

# Philippines' Azalea Hotels and Residences sees a 30% revenue growth with Hotelogix

*"We have been successfully using Hotelogix Cloud PMS since 2011 and cannot imagine operating Azalea without the help of Hotelogix. The promise of the product has been delivered without compromise."*

**Elisa Escobar, General Manager  
Azalea Hotels and Residences Boracay**

## About Azalea Hotels and Residences

Azalea Residences and Hotels is a four-star quality serviced apartment hotel that covers a total of 5,700 square meters of land area. Each of their 285 all-suite rooms come equipped with a full kitchen and separate living and dining area.

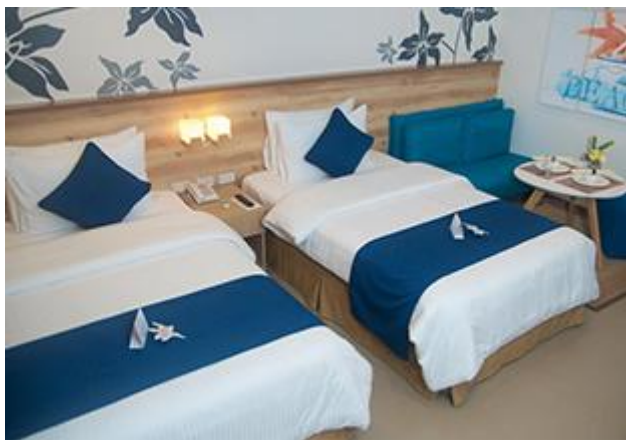
Located conveniently close to the famous Boracay White Beach, the hotel has a very good score among travelers in the 'Value for Money' segment in Boracay and is rated highly on multiple travel review sites.

## Scenario and Challenges

Prior to using Hotelogix, Azalea ran its operations on an on-premise system. While this system did allow them to carry out their daily operational activities to an extent, it came with a set of challenges, such as:

- It didn't support integration with a [Channel Manager](#)
- Supporting [unlimited POSs](#) was not possible
- They couldn't access hotel data on-the-go
- [Overbooking](#) and double booking were too frequent

- Manual dependency was high; too time-consuming and tedious



Since these challenges posed a rather significant threat to their revenue as well as their operational efficiency, they decided to move away from on-premise systems and switch to the cloud.

## Solution

While on their hunt to find the most suitable [cloud-based Property Management System](#) for their hotel, they came across Hotelogix. After having thoroughly reviewed the product, the management at Azalea Hotels & Residences decided to go for Hotelogix as it fit all their business requirements perfectly.

- Channel Manager Integration that promised better, faster online inventory distribution
- They could connect any number of POS outlets to the PMS
- Anytime-anywhere access of hotel's data
- Automation of daily operations
- Comprehensive accounting and reporting features
- Uncompromising data security
- Ability to handle heavy volume of work during peak seasons
- Ease of implementation and use

## Results

The property has been using Hotelogix cloud-based PMS since 2011 and during this period, the collaboration has proven successful in multiple ways to Azalea. Here are some results that they have witnessed since implementing Hotelogix:

- 30% increase in bookings coming in via OTAs
- [Direct bookings](#) have gone up by 30%
- 30% [increase in revenue](#)
- Zero overbooking and double booking

Azalea's Property Manager Luigi Solatorio explains, "We can manage the channels from which the bookings come in not only for real time situations, but for future bookings as well. Knowing this, we can close off the channels to avoid overbookings."

"Our favorite is the Audit trail feature, which lets us keep track of all activity on the system."