

## **IDEaS Powers Park Plaza Hotels Europe's Revenue Management**

*IDEaS selected as RMS provider at 17 properties across the UK, the Netherlands, and Italy*

**LONDON** — May 31, 2023 — IDEaS, a SAS company, the world's leading provider of hospitality revenue management software and services, has been selected as the preferred RMS provider to Park Plaza Hotels Europe (PPHE Hotel Group) in Europe.

Following a competitive tender process, IDEaS' G3 RMS was selected for its innovative automation and ease of integration within the wider tech stack. G3 RMS will be deployed at 17 properties, including Park Plaza branded hotels across the UK and the Netherlands, as well as art'otels in Amsterdam, Rome, and in London at its newest property, art'otel London Battersea Power Station.

- **Holistic optimisation:** Manually managing multiple properties without an automated system became unsustainable. PPHE Hotel Group needed a sustainable solution for the long term that capitalized on the depth of their data. This future-proofs the business and enables modern pricing capabilities that optimize legacy and emerging business segments and channels.
- **Advanced pricing capabilities:** The IDEaS system enables simultaneous dynamic pricing across hotel products based upon demand patterns to increase incremental profitability from all products.
- **Centralise insights and management:** With efficiency and portfolio oversight a key need, Park Plaza realized centralised clustered revenue management environment was an essential need for the group. The solution's deep insight into demand, cancellation, and no-show patterns and its 'What-if' simulation analysis was key in the group's selection of IDEaS.

**Darren Thacker, director of revenue, digital marketing, and analytics, PPHE Hotel Group, said:** "IDEaS G3 RMS will revolutionise revenue management within our group. The system's intuitive and automated decision-making is what helped it stand out from the competition. With IDEaS, we'll be able to respond more quickly to changing market conditions than we could previously, providing peace of mind that our rates will always be optimised and in line with our business strategies."

**Michael McCartan, area vice president, EMEA, IDEaS, said:** "Park Plaza Hotels Europe is well recognised within Europe for delivering innovative, customer-focused experiences across its Park Plaza and art'otel brands. We're delighted to be working with them to elevate their revenue management and help them achieve their strategic objectives and improve their commercial results."

The installation of IDEaS G3 RMS is scheduled for Q2 2023, following the roll-out of a bespoke system-wide training program designed by IDEaS for PPHE Hotel Group.

**About IDEaS**

IDEaS, a SAS company, is the world's leading revenue management software and services provider. 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. With more than 30 years of expertise, IDEaS delivers revenue science to more than 22,000 properties in 152 countries. Results delivered. Revenue transformed. Discover greater profitability at [ideas.com](https://ideas.com).