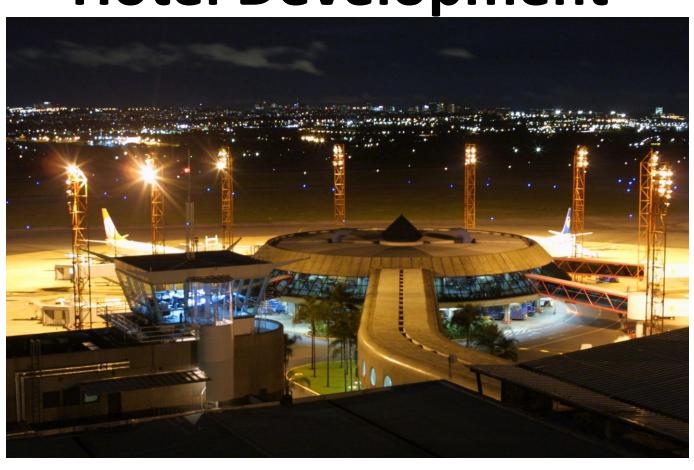
## Brasilia International Airport Hotel Development



passenger movement 2009

12.2 million

17% growth

**3rd** largest in Brazil



connecting passengers 2009

4.7 million connections.

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

Important Brazilian Hub.



#### reason of travel

49% business

37% leisure & tourism

11% academic & events

3% other



airport population

Daily circulation of

65 thousand people, of which

9 thousand workers
in 375 companies and governmental agencies.



# Hotel site



#### **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

**Source: Viability Economic-Financial Study** 

#### **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> <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> <li>Lack of specialized labor;</li> <li>Located away from the major city hotels.</li> </ul>

Opportunities	Threats
<ul> <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> <li>Weak occupancy on weekends;</li> <li>Weak demand during vacation periods;</li> </ul>

**Source: Viability Economic-Financial Study** 

#### Thank You.

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