

I Portici Hotel Bologna takes revenue management to new levels with IDEaS G3 RMS

IDEaS G3 RMS offers hoteliers unparalleled capabilities in analytics, pricing and controls

Bologna – September 21, 2016 – IDEaS Revenue Solutions, the leading provider of revenue management software solutions and advisory services, today announced a new partnership with I Portici Hotel Bologna to increase revenue performance across the property's 89 rooms with IDEaS G3 Revenue Management System (RMS).

I Portici Hotel Bologna, a luxury boutique hotel located in the busy historic centre of Bologna, selected IDEaS to manage the property's high demand, optimise revenues and help them plan and allocate the right resources for the future.

"We wanted to capitalise on the historically high demand for our property and reach new revenue goals," said Irene Lorja, resident manager at I Portici Hotel Bologna. "Our goal is to take our revenue management to a new level and IDEaS G3 RMS is the obvious choice."

Powered by advanced SAS[®] analytics and IDEaS' 25-plus years of hospitality technology innovation, 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. Because of its many room types, I Portici Hotel Bologna appreciates the ability to price at the room class level. With ambitious revenue goals for the future, the hotel relies on the reporting capabilities of IDEaS G3 RMS for their daily management reporting.

"We are delighted to welcome I Portici Hotel to the IDEaS family," said Fabian Specht, EMEA managing director for IDEaS. "And with our recent office opening in Italy, we are in a very strong position to provide excellent service to I Portici and other new clients in Italy."

About I Portici Hotel Bologna

I Portici Hotel is positioned in a prominent location right in the historic centre of Bologna, just a few steps from the train station and a stone's throw from the major points of interest. 89 different types of rooms, alike but not identical, offer a warm and bright environment, elegantly decorated with classic design and contemporary style. The exquisitely restored 19th century building Maccaferri Palace houses this little gem of style and elegance. Combining impeccable services and charming atmosphere I Portici Hotel provides true comfort for business and leisure travellers. Following an accurate restoration that brought back to its original splendour 500 square meters of hidden frescoes, I Portici Hotel), offers a welcoming feel in a cozy environment of refined liberty décor atmosphere infused with contemporary Italian and international design.

For more information, visit www.iportichotel.com

About IDEaS



A SAS COMPANY

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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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