

Four Popular Amsterdam Hotels Choose IDEaS for Automated Revenue Optimisation

The Alex Chang-owned properties see IDEaS G3 RMS implementation as critical ahead of returning tourism demand

LONDON—July 28, 2021—IDEaS, a SAS company, the world’s leading provider of hotel revenue management software and services, announced today that four Alex Chang-owned tourist hotels in Amsterdam will implement [IDEaS G3 Revenue Management System \(RMS\)](#).

The Olympic Hotel Amsterdam, Hotel Espresso, Urban Lodge Hotel and Botel each hold significant revenue-growth potential as demand returns to the Netherlands. After an extensive RMS research and evaluation process, the hotel group selected IDEaS for its:

- **Automated decisions versus rules-based recommendations** – The hotel group sought a fully automated, decision-making solution they could trust to produce the highest possible revenue outputs. The revenue team had previously used a rules-based system, which required far too much human interaction and manual parameter setting.
- **Pricing flexibility and granular data analysis** – With Agile Rates and room-type pricing, IDEaS G3 RMS enables an unrivalled approach to demand-based, data-driven, dynamic pricing that pinpoints the optimal rate to charge under any circumstance.
- **Long-term partnership** – The hotel group considers IDEaS’ impeccable service and committed support a key factor in its decision and felt IDEaS is priced competitively and reasonably, anticipating a swift return on investment.

Richard Lont, revenue manager, Olympic Hotel Amsterdam, said: “A revenue manager and a revenue management system should make each other stronger, so each can focus on doing what they do best. In my opinion there are only about three real revenue management systems on the market at the moment. Others are just rate changers, but there’s more to the hotel business than ADR—highest ADR does not mean highest revenue. With IDEaS, I knew I’d have a truly automated RMS I could trust to help produce the highest revenue possible and provide me with the right data I need to make strategic decisions.”

Cheryl Hawksworth, managing director, EMEA, IDEaS, said: “We’re honoured to partner with Richard Lont and his revenue team at this early stage of their strategic evolution. Their trust in IDEaS—in the middle of the pandemic lockdown period no less—is a testament to their forward-looking vision and IDEaS’ renowned ability to enable a swift return on investment. Now, as demand returns to the Amsterdam destination-tourism market, their decision to implement IDEaS G3 RMS will deliver a leading competitive advantage.”

Kirsten Lang, IDEaS' implementation partner for the BENELUX region, KL Consulting, said: "I look forward to working on this project. Implementing IDEaS G3 RMS is a key step in the future growth of this hotel group as they work to drive a successful cluster revenue management strategy with greater profitability and efficiency."

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 15,000 clients in 143 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.