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Finland's Kamp Group Partners with IDEaS to Drive Revenue Performance

IDEaS implements Revenue Management System for Finland's modern luxury and lifestyle hotel group

IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting today announced that Kamp Group, which includes Hotel Klaus K will be implementing IDEaS Revenue Management System (RMS) across five of their properties, driving revenue performance for more than 700 rooms.



Following a full review of hotel revenue management systems, Kamp Group selected IDEaS RMS for its leading functionality and broad set of features. Elena Heiska, Director of Revenue Management, at Kamp Group, explains, "To support our overall group strategy we needed to take the next step in our revenue management journey, which meant harnessing leading technology that would suit our needs now and into the future. IDEaS clearly demonstrated to us that they have the leading technology to provide robust forecasts, giving us confidence in making the right pricing decisions. With IDEaS RMS my small team of revenue managers can now be more effective; being more strategic whilst the system automates the optimal pricing decisions. Whilst at an estate level I can monitor and drive performance through both hotel and consolidated estate views."

"We're pleased to be working with the Kamp Group, helping the company integrate their passion for hospitality with a world-class Revenue Management System to create the leading Nordic luxury and lifestyle hotel company," said Fabian Specht, EMEA managing director for IDEaS. "By deploying IDEaS RMS in their hotels, our partnership will provide Kamp Group with the best possible tools to achieve their revenue management goals."

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 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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Contact

Stephen Forster
 Press Contact
 Phone: +44 (0)1252 850540
 Email: stephen@communicationmatters.co.uk

Organization

IDEaS Revenue Solutions
<http://www.ideas.com>
 8500 Normandale Lake Boulevard, Suite 1200
 USA - Minneapolis, MN 55437
 Phone: (952) 698-4200
 Fax: (952) 698-4299
 Email: info@ideas.com

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