

Iconic Hotels Selects IDEaS to Drive Revenue Performance Across Five Properties in Australia

IDEaS RMS provides flexibility in adapting to market deviations, and ongoing optimisation helps ensure accurate rate decisions

SINGAPORE – Aug. 2, 2022 – IDEaS, a SAS company, the world’s leading provider of hotel revenue management software and services, announced today that [Iconic Hotels by Geocon](#) has adopted IDEaS Revenue Management System (RMS) across five of its Australian-based properties to automate daily pricing tasks and drive Average Daily Rate (ADR) performance.

Following a period of organisational growth, Iconic Hotels faced complex revenue management issues that relied heavily on manual intervention. These inefficient processes were prone to errors, potentially impacting the hotel group’s profitability.

- **Match competitor pricing activity:** Iconic Hotels required an automated solution that matched the systems and processes of their competitors, ensuring its properties were priced correctly in the market so to avoid leaving money on the table.
- **Automate daily revenue management tasks:** The automation of daily revenue management tasks enabled key staff members to focus instead on higher-value operational and strategic activities.
- **Improve revenue performance:** Since working with IDEaS, Iconic Hotels has experienced an increase in ADR performance across all five properties using the system and an increase in sales from higher-tiered and more profitable room categories.

Rudy Kalele, director of revenue, distribution, and central reservations for Iconic Hotels, said: “IDEaS RMS stands out for its flexibility in adapting to market deviations, allowing us to align with current conditions. Additionally, the system’s ongoing optimisation provided by the RMS ensures accurate rate decisions and forecasts that closely align to the final monthly numbers, all supporting ongoing operational and business planning.”

Jurgen Ortelee, managing director of APAC, IDEaS, said: “IDEaS is excited to be working with Iconic Hotels in Australia to automate their revenue management process and enhance their pricing strategies. With IDEaS RMS, Iconic Hotels has automated daily revenue management processes. It now makes pricing decisions with a comprehensive understanding of its competitors’ positions, facilitating optimal pricing for its rooms and ancillary services. This, in turn, supports ongoing revenue growth for the hotel group.”

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 25,000 properties in 154 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.