

The Brazilian Hotel Sector - April 2015

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Soaring property prices have made it virtually impossible to develop new hotels in the primary markets due to extremely elevated land values. Nevertheless, there are windows of opportunity for hotel development in Brazil, especially as concerns budget and economy hotels in secondary or tertiary cities with populations of between 80,000 and 1,000,000.”

- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- What will be the medium-term impact of the 2014 World Cup and the 2016 Summer Olympics on Brazil's hotel sector?
- How is hotel development financed in Brazil?
- What are the leading domestic and international hotel chains in Brazil?
- Where are the best hotel development opportunities in Brazil?

This report provides an overview and update about Brazil's hotel sector, including: the outlook for spending on travel and tourism in Brazil; hotel capacity and recent growth by region and province; recent hotel performance; the ranking and penetration of hotel chains in the country; major hotel developments and pipeline; and distribution channels.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

The Brazilian Hotel Sector - April 2015

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Key findings

Data Sources

Overview

Outlook for tourism arrivals

Figure 1: Tourist arrivals* in Brazil, 2009-18

Incoming arrivals

Figure 2: Incoming arrivals by region and country, 2012-13

Outlook for spending on travel and tourism in Brazil

Figure 3: Forecasted growth in spending on travel and tourism in Brazil, 2013-20

Hotel and lodging capacity

Figure 4: Tourist accommodation establishments* in Brazil, 2009-18

Hotel capacity

Figure 5: Hotel capacity in Brazil by region and state, 2012-13

Figure 6: Change in hotel capacity in Brazil by region and state, 2012-13

Hotel Performance

Brazil

Figure 7: Hotel* performance in Brazil, in US Dollars, 2013-14

Figure 8: Hotel* performance in Brazil, in Brazilian Reals, 2013-14

Rio de Janeiro

Figure 9: Hotel performance in Rio de Janeiro, in US Dollars, 2013-14

Figure 10: Hotel performance in Rio de Janeiro, in Brazilian Reals, 2013-14

São Paulo

Figure 11: Hotel performance in São Paulo, in US Dollars, 2013-14

Figure 12: Hotel performance in São Paulo, in Brazilian Reals, 2013-14

Rio de Janeiro versus São Paulo

Hotel Chains in Brazil

Figure 13: Hotel companies in Brazil, 2014

Figure 14: Hotel brands ranked by number of properties in Brazil, 2011-14

Hotelaria Accor do Brasil S.A.

Figure 15: Federal states and cities where Accor hotels are located, 2015

Accor purchased Grupo Posadas portfolio

Brands

Ibis Styles début

ibis pipeline

Figure 16: Planned openings of ibis hotels in Brazil during the first half of 2015

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

The Brazilian Hotel Sector - April 2015

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Three new hotels in Recife

Choice Hotels International, Inc.

Figure 17: Choice's brand portfolio in Brazil, end 2013

Quality Hotel Petrolina

Atlantica hotels

Atlantica acquired

Strong pipeline

Hotel Nacional Inn Campinas Ltd

Figure 18: Hotel Nacional Inn's portfolio by location, 2015

Louvre Hotels Group/Brazil Hospitality Group (BHG)

Brazil Hospitality Group (BHG)

BHG's hotel portfolio

Figure 19: Distribution of BHG's hotel portfolio by region, 2013

Figure 20: Brazil Hospitality Group's hotel portfolio, 2014

Chain expansion and development

Over 14,000 rooms by end 2016

Hotel school launched

Brands

Figure 21: BHG's hotel portfolio by segment, 2013

BHG's client profile

Figure 22: BHG's guest profile, 2013

Distribution channels

Figure 23: Breakdown of BHG's distribution channels, in %, 2013

Stronger results in 2013

Blue Tree Hotels & Resorts do Brasil S/A

Figure 24: Blue Tree's hotel portfolio by region, city and state, 2015

Transamérica Hospitality Group

Figure 25: Transamérica Hospitality Group's hotel portfolio, 2015

Best Western International

Figure 26: Best Western's hotel portfolio in Brazil, 2015

Wyndham Hotels & Resorts

Figure 27: Wyndham's hotel portfolio in Brazil, 2015

InterContinental Hotels Group plc

Figure 28: IHG's hotel portfolio in Brazil, 2015

Grupo Posadas

Carlson Rezidor Hotel Group

Figure 29: Carlson's Brazilian hotel portfolio, 2015

Carlson takes back Radisson brand development for Latin America

Starwood Hotels & Resorts Worldwide, Inc

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

The Brazilian Hotel Sector - April 2015

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 30: Starwood Hotels & Resorts' portfolio in Brazil, 2015

Marriott Hotels & Resorts

São Paulo Airport Marriott to expand

Current Developments in the Brazilian Hotel Industry

The expansion of Hyatt

Grand Hyatt Rio de Janeiro

Brazil's first Park Hyatt

Hyatt's joint venture for Hyatt Place hotels in Brazil

Three new hotels in the pipeline

Hyatt Place Sorocaba

Hyatt Place Macaé

Red Roof Inns to enter Brazil

Nobile Hotels

Brands

Pipeline

Figure 31: Nobile's active pipeline of hotel projects, 2015

BSH International

Hotel Development Opportunities

Figure 32: Secondary or tertiary cities with populations of between 80,000 and 1,000,000, 2014

Figure 33: Geographical dispersion of secondary and tertiary cities identified by Horwath, 2014

Figure 34: Hotel supply situation in secondary and tertiary Brazilian cities, 2014

Hotel Financing in Brazil

A severe lack of debt financing

The condo structure

Conflict of interest in the condo-hotel model

Urban Luxury Hotels

Figure 35: Defining characteristics for luxury hotels in Brazil, 2014

Figure 36: Urban luxury hotel pipeline in Brazil, 2014

What Next?

2016 Olympics unlikely to live up to expectations

Economy slowing down

Figure 37: Brazil's GDP growth rate in local currency terms, 2013-16

Figure 38: Brazil's GDP, 2011-19

Currency weakening – A silver lining?

Figure 39: Forecasted exchange rate BRL/USD, 2011-19

Figure 40: Forecasted exchange rate BRL/USD, 25/02/2015

Hurdles to be overcome

High prices

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

The Brazilian Hotel Sector - April 2015

Report Price: £295.00 | \$477.74 | €374.74

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Pipeline

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com