

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

Novembro / November - 2021

TAXA DE OCUPAÇÃO - Hotéis
Occupancy rate - hotels (%) **68,01**

T.O. FINS DE SEMANA - Hotéis
Weekends - hotels (%) **74,06**

TAXA DE OCUPAÇÃO - Hostels
Occupancy rate - hostels (%) **63,33**

DIÁRIA MÉDIA - Hotéis
Average rate - hotels (BRL) **385,61**

D.M. FINS DE SEMANA - Hotéis
Weekends - hotels (BRL) **360,54**

DIÁRIA MÉDIA - Hostels
Average rate - hostels (BRL) **47,05**

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	68,01		40,38
	Econômico Economic	34,23	33,63	21,49	19,44	33,12	39,33	42,98	46,82	51,94	61,39	68,40		41,16
	Midscale Midscale	29,04	30,56	17,80	20,06	29,97	47,99	52,27	55,81	53,04	56,53	71,35		42,22
	Luxo Luxury	17,85	22,03	23,94	11,48	20,14	32,24	44,50	40,83	39,58	47,75	62,72		33,01
	Superluxe Superluxury	18,69	16,50	10,21	25,87	24,84	33,64	40,50	45,59	44,20	62,97	63,52		35,14
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	385,61		288,90
	Econômico Economic	198,51	205,57	203,18	185,81	188,92	193,62	194,83	203,37	213,54	226,33	234,28		204,36
	Midscale Midscale	339,75	342,81	347,64	354,15	357,78	345,12	332,88	341,53	342,74	345,26	322,78		342,95
	Luxo Luxury	463,45	471,33	448,95	463,78	441,68	478,05	420,88	452,70	495,71	501,60	479,64		465,25
	Superluxe Superluxury	508,18	573,30	647,13	620,85	924,78	1373,41	1346,87	1633,57	1646,03	1311,19	1374,51		1087,25
RevPar* (BRL)	Geral General	80,73	78,50	50,84	43,75	78,11	105,67	134,06	134,73	164,24	232,60	262,26		124,14
	Econômico Economic	67,96	69,13	43,66	36,13	62,56	76,15	83,14	95,22	110,91	138,93	160,25		85,88
	Midscale Midscale	98,66	104,76	61,88	71,03	107,21	165,62	174,00	190,61	181,79	195,16	230,29		143,73
	Luxo Luxury	82,73	103,82	107,48	53,25	88,96	154,10	187,27	184,81	196,22	239,52	300,83		154,45
	Superluxe Superluxury	94,96	94,59	66,07	160,61	230,21	461,95	546,09	744,66	727,54	825,63	873,04		438,67

*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	68,01
	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	40,38	
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	385,61
	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	288,90	

VARIAÇÃO DA OCUPAÇÃO 2020/2021

Occupancy growth 2020/2021

VARIAÇÃO DA DIÁRIA MÉDIA 2020/2021

Daily rate growth 2020/2021

Novembro / November

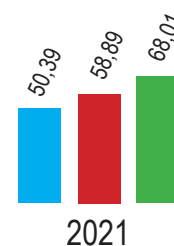
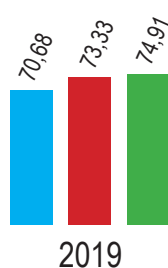
96,6%

Novembro / November

39,0%

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

Comparative analysis (%) - hotels - 2019 / 2021



Set/sep

Out/oct

Nov/nov

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	63,33		36,30
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	47,05		57,84

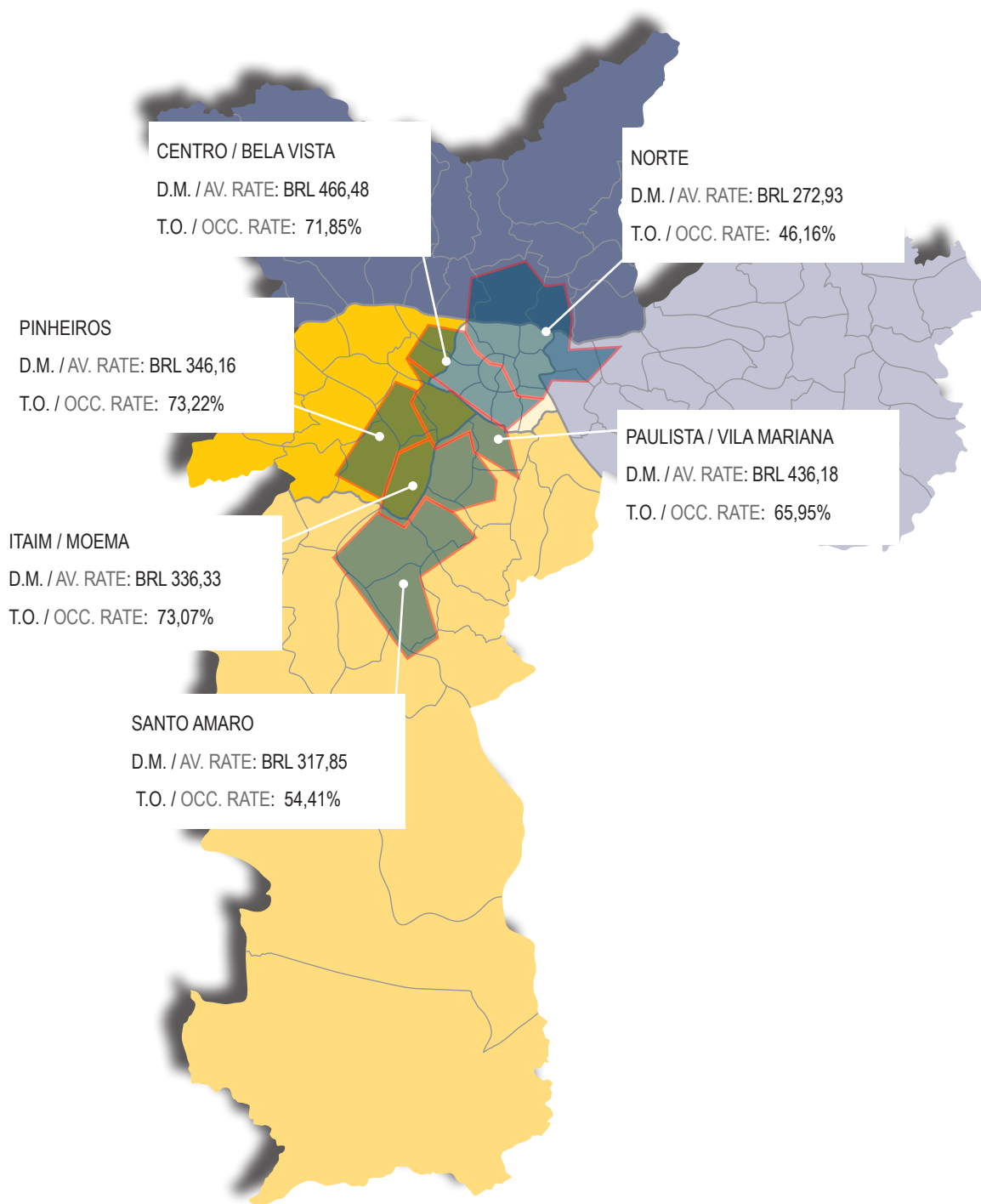
SÉRIE HISTÓRICA DE DESEMPENHO - HOSTELS
Historical Performance Series - Hostels

		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	63,33
	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	36,30	
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	47,05
	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	57,84	

VARIAÇÃO DA OCUPAÇÃO 2020/2021
Occupancy growth 2020/2021
VARIAÇÃO DA DIÁRIA MÉDIA 2020/2021
Daily rate growth 2020/2021
Novembro / November 97,5%
Novembro / November 20,1%

DESEMPENHO REGIONAL - HOTÉIS - Novembro/2021

Region performance - November/2021



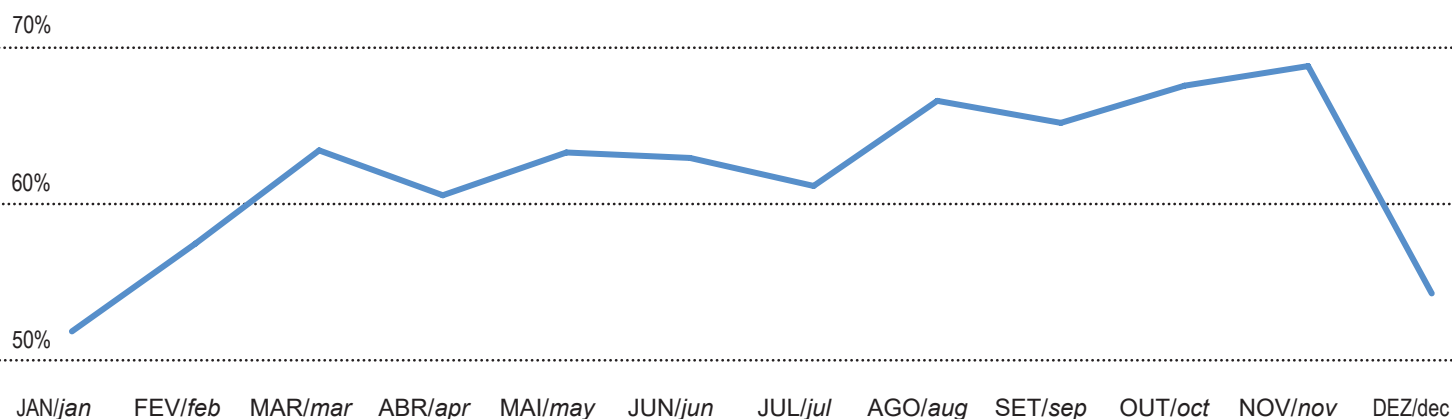
Região	TO	DM
NORTE / NORTH	46,16	272,93
SUL / SOUTH	65,13	402,97
CENTRO / DOWNTONW	72,75	453,87
LESTE / EAST	-	-
OESTE / WEST	71,29	316,27

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	74,06
	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	42,46	
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	360,54
	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	275,62	

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


Hotéis participantes / *Participant hotels*

Address Faria Lima by Intercity	Mercure SP Alamedas	Transamerica Executive - Paulista
Alameda Apart Hotel	Mercure SP Ibirapuera Privilege	Transamerica Executive - Perdizes
Bela Cintra Stay By Atlantica Residences	Mercure SP Moema	Transamerica Prime - International Plaza
Centra Park Jardins	Mercure SP Pamplona	Transamerica Prime - Paradise Garden
Clarion Faria Lima	Nikkey Palace Hotel	Tsue The Palace flat
Comfort Ibirapuera	Novotel SP Jardins	Unique Hotel
Comfort Nova Paulista	Park Inn Berrini	
Double Tree by Hotel Itaim São Paulo by Atlantica	Pullman SP Ibirapuera	
Fasano São Paulo	Pullman SP Vila Olímpia	
Go Inn Jaguaré	Quality Faria Lima	
Grand Hyatt São Paulo	Quality Paulista	
Grand Mercure SP Ibirapuera	Quality Suites Long Stay Vila Olimpia	
Grand Mercure Vila Olímpia	Quality Suites Oscar Freire	
Green Place Flat Ibirapuera	Radisson Blu Sao Paulo	
Holiday Inn Parque Anhembi	Radisson Oscar Freire	
Hotel Aeroporto	Radisson Paulista	
Hotel Itamarati	Radisson Vila Olímpia	
Hotel Trianon Paulista	Ramada Encore São Paulo Tiradentes	
Ibis Budget Frei Caneca	São Paulo Tatuape Affiliated by Melia	
Ibis Budget SP Jardins	Sheraton São Paulo	
Ibis SP Barra Funda	Staybridge Suites São Paulo	
Ibis Styles SP Centro	The Park Hall Flat Services	
INNSiDE Itaim	Transamerica Berrini	
Intercity Nações Unidas	Transamerica Classic - Higienópolis	
InterContinental São Paulo	Transamerica Classic - Victoria	
L'Hotel PortoBay	Transamerica Executive - Bela Cintra	
La residence itaim	Transamerica Executive - Chácara Sto Antônio	
London Class Suites	Transamerica Executive - Congonhas	
Meliá Ibirapuera	Transamerica Executive - Faria Lima	
	Transamerica Executive - Jardins	

UHs participantes: 9.628

Participant rooms: 9.628

Hostels participantes / *Participant hostels*

Aero Hostel Congonhas
Calabria Hostel
Madá Hostel
Vila Hostel
Praça da Árvore Hostel

Leitos participantes: 150

Participant beds: 150