

FOR IMMEDIATE RELEASE

IDEaS Drives Improved Revenue Management for Serviced Apartment Specialist Staycity

LONDON – July 28, 2015 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced a major revenue management initiative with [Staycity](#), one of Europe's fastest growing serviced apartment operators.

"Staycity is expanding at a rapid pace, so working with such a dynamic company is very exciting for IDEaS. The serviced apartment sector is one of the most competitive in Europe's growing accommodation market, and IDEaS has the tools to help Staycity maximise its potential. By automating much of its workload, IDEaS RMS helps Staycity keep up with today's fast-moving and rapidly evolving business, enabling the company to anticipate and capitalise on consumer behaviour," said Fabian Specht, EMEA Managing Director for IDEaS.

Staycity has more than 1,000 apartments across eight European cities including Birmingham, Dublin, Edinburgh, Liverpool, London Heathrow, London Greenwich, Manchester, Paris and Amsterdam. In addition to its 1,000 operating units, the company has a further eight purpose-built Staycity designed aparthotels currently under construction, which will see its operating stock increase to 2,000 units in the next 12 months. The company intends to grow to 10,000 units in the next five years, which will reinforce its position as one of the leading European serviced apartment operators.

"With our ambitious growth plans, Staycity is helping move the serviced apartment sector into the mainstream," said Tom Walsh, founder and CEO for Staycity. "As we grow, we require an automated revenue management system to help us optimise our mix of business for each apartment and for each night to ensure we're delivering optimum financial performance.

"By automatically producing recommendations in real-time, the system ensures that our revenue team remains in control - able to act proactively, instead of reactively, to changes in demand. IDEaS RMS allows us to analyse data easily and make better informed, more strategic decisions."

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About Staycity

Staycity is a privately held company with headquarters in Dublin, offering quality short-term apartment lettings in city centre locations. Staycity's business model is based on long-term, full repairing and insuring leases and increasingly, management contracts. All properties feature 24-hour reception with many offering private car parking facilities on site, as well as fully equipped kitchens with dining rooms, lounges and bathrooms. Additional apartment features include complimentary Wi-Fi access and flat screen TVs while weekly housekeeping is also included. They are ideal for both short and long-term use.

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.

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