

Olivia Singular Houses: +91% increase in direct booking revenue



+91%
DIRECT BOOKING
REVENUE

40-50%
CHAIN-WIDE
SALES SHARE

PARATY
- T E C H -

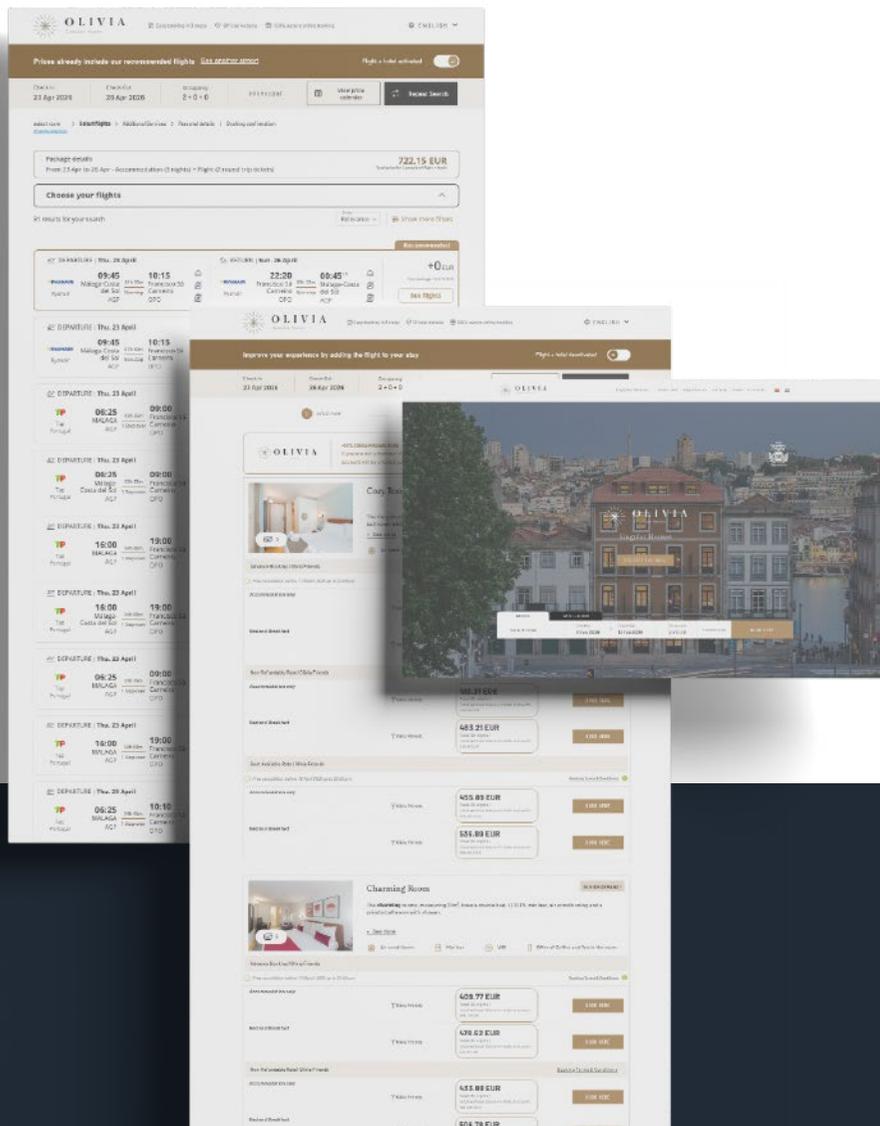


OLIVIA
Singular Houses

SUCCESS STORY

A partnership that places the direct channel at the heart of the strategy

Carlos de Freitas, General Manager of Olivia Singular Houses (during the project)



Olivia Singular Houses is a boutique hotel group in Porto, made up of three distinctive properties – Exmo Hotel, 1872 River House, and Marquês Garden House – each with its own identity, yet united by a shared essence: authenticity, attention to design, and a meticulously crafted guest experience.

At the outset, the group was characterized by a strong reliance on intermediaries and a direct channel that was not fully leveraging its revenue potential – a common situation among boutique hotels.

The partnership between **Olivia Singular Houses and Paraty Tech** was established precisely to position direct bookings as the primary revenue driver and to build a strong, sustainable commercial strategy across all properties within the group.

SUCCESS STORY

The booking engine boost redefined our growth

Carlos de Freitas, General Manager of Olivia Singular Houses (during the project)

In 2023, the direct channel at **Olivia Singular Houses** accounted for a modest **17% share of total sales**, with distribution clearly dominated by OTAs and other intermediaries. Despite offering a product with strong potential, the group lacked an active strategy to reduce third-party dependency and strengthen direct bookings.

Together with Paraty Tech, the direct channel was placed at the very center of the strategy, with the primary objective of transforming it into a true growth engine.

The shift has been remarkable. In less than a year, the direct channel grew significantly, **now representing between 40% and 50% of the group's total sales**, consolidating its position as a key pillar of the company's commercial strategy.

+91%
REVENUE WITH PARATY TECH

40%–50%
AVERAGE SALES SHARE IN 2025

PARATY
— T E C H —



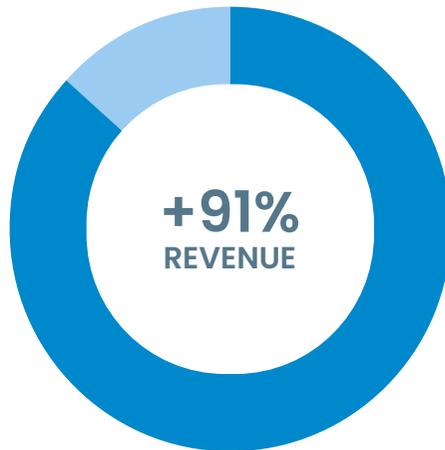
OLIVIA
Singular Houses

SUCCESS STORY

A NEW BOOKING ENGINE DRIVING GROWTH

Paraty Tech Engine vs. Previous Engine

2023 vs. 2025



● Paraty Tech Engine

● Previous Engine

The implementation of the **Paraty Tech booking engine** marked a strategic milestone in strengthening direct sales for Olivia Singular Houses.

Compared to the previous solution, this deployment optimized the user experience, improved conversion rates, and equipped the direct channel with a robust, scalable, and performance-driven infrastructure.

Between the start of the partnership in 2023 and the end of 2025, **revenue generated through the booking engine increased by 91% across the group**, reinforcing the direct channel's position as a central pillar of its distribution and profitability strategy.

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SUCCESS STORY

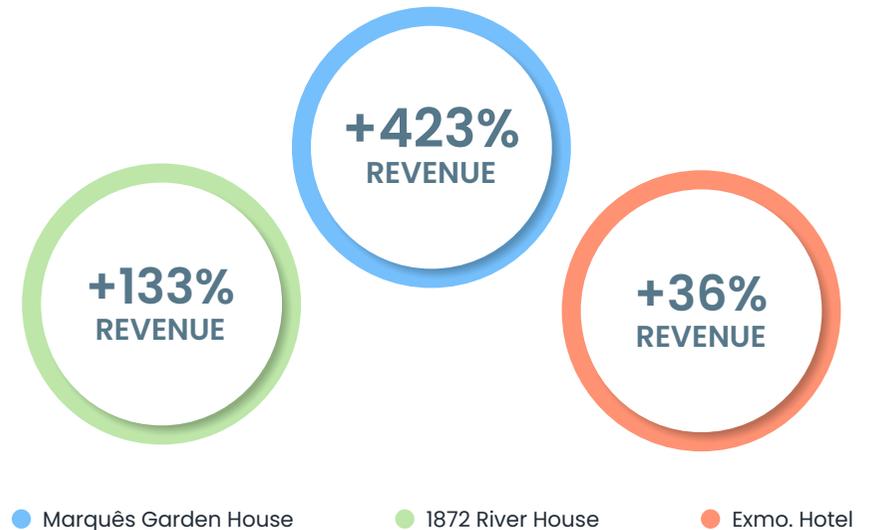
THE GROWTH FORMULA: TECHNOLOGY, STRATEGY & TEAM

The success of the partnership is also reflected in the individual performance analysis of each property through the end of 2025.

Positive growth has been consistent across the entire portfolio and, in some cases, particularly significant. For example, at **Marquês Garden House**, **direct channel revenue increased fivefold during this period** (+423%).

At the same time, the implemented technology has expanded each hotel's commercial capabilities beyond room-only sales. **The native Hotel + Flight solution and the Transfers service have enabled a seamless, end-to-end booking experience.** This step not only enhances the user journey but also drives higher average ticket value, increased room nights, and improved conversion rates.

Booking Engine Revenue 2023 vs. 2025



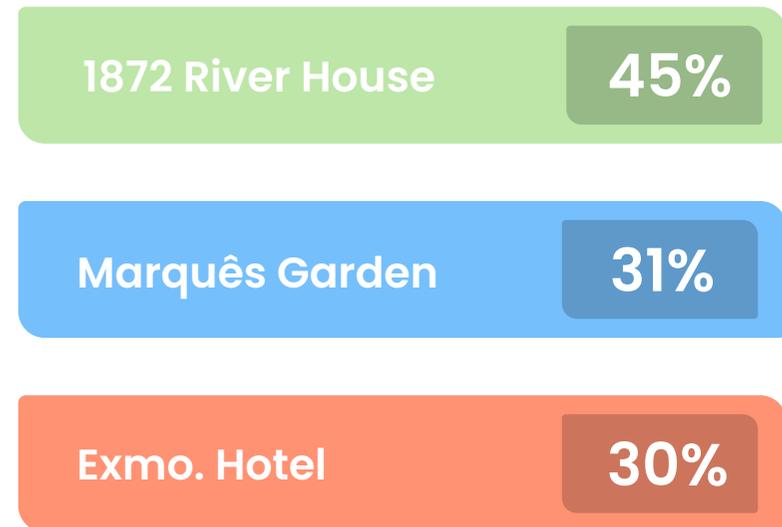
THE DIRECT CHANNEL AS THE CORE OF DISTRIBUTION

The strengthening of the direct channel has translated not only into higher revenue, but also into a more prominent role within each property's distribution mix.

The new strategy has reinforced its positioning as a priority channel, increasing its share and providing the group with **greater control over distribution, pricing, and the relationship with the end customer.**

This progress represents a structural shift in the commercial model: **the direct channel has evolved from a complementary support channel into one of the business's key strategic pillars.** The results achieved at each hotel validate the transition toward a more profitable, sustainable model fully aligned with the group's long-term vision.

Sales Share 2024 vs. 2025

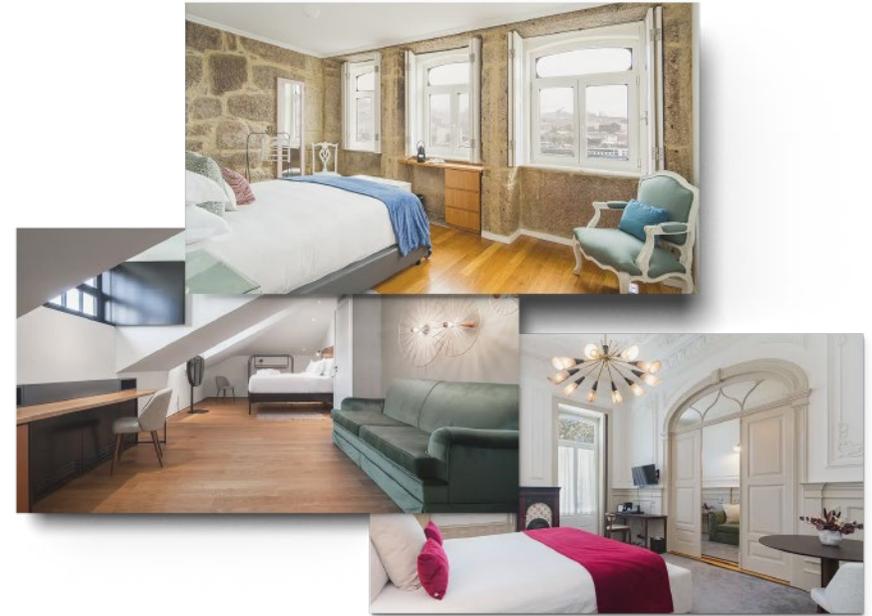


COORDINATION AND COMMUNICATION BETWEEN BOTH TEAMS

I can only express my gratitude to Paraty for the trust placed in us by choosing to work with a small company, with just 40 rooms, in an increasingly competitive market – **and without hesitation in competing with major players such as Booking and Expedia.**

For trusting me and Olivia. For the transparency, respect, and candor that led us to build more than a partnership: **a relationship grounded in ethics, professionalism, and sincerity.**

Carlos de Freitas, General Manager of Olivia Singular Houses (during the project)



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SUCCESS STORY

SUSTAINABLE LONG-TERM GROWTH FOR THE DIRECT CHANNEL



CONCLUSIONS

The partnership between **Olivia Singular Houses and Paraty Tech** has driven a structural transformation of its distribution model.

In less than a year, the direct channel increased from 17% to 40% of total production, establishing itself as a central pillar of profitability and even doubling the revenue generated by the previous booking engine.



SUCCESS FACTORS

-  **100% strategy** focused on strengthening the direct channel.
-  **Coordinated teamwork** and constant communication.
-  An **optimized booking engine** in continuous evolution.
-  **Differentiated solutions** (Hotel + Flight, Transfers).



KEY MILESTONES

-  **+91% direct booking revenue** (2023 vs. 2025).
-  Up to **+423% growth in certain properties**.
-  **Direct sales share** exceeding 40%, with peaks close to 50%
-  A **technological foundation built to sustain future growth**.

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SUCCESS STORY

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