faria Lima By Intercity
Alameda Apart Hotel
Bela Cintra Stay By Atlantica Residences
Central Park Jardins
Clarion Faria Lima
Comfort Ibirapuera
Comfort Nova Paulista
Double Tree by Hotel Itaim SP by Atlantica
Fasano SP
Go Inn Jaguaré
Grand Hyatt SP
Grand Mercure SP Vila Olímpia
Green Place Flat Ibirapuera
Ibis SP Barra Funda
Innside Itaim
Intercity Nações Unidas
InterContinental SP
Itamarati Hotel
La Résidence Itaim by Manager
L'Hotel Portobay SP
Melia Ibirapuera
Mercure SP Alamedas
Mercure SP Ibirapuera Privilege
Mercure SP Moema
Mercure SP Pamplona
Mondloa Hotel
Nikkey Palace Hotel
Novotel SP Jardins
Novotel SP Morumbi
Park Inn Berrini
Pullman SP Ibirapuera
Pullman SP Vila Olímpia
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
Santa Monica
Sheraton SP WTC
SP Tatuapé Affiliated By Meliá
Staybridge Suites SP Hotel
The Park Hall Flat Services
Tivoli Mofarrej SP
Trianon Paulista Hotel
Tryp SP Iguatemi
Unique Hotel

UHs participantes: 7.285

Participant rooms: 7.285

Hostels participantes / *Participant hostels*

Aero Hostel
Calabria Hostel
Madá Hostel
Nômade In aArte e Hostel
Praça da Árvore Hostel

Leitos participantes: 156

Participant beds: 156