

EMPRESA	LEMBRANÇA - PONTOS	RECALL (%)	Conceito - Total de pontos	RK Lembrança	RK Conceito
CVC	32,6600	31,84	294,0	1	1
Amex	9,8300	9,58	78,0	2	2
Maringá Turismo	5,4900	5,35	58,0	6	3
Tam	4,9900	4,86	57,0	7	4
Alatur	7,6600	7,47	55,0	4	5
Bti Travel	8,3300	8,12	53,0	3	6
Flytour	4,8300	4,71	42,0	8	7
Tour House	2,3300	2,27	32,0	9	8
Class Tour	2,0000	1,95	19,0	10	9
Stella Barros Turismo	1,5000	1,46	18,0	11	10
Sky Fly Turismo	1,3300	1,30	16,0	12	11
Agaxtur	1,3300	1,30	15,0	13	12
Incentivare Brasil Viagens E Turismo	1,3300	1,30	15,0	13	12
Fragole Viagens	1,0000	0,97	15,0	15	14
Zip Tour Viagens E Turismo	0,8300	0,81	15,0	20	15
Carlson Wagonlit Travel	5,5000	5,36	14,0	5	16
Costa	0,8300	0,81	12,0	21	17
Cs2 Eventos	1,0000	0,97	10,0	16	18
Wortravel Viagens E Turismo	1,0000	0,97	10,0	16	18
Líbero Viagens	0,5000	0,49	10,0	22	20
Orange Tour São Paulo Viagens Turismo	0,3300	0,32	10,0	31	21
Limatur Viagens E Turismo	0,5000	0,49	9,0	23	22
Receptiva Agência De Viagens E Turismo	0,5000	0,49	9,0	23	22
Nascimento Turismo	0,3300	0,32	9,0	32	24
Expansão Viagens E Turismo	1,0000	0,97	8,0	18	25
Lear Travel	1,0000	0,97	8,0	18	25
Luck Viagens	0,5000	0,49	8,0	25	27
World Stream Travel Solutions	0,5000	0,49	8,0	25	27
Americanas	0,5000	0,49	7,0	27	29
Jet Stream Viagens E Turismo	0,3300	0,32	6,0	33	30

Astúrias Turismo	0,5000	0,49	5,0	28	31
Gol	0,5000	0,49	5,0	28	31
Traveler	0,3300	0,32	5,0	34	33
Shangri-La Viagens E Turismo	0,3300	0,32	5,0	35	33
Varig	0,3300	0,32	5,0	35	33
Decolar	0,5000	0,49	3,0	30	36
Avipam	0,3300	0,32	1,0	37	37