

## THE PROFILE OF THE HOSTEL CONSUMER IN BRAZIL AND ITS MOTIVATIONS

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*The growing number of hostels in Brazil has attracted more and more Brazilians looking for this type of establishment to host. However, it should be emphasized that there should be more studies that address the importance of hostels and their consumers in the tourism and lodging market, their relevance to scientific research that can contribute to both theoretical and practical knowledge, enabling a better understanding On this segment. With this, this article aims to identify and describe the profile of the hostel consumer, their motivations for choosing this type of accommodation as a means of accommodation and their lifestyle. For methodological purposes, the research is characterized as exploratory-descriptive, with a quantitative approach, in which a questionnaire was applied with users of hostels and the majority of respondents are from the Northeast region of Brazil. The questionnaire had 17 questions in which it was built using the google docs form. And 35 valid samples were analyzed. To analyze the data were used the software IBM SPSS Statistics 22 and Microsoft Office Excel. The results show that these consumers of hostels in the northeastern region of Brazil are aged between 20 and 40 years, the price was also identified, the opportunity to meet new people and the possibility of interaction and cultural exchanges as the main reasons for choosing the hostel for Staying there. It was concluded that although the price is attractive, it was noticed that hostel consumers have similar lifestyles, their interests regarding the socio-cultural interaction between hosts is practically the same.*

**KEY WORDS:** *Consumer profile, motivation of choice, hostel, lifestyle*