

**FOR IMMEDIATE RELEASE**

## **IDEaS Introduces Car Park Product and Price Optimization Services, Partners With Mackay Airport**

*Queensland airport works with revenue management leader to identify best ways to drive revenue.*

MACKAY, AUSTRALIA – OCTOBER 6, 2015 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced that [Mackay Airport](#) is partnering with IDEaS Car Park Product and Price Optimization Services (PPOS) to stimulate demand, improve capacity utilisation and increase efficiencies.

Serving the second largest state in Australia, Mackay Airport sees nearly one million passengers annually and offers more than 600 car spaces for travelers in both short- and long-term parking. Mackay Airport is part of North Queensland Airports, a consortium that also owns Cairns Airport.

“Our goal in working with IDEaS is to get a better understanding of demand and pricing. That way, we can more strategically refine the parking options we offer to travelers and optimise our car parking business throughout the year,” said Fiona Ward, general manager commercial for North Queensland Airports. “We have quite a bit of data to work with, and the analysis and consulting from IDEaS provides us new insight for fine-tuning our business operations.”

IDEaS Car Park Product and Price Optimization Services (PPOS) are part of the comprehensive revenue management solution IDEaS offers worldwide for airport car parks. Suitable for any airport with reserved parking, IDEaS Car Park PPOS starts with historical data from across the business and analyses it with advanced tools from SAS®, the leader in business analytics and the largest independent vendor in the business intelligence market.

“Business today means Big Data,” explained Joseph Martino, senior vice president for IDEaS. “Organisations of all sizes today generate tremendous volumes of data, but ensuring it makes sense requires a high level of expertise. With IDEaS Car Park PPOS, our data scientists can work with data at any scale to identify demand patterns and new opportunities. We’re able to find the best price points for each length of stay in each car park at on- and off-peak times, and car park facilities can configure their reservation systems accordingly for specific demand periods.”

In addition to IDEaS Car Park PPOS, IDEaS also offers a complete, fully automated revenue management system (RMS). This cloud-based solution can be custom-tailored to meet the demands and challenges of even the largest commercial parking operations. It manages yield per available space with scientifically advanced analytics and algorithms for maximized control and forecasting accuracy. In 2015, the two busiest airports in Australia and New Zealand, Sydney and Auckland, both implemented IDEaS RMS.

“We are excited to partner with the Mackay team and help the airport improve its car parking business efficiencies,” added Martino. “IDEaS Car Park PPOS is a great starting point on the revenue management journey, and we’re pleased to offer this scientific, cost-effective approach to pricing at car park operations throughout the world.”

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**About Mackay Airport**

Mackay Airport (IATA: MKY) is a major Australian regional airport that services the city of Mackay with flights to the cities of Brisbane, Sydney, Gladstone, Rockhampton, Townsville and Cairns and a range of charter services to mining centres and resort islands. It's located in Mackay, Queensland and is the 14th busiest airport in Australia serving nearly one million passengers annually. Mackay is a thriving mining, agricultural, industrial and regional business centre that also supports a growing tourism industry and is a gateway to the Whitsunday coast and islands.

### **About IDeaS**

IDeaS Revenue Solutions leads the hospitality and travel industries with the latest pricing and revenue management software, services and consulting. 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 its clients more insightful ways to manage the data behind their pricing practices.

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 across the enterprise.

For more information, visit [www.ideas.com](http://www.ideas.com).

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