PARADORES

Press Dossier

Parador de Cangas de Onís

01

About Us

Parador de León

01 About Us

Paradores de Turismo de España is a *Sociedad Mercantil Estatal* (S.M.E.), *Sociedad Anónima* (S.A.); in other words, a state-owned corporation that was constituted in 1991 with a single shareholder, the Spanish State, through the Directorate General for State Heritage under the Spanish Ministry of Taxation. The thirty beds Paradores de Turismo began with when the first establishment in the system was inaugurated in Sierra de Gredos in 1928 have become more than 10,000 with a total of 97 inns, 96 in Spain and a franchise in Portugal. More than 4,000 professionals currently work for Paradores. Each establishment has an average of 65 rooms and are sized for personalized service and perfect quality customer care and attention.

With hotels in all of the autonomous regions (except the Balearic Islands, where one is currently under construction), Paradores de Turismo is the leading hotel chain in cultural and nature tourism. In addition to establishments in nine cities declared World Heritage Sites, 50% of the inns are located in monuments declared Assets of Cultural Interest (BIC, in Spanish) and/or Historical Properties. Many others allow guests to stay in the most interesting natural areas in Spain.

Parador de Alarcón

"Welcome to Paradores, a public company that has been serving tourists since 1928. It successfully fulfils its mission of promoting the best image of Spain, protecting the country's historical and cultural assets, promoting local economies and caring for the environment."

Parador de Artíes

Paradores aims to lead the markets where it operates through its own sustainability-based management model. The public hotel chain is a company that generates economic benefits in addition to working with local communities and entities of all kinds to bring important social, cultural and environmental benefits to the places where its establishments are located as well as the country as a whole.

Paradores is guided by a vocation for service and excellent attention, always focusing on the satisfaction of its millions of customers.

02

History

Parador de Cuenca

02 History

1910
Marquis de la Vega-Inclán was ordered to create a hotel structure

1928
Inauguration of the Gredos Tourism Inn

1960
Paradores doubled in number of establishments

1980
The Paradores inn system was expanded. ENTURSA: Hostal Reyes Católicos, Hostal San Marcos, Hotel La Muralla

1991
Paradores became a state-owned corporation.

2019
A healthy, profitable, effective and competitive company that generates profits for the State

Parador de Monforte

The origins of Paradores date back to 1910 when the Government of Spain, presided by José Canalejas, decided to assign Marquis de la Vega-Inclán a project to create a hotel structure which up until then had not existed in Spain. The establishments in this system would offer accommodation to excursionists and travellers all while boosting the country's international image. The Comisaría Regia de Turismo, a public tourism promotion and cultural heritage protection authority, was created the following year to manage the system with Marquis de la Vega-Inclán himself appointed to lead it. On 9 October 1928, King Alfonso XIII inaugurated the Tourism Inn of Gredos, the first of what would become an entire Paradores de España system.

The construction of that pioneer establishment began a phrenetic race of inaugurations which would soon become a prestigious chain of hotels and restaurants. Nearly a century later, this state-owned company is nationally and internationally recognized as a reference in tourism.

As the years passed, the number of inns expanded to cover all of Spain just as infrastructures such as roads, railways, airports and ports were being built.

Parador de Granada

The biggest expansion came in the 1960's, coinciding with the major tourism increase experienced in the country. The number of Paradores establishments doubled over those years. The Spanish Transition era brought a change in ownership with the Directorate General for State-Run Inns and, above all, administrative dependence. A re-structuring was considered with some inns closed due to being obsolete or far away from the habitual tourism routes and, thus, quite deficient. The operational criteria were also revised to enhance their profitability. Some of the hotels in the Empresa Nacional de Turismo (Entursa) chain became a part of the Paradores system in the 1980's and are now some of the company's flagship establishments: Hostal de los Reyes Católicos (Santiago de Compostela), Hostal de San Marcos (León) and Hotel La Muralla (Ceuta).

Paradores underwent another fundamental change in the 1990's. The state-owned corporation Paradores de Turismo de España, S.A. was founded on 18 January 1991. Paradores is currently a healthy, profitable, effective and competitive company that generates profits for the State and is comprised of 96 establishments in Spain and one in Portugal set up as a franchise.

03

Paradores in Figures

Parador de Limpias

+4.000
employees

5.925
rooms

+1.000.000
Friends of Paradores

2.218.153
Meals sold

1.310.636
Rooms sold

1.417.153
Staying guests

498.247 *International*

918.906 *National*

03 Paradores in Figures

Revenue

265,5M €

Parador de Chinchón

04

Sustainability and Commitment to the Environment

Parador de Santo Estevo

04 Sustainability and Commitment to the Environment

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

The UN 2030 Agenda and Sustainable Development Goals (SDG) make up the strategic framework of reference for the company's business development in addition to guiding the projects implemented to generate positive local and national impacts. Over this nearly century of life, Paradores has been on the cutting edge of sustainable tourism as it has promoted quality tourism engaged with caring for and enjoying the environment.

The public hotel chain develops a number of nature and biodiversity protection initiatives in collaboration with around fifty conservationist NGOs.

Paradores is committed to clean energies with the use of electricity that is 100% from renewable sources, has eliminated disposable plastic from all of its rooms and works to prevent food waste at all of its restaurants.

OBJETIVOS DE DESARROLLO SOSTENIBLE

"Paradores de Turismo has reached an energy supply agreement so all of its hotel establishments will operate on electricity from 100% renewable sources."

Parador de Baiona

05

A symbol for quality Spanish tourism

Parador Aiguablava

05 A symbol for quality Spanish tourism

From the very beginning, Paradores has been known for hotel and restaurant business development based on quality and environmental respect as outlined in the company's mission and expressed in its Quality and Environmental Policy as well as all the company's actions.

The fact that its establishments are situated near very valuable natural sites like national parks, natural parks and other protected areas where they are sometimes the only tourism accommodation possibility forces the company to constantly work towards environmental improvement by becoming more and more sustainable all the time and spreading awareness among its employees, guests and suppliers for environmental respect.

Paradores offers products and services of the utmost quality, always in respect of the environment where its establishments are located.

Parador de Bielsa

Parador de Mérida

In terms of environmental and quality management, the company successfully passes all audits conducted by external certifiers and holds the most important certifications. Paradores approved its first policy in 2007 and was pioneer in achieving environmental certification for all its hotel establishments pursuant to ISO 14001 in 2010. This quality is reflected by the extremely high level of satisfaction among its customers who rate the company with a consistently rising online reputation score (GRI), currently at 87.2%, which is further boosted by positive feedback in online channels like Google and TripAdvisor. Moreover, Paradores has a recommendation score (NPS) of 52.4 with our customers defining Paradores as “excellent” on internal satisfaction surveys for a general satisfaction index (OVERALL) of 4.5 out of 5.

"The Paradores de Tourism primary objective is to develop its hotel and restaurant business based on quality and environmental respect"

Parador de La Palma

06

Safety and Hygiene

Parador Costa da Morte

06 Safety and Hygiene

Paradores rigorously applies all official hygiene and distancing procedures and strictly complies with the provisions of the protocols prepared by the Spanish Institute for Tourism Quality (ICTE). The public chain has even gone beyond these measures to become the safest tourist destination in its efforts to ensure the safety of its employees and customers.

The new safety protocols are applied to both work areas as well as areas used by guests.

The fact that most Paradores inns are situated in hidden locations, far from mass tourism, not to mention the size of its hotels— almost all medium or small— eases the rigorous establishment of safety and hygiene controls.

RECEPTION

- *Online check-in.*
- Protective screens on service counters.
- Less documentation and strict disinfection of all documents given to customers.
- Face masks and hydroalcoholic hand sanitizer available to guests.

ROOMS

- Deep disinfection using virucide products before each guest's entry.
- Reinforced cleaning of frequently used surfaces such as TV remote controls -which are packaged following disinfection for each new visitor- door handles, faucets and shower heads.
- Disinfection seals on bathroom dispensers and telephones.
- Sheets and towels washed at high temperatures.

06 Safety and Hygiene

GASTRONOMY AREAS

- Buffet breakfasts with individual portions and hot products offered à-la-carte.

- Greater distances between tables and disinfected menus after each use.

- Dishes washed at more than 80 degrees.

- Silverware packaged after each wash as a hygiene guarantee.

KITCHENS, STORAGE ROOMS AND PERSONNEL AREAS

Control over goods reception and daily cleaning of storage rooms using virucides.

- Constant disinfection of all kitchen tools and surfaces.

- Uniforms are washed daily at high temperatures.

- Protective equipment is used by the entire Paradores team.

SWIMMING POOLS

- Disinfection of all facilities with biocides.

- Water purification in strict compliance with the law.

- Reduced capacities

"Paradores is a destination you can trust. It offers the greatest guarantees for safety, personal attention and the quality it's always been known for"

Parador de El Saler

07

Gastronomy

07 Gastronomy

One of the Paradores missions is to promote Spanish gastronomy. Its cuisine is intricately linked to the places where its establishments are located, meaning ever since it was founded –in 1928- it has been offering the best regional dishes.

This public hotel chain is, therefore, a pioneer in offering local cuisine and has just strengthened its commitment to kilometre-zero products, seeking not only the best quality but also to abide by its commitment to the places where it operates as a demonstration of the economic, social and environmental sustainability that guides its business model.

Traditional recipes live in perfect harmony at its approximately one hundred restaurants with the latest culinary trends, which makes Paradores a reference in Spanish gastronomy. Customers will find updated menus with dishes focusing on quality and proximity as well as preparations using seasonal products that are adapted to each moment, area and inn. Dishes are also available to meet the needs of those on special diets or with particular nutrition requirements.

This commitment to traditional and regional cuisine has earned it all sorts of recognition such as the extraordinary "Foods of Spain" prize awarded by the Spanish Ministry of Agriculture, Fisheries and Food as a leader in promoting Spanish gastronomy in and outside our borders; the "Cubi" prize for the "Gastronomy Institution" that best defends Spain's culinary heritage; and the Spanish National Gastronomy Prize for the Best Culinary Institution to recover the heritage, culture and traditions of regional gastronomy.

07 | Gastronomy

"Traditional recipes live in perfect harmony at its restaurants with the latest culinary trends, which makes Paradores a reference in Spanish gastronomy"

Parador de Lleida

Parador de Oropesa

08

New Inns

08 New Inns

Parador de Veruela (Vera del Moncayo, Zaragoza) situated in a historical building - a 12th century Cistercian abbey.

Parador de Veruela

08 New Inns

Parador de Costa da Morte (Muxía, A Coruña), a newly-built inn situated in one of the most surprising enclaves of Spain's geography.

Parador de Costa da Morte

Parador de Cruz de Tejada

09

Contact Us

09 Contact Us

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