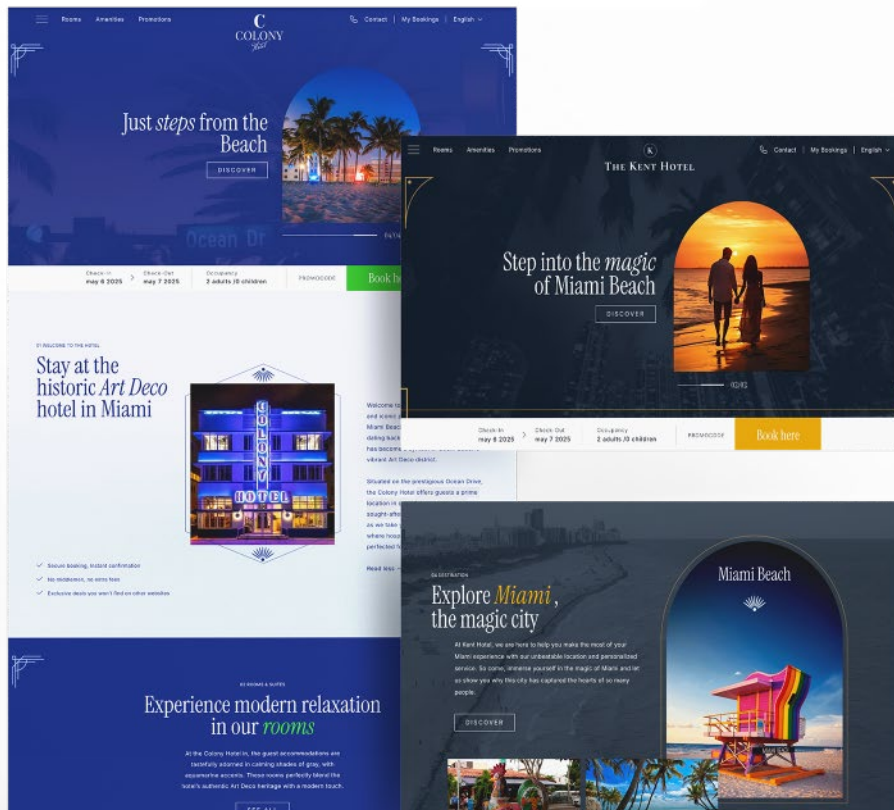


# Up to 100%+ Direct Revenue Growth After Just The First Quarter of 2025



# The new websites are much more appealing and functional than the previous sites we had

**Eddie Nunez**, General Manager at The Kent Hotel



The **Kent Hotel**, built in 1939, is a **charming Art Deco gem** located in the heart of Miami Beach's vibrant **South Beach neighborhood**. This **60-room boutique hotel** has been lovingly restored to blend elegant **historic charm** with **modern luxury** conveniences.

The **Colony Hotel**, on the other hand, is located on the prestigious **Ocean Drive**, one of the world's most sought-after tourist destinations, also in the heart of **Miami Beach**. With a rich history dating back to 1935, this renowned hotel has become a **symbol of South Beach's iconic Art Deco district**.

These two Miami Beach landmarks, full of potential, chose to join forces with **Paraty Tech** to boost their direct business by centralizing their tech ecosystem under a single provider. In less than a year of collaboration, **operational costs have slightly decreased** and **direct revenue has increased** by over 100%.

**PARATY**  
— T E C H —

  
**THE KENT HOTEL**

  
**COLONY**  
*Hotel*

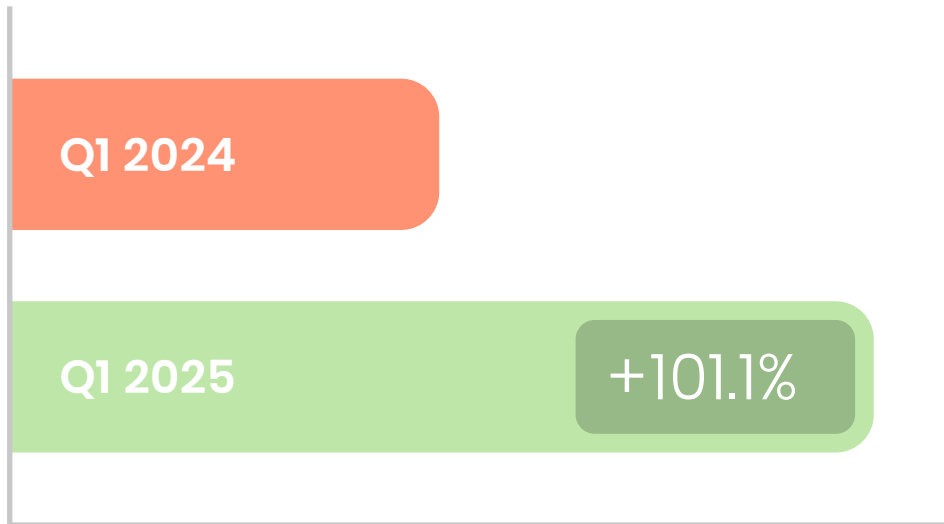
**THE HOTELS**

# With Paraty Tech everything is being handled by one source, at a lower cost, so it's a win-win

**Eddie Nunez**, General Manager at The Kent Hotel & Colony Hotel

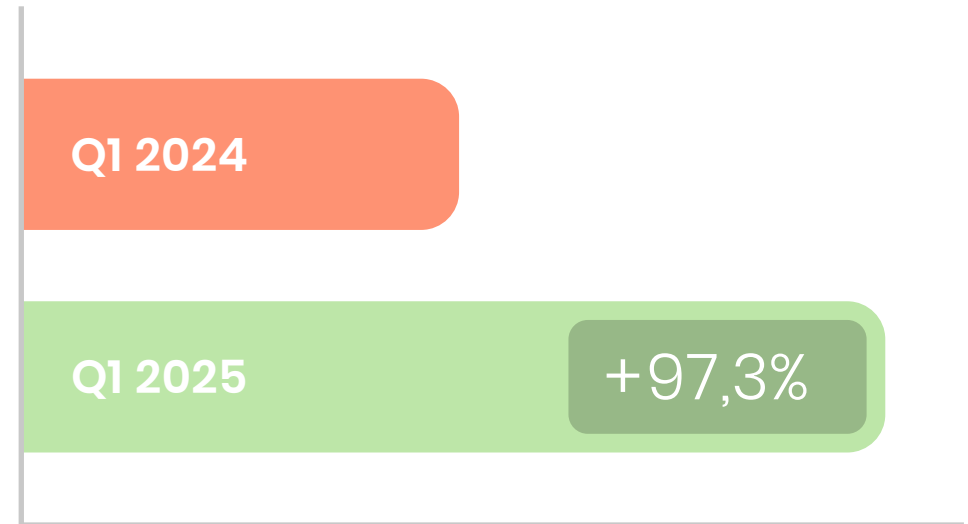
## The Colony Hotel – Revenue

Q1 2024 vs. Q1 2025



## The Colony Hotel – Room Nights

Q1 2024 vs. Q1 2025

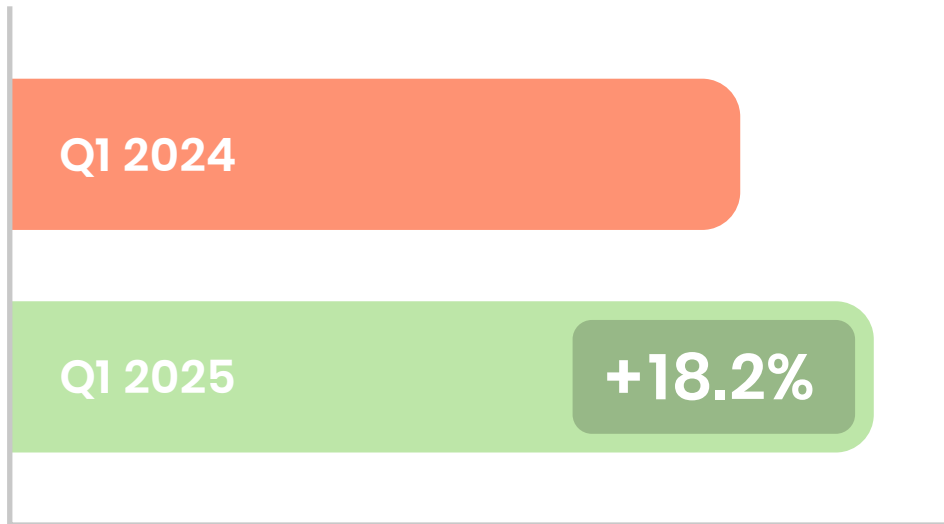


# Q1 2024 was stronger, so seeing increases in 2025, when we had more challenges, is another plus

**Eddie Nunez**, General Manager at The Kent Hotel & Colony Hotel

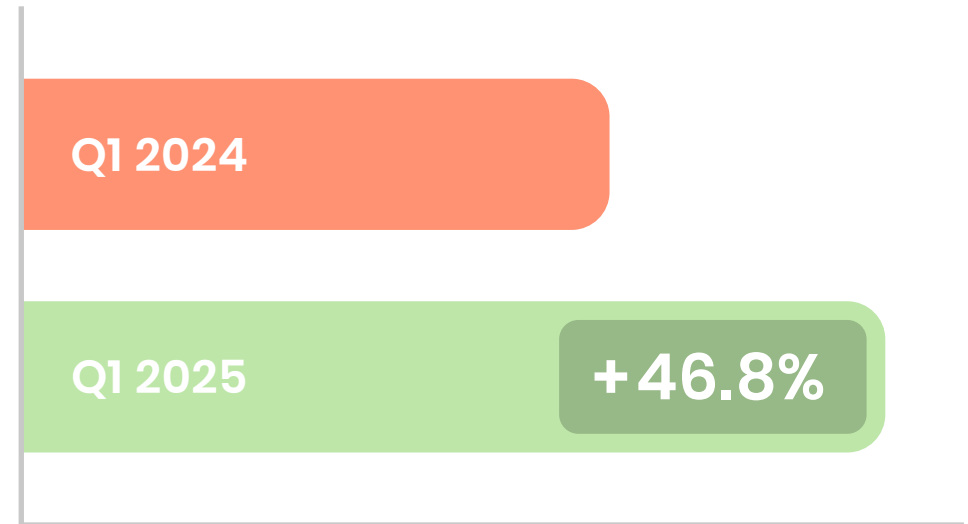
## The Kent Hotel – Revenue

Q1 2024 vs. Q1 2025



## The Kent Hotel – Room Nights

Q1 2024 vs. Q1 2025



# DIRECT BUSINESS GROWTH

## Q1 2024 VS. Q1 2025

### The Colony Hotel

Q1 2024 vs. Q1 2025

**+\$62,418 (+101%)**

Q1 2024	Q1 2025
<b>\$61,689 (7.6%)</b>	<b>\$124,107 (13.5%)</b>

**+80% DIRECT BUSINESS SHARE**

### The Kent Hotel

Q1 2024 vs. Q1 2025

**+\$17,021 (+18%)**

Q1 2024	Q1 2025
<b>\$93,114 (7.8%)</b>	<b>\$110,135 (12.5%)</b>

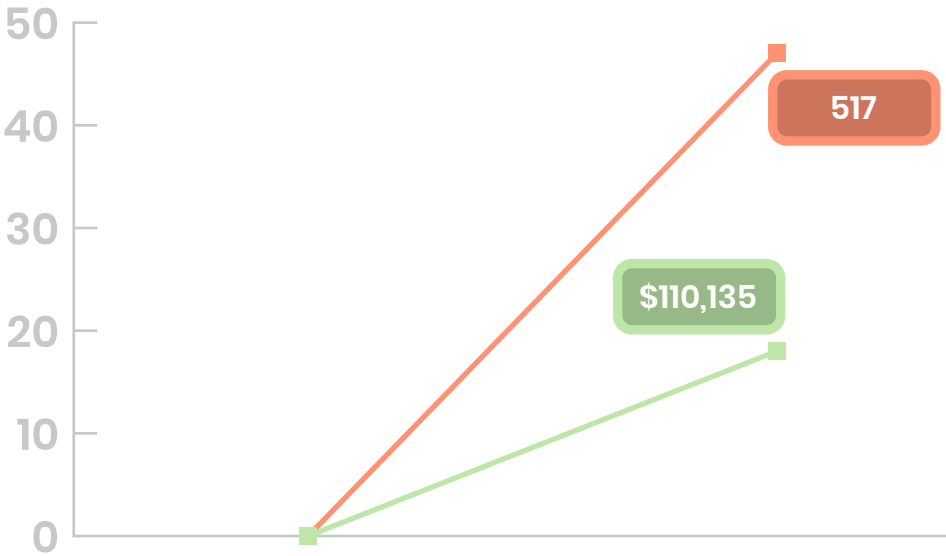
**+60% DIRECT BUSINESS SHARE**

# ROOM NIGHTS VS. REVENUE

## Q1 2024 VS. Q1 2025

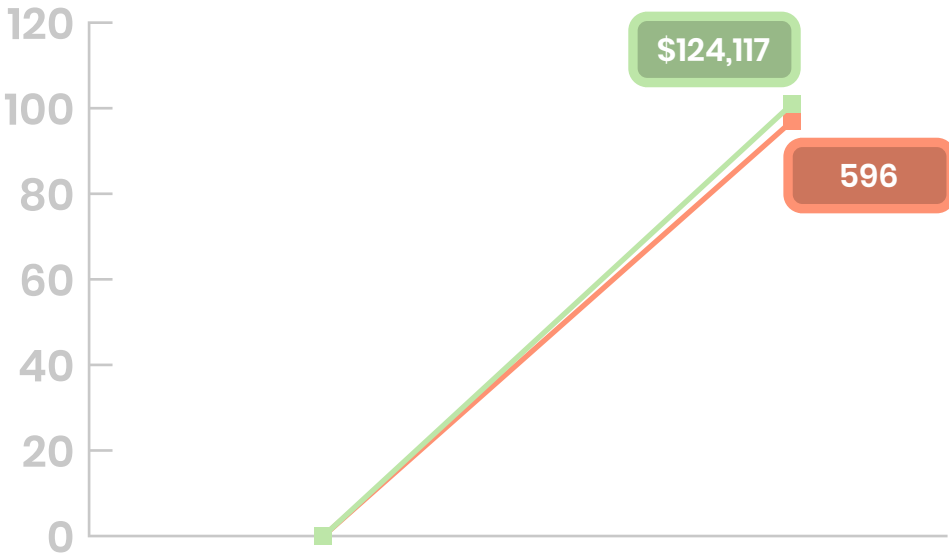
### The Kent Hotel

ROOM NIGHTS VS. REVENUE

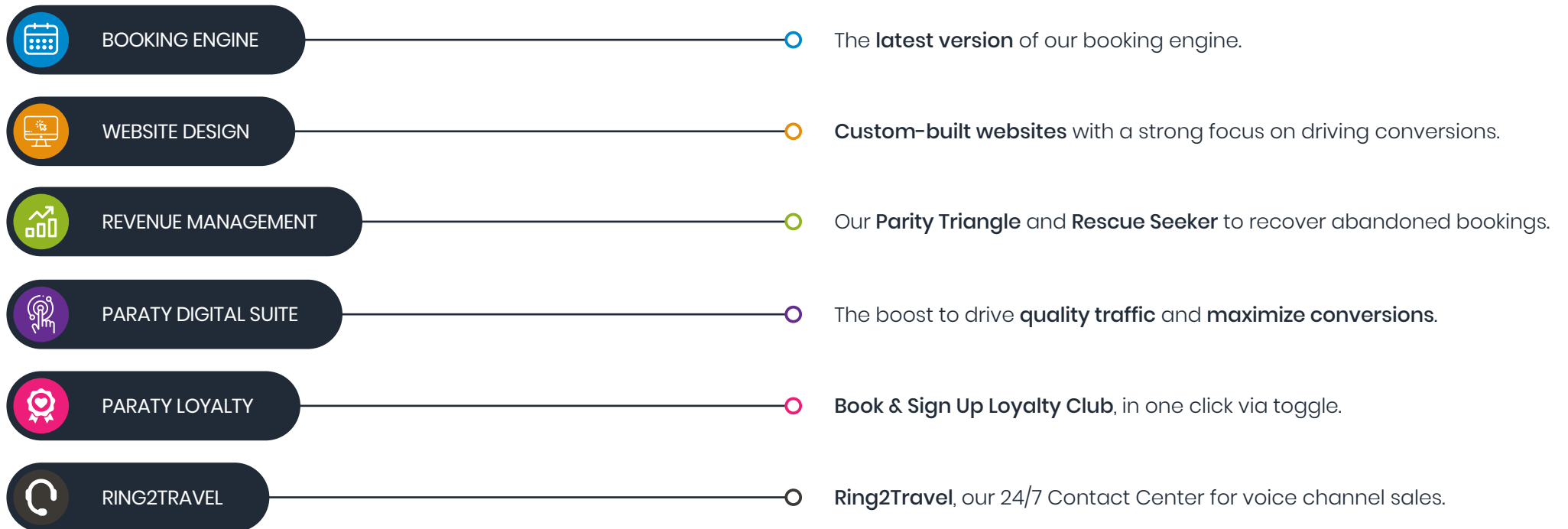


### The Colony Hotel

ROOM NIGHTS VS. REVENUE



# END-TO-END COLLABORATION SOLUTIONS IMPLEMENTED





# IMPRESSIVE REVENUE GROWTH

## THE KEYS TO SUCCESS

### BACKGROUND

#### FRAGMENTED TOOLS, LIMITED SYNERGY

- ✗ Previously worked with **separate providers**.
- ✗ Challenges in **coordination, brand consistency** and cost-efficiency.
- ✗ Needed a more integrated, **streamlined solution**.

### THE SHIFT

#### A UNIFIED STRATEGY WITH PARATY TECH

- ✓ Transitioned **all services** to Paraty Tech.
- ✓ Better cohesion, **alignment of goals** and lower overall costs.
- ✓ Revamped **hotel websites** (design, UX, functionality...)

### WHY IT WORKED

#### MAIN PARATY TECH ADVANTAGES

- ✂ Consolidated services and **streamlined strategy**.
- 🔗 **Integrated tools** for faster execution, better synergy and **improved conversions**.
- ⚙ Continuous **performance optimization**.

### LOOKING AHEAD

#### BUILDING ON A SOLID FOUNDATION

- 📈 Both hotels are poised to **continue growing**.
- 🔗 Plans to further leverage **Paraty Tech tools** (digital twin, hotel + flight, etc.)
- ✂ Confidence in **scaling success** beyond 2025.

PARATY  
— T E C H —

K  
THE KENT HOTEL

C  
COLONY  
Hotel

SUCCESS STORY



## READY TO TAKE YOUR HOTEL'S DIRECT BUSINESS TO THE NEXT LEVEL?

You too can optimize your distribution strategy and maximize your revenue with Paraty Tech. Reduce your dependence on OTAs, lower your intermediary costs and drive direct business with our cutting-edge technology and in-house integrated solutions. **Find out how we can help you .**

RAFE MARSHALL

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**CONTACT US**

[www.paratytech.com](http://www.paratytech.com)



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