

IDEaS Expands European Presence

More than 70 client wins from luxury hotels to campsite accommodations demonstrate the power and versatility of IDEaS' solutions

LONDON — Jan. 11, 2023 — IDEaS, the world's leading provider of revenue management software and services, announced today that it closed 2022 with a host of new clients. From luxury resorts to unique family-friendly campsites, IDEaS' client wins encompass the breadth of accommodation offerings across Europe.

Over 70 new accommodation clients across 12 countries in Europe have signed deals to use IDEaS' suite of products in the past four months to aid their profit optimisation and develop strategic workflows. Engagement with IDEaS' products provides hoteliers with a competitive advantage to drive market share through optimal pricing and accurate forecasting. Using the automated functionality of IDEaS, clients can easily manage operational resources and reduce occupancy gaps.

Recent additions to the IDEaS EMEA client roster include:

- Luxury hotels such as **The Marmara Taksim** (Turkey) and **Castell Son Claret** (Spain)
- Independent hotel group **St Hotels** (Malta)
- Conference hotels and independent properties, including **Wotton House Country Estate Hotel** (UK), **The Principal York** (UK), and **The Met Hotel Leeds** (UK)
- Global branded properties such as **Novotel**, **Mercure**, **IBIS**, and **Best Western** in selected locations across France, Denmark, and the Netherlands

In addition to traditional hotel groups, IDEaS' client portfolio has also seen strong growth in the increasingly popular European holiday park and campsite sector, with the **Jesperhus Feriepark** (Denmark) and eight campsites from the Italian camping specialist **Club del Sole** set to use IDEaS' solutions to drive revenue in 2023 and beyond.

Cheryl Hawksworth, managing director of sales – EMEA, IDEaS, said: "We've been vocal about the wide variety of accommodation options IDEaS can assist, and it's great to see such a range of businesses partnering with us across Europe. Whether you operate a global branded property or a campsite in the Italian countryside, our solutions are intuitive to use and tailor to your unique set of market conditions and business strategies."

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 16,000 clients in 144 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.