Press Contact:

SRF Communications for IDeaS
Stephen Forster, PR Representative
stephen@communicationmatters.co.uk
+44 (0)1252 850540

FOR IMMEDIATE RELEASE

Kempinski Hotel Mall of Emirates Partners with IDeaS, Deploys Advanced Analytics to Optimise Revenues

Leading UAE hotel utilises IDeaS G3 Revenue Management System for better pricing power across room classes

LONDON – July 7, 2015 – IDeaS Revenue Solutions, the leading provider of revenue management software solutions and advisory services, today announced Kempinski Hotel Mall of Emirates in Dubai has deployed its latest and most scientifically advanced automated revenue management system, IDeaS G3 RMS.

With nearly 400 guest suites and 48,000 square metres of space, the hotel was seeking an advanced solution to powerfully price, forecast and optimise rooms across a variety of rates and classes. Combined with industry-leading SAS® Analytics, IDeaS G3 RMS will empower Kempinski's revenue managers with granular controls over pricing decisions in order to drive revenue opportunities in an increasingly competitive landscape.

"We chose IDeaS' latest RMS because we needed world-class analytics to better understand demand by room type. Plus knowing that IDeaS is backed by SAS was a major factor in our decision," said Alexander Doberstau, director of revenue for Kempinski Hotel Mall of Emirates. "Using the system has been easy, thanks to an advanced user interface and we have created much more accurate forecasts across all our room types. Consequently, we have increased occupancy in our higher room classes by identifying and answering the demand for such accommodation."

The advanced features in IDeaS G3 RMS allow hotel revenue managers to capture more revenue opportunities—more often—by integrating strategic and innovative data elements into their decisions. Based in the cloud, the system is fully scalable, and is capable of creating pricing decisions for one property or worldwide estates. Guided workflows, informative dashboards and best-fit analytics models enable users to facilitate a more informed decision-making process.

"Kempinski Mall of Emirates is a stand-out property in the UAE and has accommodation which is unique in this region. We are delighted that this prestigious hotel is the first installation of our G3 Revenue Management System in the Middle East. The market-leading analytics central to IDeaS G3 RMS give this hotel the ability to delve deeper into demand for its rooms and facilitate enhanced decision making for their commercial team," said Fabian Specht, EMEA managing director for IDeaS. "Our long-standing relationship with the Kempinski Group has been built on providing a comprehensive system which delivers results, and we look forward to supporting the hotel's management as they achieve even greater success."

Unique Arabian Hotel and Guest Experience
Kempinski Hotel Mall of Emirates is a truly unique five-star destination, providing an alpine experience in the Middle East, taking pride of place next to Ski Dubai, with an indoor ski slope and the region's biggest covered snow park. Priding itself on offering innovative guest experiences, Kempinski Hotel Mall of the Emirates has some of the most unique and stylish room products in the region. Fifteen Ski Chalets marry sand and snow, offering views of the Arabian Gulf on one side and the ski slopes on the other. The Executive Tower Suites and the luxurious Presidential Suite are an exercise in modern elegance providing an exclusive haven for discerning guests.

Click here for more information about Kempinski Hotel Mall of Emirates.

Tweet this news to your networks.

About IDeaS
With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.

###