

Velas Resorts

Case Study



“Every time we identify rate parity infractions, we express very clearly to our partners that this behavior is unacceptable and will not be tolerated. This behavior disadvantages our future guests and our hotels, and we take action against it.”

- Carlos Velasquez,
E-commerce Manager
Velas Resorts

Velas resorts manages 6 luxury resorts in some of the most naturally beautiful locations throughout Mexico, including Puerto Vallarta, Riviera Nayarit, Riviera Maya y Los Cabos. The group is renowned for its top position on TripAdvisor and its innumerable recognitions for excellence in the Luxury Hotel Category.

Grand Velas Riviera Maya

Website Directions Save

4.8 ★★★★★ 1,897 Google reviews
5-star hotel

BOOK A ROOM

Address: Carretera Cancun Tulum Km 62 Playa Del Carmen, 77710
Riviera Maya, Q.R., Mexico
Phone: +52 322 226 8689

Check availability

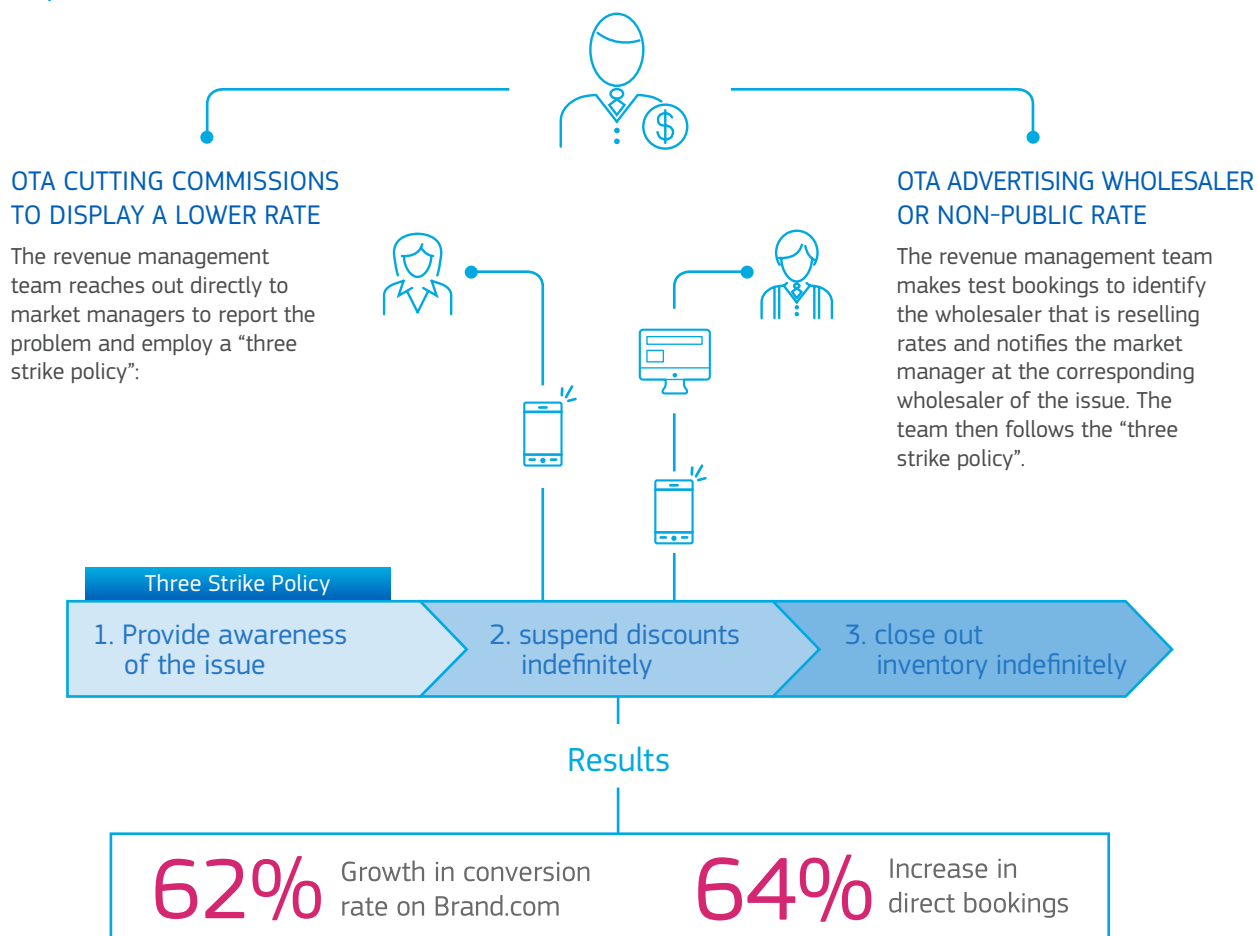
Fri, Feb 15 Mon, Feb 18 2

Grand Velas Riviera Maya Official site	\$720	>
Orbitz.com Lowest Price Guaranteed · Earn Orbitz Rewards	\$1,351	>
Booking.com	\$720	>
Travelocity.com	\$1,351	>
Otel.com	\$693	>
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Fixing Rate Parity Issues

Velas views rate parity as a top revenue management priority because efforts to improve rate parity lead to better financial outcomes. The revenue team analyzes rate parity metrics every day to understand if any properties have rate parity issues. Principally, Velas Resorts faces issues with OTAs cutting sales commissions and wholesalers reselling inventory to OTAs.

The revenue management team has identified two main drivers of disparity, and regularly takes the following steps to mitigate the impact of these issues:



About TravelClick

TravelClick offers innovative, cloud-based and data-driven solutions that help hotels around the world to maximize revenue. Our interconnected suite of solutions – Business Intelligence, Reservations & Booking Engine, Media, Web & Video and Guest Management – helps more than 25,000 customers to make better business decisions to know, acquire, convert and retain guests. With our worldwide presence in 176 countries, we have a deep understanding of local markets along with a global perspective that drives optimum results for the hotels we serve.

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