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More Than 10,000 Hotel Properties Worldwide Rely on IDeaS' Advanced Analytics for Confident Revenue Management

More hotel properties rely on IDeaS than any other revenue management software brand: 2017 marks a year of exceptional momentum and growth

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MINNEAPOLIS, Nov. 03, 2017 – Hospitality managers across the globe are competing to see which technology tools can drive better business decisions, create new revenue opportunities and improve the guest experience. In 2017, many of these companies turned to IDeaS Revenue Solutions for revenue management software and advisory services, which have been shown to deliver on all three of these core hotel goals.

With more than 10,000 hotel properties using IDeaS' solutions, revenue management is now firmly rooted in the category of technology tools that are a critical function of any hotel business. In fact, IDeaS' analytical tools gather and analyze historic and future data, competitor pricing and forward-looking market demand intelligence to make more than 1.6 million pricing decisions daily, spanning properties across six continents and more than 100 countries.

Revenue management software plays an important role in helping hoteliers understand room demand for any size hotel, whether it be one property or an estate. IDeaS' solutions transform the right data into clear and actionable insight. They empower clients to forecast, price and report with speed and confidence, improving business performance and maximizing property value.

"At IDeaS, we believe that successful revenue management requires automated, accurate forecasting and analysis tools, expert validation by well-informed revenue managers, and access to continuous, professional learning resources. These elements are key to achieving revenue productivity," said Dr. Ravi Mehrotra, CEO for IDeaS. "We've been able to double our client base in just three years, in part because we have a great solution, but also because we are committed to helping hoteliers achieve measurable results."

2017 marks a year of momentum and growth for the company that pioneered automated revenue management and continues to bring innovative solutions to more markets each day.

Leading Partnerships and Strategic Expansions

To support strategic growth, IDeaS has expanded its global partner network over the past 12 months, integrating its solutions with leaders like TravelClick's Demand360® platform, which helps clients forecast confidently by understanding future demand data. The company also partnered with nSight Travel Intelligence, giving revenue managers the ability to "futurecast" demand with predictive consumer shopping intelligence from more than 5,000 online travel sites with nSight for IDeaS.

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In March 2017, IDeaS announced the acquisition of Smart Space, signaling further collaboration between revenue management and function space business. As technology continues to enable hoteliers to focus more on total hotel performance, partnerships like these will empower executives to gain a clearer picture of demand across the entire hotel enterprise.

Commitment to Client Success

IDeaS' client base spans independent, mid-size, extended stay and global hotel brands. Major deals in 2017 include AccorHotels Group and Carlson Rezidor – both of which brought IDeaS in to provide their properties with the best in revenue management technology options. Many independent hotels joined forces with IDeaS, such as Provenance Hotels with their unique portfolio of owned and operated independent hotels, elevating their revenue management to produce consistent market share growth. With an impressive ongoing client retention rate of 95 percent, IDeaS' clients recognize the value a trusted partner can bring to their organizations.

Industry Recognition

2017 was a strong year for industry accolades. Mehrotra was awarded HFTP's Award of Merit at 2017 HITEC, an award given every five years to individuals who have established a path of innovation in hospitality technology. IDeaS' Director of Advisory Services, Paul Van Meerendonk was named chairperson to the HSMAI Europe Revenue Management Advisory Board, one of the most important associations in the hospitality industry. In March, HSMAI recognized IDeaS as the Technology Innovator of the Year. IDeaS' blog was also featured as one of the Top 100 Blogs for hotel industry professionals.

"A growing client roster and industry recognition exemplify the impact our tools can have in any hotel segment, but equally important is our award-winning learning services," added Mehrotra. "We're committed to surrounding our family of clients with resources to achieve success."

Join the celebration to see what #10kThanks means for IDeaS. Watch here.

About IDeaS

With more than 1.6 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 with nearly three decades of experience, IDeaS proudly supports more than 10,000 clients in 111 countries and is relentless about providing hoteliers with insightful ways to manage the data behind hotel pricing.

IDeaS empowers 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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