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For additional information, please contact:

# IDEaS™

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**Mulberry Marketing Communications**

**Chris Klopper**

[cklopper@mulberrymc.com](mailto:cklopper@mulberrymc.com)

+44 (0)20 7928 7676

**IDEaS Revenue Solutions**

**Cris Herman**, Global Client Marketing Manager

[cris.herman@ideas.com](mailto:cris.herman@ideas.com)

+1 952 698 4200

## ***Citymax Hotels Turn to IDEaS to Enhance Growth Opportunities***

### ***IDEaS RMS implemented by top budget United Arab Emirates hotel chain***

**LONDON, UK – 26 NOVEMBER, 2013** – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that Citymax Hotels has implemented [IDEaS Revenue Management System](#) (RMS) in its United Arab Emirates (UAE) properties.

Named one of the [“Top 20 Bargain Hotels” in the UAE by Travelers Choice 2013](#)<sup>1</sup>, Citymax Hotels is a leading budget hotel chain in the region. Part of the Landmark Group, it offers customers a comfortable stay at a sensible price.

Choosing to move away from its existing revenue management solution to work with IDEaS, Citymax Hotels now has the right tools in place to identify and leverage growth opportunities within the UAE budget hotel market, through enhanced demand forecasting and automated revenue management processes.

IDEaS RMS provides Citymax Hotels with reliable and up-to-date demand forecasting and daily, optimal pricing decisions across all of its properties. Citymax Hotels’ revenue managers now have the right information available at their fingertips to make strategic decisions to drive better revenue.

“As one of the UAE’s leading budget hotel chains, we are committed to growing our business throughout 2014 and we know that revenue management is a powerful tool in achieving this goal.” said Russel Sharpe, Chief Operating Officer for Citymax Hotels.

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<sup>1</sup> <http://www.tripadvisor.co.uk/TravelersChoice-Hotels-cBargain-g294012#1>

## **IDeaS RMS implemented by top budget United Arab Emirates hotel chain**

“Since working with IDeaS RMS, we now spend less time analysing data, and more time developing growth and revenue enhancing strategies.”

Fabian Specht, EMEA Managing Director at IDeaS, commented: “We are thrilled to be helping Citymax Hotels to identify growth opportunities using our advanced revenue management software. Given the potential opportunities for growth in the UAE budget hotel market, it is critical that savvy hotel operators like Citymax Hotels have the most advanced revenue management technologies and strategies in place to ensure opportunities for ongoing profitability and growth are maximised.”

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### **About IDeaS**

Founded in 1989, IDeaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, MN with a global technology center located in Pune, India, IDeaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

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