

▪ Hotelaria nacional – Diárias

HOTEL	DIÁRIAS 2013	DIÁRIAS 2014	VAR (%)	PART (%)
INDEPENDENTES	5.041.316	4.974.231	-1,3%	53,1%
OUTRAS REDES	1.810.146	1.273.693	-29,6%	13,6%
ACCOR	721.432	950.068	31,7%	10,1%
ATLANTICA	648.453	700.665	8,1%	7,5%
WINDSOR	107.958	159.555	47,8%	1,7%
BLUE TREE	203.747	221.301	8,6%	2,4%
BHG HOTÉIS	73.835	191.874	159,9%	2,0%
BROKERS	141.985	180.179	26,9%	1,9%
INTERCITY	144.354	172.116	19,2%	1,8%
MELIÁ INTL	101.162	112.481	11,2%	1,2%
TRANSAMERICA	110.156	101.357	-8,0%	1,1%
PROMENADE	70.114	92.248	31,6%	1,0%
BOURBON	78.593	92.696	17,9%	1,0%
ESTANPLAZA	68.212	71.764	5,2%	0,8%
IHG	56.178	68.921	22,7%	0,7%
VENDA TOTAL	9.377.641	9.363.148	-0,2%	

▪ Hotelaria nacional – vendas (R\$)

HOTEL	VENDAS 2013 (R\$)	VENDAS 2014 (R\$)	VAR (%)	PART(%)
INDEPENDENTES	1.149.663.512	935.368.594	-18,6%	41,8%
OUTRAS REDES	488.904.996	381.437.659	-22,0%	17,0%
ACCOR	224.012.198	248.067.623	10,7%	11,1%
ATLANTICA	187.585.353	200.515.168	6,9%	9,0%
WINDSOR	55.513.631	70.382.452	26,8%	3,1%
BLUE TREE	67.052.050	65.948.840	-1,6%	2,9%
BHG HOTÉIS	22.855.181	55.137.818	141,2%	2,5%
BROKERS	36.095.078	50.012.643	38,6%	2,2%
INTERCITY	37.000.053	43.658.860	18,0%	2,0%
MELIÁ INTL	35.724.198	39.983.983	11,9%	1,8%
TRANSAMERICA	41.592.419	38.456.065	-7,5%	1,7%
PROMENADE	27.853.615	30.523.064	9,6%	1,4%
BOURBON	24.660.379	30.424.059	23,4%	1,4%
ESTANPLAZA	27.542.750	27.631.220	0,3%	1,2%
IHG	18.072.431	19.759.264	9,3%	0,9%
VENDA TOTAL	2.444.127.842	2.237.307.312	-8,5%	