

Playa Koralia

Colombia, Latin America

CLIENT SPEAK:

"Hotelogix has proven to be a deep and powerful solution. It has allowed us to make the leap from hand-written ledgers and reservation books directly to the forefront of Cloud driven PMS technology. However, the key to the entire FrontDesk system is the staff and support that lies behind it!"

"With Hotelogix, we gained constant and clear picture of reservations accessible from anywhere. This system has fulfilled our expectations and continues to make our business more efficient day by day."

"We got rid of headaches and stress caused by human errors in our business!"

Increase profits, decrease operational headaches!



Luxury and nature define Hotel Playa Koralia, situated in Santa Marta, North Colombia. An exotic boutique resort with 19 private bungalows on a secluded stretch of the Caribbean Riviera, Koralia enjoys immense popularity among Latin American celebrities such as pop star Shakira and model Natalia Paris.

The hotel, with its minimalist charm and luxurious facilities such as spa, open-air bar, and a host of adventurous activities such as nature walking, hiking, and trekking, started using Hotelogix from 2010. The ongoing issues of managing operations at the property were addressed almost immediately, and the hotel saw a significant drop in errors such as double bookings along with a marked increase in service levels, and booking revenues.

SITUATION

What was going wrong?

The manual system in use at Playa Koralia could not handle their rising business demands. Reservations could not be tracked or monitored, and with the growing guest list, management wanted better control over their Property, their payments, and other operational transactions. With no reporting system in place, it

was even harder to regularly analyze business performance. This was a challenging situation at Playa Koralia and they began to look out for a reliable, integrated system to fulfill their growing demands. One crucial requirement was to be able to manage all operations remotely, even while travelling, and fetch all the important data through an iPhone or Blackberry.

"I have been searching for an appropriate hotel management solution for several months when I came across Hotelogix. With its web-based platform, we are able to access our business from anywhere and at anytime. PMS works smoothly, even with our low Internet bandwidth! Moreover, Hotelogix offers flexible pricing plans, which was our key initial requirement. We took a trial and realized that we didn't want to stop using it" - Ethan, hotel owner.

Case Study: Playa Koralia

“I had requested some modification of occupancy report and forecasting and I have to admit that the customer service does an excellent job!”

“We did not use any operational system before Hotelogix as we didn’t find any suitable for our hotel. We used “pen & paper” for tracking our reservation and that was no longer efficient when we extended our property”, said Ethan.

“We have chosen to pay per booked room night, as this module is perfect for small seasonal hotel. Our occupancy always pays for the service!”

SOLUTION

Hotelogix, the Perfect Solution!

Transparent system, instant access, happy business

Playa Koralia implemented Hotelogix PMS and Web booking engine and is now working on GDS connectivity. Hotelogix offered robust features for Hotel Management, along with integrated online reservations, anytime anywhere access

benefit, and extensive operations management. The direct impact was improved service levels and a significant drop in their manpower requirements.

With Hotelogix, the hotel can has been able to improve their efficiency while managing all work centrally and organize the guests into specific rooms more effectively to maximize occupancy and profit. With the

detailed reporting system of Hotelogix, the hotel has been gaining deep insights into its business performance and take better decisions faster.

It really helped the Hotel and was very important for their management to have an always available support and the flexibility to work with the development team that could quickly react to their operational requirements.

RESULT

The results have been better than expected at Playa Koralia.

Playa Koralia has experienced increase by many-folds in direct booking revenues since using Hotelogix Web booking engine. Their online average daily rate has increased and Web booking yielded higher rates because guests could easily book online with immediate confirmations through credit card deposits.

The immediate elimination of double bookings and deposit

errors was very helpful. The biggest asset was an efficient reservation process that eliminated the possibilities of mismanagement. The hotel has also saved significantly on manpower cost and improved its customer service.

Playa Koralia achieved better control over the business by being able to check the property anytime and from anywhere, thanks to cloud-based platform. All of this was achieved without making any

significant investments and the system paid for itself from the first month onwards.

Playa Koralia continues to enjoy the benefits from this centralized system. However, as the owner would like us to believe...there is nothing more important in hospitality business than to get rid of operational headaches and focus on guest experience