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Les Hotels Baverez Selects IDeaS Revenue Solutions to Boost Competitiveness in Paris

Five-star hotel group to use the market's most sophisticated RMS solution to increase efficiency and profitability

LONDON—July 28, 2020—One of Paris's leading luxury hotel groups, Les Hotels Baverez, has selected [IDeaS G3 Revenue Management System (RMS)](#) to improve its forecasting capabilities and boost its competitiveness in Paris.

With three five-star hotels in the French capital, Les Hotels Baverez will implement the market's leading RMS technology to ensure revenue is maximised in all its 233 rooms.

- **Working in an increasingly competitive market** – Rising competition within the luxury segment of the Paris market highlighted the importance of employing a more scientific approach to revenue management. In recent years, Les Hotels Baverez witnessed several local hotels upgrade to four- or five-star premises.
- **Centralising forecasting** – Historically, demand forecasting has been a time-consuming task, with revenue managers spending too much time studying individual spreadsheets from each hotel. The implementation of IDeaS G3 RMS will centralise the reporting and forecasting processes and introduce a more refined, efficient and scientific approach to their work.
- **Stress testing pricing strategies** – IDeaS G3 RMS will allow the revenue team to test the impact of different pricing strategies using the 'What If' functionality. By running different theoretical scenarios, they will be able to simulate the impact that pricing, demand, overbooking and wash have on forecast and pricing before introducing a live change.

Laurent Lozano-Carpio, yield manager, Les Hotels Baverez, said: "The ability of IDeaS G3 RMS to instantly produce forecasts based on scientific analysis will give us strategic advantages. In a highly competitive market, IDeaS will give us all the tools to optimise the revenue of our three hotels and to better understand the behaviour of our clients."

Dr. Ravi Mehrotra, president, founder and chief scientist, said: "It's wonderful to see such a prestigious brand as Les Hotels Baverez join the IDeaS family. In today's ultra-competitive hotel environment, every euro counts and the implementation of G3 RMS will play a central role in the company's goal to boost competitiveness and maximise revenue by optimising its business mix."

About IDeaS
IDeaS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDeaS delivers revenue science to more than 14,000 clients in 140 countries. Combining industry knowledge with innovative, data-analytics technology, IDeaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.

About Les Hotels Baverez
Managed by the same family since 1900, Les Hôtels Baverez is a hotel group that manages three five-star establishments in Paris: Regina Louvre, Majestic Hotel-Spa and Raphael.