

IDEaS Announces a New Partnership with Starhotels

IDEaS to help Starhotels maximise revenue and profit potential across Italy and the UK through the adoption of its flagship G3 Revenue Management System

LONDON — July 13, 2023 — IDEaS, a SAS company, the world's leading provider of hospitality revenue management software and services, has announced that [Starhotels](#) will deploy IDEaS' G3 Revenue Management System (RMS) to improve revenue generation and forecasting at 28 of its properties across Italy and the UK. The rollout will allow Starhotels' properties to compete equally with international brands backed by advanced technology and strong revenue management practices.

Starhotels has been historically a leader and always adopted an explorer role to ensure being ahead of the competition. Starhotels turned to senior executives from IDEaS to identify areas for improvement regarding revenue management, sales, and operations where IDEaS technology could help. This engagement and analysis built a strong relationship between both organizations and led to further commitments from Starhotels' executive team to use the technology and identify areas for improvement using revenue management technology as a basis.

Using G3 RMS, Starhotels' properties can make proactive pricing decisions based on actionable insights and real-time data. This agility and vision enable hotel operators and revenue managers to maximize a property's revenue and profit potential by making strategic decisions with a complete understanding of their competitors' capabilities, offerings, and positioning.

Alexandro Della Croce, group director of revenue and distribution said: "IDEaS is the right partner to further support Starhotels' continuous growth in revenues, market-share and EBITDA (earnings before interest, taxes, depreciation, and amortization) across the entire portfolio."

Michael McCartan, area vice president - EMEA, IDEaS, said: "IDEaS is excited to work with the hotel and operation teams of Starhotels' caliber to help them improve revenue management and operations across its hotels in Italy and the UK. The most exciting aspect of this latest partnership is the relationships we have built with Starhotels throughout the sales and education process. It was an incredible experience engaging with Starhotels' senior leadership team along the way."

About IDEaS

IDEaS, a SAS company, is the world's leading provider of revenue management software and services. With more than 30 years of expertise, IDEaS delivers revenue science to more than 22,000 clients in 152 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.