

Santa Fe
grupo | hotelero

RateGain

MASTERING PARITY MONITORING ACROSS CHANNELS

How Grupo Hotelero Santa Fe
(GSF Hotels) Controlled Rate
Discrepancies with Test
Bookings





RateGain's Parity+ has revolutionized our parity management at GSF Hotels. With its intuitive platform, we can effortlessly monitor rate parity across channels, and points of sales saving time and resources. The Test Booking functionality has been the game changer for us and it helped us identify rate offenders and address discrepancies effectively. Thanks to RateGain, we can now optimize pricing strategies and maximize revenue with ease”

- Misael San Miguel

E-commerce Director at GSF Hotels

The Leader Who Has Been Bridging Gaps to Succeed

Misael San Miguel is the E-commerce Director at Grupo Hotelero Santa Fe (GSF Hotels). With over 15 years of association with the leading Mexican Hotel Industry group, he has been a key member in elaborating strategies for e-marketing and Revenue Management for GSF Hotels.

Being responsible for crafting and executing revenue management strategies for the group, Misael has continuously been working towards finding and bridging the gaps to improve the group's revenue.

Despite GSF's reputation for quality and strategic hotel locations, they faced challenges in rate parity that threatened their revenue and brand reputation. Misael had identified this gap and to bridge it, he was looking for the right partner who could not only help them manage parity but also identify rate violators through test bookings to prevent revenue leakages across channels.



About Grupo Hotelero Santa Fe (GSF Hotels)

Grupo Hotelero Santa Fe is one of the leading companies in the Mexican hotel industry. It is focused on acquiring, converting, developing, and operating its own hotels and third-party-owned hotels. The Company is well-known for the strategic location and quality of its assets, for its operating efficiency resulting from its unique hotel management model, characterized by the multifunctional efficiency of its employees and strict expense control. The Company owns the Krystal® brand, which has considerable recognition in the Mexican market.

What Was Stopping Misael From Achieving His Goals at GSF Hotels?

Misael along with his team were unable to monitor Parity across various distribution channels and could not identify violators. Mentioned below are the complexities that they faced and were looking to overcome:



Searches Limited to One Currency Only

The client was limited to one currency only and could not configure their searches as per their needs.



Unable to Monitor Parity Across Channels

Due to the manual efforts, it was almost impossible for the client to analyze rate discrepancies across all their distribution channels. Manual monitoring resulted in errors that harmed their revenue and brand reputation.



Unable to Identify Parity Violators

The client could not identify the culprits behind parity violations. Due to this, they could not stop the leakages and suffered from continuous revenue loss.



Unable to Track Parity Across Different Point of Sales

The client wanted to but was unable to track rates across various points of sales.

How Did Misael Overcome the Challenges?

Misael needed a solution that could help us navigate through these complexities with ease and precision. That's when they discovered RateGain's Parity+ solution. With Parity+, the transformation was almost immediate and they not only were able to monitor parity across all distribution channels but also could identify rate violators through test bookings. Here is how it empowered him and his team:

- Automatic and on-demand configuration for conducting Test Bookings to track and identify rate offenders
- Simple configuration for searches in either pesos or dollars, tailored to specific requirements
- Conduct searches across six different channels, including popular metasearch engines like Google, TripAdvisor, and Trivago, all from one platform
- Track rates across various points of sales without any additional fee
- Simple configuration for searches without any additional fees, allowing channels to publish rates in various formats without constraints
- Comprehensive Test Bookings Reports with Support to identify rate violators

Misael's Life at GSF Hotels Before RateGain

Before RateGain's Parity+ solution, dealing with rate parity was a significant part of Misael's daily challenges. They were constrained by single-currency searches and the laborious task of manual monitoring across distribution channels. This not only led to errors but also affected their group's reputation and bottom line. However, with Parity+, the change was transformative. Its automated Test Bookings pinpointed rate violators, and the multi-currency, multi-channel functionality expanded their market analysis capabilities. The comprehensive reports and user-friendly platform provided the clarity and control Misael needed, revolutionizing their rate management strategy.

How Misael's Days Changed For Good

The seamless partnership made Misael's job of achieving his revenue targets easier:



RateGain's parity platform saved us invaluable time and resources, ultimately boosting our profitability. As E-commerce Director at GSF Hotels, I am now confident in our pricing strategies and our ability to maintain rate integrity across the board."

- Misael San Miguel

E-commerce Director at GSF Hotels

