

Port Hotels & Paraty Tech: +58% in Direct Booking Revenue



+58%
DIRECT BOOKING REVENUE

x3
INBOUND CALL HANDLING

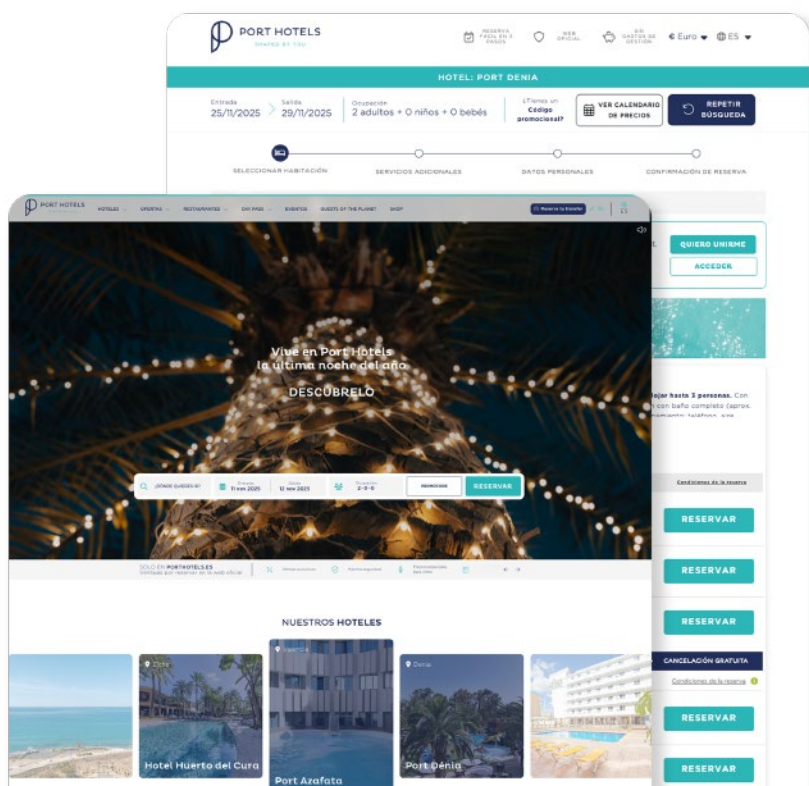
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SUCCESS STORY

A strategic partnership driving our digital transformation

Diego Fernández Pérez de Ponga, CEO of Port Hotels



Port Hotels, with a presence in some of the most popular destinations in the Valencian Community—such as Benidorm, Dénia, Calpe, Alicante, and Valencia—follows a solid strategy that places the guest at the center, with technological innovation as a key driver of growth.

The partnership between **Port Hotels and Paraty Tech** was built around this shared vision: **optimizing processes, maximizing the profitability of the direct channel**, and centralizing technology management under a single provider.

After years of working together, the results speak for themselves. The hotel group has improved operational efficiency, increased direct booking revenue, and **strengthened its position as a technological benchmark** within the hospitality industry.

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SUCCESS STORY

The results reflect the efficiency and profitability of our collaboration

Diego Fernández Pérez de Ponga, CEO of Port Hotels

From the very beginning, the partnership between Port Hotels and Paraty Tech has focused on building a comprehensive ecosystem that covers every stage of the customer journey—from driving traffic to the official website and converting it into bookings, to the management of the voice channel.

This strategy makes it possible to **optimize each stage of the conversion funnel while reducing reliance on third-party intermediaries**. The synergy between both companies has delivered solid results throughout the years of collaboration. Between 2024 and 2025, online direct bookings **increased by 58%**, while the work of Ring2Travel's call agents resulted in a 291% increase in the number of handled calls, directly supporting the group's omnichannel strategy.

+58%

OFFICIAL WEBSITE BOOKING REVENUE

+291%

INBOUND CALLS HANDLED

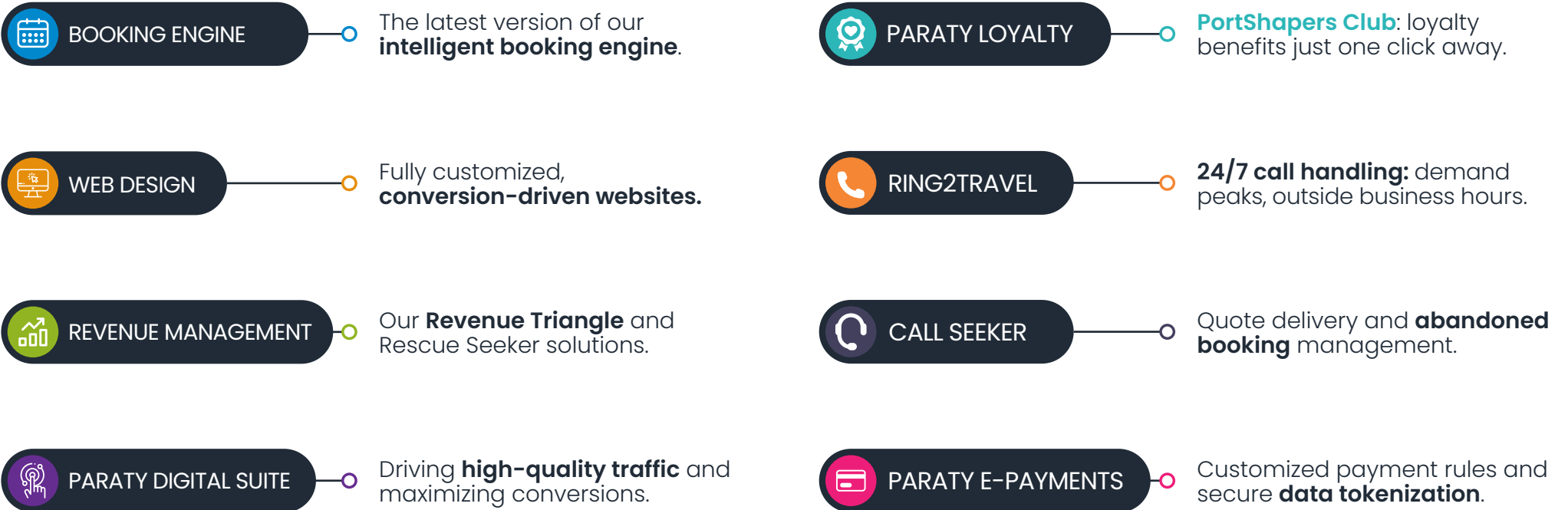
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SUCCESS STORY

END-TO-END SOLUTIONS COLLABORATION

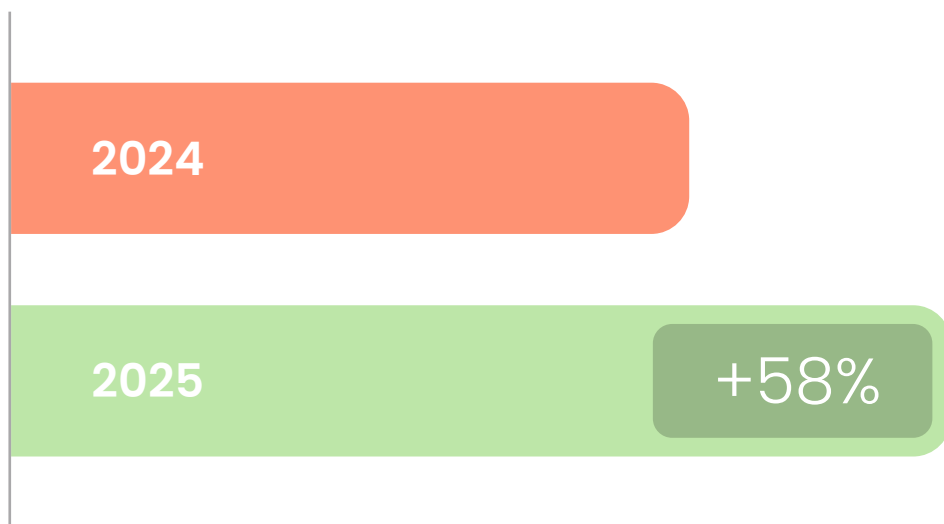


INCREASE IN DIRECT BOOKINGS

2024 VS. 2025

Direct Bookings

JANUARY – AUGUST 2024 vs. 2025



The strategic partnership between Port Hotels and Paraty Tech has driven highly significant growth across all key performance indicators of the online direct channel. **Between January and August 2025, direct booking revenue increased by 58%** compared to the same period the previous year. In just eight months, Port Hotels reached a major milestone, surpassing the total number of direct bookings recorded throughout all of 2024 during the same timeframe. This achievement further consolidates the official website as the group's primary revenue source.

Additionally, growing guest confidence is reflected in a notable increase in non-refundable rate bookings, which rose from **3.6% in 2024 to 4.8% in 2025, directly contributing to higher channel profitability.**

RING2TRAVEL

STRENGTHENING THE VOICE CHANNEL

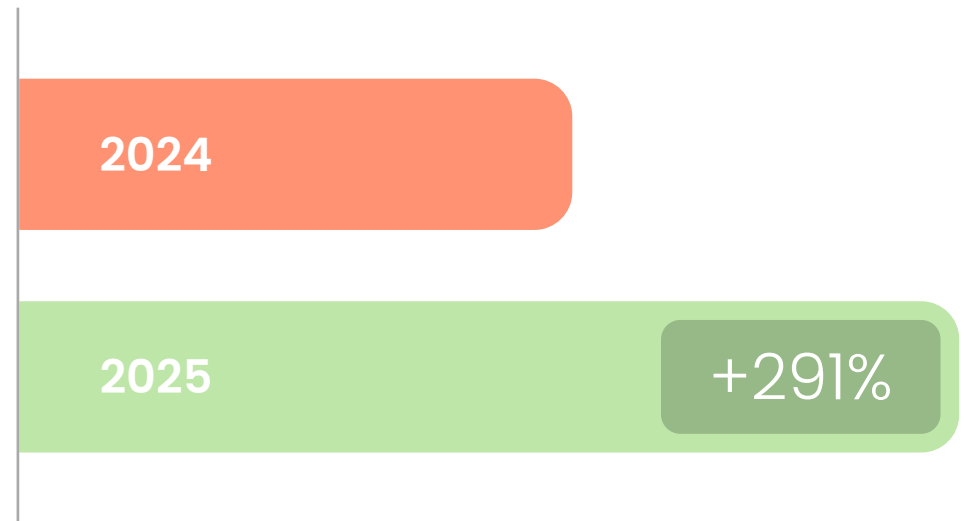
Following the strong performance of its official website, **Port Hotels** also decided to strengthen its voice channel by incorporating **Ring2Travel**, Paraty Tech's call center solution, with the goal of improving efficiency, service quality, and conversion through phone sales.

The data fully supports this decision. When comparing 2024 to 2025, the **volume of handled calls increased by 291%** over the same analysis period, from January to August.

Conversion rates also showed a very positive trend, rising from **10.1% between January and August 2024 to 12% during the same period in 2025**, clearly reflecting a more effective sales management approach.

CALLS HANDLED

JANUARY - AUGUST 2024 vs. 2025



STRATEGIES DRIVING RING2TRAVEL'S SUCCESS



SEAMLESS TEAM COMMUNICATION

Close collaboration between the **Ring2Travel** Call Center and the **Port Hotels team** ensures fast responses and a coordinated strategy at every guest interaction.



AFTER-HOURS AND OVERFLOW CALL HANDLING

Ring2Travel manages **calls outside business hours** and during demand peaks, increasing the volume of handled calls while easing the workload of the internal team.



CALL SEEKER FOR EFFECTIVE QUOTE MANAGEMENT

Integration with Call Seeker enables efficient quote management, **increasing call conversion rates** and strengthening this revenue stream.



CONTINUOUS TEAM TRAINING

Ongoing training programs reinforce product knowledge and ensure consistent execution of the collaboration **strategy across all areas**.

CALL SEEKER

THE POWER OF QUOTES

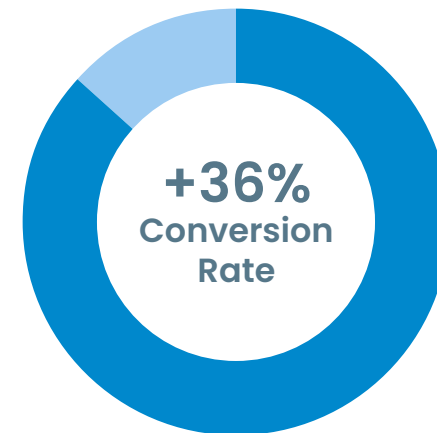
For **Port Hotels**, the integration with **Call Seeker**— the specialized tool for sending and tracking quotes—has become a must-have for its phone sales strategy.

The results are compelling: **87% of all bookings generated through the voice channel originate from a prior quote**. Taking a deeper look at the data, when comparing quotes sent to those that ultimately converted into bookings, Call Seeker achieves a conversion rate of approximately 36%—meaning more than one third of all quotes result in a confirmed reservation.

This is a highly significant figure, especially when considering that **not all calls carry an immediate booking** intent and that, even when they do, bookings are not always closed during the first call.

Phone Bookings vs. Quotes

JANUARY - AUGUST 2024 vs. 2025



● BOOKING WITH A QUOTE

● BOOKING WITHOUT A QUOTE

PARATY DIGITAL SUITE TECHNOLOGY POWERING CONVERSION

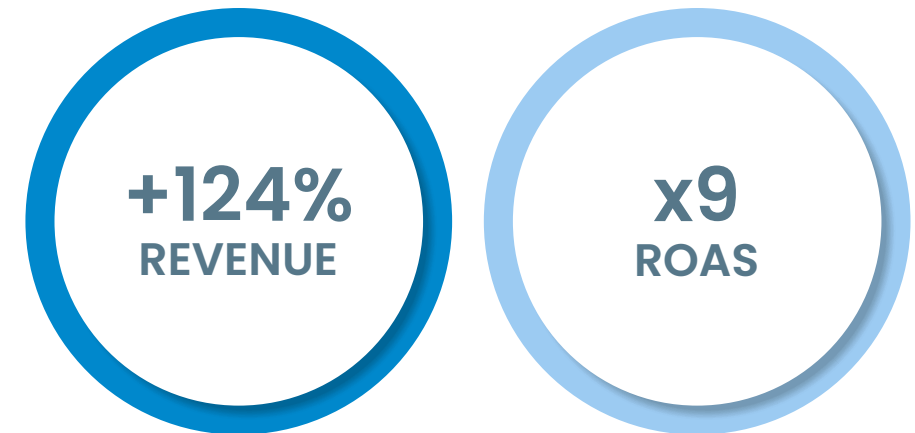
As part of its ongoing strategy of technological renewal and optimization, the hotel group also decided to strengthen its digital marketing efforts, including its presence on metasearch platforms. To achieve this, **Port Hotels partnered with Paraty Digital Suite, Paraty Tech's digital marketing agency.**

With active campaigns across more than nine platforms and targeting multiple markets, digital marketing investment has delivered a **ROAS nine times higher than the initial benchmark.**

The results show sustained growth: in 2025, **revenue generated from these campaigns more than doubled compared to 2024**, clearly demonstrating the effectiveness of a coordinated, data-driven approach supported by automation and continuous performance monitoring.

Marketing Campaign Results

JANUARY - AUGUST 2024 vs. 2025



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LOOKING AHEAD: A COMMITMENT TO CONTINUOUS IMPROVEMENT



CONCLUSIONS

While there is always room for improvement, the collaboration between Port Hotels and Paraty Tech reveals a strong and **well-balanced online and offline strategy**.

Built on constant communication between both teams and **continuous optimization of direct channels**, active listening and close monitoring of market trends and evolving guest needs play a key role.



KEY SUCCESS FACTORS



More **fluid communication** and strategy across teams (CRM, IT, Revenue, etc.).



Integrated tools to enhance agility, synergy, and conversion rates.



Port Shapers to ensure the best online pricing.



Continuous improvements to drive higher performance.



NEXT STEPS



Optimize **campaign personalization** and audience segmentation.



Integrate **tools and developments aligned with market trends**.



Maximize the performance of **Port Shapers and Paraty E-Payments**.



Sustain and scale the results achieved, projecting growth beyond 2025.

SPAIN

(+34) 952 230 887

salesinfo@paratytech.com

USA

(+1) 407 455 0160

info.usa@paratytech.com

MEXICO

(+52) 998 341 4897

info.mexico@paratytech.com

COLOMBIA

(+57) 321 296 2015

info.colombia@paratytech.com

PORTUGAL

(+351) 300 506 271

info.portugal@paratytech.com

www.paratytech.com



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