

The São Paulo Tourism Observatory discloses balance of hospitality in the city in 2013

Survey conducted by SPTuris shows that hotel occupancy remained stable, while the estimated number of tourists exceeded 13 million.

The São Paulo City Tourism Observatory, a research center of São Paulo Turismo (SPTuris, a local tour and event company) disclosed in January/2014 the study "Performance of lodging facilities in 2013," with a balance of activity of the São Paulo hotels throughout the past year.

The survey data show that, of the estimated 13.2 million tourists who visited the city in 2013, 85% were Brazilians (especially from the interior and the coast of São Paulo state, in addition to the states of Rio de Janeiro, Minas Gerais, Paraná, and Rio Grande do Sul) and 15% were foreigners (mainly from the United States, Argentina, Germany, Spain, and France).

Also according to the study, the average occupancy of São Paulo hotels remained basically stable in relation to the previous year, reaching a rate of 65.5% in 2013, while in 2012, it was 65.9%. In comparison with 2005, when the analysis began to be conducted, the rate was 58.7%, representing a growth of 11.66% during that period.

The average daily rate of hotels was slightly higher, reaching R\$ 312.11 last year, compared to R\$ 295.39 in 2012.

Another index surveyed in the research concerns the accommodation in hostels, which suffered a drop, probably still reflecting the opening of several units in São Paulo, especially in the last two years. The occupancy rate in this type of accommodation was 51.02% in 2013, while in 2012, the average was 61.25%.

The survey is available in its entirety at www.observatoriodoturismo.com.br.