

Lily Country Club to Implement IDEaS Revenue Management System Ahead of Demand Resurgence

Newly opened Norwegian golf resort partners with industry-leading RMS provider to complete powerful technology stack

LONDON—March 9, 2022—IDEaS, a SAS company, the world's leading provider of hotel revenue management software and services, announced today that the Lily Country Club will implement [IDEaS Revenue Management System \(RMS\)](#) at its 507-room Norwegian golf resort—the third largest hotel in the Oslo area.

Since opening in May 2021, the Lily Country Club has fared well with domestic leisure demand but sought an automated revenue solution to expedite its time-consuming pricing processes and maximise revenue ahead of the anticipated return of international travel and group business.

- **Sophisticated technology** – The Lily Country Club will rely on the data-driven intelligence and operational efficiencies its modern technology stack will deliver, selecting only best-in-class systems with seamless integrations and high-quality support.
- **Automated precision** – IDEaS' advanced automation will enable the Lily Hospitality Group to save time in its centralised revenue management approach and distribute more strategic pricing decisions (e.g., room-type pricing, overbooking decision management, etc.).
- **Group optimisation** – With heavy investments into event space and food-and-beverage operations, the Lily Country Club is eager to welcome returning group business in the coming months and will leverage IDEaS' group pricing evaluation functionality to ensure the most optimal guest segment mix.

Christopher Gundersen, director of revenue and distribution, Lily Hospitality Group, said: "I've used IDEaS at other hotels and knew it was the best solution for Lily Country Club. I am confident IDEaS RMS will help us proactively make the right decisions to maximise revenue possibilities. The automated system is easy to integrate and allows for much more seamless distribution, more reliable forecasting and more accurate pricing out in the market."

Cheryl Hawsworth, managing director, EMEA, IDEaS, said: "IDEaS is thrilled to partner with the beautiful Lily Country Club. Our automated, industry-leading RMS will be the perfect tool to help their grand resort optimise profitability and productivity ahead of the travel demand boom we expect to see in the coming months."

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 18,000 clients in 145 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 Lily Country Club

With 507 hotel rooms, restaurants, bars, conference rooms and a spa situated 30 minutes from Oslo and 10 minutes from Oslo Airport Gardermoen, Lily Country Club resort offers a unique experience situated next to one of the leading golf courses in Norway. Welcome to Lily Country Club. Your club in the countryside. More info: lilycountryclub.no.