



PARATY  
— T E C H —

ISSUE 01  
FIRST  
QUARTER  
2019

# Frenetic activity

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Quarter of  
major trade fairs

*The Post*  
Early Payment  
Benefit

BOOKING.COM'S NEW STRATEGY

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*Breaking News*  
From Tokyo  
with love

JTB'S INTEREST IN OUR TECHNOLOGY

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# EN LÍNEA

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PARATY TECH INSIDE OUT

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EN LÍNEA

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PARATY TECH INSIDE OUT



# Paraty Tech, inside out

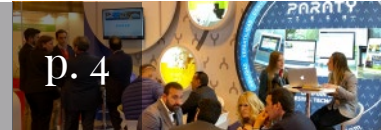
It has been a couple of years since Silvia Muñoz, our Barcelona-based Director of Sales, had a great idea. She felt that the physical distance from her colleagues caused a real alienation from the day-to-day office operations. She was not the only one in that situation. Even though the news eventually reaches them, it is most of the time long overdue.

She then suggested creating a quarterly, internal publication, with the objective of compiling the most relevant news at Paraty Tech during that period: new hires, recent developments or functionalities, latest websites to go live, product renewals, staff changes, attendance in events, internal anecdotes, etc. For all those who work off-site, this is an initiative to give them the opportunity to be always connected online, *en línea*.

Now, this kind of internal memo has evolved into a magazine for the general public. If it is interesting for us, we are sure it is for you too. Without further ado: Paraty Tech, inside out.

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The quarter of major fairs  
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# The quarter of major trade fairs



Two of our major events take place during the first quarter of each year. We simply can not miss Fitur (Madrid) in January and BTL (Lisbon) in March.

The former is perhaps the most important appointment of the year. It is the soil where we plant our seeds, nurture them and later reap the fruits of our labor, which is, the bulk of the contracts that are eventually signed and finalized over the following months. Without skimping on resources, ten members of Team Paraty Tech and Team Data Seekers traveled to the capital and went all out during the three days of our attendance at the trade fair. This year we used our brand new stand with a fresh new image and a very modern look. The results did not fail to amaze us.

On the other hand, BTL is continuously gaining popularity. The exponential growth that we have been experiencing over the last three years in Portugal are encouraging. At the same time, it leads us to invest more in this booming market. Diana and David returned more than satisfied with their venture. Our clients were very pleased about the news of opening of a new office in the Algarve since they had been demanding it for a long time. It also played a very important role when it came to attracting new hotels.

Fitur also offered us the possibility of increasing our visibility and publicity with the help of our partners from the Hotel Technological Institute. Our CEO, Gina, was invited to the round table, entitled "The future of distribution", in the FiturtechY forum. Moderated by José Carbó, it was another opportunity to present our proposals in relation to direct hotel sales.

In short, our attendance to this type of trade fairs is the perfect opportunity, not only to generate business volume and make contacts, but also to build loyalty with our customers, meet them face-to-face, and discuss in a more relaxed professional environment. After all, breaking down physical barriers brings a lot of value to our day-to-day interactions with our remote clients.





We attended Fitur, the big annual event, in January and BTL in March.



## Upcoming events

We will soon be sponsoring two very interesting events: TecnoHotel Forum (Barcelona, 28-29 May) and ITH Innovation Summit (Madrid, June 26-27). Two new opportunities to attend and talk about revenue management, distribution and direct sales. Gina and David will participate in their respective talks. We will do our best to guarantee the best coverage.



# The most-read post of blog.paraty.es

## TOP 3

- We have detected Booking.com's latest move [...]
- Combat disparities with disparities
- We predicted it and now it is here: Early [...]

## We have detected Booking.com's latest move against direct bookings

Booking.com has recently rolled out a new feature called Early Payment Benefit in some hotels outside Spain. Disguised as an improvement on the price for paying in advance, as the name suggests, it is, in fact, an automatic system that offers discounts in order to settle negative disparities with other channels, including direct sales from the official website.

### HOW THE EARLY PAYMENT BENEFIT WORKS

Explaining how it works is quite simple and hoteliers will be familiar with it since it does not stray too far from the solutions that they themselves implement to battle against OTAs. In a nutshell, Booking.com's Early Payment Benefit is no more than an automatic price equalization system through unilateral discounts that are offered when they detect a significant disparity in another channel, including the official website of the hotel. In other words, when they show the price to the users, they run a comparison to find cheaper channels. If they do find a lower price, they offer a discount to remain as the channel with the best online price and thus making sure the user books through the OTA.

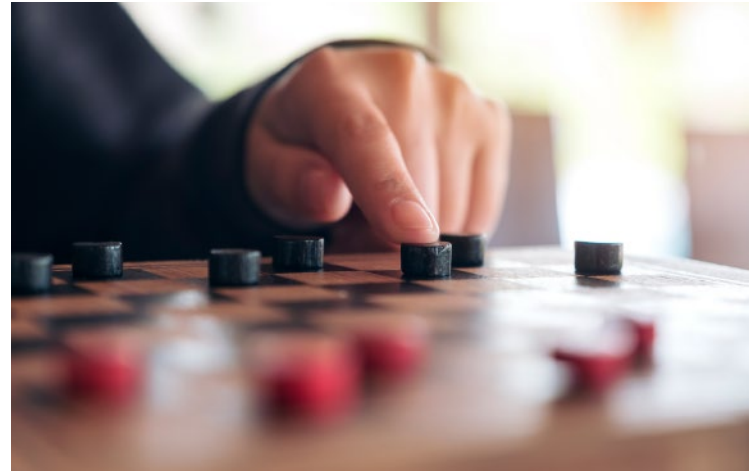
**Where it works:** Dubai, Chile or Argentina... It's hard to pinpoint exactly where. Not yet in Spain, but we must be attentive because it can arrive anytime soon.

**Who is affected:** only certain hotels with the option of payment through Credit Cards, and not in all searches.

**How much does it cost for the hotelier:** Booking.com deducts the amount of the discount on its own commission. Their clients pay 100% of the booking and the hotelier only gets charged for the POS commission (2.5%) when the payment is paid with the credit card.

### HOW TO DETECT IT

The best way to detect it is to keep a comprehensive



control of prices and disparities by using a Rate Shopper. For instance, the alarm bells were set off when one of our international clients informed us that Price Seeker v3 was not showing prices from Booking.com correctly.

Initially, it was very easy for us to confirm through the screen captures provided by the tool and by doing manual searches. Apparently, everything was in order. The prices matched those on the screenshots. However, our client insisted that on various occasions, that has not been the case.

We started to get to the bottom of the problem so we could understand the root of the errors and we decided to validate by launching a series of consecutive searches for the same hotel and the same dates. That's when we discovered something unexpected. We often received different prices from Booking.com and we knew that our client had not made any changes.

### HOW TO BATTLE AGAINST IT

There are different ways of dealing with Booking.com's new strategy. First of all, as we said, you have to detect if it has been activated on your hotel or establishment. Once

# We have detected Early Payment Benefit thanks to our Price Seeker

you have identified “the problem”, we at Paraty Tech suggest various alternatives:

The first and the simplest is to directly request Booking.com to deactivate this functionality by contacting its Customer Service.

Another option is to implement a price equalizer with OTAs that allows the prices shown by the booking engine of the official website to change in real time. Parity Maker, for example, is capable of doing this according to a certain pre-configured business rule. It guarantees to position the official website as the cheapest channel.

We also recommend adding exclusive privileges to the rooms that are only available in the direct sales channel. If you can not compete with the price, you will have to provide distinctive value to the reservations made through the official website. The idea is that, by paying the same amount, the customers enjoy a more complete experience: flexible conditions, additional services, exclusive advantages, etc. Whenever we talk about disparities it seems that only those related to price are taken into consideration, but there are other forms of disparity that we can turn into strengths.

## PARITY MAKER VS EARLY PAYMENT BENEFIT

Parity Maker is our real-time price equalizer. Completely integrated with the booking engine of the official website, it allows the hotelier to configure a business rule that determines when the tool should take action. Like Early Payment Benefit, Parity Maker runs a comparison in the background while showing the user their search results. If the requirements of the established business rule for the same search parameters match the same conditions in the selected OTA, Parity Maker reduces the price in real time. The user is informed of the price improvement that has been applied through animation and an alert popup. In this way, on the one hand, it guarantees the best online price and, on the other, it prevents the user from leaving the official website to compare with other channels.

Nowadays, the importance of having a powerful and reliable price comparison tool for a revenue manager is indisputable. It is the only possible way to stay one step ahead of the market when it comes to making decisions, as well as identifying situations, like the one we are dealing with at the moment, and ultimately, addressing them with quickly and effectively.

Price Seeker v3, our own Rate Shopper is already able to detect Early Payment Benefit. We are currently working on the tool's functionality to inform the user about the nature of the disparity detected, monitoring the price before and after the discount has been offered. By combining Price Seeker v3 and Parity Maker, we can downgrade Booking.com's latest strategy.

All signs suggest that the OTAs have no intention of losing the head-to-head battle against direct bookings. They are quite aware that the current action plan of hotel establishments involves the most advanced technology and the best professionals, making them the OTA's main contender, the rival who continues to invest in resources in order to claim their rightful share.

The e-commerce giant Booking.com continues to show signs that they are threatened by the hoteliers, which is actually a good indicator that the latter must be doing something right.

# We decided to hold a webinar exploring this topic



**Organizer:** Daniel Romero / **Panelists:** David Madrigal and Daniel Sánchez / **162** Subscribers / **85** Attendees

The Early Payment Benefit caused quite a stir. We were the first to detect it and talk about it. Our clients (as well as non-clients) began to ask endless questions so we decided to organize a webinar instead of responding to each of them separately. The initiative was very well received and we were very close to filling all the slots. The following week, all subscribers received a detailed ebook on the subject, expanding on everything that has been discussed in the webinar.

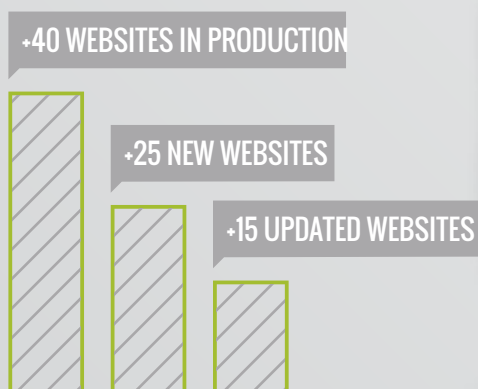
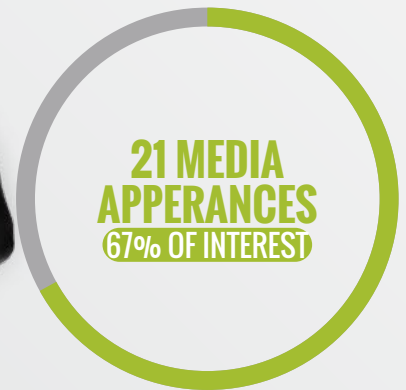




# First Quarter Data

## HIGHLIGHTS

- Account creation on Instagram
- The rising average blog visits
- The increasing number of followers on social media



**3127**  
CLIENTS

Our speculation was confirmed. On March 2019, it was Gina's turn to visit Tokyo to be part of the seminar "How accommodation business change post-2020 to 2030", held at the Tokyo Intl. Forum where she gave the presentation entitled "Tourism and Tech Trends: past, present and future ", a tour on the current situation of direct hotel sales in Europe and a thorough analysis focused on the important contribution of online direct bookings to Spain's prominence in the global tourism scene.

[illegible]

## More First Quarter 2019 Highlights



### TecnoHotel Breakfast

Our COO, David Madrigal, participated in a new business breakfast organized by TecnoHotel together with other specialists in the sector, such as Jon Recacoechea (Google), Roberto Ramos (Atrápalo), Belén Pérez (Novotel Hotels) and Miguel Segura (Hotel Hilton Madrid Airport). The topic: the most healthy mix of distribution. It's on LinkedIn!



### *Hoteles a la Carta* LATAM

We have been invited to the *Hoteles a la Carta* program of *Diario del Hotelero* on two occasions during the first quarter. We thank Roberto for giving us the opportunities to extend our news, such as the detection of Early Payment Benefit by Booking.com or the campaign launched in LATAM, beyond our borders.



### We speak about the 8-M

"Today is International Working Women's Day, or simply Women's Day, whatever you prefer. I think it's a day to assert our rights more than to celebrate." Gina writes an article about International Women's Day, inspired by the attitude of the female employees of Paraty Tech. Read the rest in our blog.

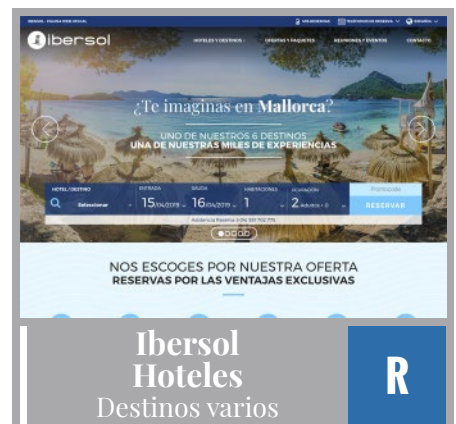
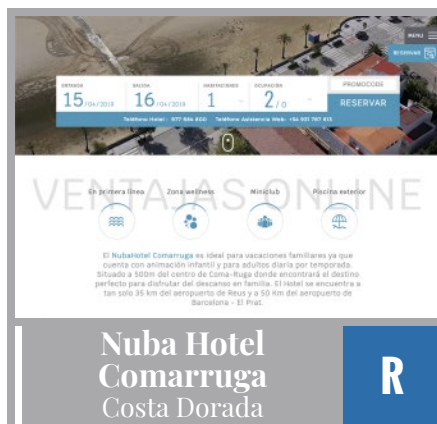
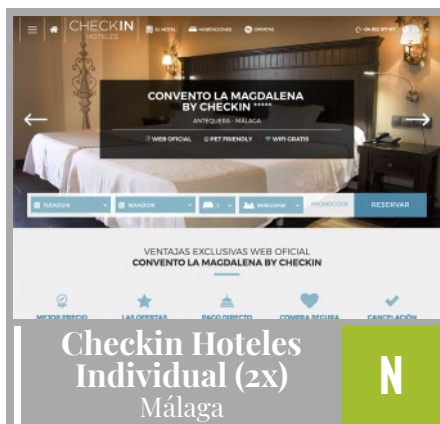
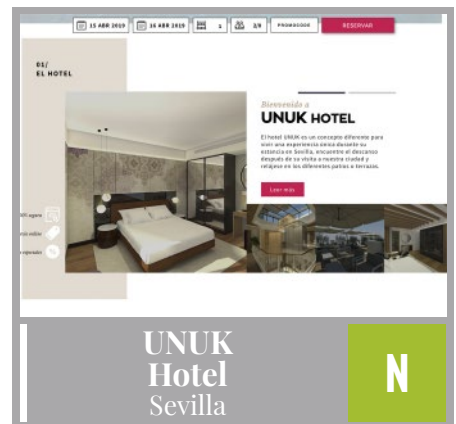
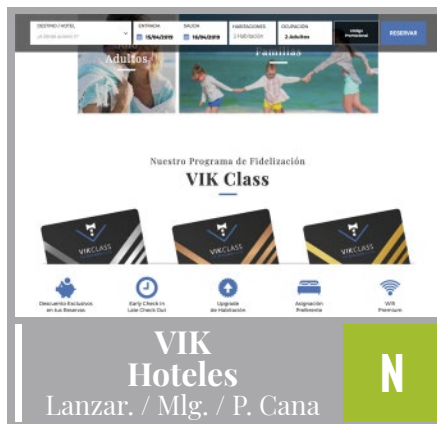
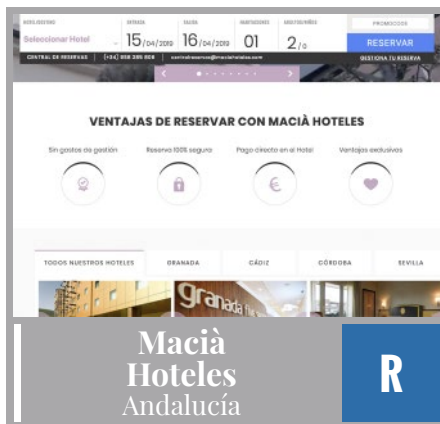
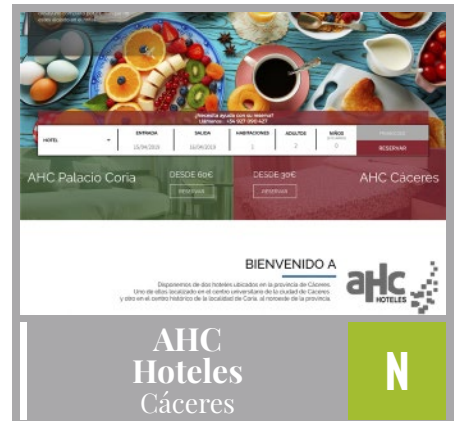
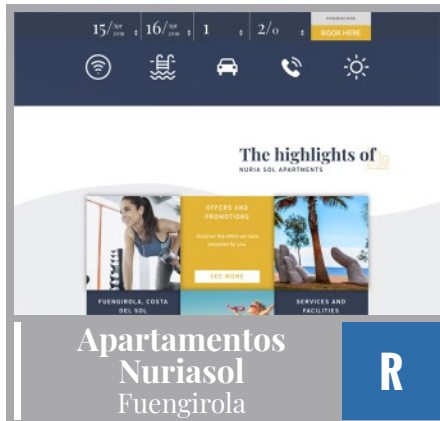


### Improving our customer service

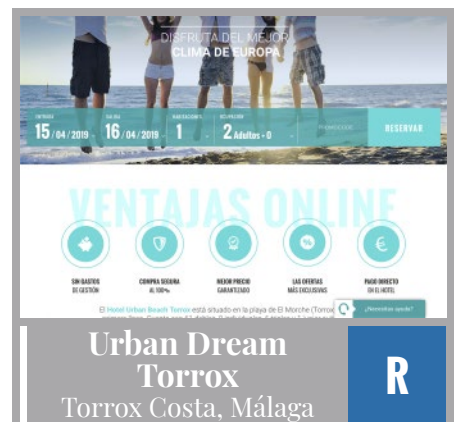
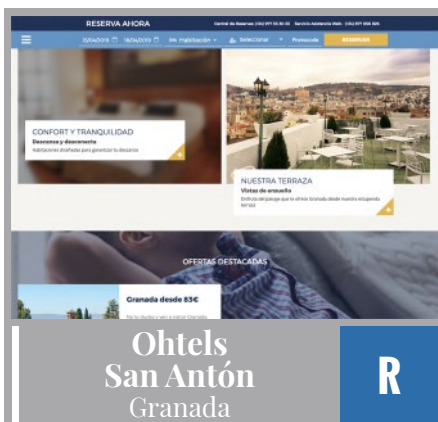
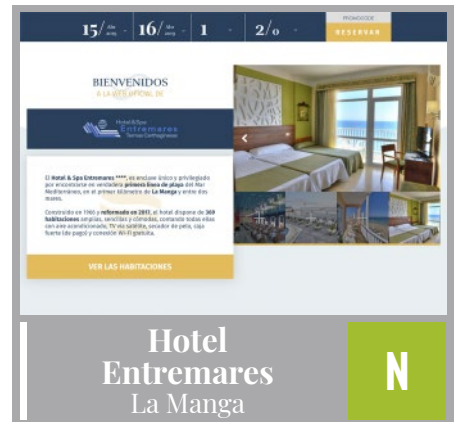
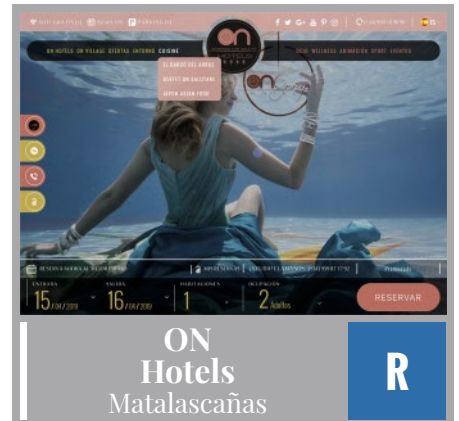
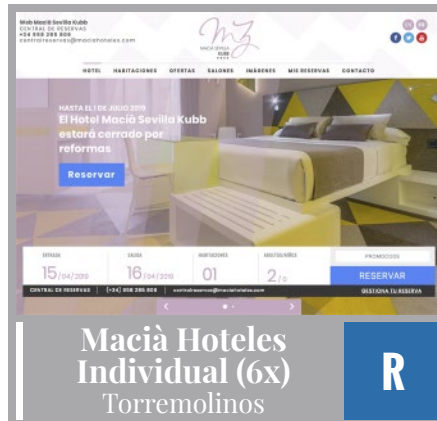
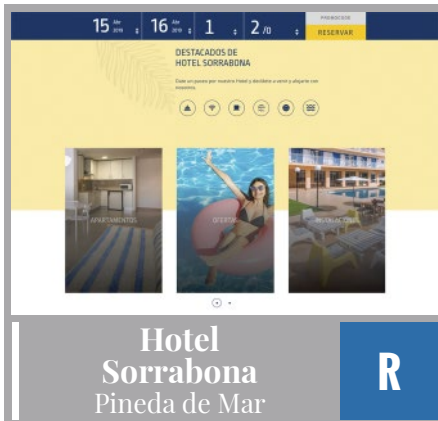
The first contract that followed a web chat inquiry has been signed during the first quarter. We continue to improve our customer service by providing the mentioned chat service and a new on-call phone line. Your accounts and revenues are always at your disposal in case of emergencies.



# First Quarter 2019: 40 more websites launched



# A glimpse on some of our website designs



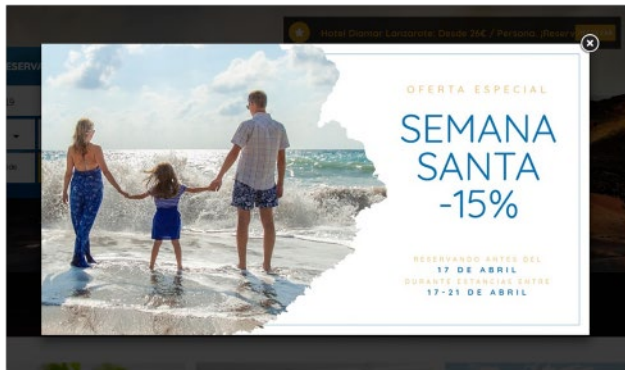
# New functionalities

Origen	Localizador	Estado	Fecha de inicio	Fecha de fin	Origen	Salida	Origen	Promocódigo	Precio	Incidentes	ID	Acciones
WMA	FWMT19002	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19003	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19004	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19005	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19006	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19007	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19008	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19009	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19010	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19011	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19012	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19013	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19014	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19015	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19016	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19017	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19018	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19019	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés
WMA	FWMT19020	Confirmada	25/02/2019	16/12/2019	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés	Andrés

## Promocode on the list of bookings

Now you can see the Promocode associated with a reservation on the list of bookings:

**Configuration:** Show promocode column  
**Value:** True



## Automatic Homepage Popup

You can now configure popups without the help of the frontend development team. By default, it will always pop up but if you add "cookie", it will appear only once.

**Advanced configuration:** Popup inicio automatico  
**Value:** section=nombre\_de\_seccion;cookie

Activo	Visible en web	Prioridad en web	Identificador	Nombre	País	Descripción	Imagen	Aplicable a	Condiciones	Ventajas	Acumulable
<input checked="" type="checkbox"/>	<input type="checkbox"/>		D1	Copa de Ofertas última hora!	Todo mundo	United Kingdom		Tarifa: Todos Regimen: Todos Habitaciones: Todos Estancias entre: 30 Noches o más. Todos los días	Tarifa: Todos Regimen: Todos Habitaciones: Todos Estancias entre: 30 Noches o más. Todos los días	A elegir Descuento: 5%	

## Rate ID

If the indicated ID is defined, it will be shown in the calendar for offers and timers.

Activo	Visible en web	Prioridad en web	Nombre	Descripción	Imagen	Aplicable a	Condiciones	Precio extras
<input checked="" type="checkbox"/>	<input type="checkbox"/>		Completar (10h 13A 14h)	A rellenar...		Tarifa: Todos Regimen: Todos Habitaciones: Todos Estancias entre: 30 Noches o más. Todos los días	modo Aplicar a Tarifa: Todos Regimen: Todos Habitaciones: Todos Estancias entre: 30 Noches o más. Todos los días	-Por habitación: 150 -Adulto: 120 -Niño: 140
<input type="checkbox"/>	<input type="checkbox"/>							
<input type="checkbox"/>	<input type="checkbox"/>							

## Periods for Supplements and Packages

You can now set a range of dates for Supplements and Packages, a feature that was already enabled for Offers.

## Improvement on rate combination

You can now check all the possible combinations of rooms and you will always be shown the cheapest one.



# Front-end and back-end developers: less talk, more action



## Customizable packages tab

Customize the Packages tab with a personalized color and icon. Add the following properties upon clicking the Edit button of the **\_customized package buttons** section

**Property:** background\_package

**Value:** Color code (#FAFAFA, RGBA, etc.)

**Property:** icon

**Value:** Icon code (FontAwesome, ParatyAwesome)



## Customized Parity Maker

Customize the color of the popup and offers, as well as the text inside the popup.

**Advanced configuration:** paritymaker customized

**Value:** background-color:#cdabc4;color:white;opacity: 0.9

To customize the text, create a section called **mensaje\_popup\_oferta** and use the following text structure in the Description:

```
<div><span class="title">WE ARE OFFERING YOU A  
BETTER PRICE!</span><div class="subtitle"><br>We are  
lowering the price to offer you the best price online  
<br></div>
```



## Mobile version for sliders

Scale down the slider of the mobile version to half screen.

**Advanced configuration:** Mobile slider version

**Value:** 2

## SALES CONTACT INFORMATION

info@paratytech.com  
smunoz@paratytech.com

# The revenue management team



**From left:** Milena Castrillejo, Luis Guerrero, Arti Kirpalani, Diana Costa, Maria João Vieira and Daniel Sánchez

Experience and service are melded to form the most competent and efficient revenue management team. Trained in different areas in marketing and hotel management, they are currently responsible for our customer's exponential growth of direct sales. They maintain that revenue management must be implemented in all revenue streams of the hotel. They are always proactive, both in training programs as well as in hands-on experience.



# You already know their emails. Now let's get to know them a little better.



## **MILENA CASTRILLEJO, Account & Revenue Assistant**

A graduate of the University of Granada in Tourism with a Master's degree in Hotel Management, Milena is one of our most recent recruits. One of her roles is to offer comprehensive advice on direct online sales strategies.

## **LUIS GUERRERO, Account Manager**

A graduate in Marketing and Market Research, Luis began his career in the tourism sector by managing apartments in 2015. That is when he discovered his passion for

revenue management and decided to specialize in this field. Since then, his line of work has continued along this path.

## **ARTI KIRPALANI, Account Manager & Revenue Assessor**

Graduated in Tourism, Arti has always had a passion for the travel sector. From her beginnings as a hotel receptionist back in 2010, she knew what her calling was. In 2014, she finished her Master's Degree in Aeronautical Management. She then began to dabble in revenue management and ended up being an analyst in a Swiss hotel consulting company. She remains a specialist in the field.

## **DIANA COSTA, Business Development Manager Portugal**

With a degree in Tourism, Leisure and Heritage from the University of Coimbra, Diana has spent her entire professional career in the tourism sector, encompassing different roles in various hotels. She is the face of the company when it comes to our clients in Portugal. She will be in charge of leading the new office in the Algarve.

## **MARIA JOÃO VIEIRA, Account Manager Portugal**

Maria has always been interested in Tourism and Marketing. She finished her studies in Coimbra, Aveiro and Viana do Castelo (Portugal), specializing in Branding of Tourist Destinations. Her arrival as an account manager is a fundamental reinforcement for the company's new venture in Portugal.

## **DANIEL SÁNCHEZ, Chief Revenue Officer**

Armed with a vast experience in the hotel sector, Daniel has held leadership positions as a revenue manager, duty manager and online marketing manager in various types of hotels. Since joining the company, the increase in direct bookings of the hotels he manages has multiplied exponentially. He is, without a doubt, one of the main pillars in Paraty Tech and his consultancy is an invaluable help for the hotels whose trust he has won right from the start.



# Paraty for you and for me... In da house!

## Bored and lodging

- What exactly does "half board" mean?
- It's what you are when you are about halfway through the Vatican Museum



## BABY BOOM

We have a baby boom going on at Paraty Tech... Last November Nicolás was born, followed by Rafael in February and Adrián in March. This June, we are expecting 2 new more additions to the Paraty family. Until then, we want to congratulate the proud parents and their respective partners: Franz Matheis, Cayetana Hidalgo and Luis Manuel Salido. We hope that those who went on maternity / paternity leaves will return refreshed and recharged, although we honestly doubt it.



## NOT SO SECRET SANTA

The year started with gifts of all sorts. Our traditional gift exchange accentuates the difference between how we see ourselves and how our colleagues perceive us. So everyone asked around for gift advice and ended up spilling who they had. That goes without saying that spoilers spread like wildfire during our annual (not so) Secret Santa.



## DEVELOP WITH HUMOR

When the clock strikes midnight, the office becomes the hangout place for the development and design teams. When there is nothing else you can do, the best way to get through is to look at the funny side of working overtime.



## ANYWHERE THE HAM GOES...

It has become a tradition in the office for the birthday boy or girl to bring something (usually delicacies) for the whole office. Our kitchen table has been usually adorned with *palmeras* (heart-shaped puff pastries), churros or all sorts of cakes up until now. Last March, we declared open season on a new national product, *serrano* ham. Free breakfast for all thanks to the birthday boy or girl. What's next? Sardine skewers?

## Happy birthday!

Arti Kirpalani (29)  
José Martín (26)  
Estefanía Podadera (35)  
Verónica Santana (32)  
Jesús Gutiérrez (35)  
Daniel Romero (39)  
Silvia Muñoz (33)

# Paraty World

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PARATY  
— T E C H —

DATA  
SEEKERS

RING2TRAVEL  
CUSTOMER EXPERIENCE CENTER



DOROBÉ  
MANAGEMENT

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# EN LÍNEA

PARATY TECH INSIDE OUT

