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Danubius Hotels Group selects IDeaS RMS for city properties in Budapest

Successful pilot leads to IDeaS RMS roll-out out across seven Danubius hotels

Budapest, April 21, 2016 – IDeaS Revenue Solutions, the leading provider of revenue management software solutions and advisory services, today announced the roll-out of Revenue Management System (IDeaS RMS) to Danubius Hotels Group's seven city hotels in Budapest.

Following successful completion of pilot project in its Astoria property to increase revenue performance across 138 rooms, Danubius chose IDeaS to help manage revenue in its seven other city hotels in the heart of Budapest. During the first six months of the pilot, Danubius Astoria saw significant revenue gain and was consistently in the lead for RevPAR increase across the Group's 12 city hotels.

"During the implementation of IDeaS pilot project, we received outstanding training and support from the IDeaS team and as a result, we noticed a significant improvement in our internal revenue management culture," said Zoltan Bogar, group director of revenue management & distribution at Danubius Hotels Group. "We felt confident that IDeaS is the right partner for us."

IDeaS' ability to deliver direct and robust integrations with third party vendors means that Danubius benefits from automated delivery of both pricing decisions and inventory controls direct to all of their selling systems. Not only does this allow Danubius to have the right mix of revenue maximising controls in place, but it also frees up much needed time for the revenue team to take advantage of the wealth of business intelligence available in the IDeaS RMS.

Powered by advanced SAS® analytics and IDeaS' 25 years of innovation in hospitality technology, IDeaS RMS equips clients with a clear vision to their data through pricing, forecasting and optimisation strategies, giving them greater control over their business. Danubius appreciated the multiple currency functionality, which was one of their major RMS selection criteria.

 "We have established great relationship with Danubius and got to know many of their team during the Astoria pilot implementation," said Fabian Specht, EMEA managing director for IDeaS. "We are very excited to continue this partnership and we look forward to delivering an outstanding value."

Danubius Hotel Group includes some of Budapest's most traditional hotels visited by tourist and business travelers alike. Set in picturesque locations, they combine traditional architecture and history with modern amenities and renowned Hungarian thermal baths.

About Danubius Hotels Group

With its 44 hotels, the Danubius Hotels Group, based in Hungary, is one of Europe's most significant hotel enterprises. The group's characteristically high standard health and wellness

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resorts are located in Hungary, the Czech Republic, Slovakia and Romania. In Hungary, the Danubius Hotels Group's 20 three, four and five-star hotels welcome guests to the most popular Hungarian tourist destinations such as the well-known thermal spas of Hévíz, Bükfürdő and Sárvár, not far from the capital, as well as in large country towns and Lake Balaton.

For more information, visit www.danubiushotels.com

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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