

Mundo Imperial

Founded in 2005, Mundo Imperial Entertainment & Hospitality is a four property Acapulco-based hotel chain with a passion for delivering memorable guest experiences. Learn how Mundo Imperial got creative with their promotions strategies to drive direct bookings and ancillary revenue as part of their COVID recovery plan.

The Challenge

How do you drive direct bookings and increase ancillary revenue during COVID recovery

Mundo Imperial was facing COVID-related challenges in maintaining occupancy and faced dwindling revenues from OTA channels. With many activities and experiences to offer (many of which are available separately from rooms), they were missing out on the ancillary revenue that day visitors brought into their properties.

“What we discovered was that guests were nervous to book. During COVID, they didn’t want to pay now and stay later – in case they were unable to travel at that later date. But we knew our properties had a lot to offer people – especially the drive-in market segment and guests looking for excitement through our Xtreme Park adventure.”

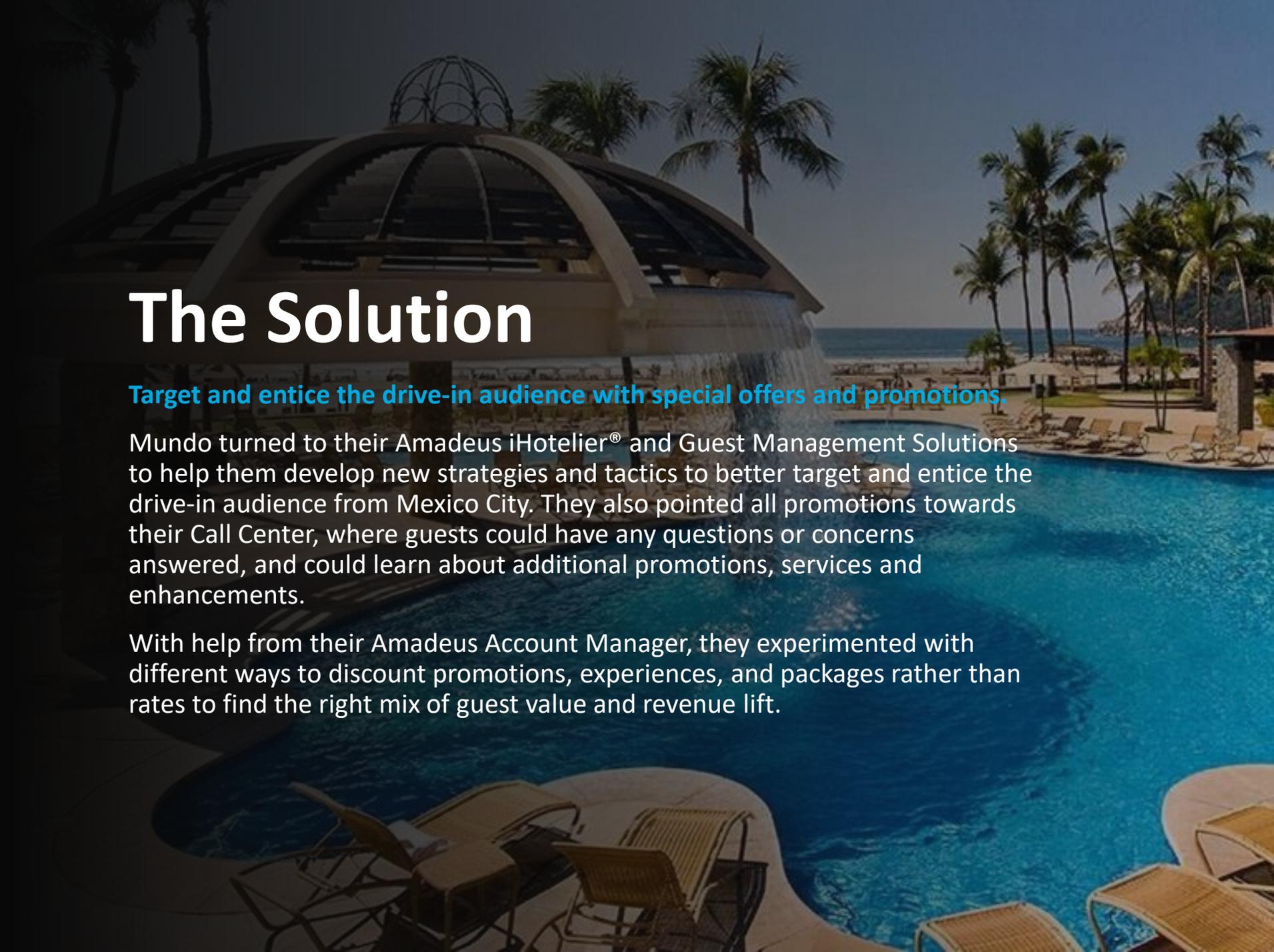
— Ricardo Ramirez
Director of Revenue Management,
Mundo Imperial

The Goal

Mundo Imperial sought to meet new guest shopping dynamics by elevating the role of their Call Center and driving promotional strategies through this direct channel. They were also looking to promote their on-property experiences to the drive-in market from Mexico City to both encourage ancillary revenues from food, beverage, and service sales and encourage room bookings for day visitors.

“First and foremost, we needed to simply get guests on property – regardless of whether that was for the adventure park or for a room booking. We knew we could boost both ancillary and direct booking revenue once they were here.”

— Ricardo Ramirez
Director of Revenue
Management,
Mundo Imperial

A large resort pool with a waterfall and lounge chairs. The pool is surrounded by palm trees and a clear blue sky. The waterfall is on the left side of the pool, and there are several lounge chairs around the pool deck. The background shows a beach and the ocean.

The Solution

Target and entice the drive-in audience with special offers and promotions.

Mundo turned to their Amadeus iHotelier® and Guest Management Solutions to help them develop new strategies and tactics to better target and entice the drive-in audience from Mexico City. They also pointed all promotions towards their Call Center, where guests could have any questions or concerns answered, and could learn about additional promotions, services and enhancements.

With help from their Amadeus Account Manager, they experimented with different ways to discount promotions, experiences, and packages rather than rates to find the right mix of guest value and revenue lift.

“Amadeus helped us to try out a variety of different promotions to bring people on-property. From a new Drive-In movie theater and zip-lines over the ocean, to Mother’s Day ‘Serenade’ concerts with famous singers, late check-out enhancements, bimonthly ‘Flash Sales’, and more. We tried to push as many different levers as we could.”

— Ricardo Ramirez
Director of Revenue
Management,
Mundo Imperial

2021 vs. 2020 YTD Results
(Jan – June)

100%

INCREASE IN
CONTACT CENTER
BOOKINGS

168%

INCREASE IN “DOG
FRIENDLY”
ENHANCEMENT
BOOKINGS

The Results

By getting creative and trying a variety of new discounted promotions and enhancements, Mundo has seen a significant uptick in direct bookings and conversion rates with the new promotions and call center engagement strategy.

For instance, they saw a 168% lift in bookings for their “Dog Friendly” enhancement once they began discounting and merchandising this promotion on both the iHotelier Booking Engine and Call Center using new iHotelier Service Promotions functionality.

They are now experimenting with ways to discount additional packages for other types of pets that guests may want to bring on-property. They have also seen similar results in monetizing late checkout – which has become their #1 most frequently booked enhancement.

“Our goal through COVID was to experiment and fail fast with things that didn’t necessarily offer greater value and revenue lift so we could move on to trying new things. Amadeus has been a great partner for us in helping us understand not only the marketplace, but how to apply technology and new capabilities to meet our goals.”

*— Ricardo Ramirez
Director of Revenue Management, Mundo Imperial*

THANK YOU