ADVANCED PURCHASE

FLEX RATE

BREAKFAST PACKAGE

IDeas™
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IDeaS Rate Data Advantage

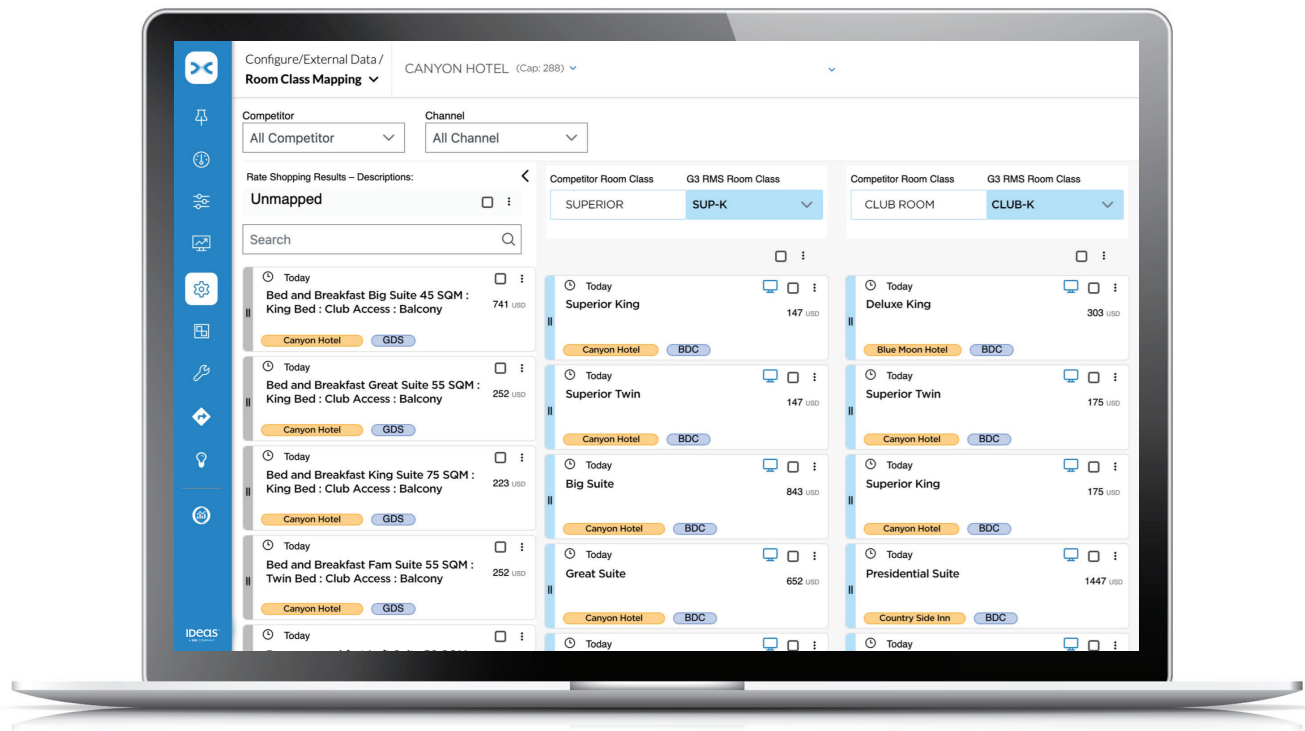*Move Beyond Lowest-Rate Comparisons & Compete with Greater Precision*

UNLOCK MARKET CLARITY

Today's hospitality market demands more than just headline rate comparisons. Building on the robust capabilities of G3 RMS, Rate Data Advantage delivers up to 396 times more competitor insights, giving you a panoramic view of the market—including premium room types, flexible rates, loyalty offers, and extended-stay bookings. By continuously aggregating and analyzing public competitor rates, rate fences, cancellation policies, and LOS patterns, RDA enhances your existing rate shopping process—transforming raw

Key Benefits

▶ See the full competitive landscape, not just headline rates

▶ Compare and optimize pricing for more products and room types

▶ Simplify data mapping with ongoing quality checks for precision

▶ Spot market shifts and pricing gaps faster than competitors

▶ Make smarter, more profitable decisions with granular intelligence

data into actionable intelligence so you can make granular pricing decisions tailored to your property's goals and stay ahead of the competition.

APPLES-TO-APPLES, EVERY TIME

Achieving true like-for-like comparisons can be challenging when room types, descriptions, and rate structures vary across the market. Rate Data Advantage's advanced analytics normalize, map, and validate every rate, ensuring you receive precise product and room class comparisons. Automated mapping aligns competitor offerings with yours, while anomaly detection and data quality monitoring guarantee your decisions are based on clean, reliable, current market intelligence. It captures flexible, semi-flex, advance purchase, package, and loyalty rates across daily, weekly, and bi-weekly stays—supporting more accurate forecasts and strategy recommendations.

WIN STRATEGICALLY AT EVERY LEVEL

Today's guests compare value, not just base rates. RDA enables pricing precision across all products, supports dynamic discounting strategies, and helps you position your property competitively by retail segment and channel. Optimize premium offerings, reduce unnecessary discounting, capture more profitable demand, and drive market share with strategies unique to your property.

TRANSFORM YOUR COMPETITIVE APPROACH

Rate Data Advantage replaces guesswork with clarity, empowering revenue teams to price confidently, forecast accurately, and align strategically. Respond to market dynamics with confidence and precision, and unlock your property's full competitive potential.

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Results **delivered.** Revenue **transformed.**

Discover greater profitability at **ideas.com**.