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Petit Palace Hotels in Spain Choose IDEaS to Boost Revenue Performance

IDEaS offers expert combined approach for major Spanish hotel group

LONDON – 24 APRIL, 2014 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting today announced a multi-faceted IDEaS Consulting engagement with [Petit Palace Hotels](#) as the first phase of a programme to prepare the hotel group for, and to support them through, the implementation of a new strategic approach to revenue management.

This new approach takes full advantage of IDEaS' market-leading skills and experience to help create a revitalised revenue management culture, which will be ready and able to fully exploit the opportunities offered by a full, estate-wide rollout of IDEaS Revenue Management System (RMS). Initially, the engagement will look at the existing processes and assess the current revenue management state at Petit Palace Hotels. Recommendations from this phase will be fed into an ongoing process of establishing the best possible environment for IDEaS RMS readiness, whilst maximizing overall revenue opportunity, with estate-wide implementation of IDEaS RMS planned to take place in 2014.

Petit Palace Hotels is a young, modern hotel chain founded in January 2001, with 33 hotels in Madrid, Barcelona, Bilbao, Valencia, Sevilla, Málaga and Salamanca. Five hotels in the group have been using IDEaS RMS successfully since 2013.

“We recognise that effective revenue management is achieved through people and processes working in harmony with the best tools available,” said Alfonso Castellano, non-executive sales and marketing director of Petit Palace Hotels. “By choosing IDEaS as our long-term revenue management partner and leveraging their expertise ahead of an estate-wide rollout, we can establish the fundamental building blocks for a successful revenue management culture across our group.”

Harnessing IDEaS Consulting to establish fundamentals and support delivering on a roadmap to creating a leading revenue management function allows Petit Palace Hotels the unique opportunity to fully exploit the unrivalled experience and skills of the market leader in revenue management solutions.

Fabian Specht, EMEA managing director at IDEaS, commented: “Our partnership with Petit Palace Hotels is an excellent demonstration of how IDEaS can deliver a holistic approach to revenue management. The breadth of solutions we can offer to clients is unique within the marketplace and we know that by providing revenue management expertise alongside leading edge systems we are giving Petit Palace Hotels the best possible means to drive success.”

Petit Palace Hotels is employing IDEaS Consulting to carry out and create its Revenue Opportunity Analysis and Roadmap, and provide mentoring through its Virtual Revenue Management Support programme as it readies itself for an estate-wide rollout of IDEaS RMS.

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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, 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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