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A Responsible Approach to Revenue Management

Lefay Resorts chooses IDEaS expertise for sustainability in revenue management

LONDON, UK – 28th January 2013 - IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that [Lefay Resort & SPA Lago Di Garda](#) located in Gargnano, Italy, is implementing the [IDEaS Revenue Management System \(RMS\)](#).

Lefay Resorts opened its first and flagship property, the Lefay Resort & SPA Lago di Garda, in 2008. Since then, the luxury resort group has revised its holiday offering concept – integrating aesthetics with ethical values such as respect for the environment and recovery of traditions.

Prior to partnering with IDEaS, Lefay Resort & SPA Lago Di Garda was looking to enhance its revenue management culture. “Our primary challenge was that the hotel was often full with low profit segments even when there was demand at high price segments,” said Giulia Francinelli, Revenue Manager at Lefay Resorts. “We needed a next-level revenue management system that would enhance our pricing and demand management strategy by providing accurate and automated forecasts – so we could optimise on high occupancy by determining the optimal pricing and Length of Stay (LOS) restrictions we should use,” she stated.

A key consideration for Lefay Resorts when looking to implement a revenue management system was the sustainability credentials of the vendor. “As an ethical luxury resort, not only were we looking to increase operational performance through

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implementing a best-in-class revenue management system, but we wanted to ensure the revenue management solutions provider that we partnered with carried sustainability credentials parallel to our principles,” explained Francinelli.

“After researching client recommendations from other Italian hotel groups, we were impressed by both the functionality of the IDeaS RMS, as well as the IDeaS teams’ commitment to support and maintain a successful revenue management culture long after the initial purchase,” Francinelli said. “However, what really set them apart from other vendors were their sustainability credentials.”

Through the SAS Executive Sustainability Council, top executives ensure sustainability goals and priorities permeate every aspect of the company’s operations. “IDeaS, being a SAS company, ticked all the boxes, with a presence at The Nature Conservancy, World Economic Forum, World Resources Institute and the Environmental Defence Fund. To find a solution that would enhance our overall pricing strategy, provided by a company with the sustainability credentials of IDeaS, was the ideal solution for us at Lefay Resorts,” said Francinelli.

“We are extremely proud to be the revenue management solutions provider associated with an ethical luxury group that is Lefay Resorts,” said Fabian Specht, EMEA Managing Director at IDeaS. “I am confident with IDeaS expertise and support, Lefay Resorts will continue to maintain its core values of sustainability, while practicing revenue management at the highest level.”

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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 our Global Technology center located in Pune, India, IDeaS maintains sales, support and distribution offices in

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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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