

Landmar's Direct Sales Grow +775% Since 2021 with Paraty Tech

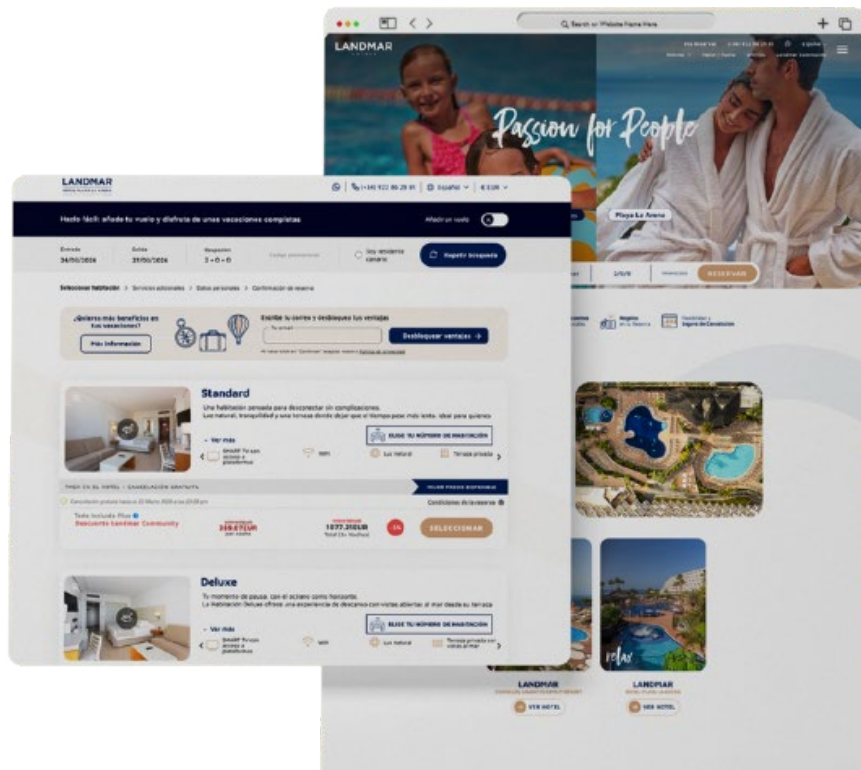


+14%
2025 VS. 2024

+0.4%
YOY CONVERSION

In a tour operator-driven destination like the Canary Islands direct booking keep gaining ground

Francisco Quintero, Sales & Marketing Director at Landmar Hotels



Landmar Hotels, a leading hotel group in Tenerife and across the Canary Islands, operates in a **highly competitive environment dominated by tour operators**, where direct bookings represent a key strategic challenge.

The partnership with Paraty Tech, which began in 2021, was designed to diversify source markets, strengthen the direct channel, and improve conversion through a robust technology ecosystem.

Since then, **Landmar Hotels has achieved +775% growth in direct sales**. Results through the end of 2025 continue trending upward: **+14% growth in total direct bookings through the official website and voice channel** (2025 vs. 2024), along with a +0.4% year-over-year increase in booking engine conversion.

The results reflect the efficiency and profitability of our partnership

Francisco Quintero, Sales & Marketing Director at Landmar Hotels

From the beginning of the partnership, the goal has been to position the direct channel as a **real alternative to package holidays, which remain highly dominant in a destination so heavily influenced by air connectivity.**

To achieve this, we developed a tailor-made technology ecosystem combining fully **customized websites**, native **Hotel + Flight integration** within the booking process, and real-time rate **parity control through Price Seeker**, allowing Landmar Hotels to offer competitive dynamic packages aligned with demand.

This strategy is further strengthened by a loyalty program specifically designed for the **Landmar Hotels** guest profile, together with a fully integrated omnichannel approach powered by **Ring2Travel, Paraty Tech's hotel call center.**

MARKET
GROWTH
2024 VS 2025

+2.5%
Spain

+23.1%
Ireland

+15.6%
UK

+51%
Netherlands

DIRECT BOOKINGS AND THE VOICE CHANNEL WORK TOGETHER AND DRIVE RESULTS

Landmar
Costa Los Gigantes
2024 vs. 2025

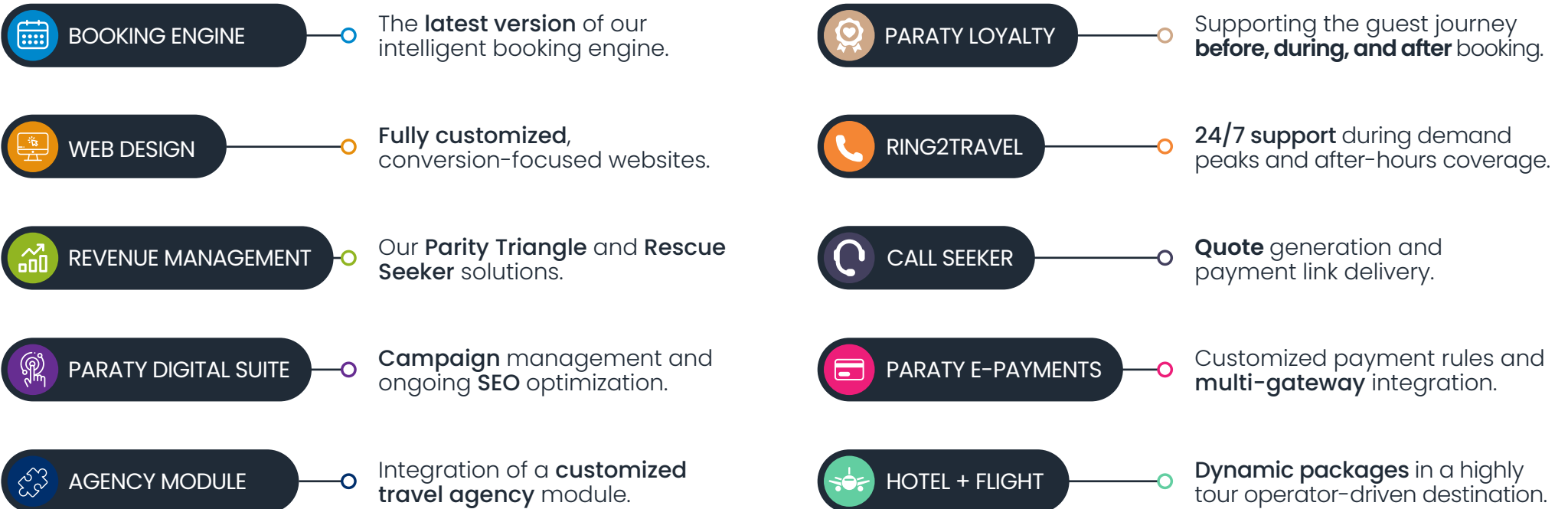


Landmar
Playa La Arena
2024 vs. 2025



COLABORACIÓN INTEGRAL

SOLUCIONES IMPLEMENTADAS



HOTEL + FLIGHT

AS AN ALTERNATIVE TO TOUR OPERATORS

The **native Hotel + Flight integration** developed together with **Maarlab** has turned the official website into a real alternative to traditional package holidays. Since its implementation, **Landmar Hotels** has seen improved conversion rates and a significant increase in average length of stay. **Hotel + Flight guests book more nights compared to room-only reservations.**

But the impact goes even further. The strategy has not only helped **diversify source markets**, but also **increased average booking value and captured new international demand** that previously did not convert through the direct channel. While the domestic market continues to lead room-only bookings, markets such as the **UK, France, and Germany show a clear preference for package holidays.**



RING2TRAVEL

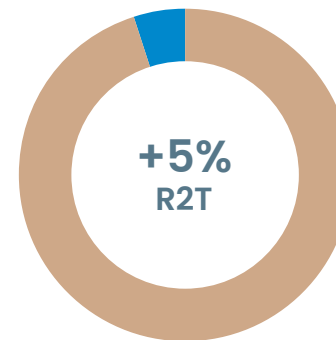
STRENGTHENING THE VOICE CHANNEL

Ring2Travel, Paraty Tech's Hotel Call Center, has enabled Landmar Hotels to ensure full coverage of every phone sales opportunity, providing **support during peak demand periods and outside the hotel's in-house call center hours**.

In destinations like the Canary Islands, stays tend to be longer and many guests require assistance before booking, making the phone a key channel in the purchasing journey. In this context, strengthening phone support has become **not only an operational improvement, but also a true revenue-driving tool**.

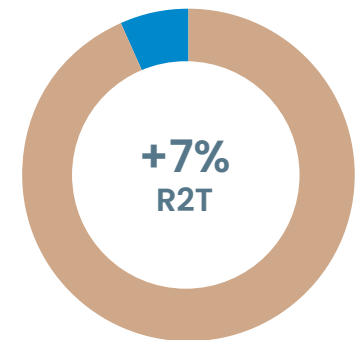
Ring2Travel does not replace the hotel's internal call center — it complements it by generating **incremental sales** and **capturing opportunities** that would otherwise be lost.

Landmar
Playa La Arena



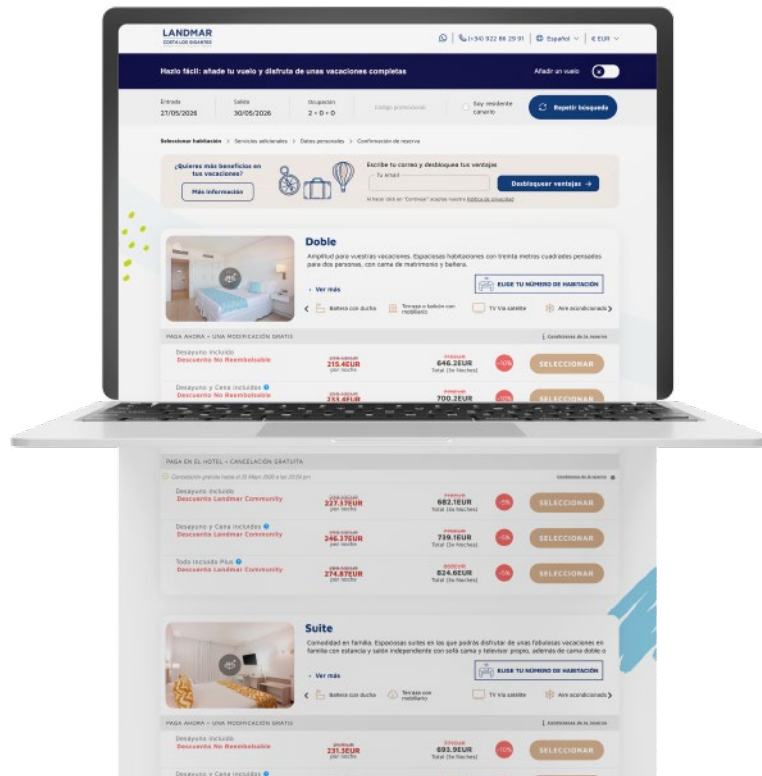
● Ring2Travel ● Call Center Landmar

Landmar
Costa Los Gigantes



● Ring2Travel ● Call Center Landmar

THE DIRECT CHANNEL AS A LOYALTY MODEL



At Landmar, loyalty is not treated as a separate club. **The entire direct channel is part of the loyalty strategy**, built around recognizing the guest regardless of the channel they previously booked through.

This approach **evolves the traditional travel agency model into a more personalized, guest-centric, and digital experience**. To make this possible, the direct channel is fully integrated with the **CRM and PMS**, allowing guests to organize their vacations online independently without losing the human touch through phone support, email communication, or on-property assistance.

And **the guest journey does not end at check-in**. It continues throughout the stay, enabling guests to manage services and enhance their vacation experience at every stage of the journey.

RESULTS THAT STRENGTHEN THE DIRECT CHANNEL STRATEGY



CONCLUSIONS

The collaboration between Landmar Hotels and Paraty Tech has consolidated the direct channel as a strategic pillar in a destination heavily reliant on tour operators. **Direct sales have grown +775% since the beginning of the partnership and continue increasing year after year in both volume and value.** A sustained growth trend that demonstrates the impact of combining technology, data, and strategy to drive the evolution of the direct channel.



KEY SUCCESS FACTORS



Aligned **cross-channel strategy** for direct bookings



An integrated and customized **technology ecosystem**



Data-driven **demand activation and marketing optimization**



True omnichannel strategy, with the Call Center playing a key supporting role



RESULTS



+775% growth in direct sales since the partnership began in 2021



+14% total direct sales growth and **+0.4% conversion increase** (2025 vs. 2024)



Growth in key markets: Netherlands **(+51%)**, Ireland **(+23%)**, and UK **(+16%)**



Longer stays through Hotel + Flight (7.7 vs. 5.28 nights)

PARATY
— T E C H —

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HOTELS

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