

## FOR IMMEDIATE RELEASE

# IDEaS launches Ideal Pricing for hoteliers

*Analytics-based pricing helps hoteliers maximize revenues by room type*

MINNEAPOLIS – June 16, 2016 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced its new [Ideal Pricing](#) feature collection. Using advanced SAS® analytics, the new Ideal Pricing functionality provides hoteliers more choice, flexibility and control to select the pricing methodology that fits their business and maximizes revenue strategy.

The new pricing collection is part of the [IDEaS G3 Revenue Management System \(G3 RMS\)](#) platform. IDEaS G3 RMS empowers users to increase revenue performance with the industry's most comprehensive pricing decisions, sophisticated forecasting and interactive dashboards and reporting tools – regardless of hotel size or structure. Ideal Pricing further advances IDEaS' approach to revenue management as the most sophisticated, yet easy-to-use solution available to hotel types of all sizes worldwide.

"Hotels need more than one approach to pricing to capture optimal revenues relative to their strategy, average length of stay, guest preferences and distribution needs," said Sanjay Nagalia, Chief Operating Officer at IDEaS. "Our highly configurable G3 RMS gives hotels more pricing choices than any other vendor, and allows hoteliers to choose the approach that meets the needs of their business mix and distribution systems. Building on the power of our successful integrated approach, Ideal Pricing functionality incorporates pricing and inventory controls that allow hotels to maximize their revenue like never before."

Ideal Pricing offers a flexible approach towards analytics-based pricing and provides options that generate demand- and market-relevant rates, automatically determining differential price points by room type rather than user-defined rules. System users have the option to configure rate levels or deploy continuous rates analytically optimized within a defined range. Ideal Pricing for transient business includes:

- *Daily Pricing* – often referred to as "BAR by Day," produces a different rate for each night of a guest's stay
- *Length of Stay (LOS) Pricing* – commonly called "BAR by LOS," charges one blended rate based upon the arrival date and total duration of a guest's stay
- *Daily Continuous Pricing* – allows hotels to identify their minimum and maximum public thresholds and rates are produced through analytical, continuous optimization within that range



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IDeaS Ideal Pricing also offers enhanced Group Pricing for hoteliers. Designed to deliver even greater value to IDeaS G3 RMS, the new functionality provides clients with many powerful, time-saving features, such as:

- *Group Pricing by Room Type* – perform evaluations by room type to support specific group requirements, or at the hotel level to create a blended price quotation for reservations and sales to provide to meeting planners
- *Alternative Date Recommendation* – automatically recommend alternative dates that result in more incremental revenue and the most profitability for the hotel, by placing the group on other dates that still meet the request of the group inquiry
- *Multiple Property Evaluation* – enables placement of the business in the property that benefits the most to maximize incremental revenue across the portfolio

[Lindner Hotels and Resorts](#), a leading European four-star hotel group, is [transitioning their entire estate](#) to IDeaS G3 RMS.

“We appreciate that IDeaS’ pricing decisions are analytically derived by room type, unlike other solutions that only price at the total hotel level and apply rules to price the different room types. With IDeaS, we benefit from understanding true demand by each room type, and by length of stay, and can price accordingly,” said Gunnar von Hagen, Corporate Director Operations and Central Project Management at Lindner Hotels and Resorts. “The ability to configure the pricing methodology by property is a distinct differentiator and provides us with the flexibility needed to work with our distribution partners and maximize revenue across our portfolio.”

### **About Lindner Hotels & Resorts**

In 2016, 43 years after it was founded, the family-run Lindner Group has grown to become one of Germany’s leading hotel companies. In 2015 it employed around 2,000 people and generated €179 million in turnover. The Lindner Group currently has 33 hotels in seven European countries, ranging from modern business hotels in major cities to a variety of high-class spa and sports resorts. Some hotels were taken on when they were experiencing financial difficulties and have been successfully repositioned on the market. In recent times, franchises have been added. Like the group’s existing hotels, these offer individual holiday concepts, excellent quality, and innovative spa experiences. Otto Lindner, the second generation of the family to lead the company, has pioneered new hotel concepts that have won numerous awards. Most notably, the first-ever zoo-themed hotel, the Lindner Park-Hotel Hagenbeck in Hamburg, was awarded the Hotel Property of the Year award, and Otto Lindner was himself voted Hotelier of the Year. Lindner Hotels also regularly achieve high ratings on Holidaycheck, a travel review website.

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## **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).