

Estival achieves 85% more conversions with its digital marketing strategy



+74%
CONVERSION VALUE

+1
NEW CHANNEL

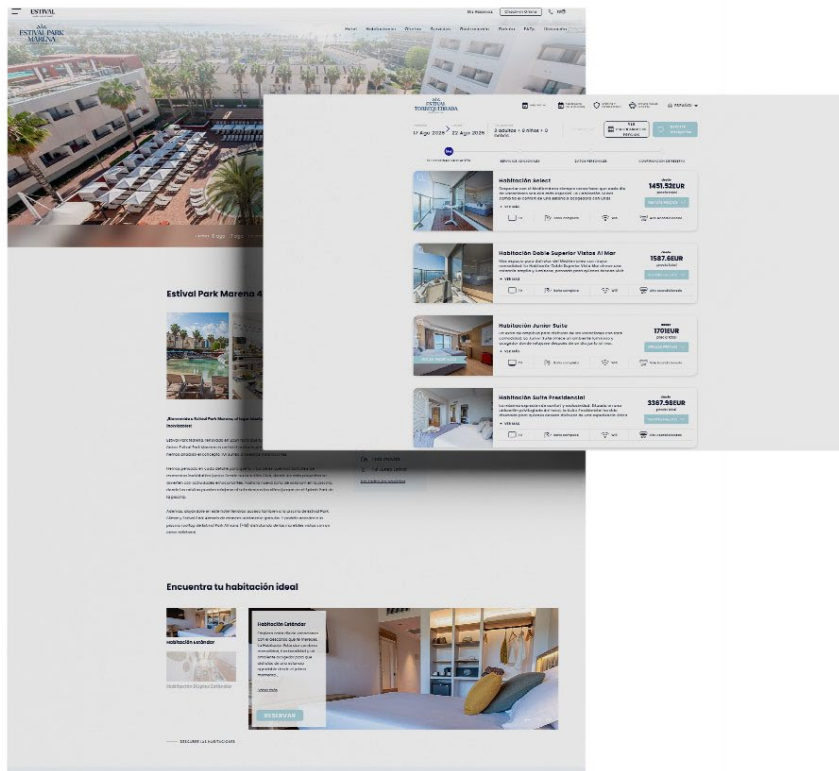
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ESTIVAL
HOTELS & RESORTS

SUCCESS STORY

We built a stronger marketing strategy with a direct impact on our results

Juan Carlos Capilla, Sales & Marketing Director at Estival Group



Estival Hotels & Resorts is a hotel group with a presence in some of Spain's leading tourist destinations, including Costa Dorada, Costa del Sol, Costa de la Luz, Barcelona, and Andorra. Its portfolio includes hotels, resorts, apartments, and campsites, reflecting the company's commitment to diversification and a tourism offering tailored to different traveler profiles. The partnership between **Estival and Paraty Tech encompasses an ecosystem of solutions 100% focused on driving direct bookings.**

In this success story, we focus on the evolution of its digital marketing strategy. In just five months, the strategy **drove a 74% increase in conversion value** and laid the foundations for a more efficient and balanced ecosystem.

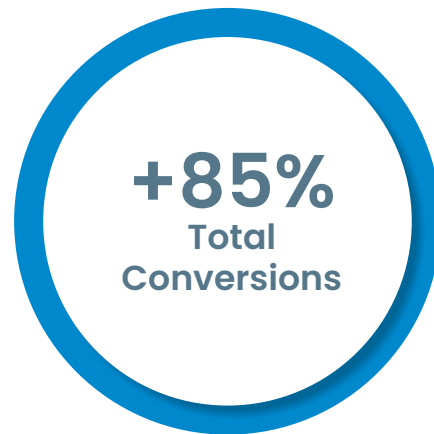
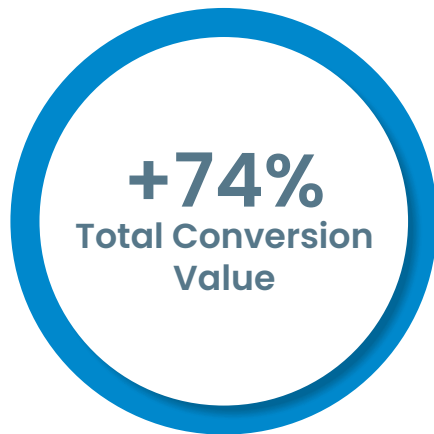
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SUCCESS STORY

THE DIGITAL ECOSYSTEM GROWS

MORE CONVERSIONS, MORE CHANNELS



The figures reflect the results achieved from **January to May 2026**, compared with the same period in 2025. This growth confirms that the results are not driven by a single channel, but by the coordination of an entire digital marketing

ecosystem and a strategy designed to increase volume without sacrificing profitability. **Google Ads, Metasearch, and Social Ads work together**, with investment evolving in line with results.

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PARATY DIGITAL SUITE SOLUTIONS IMPLEMENTED

Paraty Tech took over the end-to-end management of **Estival Hotels & Resorts'** digital acquisition ecosystem, with the goal of **diversifying traffic, increasing conversion value**, and building a stronger, more balanced growth model.

GOOGLE ADS

The **hotel group's main acquisition channel** was optimized to expand reach, attract more qualified traffic, and generate a higher volume of bookings while maintaining investment efficiency through **Paraty Digital Suite**.

METASEARCH · GOOGLE HOTEL ADS

With **Paraty Metas**, Estival strengthened its **presence on Google Hotel Ads** to reach users at the moment of highest booking intent and drive them to the official website.

SOCIAL ADS · META

For the first time in 2026, the hotel group launched **social media campaigns to diversify acquisition beyond Google and metasearch**. Campaign management was handled by our **Paraty Digital Suite** marketing agency team.

THREE LEVERS, ONE GOAL

- ✓ **Scale Google Ads:** +65% Conversions
- ✓ **Boost metasearch:** +132% Conversion Value
- ✓ **Activate Social Ads:** 8.7% of Conversion Value

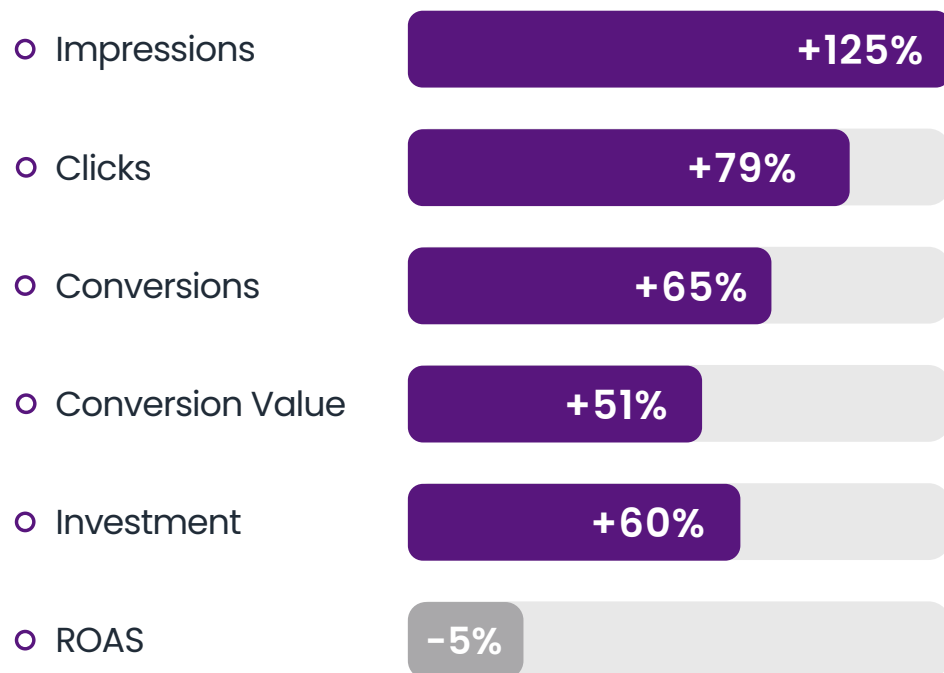
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GOOGLE ADS

THE FASTEST-GROWING CHANNEL



+51%
Conversion Value

+65%
Conversions

Google Ads remains the hotel group's largest acquisition channel. The channel has scaled significantly, with **+125% in impressions and +79% in clicks**, driving **+65% more conversions and a +51% increase in conversion value**. The 60% increase in investment has kept pace with the growth in results, while maintaining a high ROAS in line with the previous year.

METASEARCH

2X THE RESULTS WITH GOOGLE HOTEL ADS

○ Clicks

+150%

○ Conversion Value

+132%

○ Impressions

+106%

○ Investment

+92%

○ Bookings

+86%

○ ROAS

+23%

+132%
Conversion Value

+86%
Conversions

Google Hotel Ads is the strongest growth driver within the ecosystem. From January to May 2026, **conversion value increased by 132%** compared with the same period in 2025, with **86% more bookings and 106% more impressions**. Investment grew efficiently, improving ROAS and consolidating the channel as one of the key drivers of direct bookings.

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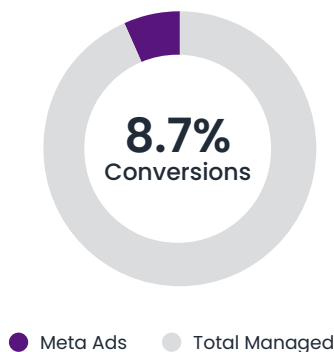
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SOCIAL ADS

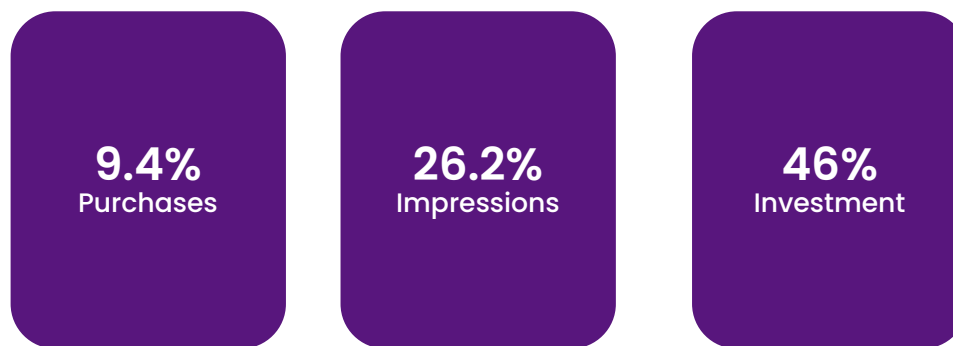
THE BIG LEAP FOR THE ECOSYSTEM

Meta Ads share of total managed conversion value



Social Ads (Meta Ads) was added to **Estival Hotels & Resorts' strategy for the first time in 2026**. While there are no previous-year results to compare against, in just five months it

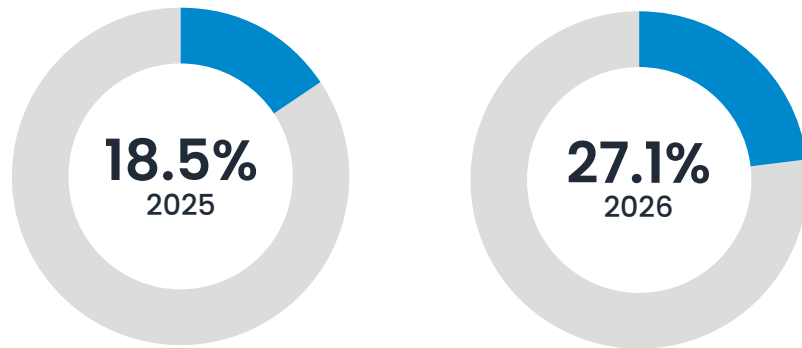
Social Ads' Share of Digital Marketing Jan - may 2026



already accounts for **8.7% of total conversion value, with only 4.6% of the investment**. It is therefore an incremental channel that **diversifies acquisition beyond Google and metasearch**.

DIGITAL MARKETING GAINS GROUND IN DIRECT BOOKING

Digital Marketing Share of Direct Bookings
Jan – May 2026



Thanks to the combined impact of its digital marketing efforts, the ecosystem increased its share of direct bookings by **8.5 percentage points compared with the previous year.**

Direct Booking Channel Share
Jan – May 2026

GOOGLE ADS

16.8% → 21.4%

METASEARCH

1.7% → 3.3%

SOCIAL ADS

0% → 2.3%

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RESULTS THAT STRENGTHEN THE DIRECT BOOKING STRATEGY



CONCLUSIONS

The digital marketing strategy has driven solid, balanced growth across the acquisition ecosystem.

From January to May 2026, **conversion value increased by 74%, while conversions rose by 85%** compared with the same period last year. Google Ads consolidated its position as the main growth driver, metasearch doubled its conversion value, and Social Ads emerged as a new acquisition channel.



KEYS TO SUCCESS



Scale what was already working and add a new channel from scratch.



A single ecosystem managed under one unified strategy.



Use data to drive demand and optimize marketing performance.



Grow without losing efficiency: more volume without sacrificing profitability.



RESULTS



+74% in conversion value and +85% in conversions (Jan–May 2026 vs. 2025).



Google Ads: **+51% in conversion** value with **stable ROAS**.



Metasearch: **+132% in conversion** value and **+23% ROAS**.



Digital marketing: **+8.5 percentage points** in its share of the direct channel.

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