

## **Van der Valk Hotels & Restaurants chooses IDEaS RMS to boost revenue and efficiency**

- *The largest Dutch hospitality chain switches from BookingSuite to IDEaS*
- *New agreement covers nineteen hotels and 2,498 rooms in Germany, Bonaire, Spain and the Netherlands.*

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**Netherlands – June 25, 2018 – [IDEaS Revenue Solutions](#)**, the leading provider of revenue management software and advisory services, is pleased to announce that [Van der Valk Hotels & Restaurants](#) has chosen [IDEaS Revenue Management System \(RMS\)](#) to optimise revenue performance and improve efficiency at nineteen additional hotels.

With over thirty Van der Valk properties already using IDEaS' solutions, the agreement expands the number of rooms in the Netherlands' biggest hospitality chain to over 5,500 priced through IDEaS.

The nineteen hotels covered in the new agreement had been using BookingSuite as their pricing system—but news of its imminent closure prompted a search for alternative, more robust solutions.

"BookingSuite's pending withdrawal helped us focus on the need to invest in a more powerful analytics system," said Christina Hobbel, commercial manager at Van der Valk International. "After conducting an extensive market review, we're confident IDEaS RMS will bring us closer to total revenue management and will take our demand forecasting and pricing decisions to much higher levels."

The family-run Van der Valk business encourages management teams of its various hotels to regularly exchange thoughts. Even though another RMS provider is already installed in some Valk properties, it was at these meetings that Christina Hobbel regularly heard of the advantages the IDEaS platform and services had delivered for her colleagues.

"Some features that caught our eye were the yielding on total business mix, inventory controls and length-of-stay restrictions—that's something we've wanted for a while," Hobbel said. "Besides the functionality, we also appreciated how easy it would be to implement and use the system along with the quality of training and customer support on offer."

Van der Valk's hotels attract a mix of leisure and business guests who enjoy the presence of onsite restaurants, casinos, conference rooms and cinemas—areas the company has identified for efficiency gains.

“We try to provide a total package so our guests have no need to leave their hotel,” added Hobbel. “Implementing IDEaS RMS frees our front office staff from worrying about revenue—instead they’ll be able to make our guest experience even better and upsell products and services when necessary.”

Powered by SAS®, with nearly three decades of innovation in hospitality technology, IDEaS remains the global leader in revenue management and continues to provide solutions that equip clients with a clear view of their data, giving them greater control over their business performance.

“We are delighted that Van der Valk Hotels & Restaurants has decided to expand our partnership into new hotels,” said Fabian Specht, EMEA managing director for IDEaS. Kirsten Lang at KL Consulting, IDEaS’ partner in the BENELUX region responsible for implementation added, “I look forward to working on this project—implementing IDEaS RMS is a key step in their future growth and will help drive better business decisions, enhance the guest experience and optimise revenues.”

### **About Van der Valk Hotels & Restaurants**

Van der Valk is a Dutch international hospitality chain run by the Van der Valk family.

Started in 1862 with café de Gouden Leeuw in Voorschoten, the company has now grown into the country’s largest hospitality chain, with 68 hotels in the Netherlands, Belgium, France, Germany, Spain and the Caribbean.

For more information, visit [www.valk.com](http://www.valk.com).

### **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 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).