

Two Duke University hotels supercharge their revenue strategy with cutting-edge IDEaS technology

Duke Hotels alter revenue strategy to deliver improved results

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MINNEAPOLIS, Minn. – September 20, 2017 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, announced its partnership with two Duke University-affiliated hotels, [JB Duke Hotel](#) and [Washington Duke Inn & Golf Club](#).

These elite properties—holding a combined total of 469 guest rooms—have selected [IDEaS Revenue Management System](#) (IDEaS RMS) as their ideal technology for revolutionizing business strategies. “Without a revenue management system, the revenue management team spent 80-90% gathering data and reports, and only 10% was dedicated to analyzing that data,” stated Jack Schmidt, director of sales and marketing with Washington Duke Inn & Golf Club. “IDEaS gives us an opportunity to change that around; where we now spend more of our time analyzing and creating, rather than inputting data and reporting.” Having previously operated with a spreadsheet system, both hotels are happy to have an automated technology that takes their revenue strategy to new heights.

“We were using reports from different property technologies to evaluate as much information as possible without a sophisticated revenue solution. Eventually, we took it as far as we could and began looking for a dynamic tool to make more profitable revenue decisions,” explained Schmidt.

As small, intimate hotels, providing top-notch guest quality and creating a uniquely memorable stay are only a few of their key differentiators within the market. This was a large reason why they chose to complement IDEaS RMS with revolutionary nSight for IDEaS capabilities, elevating their revenue strategy even further through the use of future demand data, all within the user interface. “We wanted to go all in. nSight for IDEaS was an attractive option to import search activity from our market and assist us on the demand generation side to be more predictive,” concluded Schmidt.

Both JB Duke and Washington Duke Inn Hotel are located on the prestigious Duke University Campus, close to Research Triangle Park, positioning them within close proximity to the demands of conferences, medical and sport recruits, college prospects and proud Duke alumni. When the time came to select a revenue partner, a confident provider with technology that can keep up in their fast-paced market topped their wish list.

“We are excited this system provides the ability to immediately validate important property decisions. It’s easy to ‘second guess’ and see if a strategy ends up working; however, IDEaS’ technology provides us with instant validation,” continued Schmidt. “It allows us more time to focus on strategy, rather than evaluating data.”

“We are delighted that JB Duke Hotel and Washington Duke Inn & Golf Club are implementing IDEaS RMS and nSight for IDEaS into their hotels,” said Jane Stampe, managing director for



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IDEaS. “These dynamic technologies position Dukes’ properties to better align their marketing and revenue management strategies, all within a single solution, to strengthen their competitive advantage in the market.”

About The Washington Duke Inn & Golf Club

The Washington Duke Inn & Golf Club is located on the campus of Duke University, only twenty minutes from Raleigh-Durham International Airport and ten minutes from Research Triangle Park. The Washington Duke Inn is the original AAA Four Diamond hotel in Durham, North Carolina. Nestled on 300 acres filled with tall pines and hardwoods, the Inn is known for its beautiful facility and grounds, 271 elegantly appointed guest rooms and suites, marvelous cuisine in the Fairview Dining Room — winner of the AAA Four Diamond Award, 2015 Forbes Travel Guide Four-Star Award and Wine Spectator Award of Excellence — the Bull Durham Bar, the Robert Trent Jones-designed 18-hole championship Duke University golf course, and its convenience to local points of interest. It is set apart from other area hotels and conference centers by unparalleled service, a gracious staff, luxurious interiors and attention to detail. The Inn is owned by Duke University and is managed by WDI Hospitality, LLC of Durham, North Carolina. For more information or reservations call (919) 490-0999 or (800) 443-3853, or by visiting washingtondukeinn.com. Find us on [Facebook](#) and [Twitter](#).

About JB Duke Hotel

The JB Duke Hotel is a AAA Four Diamond contemporary hotel located on the campus of Duke University, conveniently near both athletic and academic facilities, as well as only 20 minutes from Raleigh-Durham International Airport and 10 minutes from Research Triangle Park. It features 198 guestrooms and 25,000 square feet of meeting and event space and is home to a full-service restaurant and two bars.

The hotel is owned by Duke University and is managed by JBD Hospitality, LLC of Durham, North Carolina, which has operated progeny property Washington Duke Inn & Golf Club for decades. For more information or reservations call (919) 660-6400 or (844) 490-7100, or visit jbdukehotel.com. Follow JB Duke Hotel on [Facebook](#), [Twitter](#) or [Instagram](#).

About IDEaS

With more than 1.5 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 9,500 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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