



# 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



**\$47K**

Food & beverage peak  
monthly revenue

**\$102K**

Ticketed event peak  
monthly revenue



On average, bookings are made  
**13 days in advance**, giving staff time to prepare  
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 organized across our internal teams.”*



***Elisa Almanza***

MARKETING & COMMUNICATIONS MANAGER  
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