

Vale d'Azenha Hotel Rural & Residences Takes Its Transactions to the Next Level with Paraty Tech & Trust Payments



86.42%
ACCEPTED TRANSACTION
RATE (YTD)



Vale d'Azenha
hotel rural & residences
★★★★

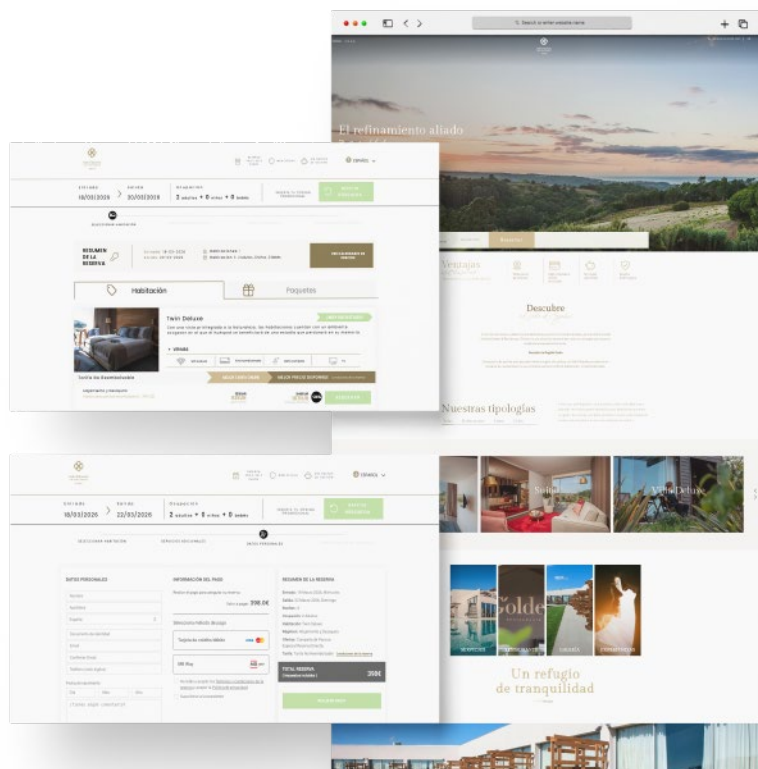
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SUCCESS STORY

A Strategic Partnership to Optimize the Booking Process and Expand Payment Methods

Anabela Leitão, Assistant Manager, Vale d'Azenha Hotel Rural & Residences



Paraty Tech, a technology provider specialized in direct hotel distribution, and **Trust Payments**, a leading payment solutions provider, joined forces to strengthen the direct channel of **Vale d'Azenha Hotel Rural & Residences** by optimizing one of the most critical stages of the conversion funnel: the payment process.

This collaboration has enabled the hotel to implement an **automated, secure, and flexible payment experience, tailored to its operational** needs and aligned with the specific requirements of the Portuguese market.

Located in a privileged rural setting in Portugal, **Vale d'Azenha Hotel Rural & Residences** is defined by its focus on tranquility, comfort, and delivering a harmonious guest experience—values that now extend seamlessly to its booking and payment journey.

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SUCCESS STORY

RESULTS THAT VALIDATE THE PARTNERSHIP BETWEEN PARATY TECH & TRUST PAYMENTS

0%

CHARGEBACK RATE

No payment reversals or disputes.

0%

FRAUD RATE

Maximum security across all transactions.

86,42%

AUTHORIZATION RATE

High approval levels with a frictionless payment experience.

81%

DOMESTIC AUTHORIZATION

Strong performance within the Portuguese market.

89%

INTERNATIONAL RATE

Excellent conversion on cross-border transactions.

92,32%

CARDHOLDER ERROR-FREE

Successful payments completed without customer input errors.

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SUCCESS STORY

FROM A LIMITED MODEL TO A STRATEGIC PAYMENTS ECOSYSTEM

Prior to integrating **Paraty Tech and Trust Payments**, the hotel was operating with outdated technology, limited to direct transactions and reliant on **daily manual reconciliations**. This model created a significant operational burden for the team, higher card processing fees, and a **limited range of payment methods** for guests.

In a landscape where **security, efficiency, and conversion are critical to direct channel performance**, the hotel required a solution capable of reducing friction, optimizing costs, and strengthening transaction-level protection.

The answer was found in the strategic partnership and seamless integration between **Paraty Tech and Trust Payments**.



PARATY E-PAYMENTS

- **Customer Authentication** & Transaction authentication.
- Wide range of global and **local payment methods**.
- Advanced fraud prevention and **security protocols**.
- **Approval rate optimization**.



TRUST PAYMENTS

- **50+ available integrations**.
- Fully customizable **payment rules**.
- Secure **tokenization** of sensitive card data.
- **Full control** over the property's payment strategy.

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SUCCESS STORY

TECHNOLOGY THAT DRIVES DIRECT CHANNEL PERFORMANCE



UNIFIED INTEGRATION

A joint **Trust Payments & Paraty Tech platform** that centralizes and optimizes the hotel's entire payments ecosystem.



SECURE & SCALABLE PROCESSING

Consolidated, secure payment processing with seamless conversion across all available payment methods.



FLEXIBLE ARCHITECTURE

50+ integrations and configurable parameters designed to adapt to different operating models and source markets.



FULL CONTROL OF THE PAYMENT STRATEGY

Complete flexibility to define payment rules, flows, and monitoring processes—**without technological limitations**.

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SUCCESS STORY

STRATEGIES THAT ACCELERATE DIRECT CHANNEL GROWTH



Yeseniia Marchenko
Trust Payments

Through this partnership, the hotel has reduced administrative workload while maintaining strong authorization rates, with zero fraud and zero chargebacks. Growth will continue through SoftPOS, enhancing flexibility and efficiency.



Vale d'Azenha
hotel rural & residences
★★★★

Anabela Leitão
Vale d'Azenha Hotel Rural & Residences

Since partnering with Paraty Tech and Trust Payments, we have strengthened payment security and reduced operational workload, delivering a smoother and more efficient booking experience for our guests.



Daniel Romero
Paraty Tech

Partnerships like this help us reinforce the hotel's direct channel, staying true to our mission: positioning direct bookings as the primary and most profitable revenue source for hospitality businesses worldwide.



SUCCESS STORY

FROM OPERATIONAL RISK TO STRATEGIC CONTROL



CONCLUSIONS

This three-way partnership has **transformed the hotel's direct channel model**.

Today, the property operates with an **automated, secure, and flexible payments ecosystem** focused on conversion. Financial risk and processing costs have been reduced, while administrative tasks have been streamlined—enabling the team to focus on the guest experience.



MEASURABLE RESULTS

✂️ **0% fraud and 0% chargebacks** (YTD), with an **86.42% overall authorization rate**.

📈 Up to **92.32% approval rate** without cardholder input errors.

⚙️ **Structural reduction in processing fees** and automated payment flows.

⚙️ **Scalable infrastructure ready for growth** (SoftPOS, alternative payment methods).



DIFFERENTIATING VALUE

✂️ **Robust technology integration tailored** to the Portuguese market.

🛡️ **Advanced security and authentication** at the core of the model.

👤 **Tangible reduction in operational workload**.

🎯 **A shared vision focused on profitability** and scalable direct channel growth.

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