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# IDEaS™

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## Orient-Express Extends Partnership with IDEaS

*World-renowned hotel and travel collection to be one of the first to implement the IDEaS Pricing System across its hotels*

**London, UK 13<sup>TH</sup> DECEMBER, 2012** – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that Orient-Express Hotels will be amongst one of the first global hotel group's to implement the [IDEaS Pricing System](#) across its hotels, following its recent launch.

In 2010, Orient-Express was the first hotel organization to implement the [IDEaS Forecasting Management System](#) following its launch. Building on the company's tradition of early adoption of IDEaS' revenue management solutions, the IDEaS Pricing System will be implemented across the core of the Orient-Express portfolio, while select hotels will remain on the [IDEaS Revenue Management System](#) and IDEaS Forecasting Management System – ensuring that each unique property's individual revenue management requirements are met with the appropriate IDEaS solution.

“Orient-Express is driven by a strong revenue management vision which is why we continue to work with IDEaS' best in class revenue management solutions. In addition to the recent roll out of the new IDEaS Pricing System, which is an ideal solution for our core hotel business, we engaged [IDEaS Consulting](#) to develop a programme to support our continued education of revenue management, this time focused towards our General Managers. This further elevates the revenue management culture in our hotels and supports greater focus on optimizing revenues. With the support of IDEaS' solutions and

***World-renowned hotel and travel company to be the first to implement the IDeaS Pricing System across its hotels***

expertise, we can ensure that our vision is realized” said Shawn Jereb, Vice President, Revenue Management at Orient-Express.

IDeaS Pricing System leverages IDeaS’ advanced analytics to accurately forecast demand and set Best Available Rates, enabling hoteliers to make better pricing decisions and maximise revenue. The system’s enriched workflow runs through an intuitive user interface, allowing Orient-Express users to quickly view metrics and distribute pricing decisions with a single click. All of this leading to immediate revenue uplifts, without interrupting their regular responsibilities, so that they can continue to focus on enhancing guest satisfaction.

Fabian Specht, EMEA Managing Director at IDeaS, commented on the strengthened relationship between IDeaS and Orient-Express: “We are delighted that a company with the reputation and exacting standards of Orient-Express has become one of the first to roll out the IDeaS Pricing System across their estate. IDeaS is committed to supporting the revenue management culture at Orient-Express, and our evolving partnership is testament to the success of our support over the years.”

“Orient-Express has long been an organization which places real emphasis upon a strong revenue management culture, and I am very pleased that IDeaS Consulting can support the continual development of their revenue management strategy,” added Specht.

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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

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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](http://www.ideas.com).

### **About Orient-Express Hotels**

Orient-Express Hotels Ltd. is a luxury hotel company and sophisticated adventure travel operator which seeks to deliver memorable experiences that are the ultimate expression of each destination's authentic culture. The Company has offered exceptional luxury travel experiences since 1976, when it purchased Hotel Cipriani in Venice and then shortly thereafter recreated the celebrated Venice Simplon-Orient-Express, linking London, Paris and Venice, along with other European cities. Today the Orient-Express brand embraces 45 hotel, restaurant, cruise and luxury rail businesses in 22 countries, including distinctive properties such as Hotel Cipriani in Venice, Grand Hotel Europe in St Petersburg, Hotel Ritz Madrid, Mount Nelson Hotel in Cape Town, Copacabana Palace in Rio de Janeiro and Maroma Resort and Spa on Mexico's Riviera Maya. The Company also operates six luxury tourist trains, two river cruise operations and the '21' Club, one of New York's most iconic restaurants and watering holes. [www.orient-express.com](http://www.orient-express.com)

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