

Forward-looking Data Gives Park Royal a Revenue Boost

Park Royal Hotels & Resorts

Joined Duetto: 2022

Property details: 11 hotels, 2000 rooms

Guest demographic: International leisure travelers

Apps used: GameChanger, ScoreBoard

With more than 30 years of operations, Park Royal Hotels & Resorts is regarded as a leader in vacation experiences across the Americas. The company operates hotels throughout Mexico, the US, Puerto Rico, and Argentina.

Park Royal Hotels & Resorts has four distinct brands:

- Grand Park Royal Luxury Resorts
- Park Royal Beach Resorts
- Park Royal City
- Park Royal Homestay

Connected Tech Stack Brings Efficiencies

- Before adopting Duetto, Park Royal was using different Excel files to create reports and for data analysis.
- As part of the Duetto onboarding, the team also made internal changes to drive efficiencies through new processes.
- Now, Duetto is seen as an important complement to the Revenue Management team, helping them to control and analyze prices, and make more accurate rate changes.



“Having a tool where we can analyze all the information and with the same tool be able to make decisions to change prices dynamically is one of the biggest strengths.”

Rafael Sandoval
Commercial Director
Park Royal Hotels & Resorts



Insight Into Future Demand Boosts ADR

- Park Royal saw strong overall growth and an immediate uplift in advance bookings.
- Adopting Duetto's Open Pricing methodology has enabled the Park Royal revenue team to grow rates in line with demand.
- Using segmentation has helped the team price more accurately.

Revenue Boost

+8%
ADR

+2%
Occupancy

Results: Full year 2022 versus first half 2023



“We can already see the hotel’s future performance. Duetto allows us to implement strategies for specific dates and periods where we really need it. We are dynamic during high seasons and work better within each sales channel.”

Rafael Sandoval

Commercial Director

Park Royal Hotels & Resorts

