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Nº 18

Suplemento ejecutivo

Datos a noviembre 2007

(serie junio 2006 – noviembre 2007)



Corporación Metropolitana de Turismo
CMT

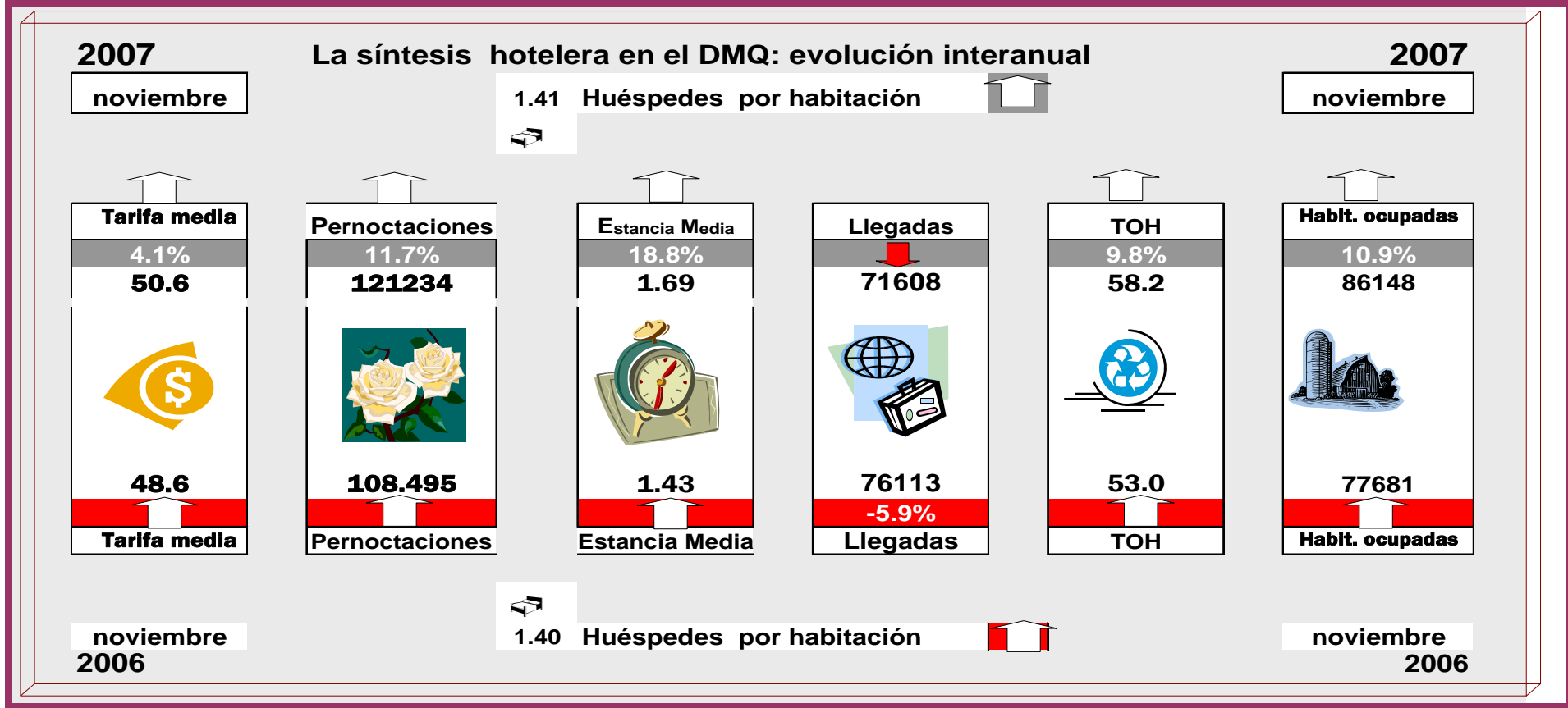
Cámara Provincial de Turismo de Pichincha
CAPTUR

Asociación Hotelera de Pichincha
AHOTP

Asociación de Hoteles de Quito Metropolitano
HQM

Centro de Planificación y Estudios Sociales
CEPLAES

Noviembre: destacable desempeño de los indicadores hoteleros; en términos interanuales, la ocupación crece en 9.8%



El 4 x 4 de la hotelería en Quito: una óptica de corto plazo

2007	NOVIEMBRE				OCTUBRE			
	segunda	primera	lujo	total	segunda	primera	lujo	total
Tasa de ocupación hotelera (%)	41.2	58.4	77.6	58.2	34.4	55.3	74.6	53.7
Pernoctaciones (noches)	34.797	37.414	49.023	121.234	35.497	41.429	44.369	121.295
Estancia Media (noches por llegada)	1.45	1.58	2.05	1.69	1.64	1.84	1.63	1.70
Tarifa (US\$ por habitación ocupada)	18.6	38.8	77.3	50.6	19.9	39.4	75.7	51.6

El 4 x 4 de la hotelería en Quito

	DEFINICIONES
Tasa de ocupación hotelera (%)	% de habitaciones ocupadas del total de habitaciones disponibles en el mes
Pernoctaciones (noches)	Número de noches que los huéspedes duermen en el establecimiento hotelero
Estancia Media (noches por llegada)	Número de noches por llegada
Tarifa (US\$ por habitación ocupada)	Precio promedio por habitación ocupada

PRINCIPALES INDICADORES HOTELEROS																					
Indicadores	2006							2007							2006 jun dic	2007 ene - nov	2006-2007 dic - nov				
	jun	jul	ago	sep	oct	nov	dic	ene	feb	mar	abr	may	jun	jul				ago	sep	oct	nov
Ocupación hotelera																					
<i>Hoteles</i>	57.7	55.1	53.4	55.9	56.3	59.4	45.4	53.2	58.0	58.8	56.1	56.9	63.2	60.6	58.9	58.1	59.9	64.0	54.7	58.7	57.8
<i>Hostales y pensiones</i>	36.5	30.1	40.6	28.9	34.3	39.1	35.2	38.1	38.3	37.1	39.7	36.5	38.2	42.6	42.0	38.2	40.7	46.0	34.9	39.7	39.4
TOH total	50.8	47.0	49.3	47.3	49.3	53.0	42.1	48.3	51.6	51.7	50.7	50.3	55.1	54.8	53.5	53.5	53.7	58.2	48.4	52.5	52.0
<i>Segunda</i>	41.0	29.4	36.9	28.8	31.4	35.9	32.7	36.1	36.2	37.2	37.9	37.4	38.8	39.2	39.3	39.3	34.4	41.2	34.0	37.5	37.5
<i>Primera</i>	45.7	44.4	46.2	43.7	49.9	49.8	40.6	43.7	46.1	45.9	46.3	47.6	49.0	53.6	52.6	52.6	55.3	58.4	45.5	49.4	49.3
<i>Lujo</i>	66.8	70.6	66.5	71.5	69.8	75.2	54.5	66.6	74.5	73.9	69.6	67.7	79.5	73.7	70.5	70.5	74.6	77.6	67.7	72.7	71.1
Ingresos estimados																					
<i>Segunda</i>	391	328	339	276	320	344	344	377	355	363	368	432	370	420	430	401	407	441	# 2343	4365	4708
<i>Primera</i>	668	726	754	683	768	723	637	673	666	756	724	775	801	869	816	740	902	909	# 4959	8631	9268
<i>Lujo</i>	2284	2531	2451	2651	2716	2711	1940	2452	2408	2722	2451	2493	2913	2871	2718	2938	2931	3011	# 17285	29908	31848
Total	3343	3585	3545	3610	3804	3778	2921	3502	3429	3841	3543	3700	4084	4160	3964	4079	4240	4361	# 24586	42904	45825
Infraestructura instalada																					
<i>Habitaciones disponibles</i>	4832	4989	4940	4921	4903	4884	4924	4.868	4.868	4.866	4.866	4.866	4.866	4.919	4.934	4.933	4.933	4934	34393	53853	58777
<i>Plazas disponibles</i>	9972	10400	10375	10106	10178	10137	10110	10924	11058	10943	10953	10953	10953	10983	10690	10710	10710	10960	71278	119837	129947
Demanda efectiva																					
<i>Habitaciones vendidas</i>	73705	72661	75481	69902	74972	77681	64284	70482	70362	78038	74073	75831	80436	83509	81825	76470	82140	86148	508686	859314	923598
<i>Habitaciones gratuitas</i>	887	621	1190	1098	1085	327	742	1280	353	887	935	726	694	428	651	612	683	564	5954	7813	8555
Total	74592	73282	76671	71000	76057	78008	65026	71762	70715	78925	75008	76557	81130	83937	82476	77082	82823	86712	514636	867127	932153
Llegadas																					
<i>De residentes</i>	27227	29726	36738	31151	33106	34255	27738	31773	27138	31017	31625	34967	33470	34660	34003	30885	34053	34186	219941	357777	382347
<i>De no residentes</i>	29726	36396	37858	36929	38818	41858	26603	29623	26913	31914	29878	36025	36078	39042	33357	38492	37347	37422	248188	376091	403839
Total	56953	66122	74596	68080	71924	76113	54341	61396	54051	62931	61503	70992	69548	73702	67360	69377	69377	71608	468129	733868	786186
Pernoctaciones																					
<i>De residentes</i>	45330	48493	61094	50026	49192	45516	39262	42379	38605	45908	44418	48128	47944	45883	51857	47261	53231	54156	338913	519770	553062
<i>De no residentes</i>	57790	72758	70739	60194	58398	62979	43921	50375	48772	60841	53189	56095	59264	66054	64803	63011	68064	67078	426779	657522	696413
Total	103120	121251	131833	110220	107590	108495	83183	92754	87377	106749	97607	104199	107208	111937	116660	110272	121295	121234	765692	1177292	1249452
Empleo																					
Total	5349	5597	5471	5525	5651	5651	6290	6310	6310	6314	6320	6335	6379								
<i>Hombres</i>	3429	3514	3292	3532	3542	3542	3958	3958	3953	3953	3957	3971	3959								
<i>Mujeres</i>	1920	2083	2179	1993	2109	2109	2332	2352	2357	2361	2363	2364	2420								
Tarifa por habitación																					
<i>Ocupada</i>	45.4	49.3	47.0	51.6	50.7	48.6	45.4	49.7	48.7	49.2	47.8	48.8	50.8	49.8	48.4	53.3	51.6	50.6	48.5	49.9	49.5
<i>Disponible</i>	23.1	23.2	23.1	24.5	25.0	25.8	19.1	24.0	25.2	25.5	24.3	24.5	28.0	27.3	25.9	27.6	27.7	29.5	27.7	26.2	25.7

Una buena noticia para el turismo en Quito

Recientemente se conoció que la ciudad era citada, como destino turístico, en publicaciones muy respetadas a nivel internacional, en el ámbito turístico: los productores del sector deben, en consecuencia, procurar potenciar esas noticias, a través de un servicio que “se recomiende” en los mercados del exterior. En los recuadros siguientes se reproduce la noticia sobre esa mención de la ciudad (la noticia, a su vez, se la insertó en el boletín “temas turísticos de CAPTUR”) y la edición digital del New Cork Times.

Boletín

temas turísticos



Edición No. 195 Quito, 17 de Diciembre del 2007

“QUITO ES DESTINO OBLIGADO PARA EL 2008

La capital ecuatoriana recibió dos homenajes durante sus fiestas de aniversario de fundación: Frommer’s, la mayor autoridad turística mundial, incluyó a la ciudad entre sus destinos imprescindibles para el 2008. The New York Times, con la señoría de Frommer’s, la puso también entre sus 53 destinos turísticos para el próximo año.

Hace dos semanas NBC y CBS, dos de las grandes cadenas de TV de EE.UU., tuvieron a Ecuador en primera línea con periodistas de la talla de Dave Price y Al Roker viajando por la selva, el Cotopaxi, la Mitad del Mundo y saboreando el pernil, la variedad de plátanos y los jugos hechos con “las frutas de la pasión”.

El año pasado National Geographic Travel incluyó a Ecuador en los destinos imprescindibles del 2007 y grandes sitios de turismo de aventura (adventuresseek.com, away.com y iExplore) desde hace rato tienen a Quito y a sus alrededores como destinos.

Los resultados empiezan a verse. La revista turística JaxFax de Connecticut para este enero tiene listo un extenso artículo en inglés sobre Ecuador. Los halagos de la publicación, por ejemplo, incluyen frases como “Quito, la Florencia de Latinoamérica”, con 30 años de ser declarada Patrimonio Cultural de la Humanidad.

Agregó que este interés es el resultado de la tarea de promoción en el exterior. Esta se basó sobre todo en el Plan Q 2002-2007 que puso en marcha la Corporación Metropolitana de Turismo.

Para Eliot Greenspan, quien elaboró para Frommer’s una atractiva guía de turismo de más de 400 páginas sobre el país, “la elección de Quito es muy bien hecha y merecida por sus atractivos y encantos. Es un contrapeso a la idea de que el turismo en Ecuador empieza y termina en Galápagos”, respondió a este Diario desde Costa Rica, desde donde representa Frommer’s para Latinoamérica”.

Fuente: Diario El Comercio; 14 de diciembre de 2007

<http://www.captur.com/boletin/195dic07/interes1.asp>

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The 53 Places to Go in 2008



From left: Greg Von Doersten for The New York Times; Tom Pidgeon for The New York Times; David Else/Lonely Planet Images

Compiled by DENNY LEE Published: December 9, 2007

1 LAOS

Where to Go in 2008

The travel choices for global nomads have never been more varied.



Interactive Graphic

Select a Destination dropdown

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Where do you want to go in 2008? Post a Comment > Read All Comments (509) >

3 TUNISIA

Tunisia is undergoing a Morocco-like luxury makeover. A new wave of stylish boutique hotels, often in historic town houses, has cropped up alongside this North African country's white-sand beaches and age-old medinas, drawing increasing numbers of

Vietnam and Cambodia are so 2007. Now, Laos is shaping up to be Indochina's next hot spot. Ancient sites like the Wat Phou temple complex and the capital city of Vientiane are drawing culture seekers. Luxury teak houseboats are cruising down the Mekong. And global nomads are heading to Luang Prabang to sample the Laotian tasting menu at 3 Nagas (www.3nagas.com) or hang out by the infinity pool at the seriously upscale Residence Phou Vao (www.residencephouvao.com).

2 LISBON

Bargain-seeking tourists have long flocked to Lisbon, typically among the most affordable of European cities. But now the Portuguese capital is also emerging as a cultural force. The new Berardo Collection Museum (www.berardocollection.com), in the historic Belem district, boasts a major trove of modern and contemporary art. Designer hotels like Fontana Park (www.fontanaparkhotel.com) and Jerónimos 8 (www.almeidahotels.com) are attracting style-savvy travelers. And the Design and Fashion Museum, scheduled to open in late 2008, will go a long way toward cementing the city's avant-garde status.

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The New York Times MOVIES nytimes.com/movies

As [Croatia's Dalmatian Coast](#) has become a new Riviera, Hvar has become its St.-Tropez: a tiny village that fills with yachts and international partyers over the summer. While the waterfront Carpe Diem (www.carpe-diem-hvar.com) remains the island's night-life center, narrow stone alleys are lined with chic cocktail lounges and hotel terraces, including the rooftop pool at the new Adriana hotel, Croatia's first Leading Small Hotels of the World member (www.suncanihar.com/adriana).

12. [PUERTO VALLARTA](#)

Maybe it is the lasting memory of the gay icon [Elizabeth Taylor](#)'s scandalous affair with [Richard Burton](#) during his filming of "Night of the Iguana" in the early 60's, but Puerto Vallarta is becoming gay by the year and is now poised to overtake [Acapulco](#) as [Mexico's](#) leading gay beach. There are now some dozen gay-friendly hotels (www.gayguidevallarta.com/Lodging/gay.html) and a glut of bars and clubs clustered along the aptly named Zona Romantica.

13. [SYLT](#)

With a nickname like the "Hamptons of [Germany](#)," it's only a matter of time before jet-setters discover the North Sea island of Sylt. Known for its nudist beaches, reed-thatched houses and designer stores, the T-shaped island has long been popular with German celebrities, particularly television stars and sports figures. But now getting there is a simple hop from London and a dozen other European cities, thanks to the low-cost carrier Air [Berlin](#).

14. [PRAGUE](#)

The verdict is in. The Next Prague is ... Prague. Stag parties have moved on, bohemians have left for cheaper rents, and youth hostels are being squeezed by luxe hotels. Joining a new Mandarin Oriental next year is the Augustine, converted from a monastery and other buildings into a Rocco Forte hotel (prague.roccofortecollection.com), and the just-refurbished Hilton Prague Old Town (www.prague-oldtown.hilton.com), with a buzzing restaurant opened by [Gordon Ramsay](#).

15. [QUITO](#)

If you've been to Quito, [Ecuador](#), there's a good chance you were heading to the Galápagos. But Quito, the colonial capital perched 9,200 feet up in the Andes, is no longer just a whistle stop. The city's crumbling historic center, one of Latin America's least altered, has been reborn after a seven-year, \$200 million renovation. And a crop of upscale hotels has arrived, including a JW Marriott (www.marriott.com), making Quito a glorious new center in the so-called Middle of the World.

16. [LIVERPOOL](#)

There's more to Liverpool than just the [Beatles](#). Next year, this industrial city celebrates its 800th birthday (and its designation as European Capital of Culture), as it trots out everything and everyone, from Turner Prize artists to young emerging bands like the Zutons. But make no mistake: The headliner is [Paul McCartney](#), who is returning to play the "Liverpool Sound" concert at Anfield Stadium on June 1 (www.liverpool08.com).

17. [MUNICH](#)

Wi-Fi beer [gardens](#), lederhosen-wearing hipsters, hybrid Mercedes-Benz taxis. No wonder Monocle magazine recently named Munich the world's most livable city. The Bavarian capital might get shortchanged when compared with Berlin in terms of liberalism and creativity, but Munich has a robust economy that stimulates high fashion, cutting-edge cuisine and cushy living — not to mention a new [Jewish Museum](#) (www.juedisches-museum.muenchen.de), 79 years in the making, and a posh new hotel in the heart of the city, the Charles, from hotelier Rocco Forte (www.charleshotel.de).

18. [IRAN](#)

What Axis of Evil? Upscale tour operators are tiptoeing into Iran next year, offering trips that explore the ancient country's Persian treasures and olive-green desert plains. Next spring, the luxury cruise liner Silversea will make stops in the Iranian port city of Bandar Abbas on its [Dubai](#) to Dubai cruise. And [California](#)-based Distant Horizons (www.distant-horizons.com) is organizing two 18-day trips that start in Tehran and then