Paradores is an interactive case study in which the student takes the role of the marketing director at a time of uncertainty regarding the hotel chains future. After reviewing information surrounding the current industry climate, the student must develop the marketing plan for the following year.

Students will be encouraged to consider the following areas when preparing the marketing plan.

- Segmentation of the market
- Differentiation and positioning
- Appropriate marketing actions through the 4 P's
The case focuses on the chain both domestically and internationally and details characteristics of the different customers.

“The Parador Experience” emphasizes the differences of the Paradores company and thus allows for a more detailed analysis.
After reviewing the information, students must develop a marketing plan which is coherent with the characteristics of the hotel industry. Students opinions and decisions are saved and can later be printed in a report format.