

# **DORMERO Hotel Group Endorses IDeaS Revenue Management System**

*Leading regional hotel group reveals how to achieve better results with the sophisticated revenue management technology*

Berlin— January 26, 2016 – [IDeaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, announced the results achieved by a full implementation of [IDeaS Revenue Management System \(RMS\)](#) across the twelve hotels of the DORMERO Group.

“We have a fully integrated solution for our twelve hotels and use IDeaS RMS as our main system for calculating forecasts and Best Available Rates and then distributing those rates through interfaces to all our connected channels,” explained Max Herbst, Director of Revenue Management for DORMERO. “IDeaS directly feeds our Property Management System and our Channel Manager, so all rates are managed in IDeaS from where they update all connected channels within just a few minutes, multiple times a day.”

“As we have several hotels with a strong group demand, we also use IDeaS RMS to evaluate group requests and this, in turn, has increased our groups' revenue significantly. Additionally, in the first six months of the year, we were able to increase revenue on our transient business,” said Herbst. “These improvements in revenue performance can be attributed to our holistic revenue management culture, which in turn is fully supported by the sophisticated analysis, insight and automation benefits provided by IDeaS RMS. Our decision making is empowered by this technology and, with a small team, we are delivering a positive impact on the Group's financial results.”

As DORMERO needed to manage revenue across the group, which plans to double in size to 20 properties in the next five years, IDeaS RMS allows the RM function to become a central corporate role where enhanced support can be provided to each hotel. Additionally, IDeaS RMS creates highly accurate forecasts, informing revenue management decisions and allowing the DORMERO team to model the impact of pricing options.

“The DORMERO Group is a forward thinking and ambitious hotel company which embraces technology across its operation,” said Fabian Specht, EMEA Managing Director for IDeaS, “The Group has seen strong results in their revenue performance and with IDeaS RMS, DORMERO can effectively manage their entire hotel portfolio with a smaller, core revenue management team.”

## **About DORMERO Group**

In 2006, Marcus Maximilian Wöhr, son of the Entrepreneur Hans-Rudolf Wöhr, was only 22 years old when he opened his first hotel in Plauen. In 2013 he relaunched DORMERO by changing the vision, mission and the values of the company. In 2015, he leads 12 hotels in many German cities and is pursuing ambitious targets: build up some 20 DORMERO Hotels in Germany. The Hotels feature special beds exclusively developed for DORMERO, where even a short night feels as though you have just woken up from a refreshing eight-hour sleep. Essential in our age of technology WIFI and international TV channels are included with every room and the availability of free minibar and gym equipment make DORMERO Hotels an easy choice whether travelling for pleasure or for business.

## **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](http://www.ideas.com).