



PARADORES

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ENTREPRENEUR PROFILE

Experience: They look for people who have tourism's studies or public relations; they needs chefs , security agents, waiters, cleaners, gardeners, and bellhops.

Worker profile: They need people who know how to treat customers well in a respectful way so that customers feel comfortable.

Founder: Paradores was founded by the Benigno de la Vega-Inclán.



LOGO AND BUSINESS IDEA DESCRIPTION

LOGO:



Business idea description:

It is a Spanish public hotel chain that manages 97 hotels located throughout Spain



PRODUCT/SERVICE DESCRIPTION

- ❑ Paradores are placed in emblematic buildings or location sites that have been selected because of their historical, artistic or cultural interest.
- ❑ Nowadays there are 97 hotels around Spain.
- ❑ They are subsidized only by Directorate General of State Heritage. That means that they are state property.
- ❑ All of them have restaurants with many variety of food. However, in the menu highlight the typical dishes of the city where is located the parador.



REYES CATÓLICOS HOTEL

Reyes Católicos hotel is known to be one of the most important Galician paradors because of its fame. It is located in Santiago de Compostela, where people go in order to visit its cathedral, the focus of considerable pilgrimage.



Reyes Católicos is a hotel where people go to rest after doing the Camino de Santiago. It has lots of bedrooms and suites, and a big dining room where typical Galician dishes are served, and which they are known to be very good.

From the dining terrace you can see amazing views, because it gives out to Plaza del Obradoiro, where it is situated the cathedral and Palacio de Rajoy, which is the site of City Hall



However, this parador is very old, and it has a long story. First at all, it started as a hospital that provided care and shelter for pilgrims, but it was renovated to become a hotel.

There are four inner courtyards in the shape of a cross that are named after the four evangelists (Marcos, Lucas, Juan, Mateo) and the hotel have a chapel to which they went to Mass.

There is also a room where meetings are held. It is called Sala de agonizantes, whose name is from when Reyes Católicos was a hospital



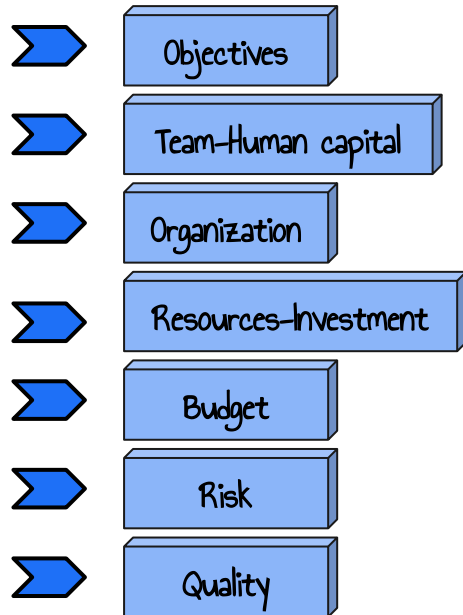
TARGET MARKET

The customers that visits Paradores is of ages between 40 and 60 years.

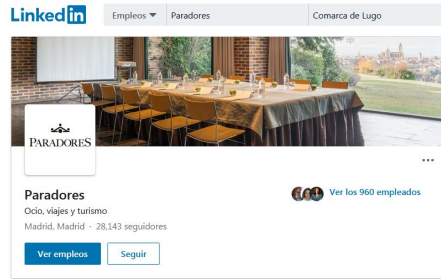
In general terms, national demand is larger than international demand.



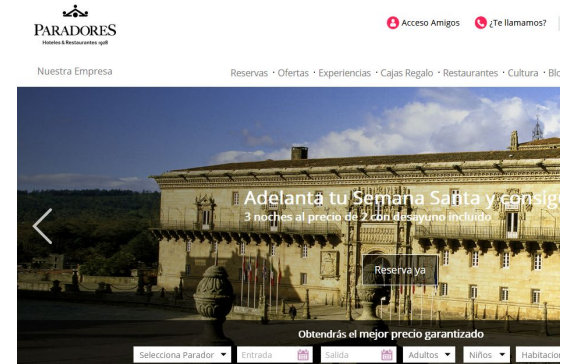
BUSINESS ELEMENTS



MARKETING STRATEGY

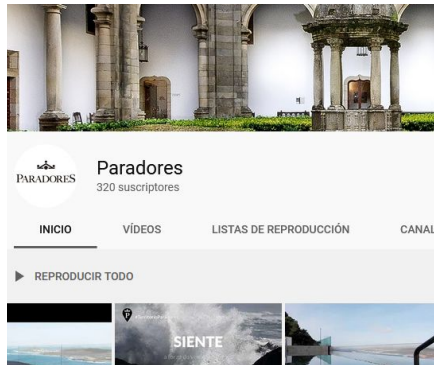


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Website

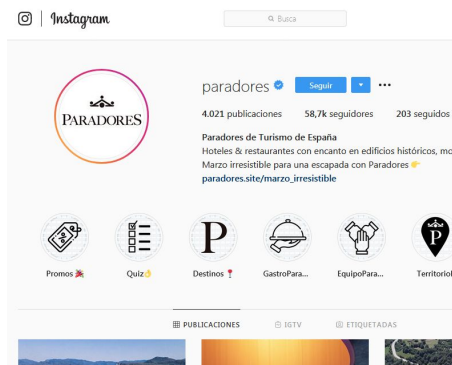
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