

Revenue Automation Boosts Market Share for Central Hoteles

Central Hoteles

Joined Duetto: 2022

Property details: Two luxury boutique hotels in Mexico City

Guest demographic: Independent leisure travelers

Apps used: GameChanger, ScoreBoard



Central Hoteles is a Mexican hotel company operating two landmark properties in Mexico City.

Zocalo Central Mexico City is a 105-room property located in a historic building opposite the Metropolitan Cathedral, offering unique city views overlooking Zocalo Plaza.

Nearby is Historico Central, an 85-room property located in a beautiful Colonial-style building just five minutes' walk from Palacio de Iturbide Museum and Torre Latino.

Connected Revenue Strategy Increases Performance

Before adopting Duetto, Central Hoteles relied on manual reporting on pick up, forecasting, and occupancy in order to adjust rates.

Demand and comp set were measured using reports from OTA platforms such as Booking and Expedia.

Today, the RMS (Duetto), PMS, and Channel Manager all work together, which is enabling the two hotels to be more competitive in the market, and has improved their reputation.



“Duetto has enabled us to better understand the demand trends with much more accuracy and speed.”

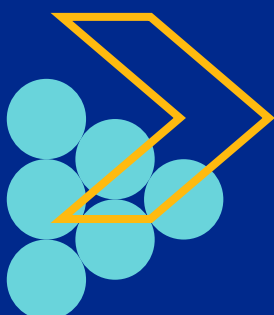
Carolina Lara
Revenue Manager
Central Hoteles



Boosting ADR and Occupancy

Being able to flex rates in line with market demand has had a positive impact on the average daily rate (ADR) at both properties. Comparing first quarter 2022 with the same time in 2023, Zocalo Central Mexico City has seen an increase of 3% on ADR, while Historico Central has seen ADR jump 12%.

Market reputation has also increased, as the integrated tech stack enables Central Hoteles to go to market with competitive rates designed to both sell and be profitable. As such, occupancy at both hotels has increased by more than 20%.



“We are now much more dynamic in updating our rates, going from doing it once a week to three times a day”

Carolina Lara
Revenue Manager
Central Hoteles

