

Hotel Camiral chooses IDEaS G3 RMS to develop leisure segment and boost revenue

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Girona, Spain – SEPTEMBER 6, 2018 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software and advisory services, is pleased to announce that [Hotel Camiral](#), a member of the Leading Hotels of the World (LHW), chose [IDEaS G3 Revenue Management System \(RMS\)](#) to help expand its business and optimise revenue performance.

The five-star hotel, part of the 300-hectare PGA Catalunya Resort, which also hosts Lavidia Hotel and offers 39 rental properties, is popular with golfers keen on testing Spain's top course. The recent completion of the state-of-the-art football training facilities has seen leading European football clubs join the hotel's guest list.

"The golfing side of our business is well established as we're known as one of Europe's leading venues," said Pedro Sierra, revenue and reservations manager at PGA Catalunya Resort. "However, we experience variances in demand over the summer and winter months, so our goal is to become a leading leisure and trip destination for the entire year while maximising revenues during our quiet periods."

Along with expanding their guest offerings beyond golf, the luxurious hotel chose to implement IDEaS G3 RMS after conducting an extensive market review of local and international revenue management system providers.

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 to be involved in such an important time of Hotel Camiral's development," said Fabian Specht, EMEA managing director for IDEaS. "The decision to utilise IDEaS G3 RMS' advanced analytics will deliver a competitive advantage and allow them to grow their market share."

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About Hotel Camiral

Hotel Camiral is a contemporary five-star hotel in Catalunya, located less than an hour from Barcelona and only 10 minutes from Girona at PGA Catalunya Resort.

Set amidst the rolling contours of Catalunya, PGA Catalunya Resort is synonymous with contemporary lifestyle, tournament-quality golf courses and first-class sports facilities. And it provides the perfect base for exploring the cultural and geographical treasures of the region

For more information visit www.hotelcamiral.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.