

# Brasilia International Airport Hotel Development



# Brasilia International Airport

## passenger movement 2009

**12.2** million

**17%** growth

**3rd** largest in Brazil



# Brasilia International Airport

## connecting passengers 2009

**4.7** million  
connections.

Layover time at the  
airport: between **one**  
and **seven hours** in  
70% of cases.

Important Brazilian **Hub**.





# Brasilia International Airport

## reason of travel

**49%** business

**37%** leisure & tourism

**11%** academic & events

**3%** other



# Brasilia International Airport

## airport population

Daily circulation of  
**65 thousand** people,  
of which  
**9 thousand** workers  
in **375** companies and  
governmental agencies.



**Hotel**

**site**





560 m from Passenger Terminal

HOTEL  
AREA

# Hotel Development

- Site area **3,306.58 m<sup>2</sup>**;
- Estimated investment **US\$ 7.15 million**;
- **150** guestrooms;
- Average of **25** guestrooms per floor;



# Hotel Development

- City hotels average occupancy (2007) **77,63%** ;
- Expected return on investment **14 years**;
- Lease time **20 years**.

# Business Model

- **Competitive bidding;**
- **Highest bid wins;**
- **Additional variable share of gross income;**
- **At the end of the Contract Term the hotel will become Federal Property.**

# Market Research Findings

## Services that may be offered

- Parking
- Breakfast service
- Restaurants
- Lan house
- Room Service 24 hours
- Sauna
- Newsstand
- Business Center
- Meeting rooms

## Optionals

- Fitness Center
- Laundry 24 hours
- Restaurants open 24 hours



# Potential Market

## (Target Public)

- **Transit passengers (connections);**
- **Passengers scheduled to travel in the early morning;**
- **Passengers hosted by the airlines;**
- **Airline crews.**

# SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"><li>•Third-largest Brazilian business center;</li><li>•High domestic demand;</li><li>•Main political destination;</li><li>•City hotels far from the airport.</li></ul>	<ul style="list-style-type: none"><li>•Lack of specialized labor;</li><li>•Located away from the major city hotels.</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>•High exposure because of 2014 FIFA World Cup;</li><li>•Location next of the passenger terminal;</li><li>• Focus on connecting passengers and business travelers;</li><li>•First hotel at the Airport site.</li></ul>	<ul style="list-style-type: none"><li>•Weak occupancy on weekends;</li><li>•Weak demand during vacation periods;</li></ul>



**Thank You.**

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