

Austria Trend Hotels & Resorts Rolls Out IDEaS Revenue Management Solution Across Its Estate

Submitted by: Mulberry Marketing Communications

Tuesday, 24 June 2008

MINNEAPOLIS, MN & MUNICH – 24 June, 2008 – IDEaS Revenue Optimization, the leading provider of hospitality revenue management and optimisation solutions, announced today that Austria Trend Hotels & Resorts of Verkehrsbüro Group, a leading hotel group in Austria comprising 30 properties, will deploy IDEaS V5i On-Demand Revenue Management Solution throughout its entire estate, in order to better manage its pricing strategies and benefit from multi hotel functionalities.

“After the implementation of a central Property Management System (PMS) a few years ago, we feel now ready to move to the next step, in order to better deploy strategic forecasting and improve the pricing process of our entire estate,” said Gerhard Messinger, Managing Director at Austria Trend Hotels & Resorts. “We were looking for a solution that was ASP-based thereby allowing us to centralise our data. Also, giving the high number of properties we have, software which allowed us to have access to all of them, in a clear, accurate and timely manner, was really mission-critical to us. We found IDEaS V5i’s Centralized Control Module to be perfect for such an environment and this, along with the IDEaS’ high reputation and experience within the industry, made our choice a natural one.”

Austria Trend Hotels & Resorts is currently implementing IDEaS’ V5i with all its modules, including the Best Available Rate (BAR) Module, which helps make pricing decisions while incorporating competitive rate information. This guarantees quicker and better response to competitors’ moves, and the Centralized Control Module, allows authorised users to view data from multiple properties and benefit from roll-up reporting in user-definable property groups. Decision upload as well as perform group evaluations across properties will gain full benefits from cluster yielding.

“The Austrian hospitality industry has never witnessed such a massive revenue management system installation. This is therefore a key project for the entire region and we are very proud to be part of it. Moreover, the partnership with a large and variegated chain such as Austria Trend Hotels & Resorts is further evidence of IDEaS’ versatility, which allows us to demonstrate once again that our solutions can give big boosts to the performance of any property, from small to large facilities, from city hotels to resorts,” said Fabian Specht, IDEaS Director EAME. “Additionally, due to its size and excellent reputation, Austria Trend Hotels & Resorts provides an important benchmark for local hotel groups and we are confident that this installation will trigger a chain reaction which not only will lead other properties to deploy similar systems but, above all, will instil a culture of revenue management within the country.”

About IDEaS Revenue Optimization

IDEaS Revenue Optimization is the premier provider of enterprise revenue management and optimization solutions and consulting. By providing Forecasting, Optimization and Pricing solutions and services, coupled with IDEaS’ On Demand Software as a Service (SaaS) applications, IDEaS can help make an immediate impact on company revenue and profitability.

IDEaS goal is to work hand-in-hand with clients to identify strategically important, complex business

problems and then develop unique revenue management and optimization strategies that enable global organizations to understand, anticipate and react to consumer behavior in order to maximize company-wide revenue or profits.

Headquartered in Minneapolis, Minnesota, IDEAS maintains global technology, support, sales and distribution offices in North & South America, the United Kingdom, Europe, Africa, Middle East, Australia and Asia. For more information, visit www.ideas.com.

About Austria Trend Hotels & Resorts of Verkehrsbüro Group

Austria Trend Hotels & Resorts of the Verkehrsbüro Group – Austria's leading tourism group in the hotel and tourism market – is the country's foremost domestic hotel group. The portfolio encompasses 30 hotels, 19 of which are based in Vienna, with around 10,000 beds in Austria and neighbouring CEE regions. The hotels of Verkehrsbüro Group are mainly in the four-star category and primarily focused on city hotels. Each property features a unique style and character, but they have something in common: heartfelt hospitality, professional service and the staff member's genuine commitment to making the guests' stay unforgettable, as the well-being of travellers is Austria Trend Hotels' top priority.

Press Contacts:

Nicola Martin / Cristina Arborio
Mulberry Marketing Communications
+44 (0)207 928 7676
nmartin@mulberrymc.com / carborio@mulberrymc.com

-ends-