

Grand Hyatt Playa del Carmen drives internal efficiency and measurable ancillary revenue through Way



Grand Hyatt Playa del Carmen

is a 314-room resort in the Riviera Maya.

This beautiful resort deploys a broad selection of experiences including large ticketed events, themed dining experiences, fitness and adventure activities, and cabana and day pass reservations.

The problem

Prior to Way, guests were not able to book experiences online, and operations teams managed reservations in internal spreadsheets, which led to difficulty managing the program across teams.

The solution

Grand Hyatt Playa del Carmen implemented Way in February 2024 to provide a centralized web environment to sell bookable experiences, and give their team a singular platform to manage reservations across the property.

Results at-a-glance

\$25K Cabanas and

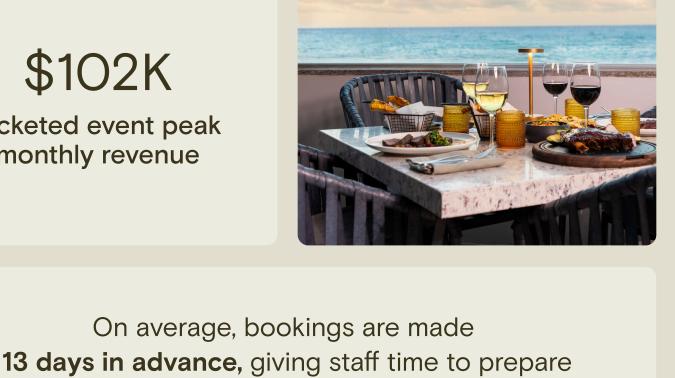
Day Pass peak monthly revenue



Food & beverage peak monthly revenue

Ticketed event peak monthly revenue

\$102K



resources to meet the demand

"Way has given us the experiential platform we

needed to build out our expansive program, enable

seamless pre-stay booking for guests, and stay



Elisa Almanza

GRAND HYATT PLAYA DEL CARMEN

MARKETING & COMMUNICATIONS MANAGER