

Stamford works with IDEaS to improve rate management and boost revenue performance

Leading luxury hotel group deploys IDEaS Revenue Management System in all properties

Sydney—April 7, 2016—[IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced that Stamford Hotels and Resorts has turned to IDEaS to improve demand forecasting, rate management and boost overall revenue performance in all properties.

Stamford Hotels and Resorts is one of the largest owners and operators of premium quality hotels in Australia and New Zealand. The Group operates a hotel portfolio of nearly 1,800 rooms and 1,600 employees, in addition to residential assets. The Stamford brand is positioned in the 5-star market segment with a unique portfolio of landmark premium and luxury hotels in key geographic locations.

“Deploying IDEaS Revenue Management System (RMS) enables us to streamline the revenue management process, to more effectively collect and analyse data, and to increase efficiency and accuracy around pricing decisions,” said Karl Unterfrauner, vice president of operations and area general manager, Stamford Hotels and Resorts, Sydney and Brisbane. “In addition to transient business, the system also helps us efficiently evaluate group enquiries and calculate displacement based on the group’s entire value from different revenue streams.”

Powered by advanced analytics and IDEaS’ 25 years of innovation in hospitality technology, IDEaS RMS provides Stamford Hotels and Resorts with sharper, faster and more insightful ways of looking at their data. “We can easily analyse changes in booking pace for each market segment against last year, the forecast and our budget. The ability of IDEaS RMS to optimise pricing and analyse booking pace multiple times a day gives us a better understanding of demand changes - and more confidence that an optimised rate is being recommended all the time,” said Unterfrauner.

“We are excited to be working with Stamford Hotels and Resorts as a leading regional luxury hotel brand to help automate their pricing operations and drive better revenue outcomes for the hotel group,” said Rachel Grier, APAC managing director for IDEaS.

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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