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IDeaS Launches Resorts Revenue Council, Convening Commercial Leaders from Resorts and All-Inclusive Properties Across the Globe

Two-day retreat brings together revenue leaders and innovators to identify industry challenges and discuss a reimagined approach to revenue management in those segments

MINNEAPOLIS—Dec. 7, 2023 — IDeaS, the world's leading provider of revenue management software and services, announced today the launch of the IDeaS' Resorts Revenue Council, a dynamic in-person and virtual community where industry leaders, creative thinkers, and innovators from the resort and all-inclusive space will meet regularly to discuss key industry challenges and catalyze the evolution of a holistic approach to commercial management for resorts.

The Resorts Revenue Council held its inaugural summit in Mallorca, Spain, in September 2023. The focus of the two-day event delved into an area of hospitality that continues to grow, resorts and all-inclusive properties, with discussions around the key opportunities required to expand successful profit optimization in this niche hospitality business.

The gathering resulted in the development of strategies and agreed-upon next steps to leverage data-driven insights, drive operational efficiency, and elevate profitability in the definition of a revenue management model for resorts.

Twenty-five industry leaders from 18 brands in seven countries convened in Mallorca to help shape the discussions around where future needs lie – whether in enhancements to what exists today or in the identification and development of required capabilities.

Russ Stanziale, chief sales and growth officer, IDeaS, said: "We are in a unique position at IDeaS to provide engaging opportunities where we can listen to our industry, identify the challenges they face, and develop solutions through practical applications. This inaugural meeting provided a forum at which a unique group of industry leaders had an unbridled discussion on how revenue management can help solve the challenges they face in areas for resorts, such as critical KPI's, forecast allotments, appropriate demand data sources, and more."

The group plans to meet on a quarterly basis with annual in-person meetings, with the next meeting scheduled as a virtual discussion in early January 2024. Those interested can request to join the Resorts Revenue Council community [here](#).

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 30,000 properties in 154 countries. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.