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Press kit





01

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About  
us

# 01

## About us

Paradores de Turismo de España is a State-Owned Enterprise (S.M.E), a Public Limited Company (S.A.) founded 1991 and whose sole shareholder is the Spanish State through the Directorate-General of State Assets of the Ministry of Finance. The thirty places that Paradores de Turismo started with when the network's first establishment opened in the Sierra de Gredos in 1928 have grown to more than 10,000 and the Paradores now have a total of 97 in Spain and a franchise in Portugal. Currently, more than 4,000 professionals work at Paradores. The establishments average 65 rooms, dimensions that allow for personalised

treatment and perfect customer service. It has hotels in all the Regions, with the exception of the Balearic Islands, where there is one under construction.

Paradores de Turismo is the leading hotel chain in cultural and nature tourism.

Besides having establishments in eleven cities declared World Heritage Sites, 55 paradors are located in monuments declared Sites of Cultural Interest (BIC) and/or Historic Sites, and many others will allow you to stay in the most interesting natural areas in Spain.

Presence in **11**  
cities declared World  
Heritage Sites

*Respect and care  
for the environment*

*Recovery  
of heritage*



“

*Welcome to Paradores, a public company serving tourism since 1928. It has successfully fulfilled its mission of promoting the best image of Spain, protect its historical and cultural heritage, promote the local economy and care for the environment*

”



39

*Places 1928*

10,000+

*Places 2022*

4,000+

*Professionals*

65

*Rooms on  
average*

97

*Establishments*

16

*Presence in  
Regions*

Paradores aspires to lead the markets in which it operates through a model of self- and differentiated management based on sustainability and the enjoyment of some unique and singular experiences. The public hotel company generates

profit and also, in collaboration with local communities and with entities of all kinds, important social, cultural and environmental benefits at the sites where its establishments are located and in the

country as a whole. Paradores is guided by the vocation of service and excellence in customer care, which personalised, flexible and always focused on satisfying its million of customers.

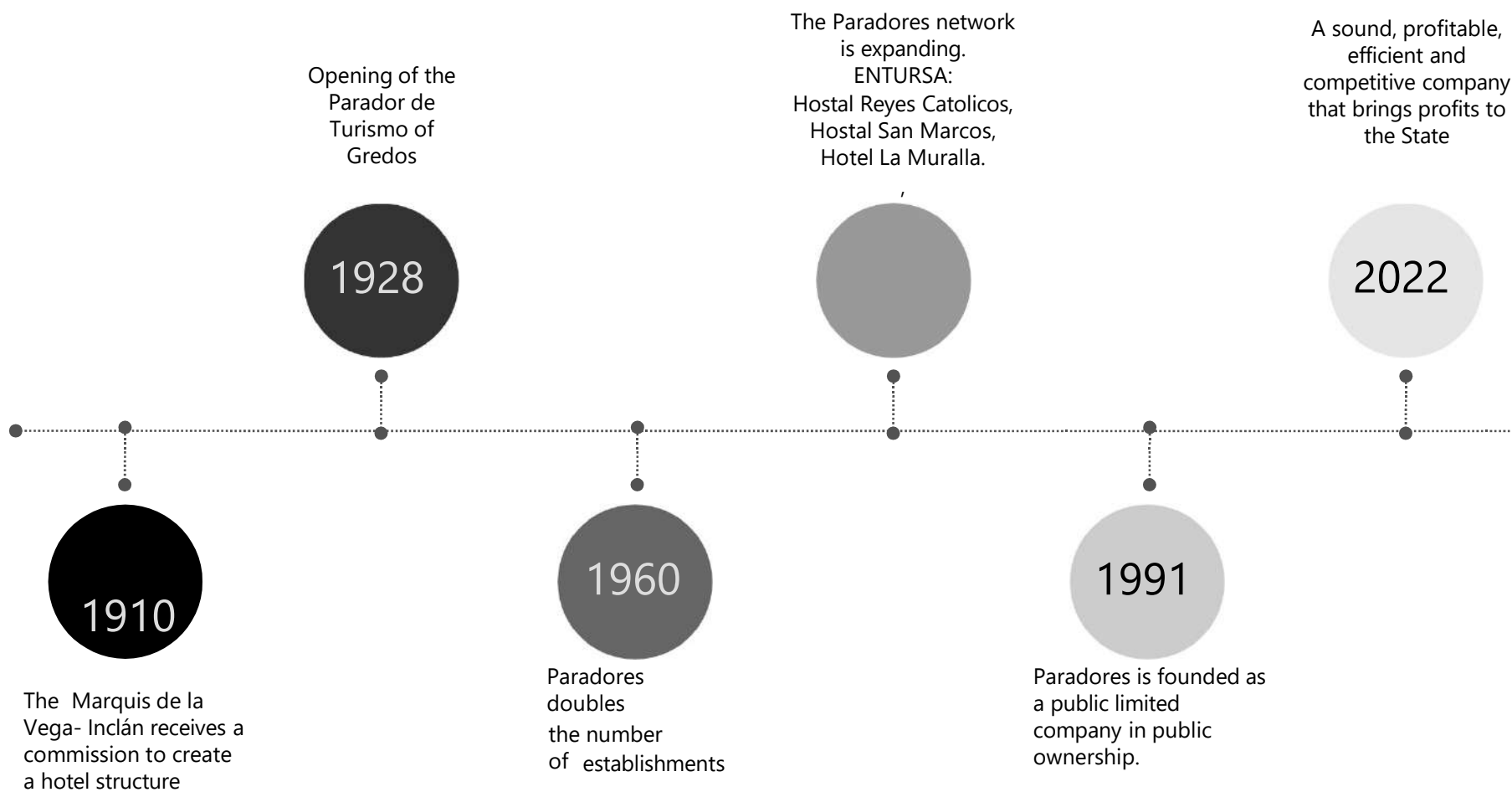


The background image shows a panoramic view of Cuenca, Spain, at dusk. The city is built on steep, rocky cliffs. In the foreground, a large, white, multi-story building with a tiled roof is visible. In the background, the city's lights are on, and the sky is a deep blue. A large, dark rock formation is on the left side of the image.

02

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History







Parador de Monforte

The origins of Paradores can be traced to 1910, when the Spanish Government, headed by Prime Minister José Canalejas, decided to commission the Marquis de la Vega-Inclán, to create a hotel structure, which was then non-existent in Spain, in which establishments would provide accommodation for tourists and travellers, while improving the country's international image.

The following year, a Royal Commission for Tourism was established and the Marquis de la Vega-Inclán himself was appointed to head it. On 9 October 1928, King Alfonso XIII opened the Parador de Turismo de Gredos, the first of what would become the network of Paradors in Spain.

After that pioneering establishment was built, there began a period of expansion which, coinciding with the major development of tourism in the 1960s, reached a frantic pace. With the arrival of democracy, an extensive

restructuring was proposed, with some obsolete facilities closing and the operating criteria reviewed to improve their profitability and expanding its establishments throughout Spain as modern transport infrastructure was built. Some hotels belonging to the Empresa Nacional de Turismo (Entursa) chain, join the Paradores network, and are now among the company's flagships, such as the Hostal de los Reyes Católicos (Santiago de Compostela) and the Hostal de San Marcos (Leon).

Over time, Paradores has developed into a prestigious chain of hotels and restaurants. A sound, profitable, efficient and competitive public company which, almost a century later, is a nationally- and internationally-recognised leader in tourism.





03

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Paradores  
in figures



4.338

*Employees*

5.986

*Rooms*

1.000,000

+ *Amigos de Paradores*

2.025.477

*Covers sold*

1.376.957

*Rooms sold*

1.455.153

*Customers  
accommodated*

— 426.737 *International Customers*

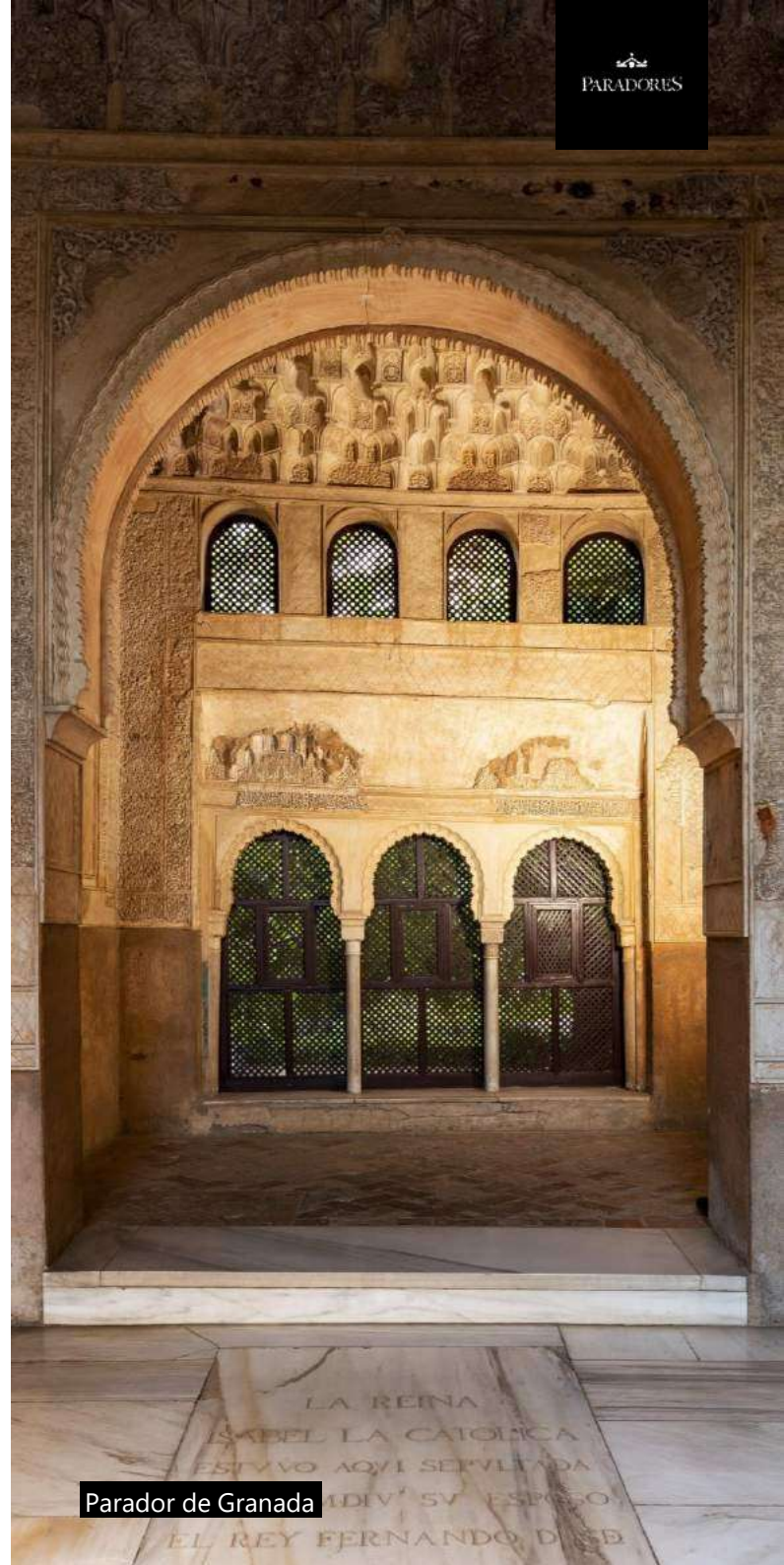
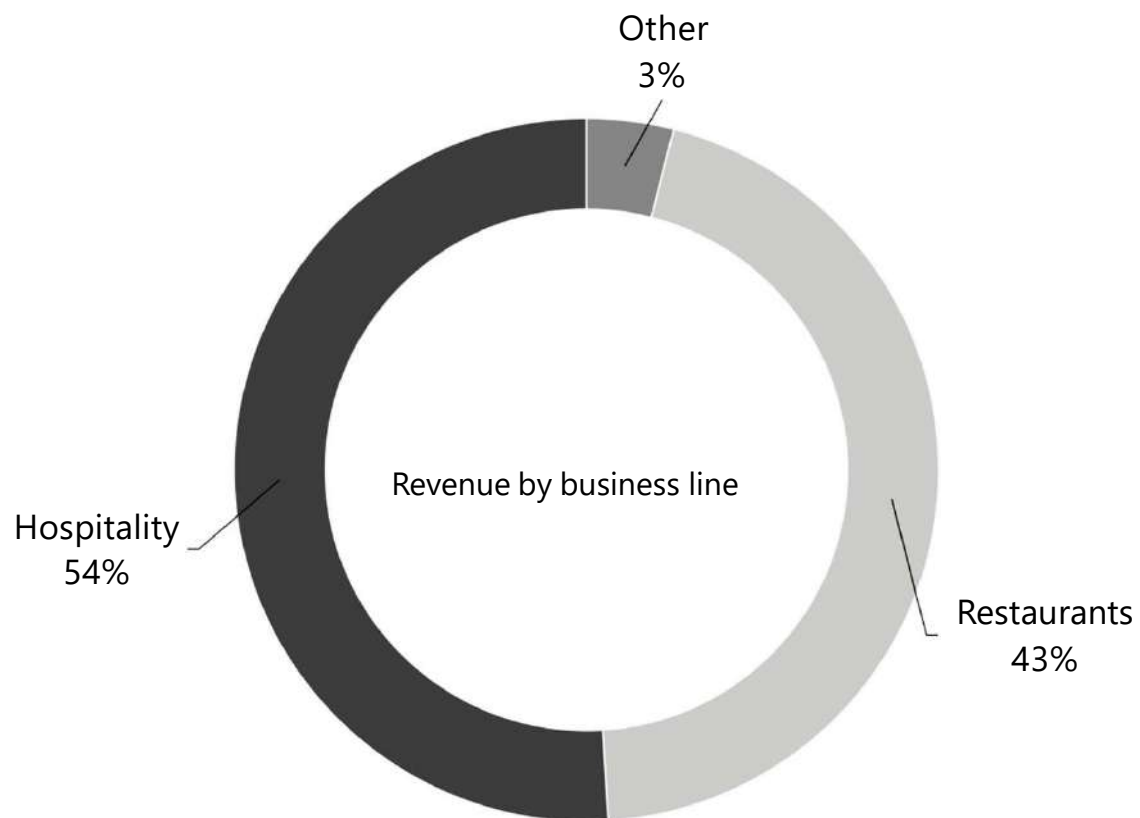
— 1.028.416 *Domestic Customers*



# 03

## Paradores in figures

Revenue  
€310 M



Parador de Granada



*“ Paradores de Turismo de España has achieved its second consecutive year of profit with record revenues and level of occupied rooms. The improvement in the results has been due to accelerated recovery of tourism over the year, which meant that, for the first time in its history, the public hotel company has exceeded € 300 M to reach €310 M ”*



# 05

Strategic Plan  
2023-2026  
(preview to  
2028)





During 2022, Paradores has prepared a Strategic Plan 2023- 2026 (preview to 2028) that seeks to boost digitalisation, sustainability and experiences to transform the company given the structural changes taking place in the sector, and to lay the foundations that will lead to sustained growth in turnover and profitability in a more competitive environment.

The Plan's projections predict that, during that period, Paradores will increase sales by more than 100 million euros (€M) to exceed €410 M in 2028, an increase

of 33% compared to 2022, and reach a Ebitda of €56 M at the end of the period.

For its president, Pedro Saura, "it is necessary to transform the company and adapt to the new demands from tourists, who want unforgettable experiences, with a soul, in sustainable environments with activities that protect biodiversity and conserve the planet. That is the high-quality tourism we want to offer, and it will be essential to meet that demand to create value to generate more revenue and sustainably increase profit."



“

*It is necessary to transform the company  
and adapt to the new demands from  
tourists, who want unforgettable  
experiences, with a soul, in sustainable  
environments with activities that protect  
biodiversity and conserve the planet*

”



# 04

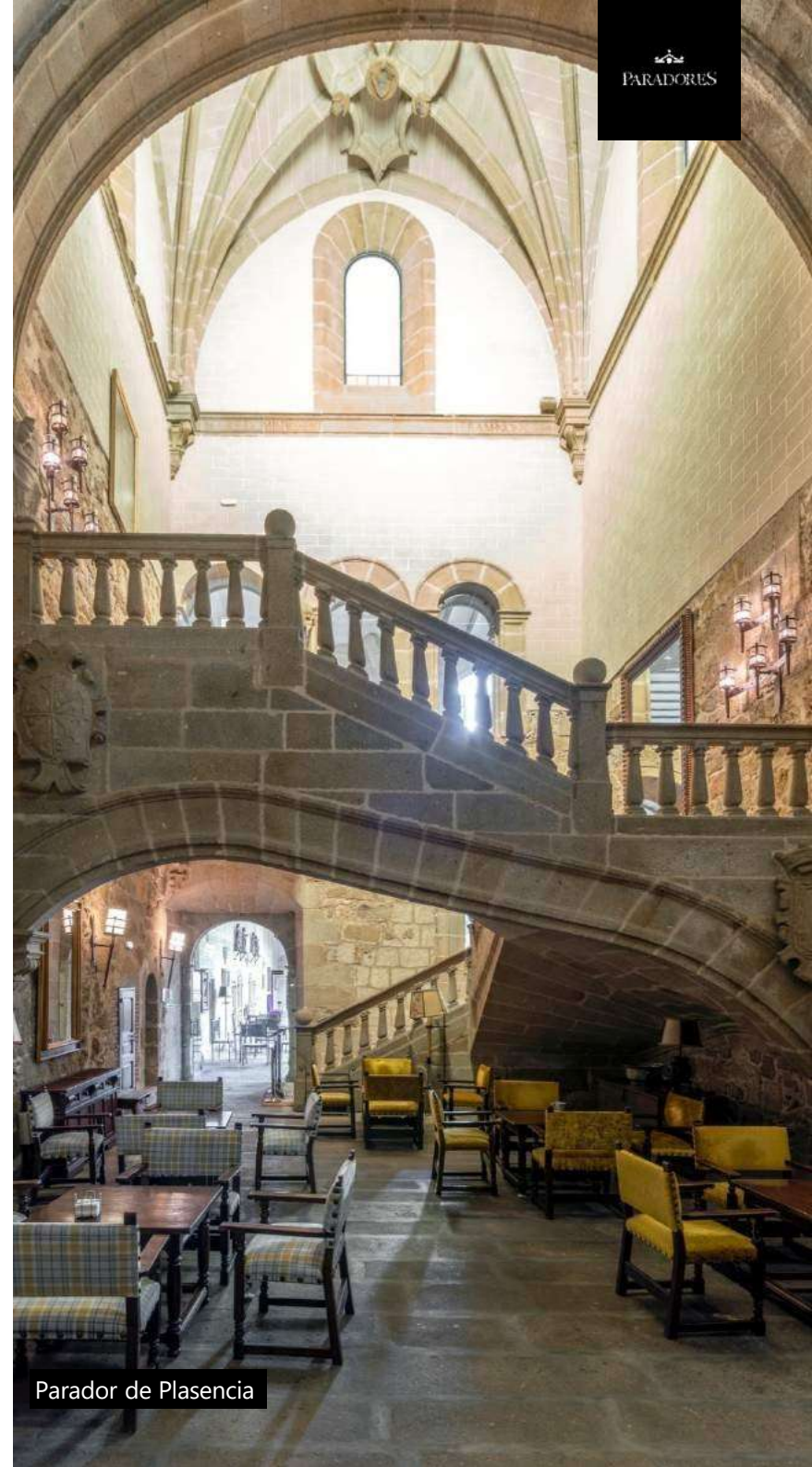
## Strategic Plan 2023-2026 (preview 2028)

Among the cornerstones of increasing revenue are growth in key markets and developing products and experiences to capture new niches,

deseasonalise demand and increase occupancy with a higher average ticket price. Attracting foreign tourists and diversifying the range of products and services offered

through products such as cycle tourism, nature experiences, astro-tourism, cultural events and golf are among the outstanding initiatives within the Plan, along with developing cuisine and catering as a separate and more differentiated business line.

Likewise, Paradores is proposing a strategy to improve its knowledge of customers so that the company can anticipate when offering the products and services that customers require and offer a more tailored and flexible service. This improvement in customer relations would boost customer satisfaction, loyalty and average spending per traveller.



Parador de Plasencia



# 04

## Strategic Plan 2023-2026 (preview 2028)

Another of the cornerstones of the strategy will be to strengthen the buildings of the Paradores Network, which is why the Plan establishes a systematic programme for the conservation and maintenance of buildings and restoration work, as well as investments co-financed with NGEU funds to improve energy efficiency and the implementation of renewable energies.

The transversal levers include investments in technological transformation and digitalisation, which, through data governance, will be crucial to fully integrating the company within Business Intelligence models, which will contribute to redefining business strategies and improving the company's efficiency and productivity. Finally, the Strategic Plan incorporates the Sustainability Plan that the company approved in 2022 to fulfil the aim of carbon neutrality by 2030 as well as the social and governance objectives.

To deliver the Strategic Plan, Paradores is planning to invest €334m between 2023 and 2028, of which €200m will be spent on building refurbishment, €25m on energy efficiency and €20m on technological transformation. The rest of the resources (€89 M) are to be spent on conservation and maintenance of the buildings which are Bienes de Interés Cultural and which will be managed by Turespaña.





An aerial photograph of a lush green mountain valley. A river flows through the valley floor. In the foreground, a large, multi-story building complex with red-tiled roofs is nestled among the trees. The background shows rolling hills and mountains under a clear sky.

# 06

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Sustainability and  
commitment to  
the environment



## 06

Sustainability and  
commitment  
to a sustainable

Paradores de Turismo is a company committed to its social, cultural and environmental milieu.

The 2030 Agenda and its Sustainable Development Goals (SDGs) that the United Nations have set are the strategic framework of reference for the company, as well as the guide for implementing projects that generate positive local and national impacts. Over the almost one hundred years of its history, Paradores has been in the vanguard of tourism.

environment by promoting high-quality tourism that bets on caring for and enjoying the environment.

The public hotel company undertakes numerous actions to protect nature and biodiversity in collaboration with fifty NGOs conservationists.

Paradores is committed to clean energy by using 100% of its electricity from renewable sources; it has eliminated single-use plastic from all its rooms and fights food waste in its restaurants.

OBJETIVOS DE DESARROLLO  
SOSTENIBLE



“

*Paradores de Turismo has reached  
an energy supply agreement to  
ensure that all its  
hotel establishments consume  
electrical energy of 100%  
renewable origin*

”





07

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Spanish tourism  
quality symbol



# 07

## Spanish Tourism Quality Symbol

Since its beginnings, Paradores has been characterised by developing a hotel and catering business based on quality and respect for the environment, as set out in the company's Mission and the expressed in the Quality and Environment Policy and in all the company's actions.

The location of establishments near very valuable areas in terms of the natural environment, such as National Parks, in Natural Parks and in other protected areas where in certain cases it is the only tourist accommodation in the area, commits the company to work for continuous improvement in environmental matters to become more sustainable every day and to make employees, customers and suppliers aware of the need to respect the environment.

Paradores offers premium quality products and services, always respecting the environment where its establishments are located.



Parador de Bielsa





Parador de Mérida

In the field of environmental and quality management, the company has successfully passed the various audits conducted by external certifying companies and has obtained the benchmark certificates. Paradores approved its first policy in 2007 and was a pioneer in the environmental certification of all its hotel establishments according to ISO 14001 in 2010.

This quality is reflected in a very high degree of satisfaction among its customers, who rate the company 87.2% higher on the Global Reputation Index (GRI), driven by positive ratings on online channels, mainly Google and TripAdvisor.

Moreover, Paradores has a Recommendation Index (NPS) of 52.4 and the internal questionnaires on satisfaction with the vision, our customers define Paradores as "excellent" given an Overall Satisfaction Rating (OVERALL) of 4.5 out of 5.



“  
*Paradores de Turismo's  
main objective is to  
develop a hotel and catering based  
on quality and respect for the environment*  
”





08

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New digital  
services



# 08

## Digital Services

At Paradores we never cease improving customer experience and we want to exploit the opportunities offered by new technologies to make your stay as pleasant as possible. Our guests now enjoy the services of PressReader (digital newspapers and magazines), ZAFIRO Cast to share content on the in-room TV and the Lounge Up virtual concierge to contact reception more easily and see all our services. Paradores offers its customers complimentary access to digital newspapers and magazines through PressReader.

This service has a catalogue of thousands of local and international publications, in several languages, including the Paradores magazine, and other tools, such as translations or content downloads. We even offer complimentary access for 48

hours after your stay at the Parador ends.

Moreover, our 6,000 rooms now have ZAFIRO Cast, an entertainment solution based on Google Chromecast® so that Paradores customers can share the contents of their favourite apps in their room. What better way to end a day of cultural or nature tourism than to enjoy your favourite series or film just like at home.

These two services come on top of the virtual concierge service, which can be accessed via the QR code on the television. From there, guests can book a table at the restaurant, make an appointment for a spa treatment or explore the attractions of the surrounding area.



Parador de La Granja





09

Cuisine



One of Paradores' missions is to promote Spanish cuisine. Its cuisine is closely linked to the places where it is found, which is why it has been offering the best regional cuisine since it was established in 1928. The public hotel chain is thus a pioneer in offering local cuisine and has just bolstered its commitment to zero-kilometre products in pursuit not only of the finest quality, but also of a commitment to the places where it operates, demonstrating the sustainability - economic, social and environmental - that guides its business model.

In its one hundred restaurants, traditional recipes and the latest culinary trends coexist in harmony, making Paradores a leader in Spanish cuisine.

Customers will find updated menus with dishes that focus on quality and convenience, as well as dishes made with seasonal products adapted to each occasion, area and parador. They will also have dishes adapted to all types of diets and dietary requirements.

This commitment to traditional and regional cuisine has won it numerous awards, such as the extraordinary "Foods of Spain" prize granted by the Ministry of Agriculture, Fisheries and Food for being a leader in promoting Spanish cuisine within and beyond our borders; the "Cubi" prize for the "culinary institution" for promoting the culinary heritage of Spain and the National Culinary Prize for the Best Culinary Institution for reviving the heritage, culture and traditions of regional cuisine, among others.

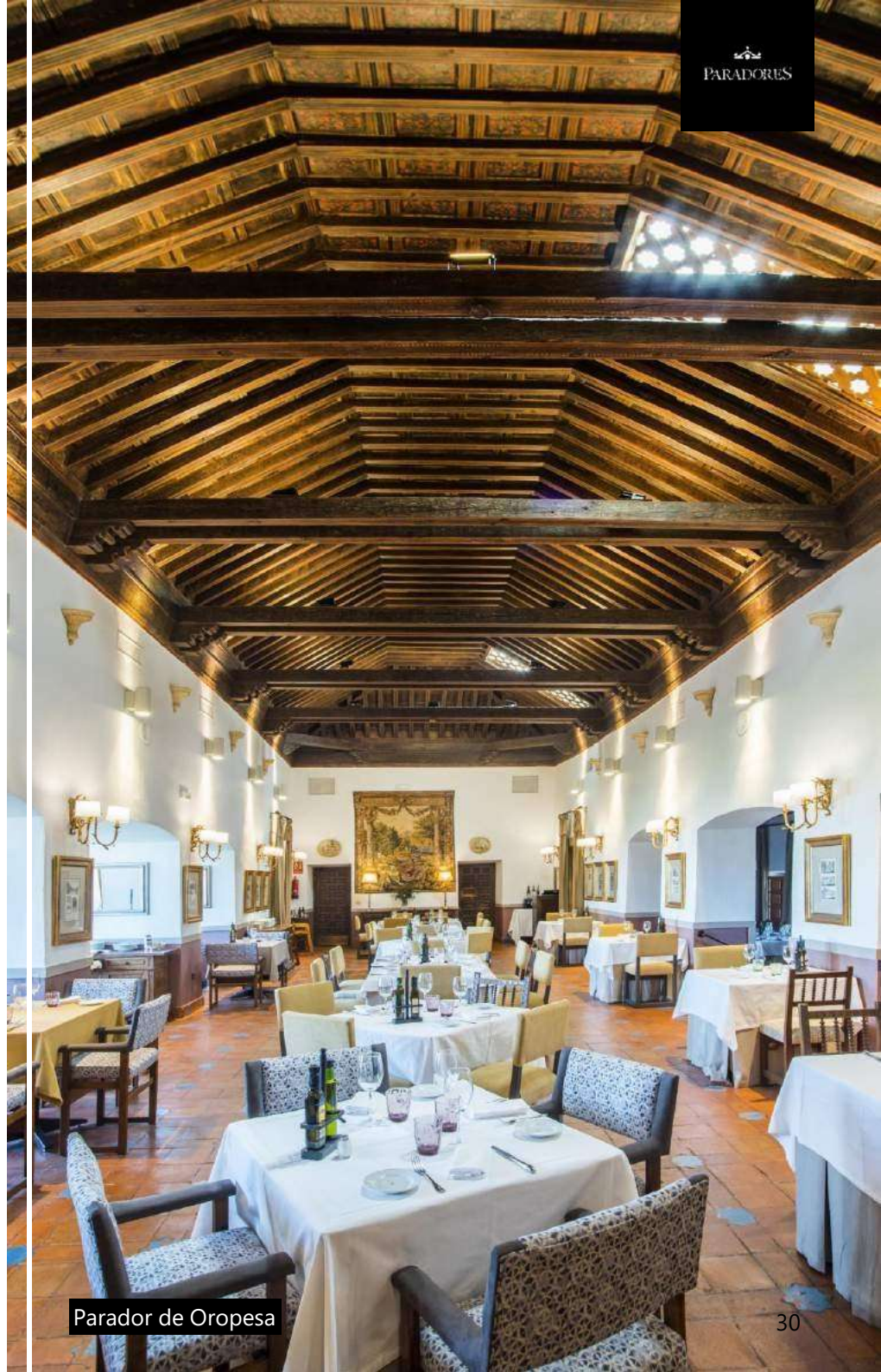






“ At its restaurants  
traditional recipes  
coexist in harmony with  
Latest culinary the  
trends, which makes  
Paradores an emblem of  
Spanish cuisine ”

Parador de Lerida



Parador de Oropesa





10

New  
Paradors





Parador de Veruela (Vera del Moncayo, Zaragoza) located in an historic building, a 12<sup>th</sup> century Cistercian abbey.



Parador de Veruela





Parador de Molina de Aragón (Guadalajara).  
New building overlooking a Molina de los  
Caballeros fort.



Parador de Molina de Aragón



# 10

## New Paradors



The Parador de Ibiza will be located at Dalt Vila and will be the first Parador on the Balearic Islands. T



©

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Parador de Ibiza



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Contact



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