

FOR IMMEDIATE RELEASE

BEST WESTERN PREMIER Kaiserhof Wien Seizes Opportunities for Revenue Growth with the Support of IDEaS Revenue Solutions

IDEaS conducts Revenue Opportunity Analysis & Workshop at Historic Vienna-based hotel

LONDON – JULY 22, 2014 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced that BEST WESTERN PREMIER Kaiserhof Wien, located in the historical heart of Vienna, has partnered with IDEaS to conduct a Revenue Opportunity Analysis & Workshop. BEST WESTERN PREMIER Kaiserhof Wien, a member of the BEST WESTERN Reservation System since 1983, is a privately owned hotel that has prided itself on hospitality and service for eight generations. BEST WESTERN PREMIER Kaiserhof Wien has been a customer of IDEaS since 2012.

“We admire BEST WESTERN PREMIER Kaiserhof Wien’s commitment to being at the forefront of industry-developments, and are proud to help the hotel continue to meet its revenue optimization objectives,” said Fabian Specht, EMEA managing director of IDEaS. “As a powerful and advanced revenue management technology, IDEaS Revenue Management System (RMS) was already delivering revenue improvements to the hotel. By also having gone through our Revenue Opportunity Analysis & Workshop, the hotel has been able to continue to evolve and further develop its revenue optimization capabilities to stay ahead of the competition.”

“After seeing firsthand how IDEaS RMS is delivering better revenue for our hotel, I was confident that the IDEaS Revenue Opportunity Analysis & Workshop would be essential in growing our business,” Carmen Chmela, revenue manager, for BEST WESTERN PREMIER Kaiserhof Wien explained. “The collaboration with IDEaS on this engagement was a vital step in enhancing our revenue management culture here at BEST WESTERN PREMIER Kaiserhof Wien, with the focus being on additional benefit potential by fully embracing the revenue management culture at all levels in the hotel. It allows our teams to further refine processes; improve our longer-term strategic planning, positioning and pricing; and move beyond day-to-day revenue management.”

For more information on IDEaS Consulting Solutions, [click here](#).

-more-

About IDeaS

Celebrating 25 years of excellence in the hospitality industry, IDeaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, Minn. with a global technology center located in Pune, India, IDeaS maintains offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit www.ideas.com.

- #### -