

## **Destination hotel in South Africa chooses IDEaS for dynamic pricing capabilities**

*Four-star Spier Hotel selects IDEaS RMS to strategically maximise revenue for high and low seasons*

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**LONDON, February 1, 2018** – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, is pleased to announce a partnership with one of South Africa's best-known destination hotels, the [Spier hotel](#), which has selected flagship [IDEaS Revenue Management System](#) (IDEaS RMS) to streamline their business.

Situated in the Cape Winelands on a historic wine farm, the 155-room Spier Hotel has become increasingly popular with both conferencing clients and leisure visitors wanting to experience the beauty of the South African winelands while still enjoying four-star surroundings.

“Together with variations in seasonal demand and diverse set of guests, the hotel is often presented with revenue management and forecasting challenges.” said Joep Schoof, general manager at Spier Hotel. “The key task is being able to fit the optimal strategic business mix into that high demand period but still remain profitable during the winter period.”

“As we enter 2018, the pace of change in the marketplace is accelerating, and IDEaS RMS will help us go to the market quicker with informed decisions by allowing us to be more adaptable and flexible. Our sales team is looking forward to using the Group Evaluation Module guaranteeing our clients that the rate offered is our best price thereby strengthen relationships with their clients.”

Powered by advanced analytics and with nearly three decades of innovation in hospitality technology, IDEaS' solutions equip clients with a clear view of their data through pricing, forecasting and optimisation strategies, giving them greater control over their business performance.

“We are delighted to be involved in such an important time in Spier Hotel's long and proud history,” said Fabian Specht, EMEA managing director for IDEaS. “Their decision to move to a dynamic pricing model is commendable and will certainly give them a competitive advantage in their market. We at IDEaS offer a complete, holistic revenue optimisation service to hotels of all sizes across the globe who see the value in taking a more sophisticated approach to revenue management.”

**ENDS**

### **About Spier**

Established in 1692, Spier is one of South Africa's oldest wine farms. Today the farm has a modern, conscious energy. Focused on art and good farming, Spier is about

farm-to-table food and award-winning wines. Spier's people are committed to living and working in ways that bring positive change to our environment and community. The Spier Hotel and conference team invite you to do good business in an inspiring atmosphere.

## **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 over 10,000 clients in 124 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](http://www.ideas.com).