

<b>EMPRESA</b>	<b>LEMBRANÇA - PONTOS</b>	<b>RECALL (%)</b>	<b>Conceito - Total de pontos</b>	<b>RK Lembrança</b>	<b>RK Conceito</b>
Blue Tree	12,9900	11,88	148,0	1	1
Bourbon	8,6500	7,91	106,0	3	2
Hilton	6,5000	5,94	100,0	5	3
The Royal Palm Plaza	9,6600	8,83	96,0	2	4
Hyatt	8,3300	7,62	84,0	4	5
Transamérica	5,3300	4,87	72,0	6	6
Mercure	5,1600	4,72	64,0	7	7
Sofitel	3,1500	2,88	61,0	10	8
Estanplaza Hotel	4,3300	3,96	49,0	8	9
Sheraton	3,1600	2,89	48,0	9	10
Wtc	2,8300	2,59	30,0	11	11
Vale Suíço (Sp)	1,8300	1,67	26,0	14	12
Marriott	1,6600	1,52	26,0	15	13
Sonesta	1,3300	1,22	23,0	19	14
Costa Do Sauipe	0,3300	0,30	18,0	46	15
Club Med	1,5000	1,37	17,0	16	16
Caesar	0,8300	0,76	17,0	36	17
Accor Hotels	2,8300	2,59	16,0	12	18
Radisson	1,3300	1,22	16,0	20	19
Rancho Silvestre	1,3300	1,22	16,0	20	19
Costão Do Santinho	1,0000	0,91	16,0	22	21
Melia	1,0000	0,91	16,0	22	21
Atlantica Hotels	0,6600	0,60	16,0	37	23
Pestana	1,5000	1,37	15,0	17	24
Mazzaropi	1,0000	0,91	13,0	24	25
Sofitel Sauípe	2,0000	1,83	10,0	13	26
Hotel Do Bosque	1,5000	1,37	10,0	18	27
Ilha Do Farol	1,0000	0,91	10,0	25	28
Intercity	1,0000	0,91	10,0	25	28
Vale Suíço Resort (Mg)	1,0000	0,91	10,0	25	28

Villa Rossa	1,0000	0,91	10,0	25	28
Bourbon - Foz	0,5000	0,46	10,0	38	32
Summer Ville (Porto De Galinhas) - Pe	0,5000	0,46	10,0	38	32
Windsor	0,5000	0,46	10,0	38	32
Renaissance	0,3300	0,30	10,0	47	35
Alvorada Hotel	1,0000	0,91	9,0	29	36
Hotel Jp (Rib.Preto)	1,0000	0,91	9,0	29	37
Bristol Hotéis & Resorts	0,5000	0,46	9,0	41	38
Hotel Do Frade	0,5000	0,46	9,0	41	38
Mabu	0,5000	0,46	9,0	41	38
Novotel	0,5000	0,46	9,0	41	38
Beach Class (Porto De Galinhas) - Pe	0,3300	0,30	9,0	48	42
Deville	0,3300	0,30	9,0	48	42
Barra Bonita	1,0000	0,91	8,0	31	44
Casagrande	1,0000	0,91	8,0	31	44
Intercontinental	1,0000	0,91	8,0	31	44
Nacional Inn	1,0000	0,91	8,0	31	44
Pontes Hoteis	0,5000	0,46	8,0	45	48
Maksoud	0,3300	0,30	8,0	50	49
Plaza São Rafael	0,3300	0,30	8,0	50	49
Hotel Dona Carolina	1,0000	0,91	7,0	35	51
Comfort Hotel	0,3300	0,30	7,0	52	52
Mendes Plaza Hotel	0,3300	0,30	7,0	52	52
Ibis	0,3300	0,30	1,0	54	54