

# STS CLOUD

The choice of leading  
**MANAGEMENT  
COMPANIES**



## Profiles in Success: AZUL Hospitality Group

### AZUL HOSPITALITY GROUP



The user experience is easy to navigate, intuitive, and fast. We also love the e-mail and e-proposal integrations, as well as the dedicated Account Integration Manager and great support.

**Melissa Matthews**, VP of SALES, AZUL HOSPITALITY

[AZUL Hospitality Group](#), which focuses on hotels and resorts with unique destination and product attributes, has established a widely acknowledged reputation for success, maximizing property revenues.

Benefiting from extensive industry expertise across all aspects of hotel management, AZUL-managed properties can better harness the power of forward-facing technology to streamline operations. Through this approach, AZUL hotels effectively maximize profits, control costs, and offer exceptional guest service to ensure the strongest possible bottom line – a mission that came to bear new meaning in the crux of a global pandemic.

In June of 2020, [STS Cloud](#) and AZUL Hospitality Group began an exciting new partnership, as AZUL selected STS Cloud as the standard for their portfolio of hotels. “We reviewed many sales systems for our properties, and STS Cloud stood out amongst the competition,” explains Melissa Matthews, Vice President of Sales at Azul Hospitality Group.



# AZUL HOSPITALITY + STS CLOUD

1.

## MULTI-PROPERTY INSIGHTS:

“For AZUL’s bevy of select-service hotels, **the corporate dashboard offered by STS Cloud was a game-changer.** The corporate dashboard and ability to toggle back and forth have been extremely helpful in keeping the team on track and analyzing results.”

2.

## WINNING PROPOSAL PROCESS:

“We are constantly hearing from customers that speed to market and flexibility are the most important determining factors in choosing a hotel,” shares Matthews. Anticipating an influx in travel and event interest, **AZUL is now well-positioned to close business as soon as an inquiry or RFP is received**, whether via the phone or electronically. STS Cloud’s ProposalPath integration makes this possible to respond in minutes and win more business.”

3.

## OPTIMIZING TEAM PRODUCTIVITY:

“Many of our hotels had to, unfortunately, furlough Sales Managers during the early days of the pandemic. Moreover, many talented salespeople have left the industry entirely. To remedy this and boost our rehiring efforts, **we’ve been offering more competitive incentives, as well as career progression plans,**” says Matthews. “We’ve also looked at sellers outside the industry to broaden our scope of potentially qualified candidates.”

4.

## GROWTH & REVENUE:

As the demand for travel and events returns, AZUL hotels are primed for both recovery and long-term success and growth. “We have a lot of growth in the pipeline and are **expecting to grow the portfolio by about 25% by the end of the year.**”



An exciting year lies ahead for AZUL Hospitality Group, and SalesAndCatering is excited to be a partner on their journey.

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