

# IDEaS breaks through the 10,000 hotel barrier

## **More Than 10,000 Hotel Properties Worldwide Rely on IDEaS' Advanced Analytics for Confident Revenue Management**

**More hotel properties rely on IDEaS than any other revenue management software brand:**

***2017 marks a year of exceptional momentum and growth***

**For immediate release** – Hospitality managers across the globe are competing to see which technology tools can drive better business decisions, create new revenue opportunities and improve the guest experience. In 2017, many of these companies turned to [IDEaS Revenue Solutions](#) for revenue management software and advisory services, which have been shown to deliver on all three of these core hotel goals.

With more than 10,000 hotel properties using IDEaS' solutions, revenue management is now firmly rooted in the category of technology tools that are a critical function of any hotel business. In fact, IDEaS' analytical tools gather and analyse historic and future data, competitor pricing and forward-looking market demand intelligence to make more than 1.6 million pricing decisions daily, spanning properties across six continents and more than 100 countries.

Revenue management software plays an important role in helping hoteliers understand room demand for any size hotel, whether it be one property or an estate. IDEaS' solutions transform the right data into clear and actionable insight. They empower clients to forecast, price and report with speed and confidence, improving business performance and maximising property value.

"At IDEaS, we believe that successful revenue management requires automated, accurate forecasting and analysis tools, expert validation by well-informed revenue managers, and access to continuous, professional learning resources. These elements are key to achieving revenue productivity," said Dr. Ravi Mehrotra, CEO for IDEaS. "We've been able to double our client base in just three years, in part because we have a great solution, but also because we are committed to helping hoteliers achieve measurable results."

2017 marks a year of momentum and growth for the company that pioneered automated revenue management and continues to bring innovative solutions to more markets each day.

### **Leading Partnerships and Strategic Expansions**

To support strategic growth, IDEaS has expanded its global partner network over the past 12 months, integrating its solutions with leaders like [TravelClick's Demand360®](#) platform, which helps clients forecast confidently by understanding future demand data. The company also partnered with [nSight Travel Intelligence](#), giving revenue managers the ability to "futurecast"