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Danat Hotels & Resorts Turn to IDEaS to Increase Revenues

IDEaS FMS implemented by upscale United Arab Emirates City and Resort Properties

LONDON, UK – DECEMBER 17, 2013 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that Danat Hotels & Resorts has implemented [IDEaS Forecasting Management System \(FMS\)](#) in its seven United Arab Emirates (UAE) properties, including Danat Residence Hotel Apartments scheduled to open in mid-2014.

With its luxury accommodation and facilities, Danat Hotels & Resorts is perfectly suited for upscale business and holiday travelers.

Choosing to implement IDEaS FMS, Danat Hotels & Resorts now has the right tools in place to more accurately forecast business demands which can lead to increased revenues.

“As one of the UAE’s leading hotel chains, we are committed to growing our business throughout 2014 and we know that harnessing a more sophisticated revenue management approach is a powerful tool in achieving this goal.” said Walid Harouni, Hotels Division Director for Danat Hotels & Resorts. “With IDEaS FMS, we now have a clearer view across all of our hotels of projected business performance through IDEaS FMS’ advanced

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forecasting techniques, helping us capitalize on more revenue opportunities. What's more, IDeaS FMS provides us with a simple upgrade path to the full [IDeaS Revenue Management System \(RMS\)](#) as we continue to develop our revenue management approach. Being able to apply IDeaS FMS as a core standard across all hotels, and then harness IDeaS RMS in the hotels where it makes sense, at the right time, was extremely important to us.”

Fabian Specht, EMEA Managing Director at IDeaS, commented: “We are thrilled to be helping Danat Hotels & Resorts and given the potential opportunities for growth in the UAE hotel market, it is critical that savvy hotel operators like Danat Hotels & Resorts have advanced forecasting technologies in place to ensure opportunities for ongoing profitability and growth are maximized.”

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About IDeaS

Founded in 1989, 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, MN with a global technology center located in Pune, India, IDeaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit www.ideas.com.

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