This paper aims to evaluate the survival’s rates of micro and small enterprises in the tourism segments of Sergipe - Brazil. Whereas about 95% of the enterprises registered in the Ministry of Tourism are considered micro and small enterprises, the possibility of failure impacts the tourism development. The study used the database and methodology opening and closing of formal enterprises registered in the Commercial Registry of Sergipe. The main results indicate that in the period 2002-2012, the average survival rate of tourism’s micro and small companies in Sergipe, amounted to 79.1%, especially in the car rental industry.

KEY WORDS: MPE, survivor, tourism, Sergipe.