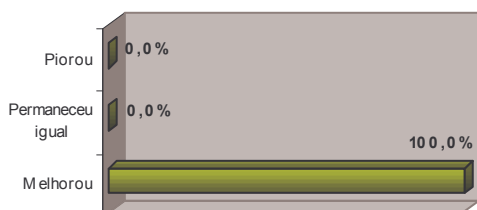


PESQUISA ANUAL DE CONJUNTURA ECONÔMICA DO TURISMO

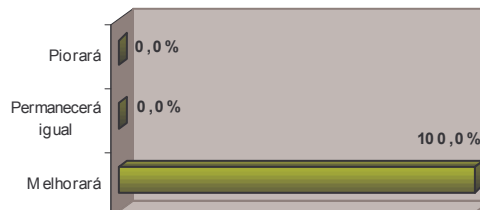
Março de 2005, ano I, número 1



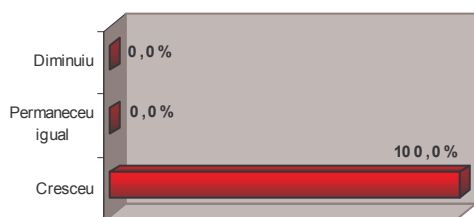
**Locadoras - Economia Brasileira
2004/2003**



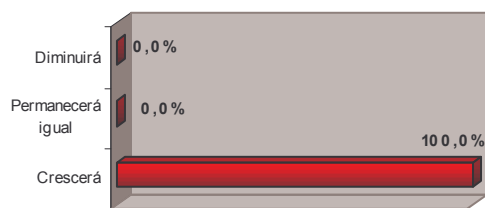
**Locadoras - Economia Brasileira
2005/2004**



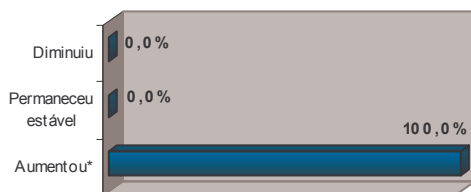
Mercado de Locadoras 2004/2003



Mercado de Locadoras 2005/2004

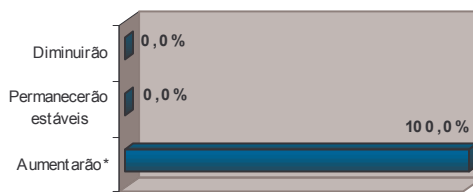


**Locadoras - Faturamento Bruto
2004/2003**



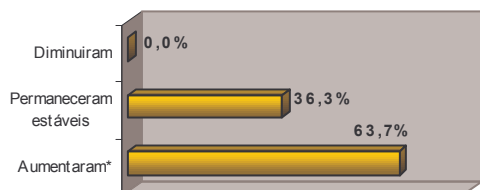
* Aumento verificado: 23,3%

**Locadoras - Faturamento Bruto
2005/2004**



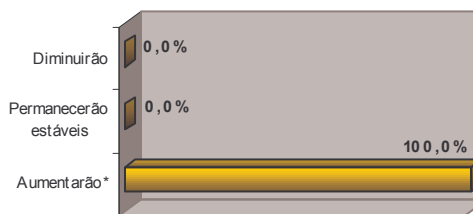
* Estimativa de aumento de 18,6%

**Locadoras - Postos de Trabalho
2004/2003**



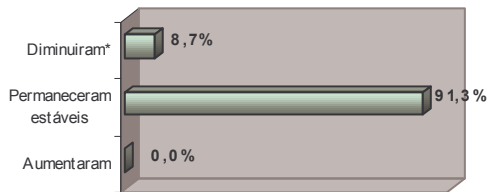
* Aumento verificado: 9,3%

**Locadoras - Postos de Trabalho
2005/2004**



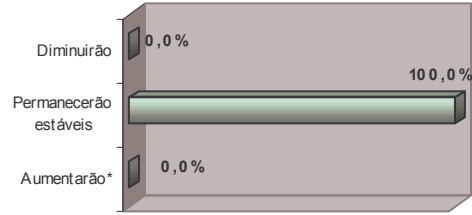
* Estimativa de aumento de 11,4%

**Locadoras - Preços Cobrados
2004/2003**

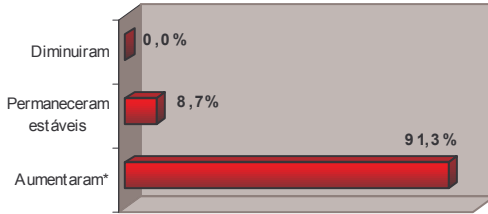


*Redução verificada: 1,6%

**Locadoras - Preços Cobrados
2005/2004**

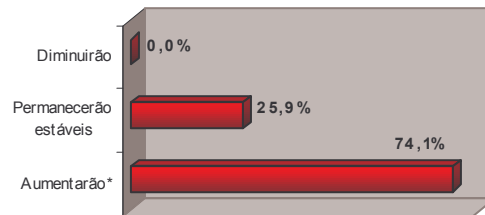


**Locadoras - Custos Operacionais
2004/2003**



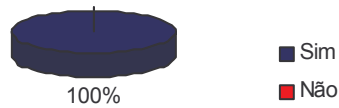
* Aumento verificado: 14,4%

**Locadoras - Custos Operacionais
2005/2004**



* Estimativa de aumento de 9,4%

**Intenção de realizar investimentos -
2005**



Barreiras à expansão dos negócios

1 - Menor relevância

7 - Maior relevância

