

-----FOR IMMEDIATE RELEASE

For additional information, please contact:



**Mulberry Marketing Communications**  
**Daniela Kirchhubel**  
dkirchhubel@mulberrync.com  
+44 (0)20 7928 7676

**IDEaS Revenue Solutions**  
**Elizabeth Walsh**, Senior Director of Marketing  
[elizabeth.walsh@ideas.com](mailto:elizabeth.walsh@ideas.com)  
+1 952 698 4200

## **Macdonald Hotels & Resorts Focuses Investment on Revenue Management**

***Industry leading IDEaS Revenue Management System to be used across  
the group's portfolio in revenue management drive***

**London, UK – 23 AUGUST 2012** – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that Macdonald Hotels & Resorts, the UK's largest privately-owned hotel group with over 40 hotels throughout the country, is to install the IDEaS Revenue Management System (RMS) across its portfolio.

As is often the case with mid-sized hotel chains, investment on the guest-focused aspects of the business often takes precedent, meaning that sufficient budget to finance investment in back-of-house systems and technology can be difficult to find.

Stephen Dodman, who recently joined the hotel group as Revenue Director, recognised the crucial opportunities being missed in the area of revenue management. Resolving to renew focus in this key area of the business, Dodman has driven the creation of a centralised revenue management environment within Macdonald Hotels & Resorts to enable revenue growth to be maximised by a team of focused professionals.

Familiar with the strengths of the IDEaS RMS, Dodman has plans for every Macdonald owned hotel to implement the IDEaS RMS, augmenting the group's aim of optimising revenue management with powerful technology.

**Industry-leading IDeaS Revenue Management System to be used across the group's portfolio in Revenue Management drive**

Dodman said: "On top of its capability to maximize revenues, the IDeaS RMS will also allow Macdonald Hotels & Resorts to fully automate the online distribution process, enabling our hotels to distribute rates more effectively and offer huge benefits in terms of time and accuracy."

"Macdonald Hotels & Resorts portfolio consists of hotels that have clearly defined specialist markets, including golf and spa destinations. Without the IDeaS RMS, the manual process of managing so many online channels, and maintaining rate parity across all channels in a dynamic market proved both time-consuming and prone to human error.

David Guile, CEO of Macdonald Hotels & Resorts, has played a prominent role in the company's focus on revenue management. As part of the strategies he put in place to further grow the business, Guile spearheaded the hotel group's initial steps with revenue management technology. In 2008, this included overseeing the initial rollout of the IDeaS RMS in seven hotels.

Guile commented: "Having always recognised the importance of revenue management and the difference it could make to the bottom line at Macdonald Hotels & Resorts, the growth in our partnership with IDeaS gives me great confidence for the future."

– more–

**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 our 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).

Industry-leading IDEaS Revenue Management System to be used across the group's portfolio in Revenue Management drive

### About Macdonald Hotels & Resorts:



Established in 1990 by Donald Macdonald and colleagues, over the past 22 years Macdonald Hotels & Resorts has steadily and successfully expanded from its beginnings in the Scottish highlands to become the UK's largest privately owned hotel group.

Operating over 40 hotels across the UK and ten resorts throughout the UK and Spain, the group continues to invest and now employs over 4,400 staff and operates in excess of 4,500 hotel rooms.

Firmly committed to excellence, the leading hotelier continues to invest to offer its guests the highest standards of product and service delivery across a portfolio of beautiful, individual hotels.

And whatever the dining occasion; breakfast, business meeting, conference, banquet or intimate dinner, Macdonald Hotels & Resorts is proud of its promise to serve only the finest and freshest produce, with flavoursome dishes always prepared from whole raw ingredients.

A forward-thinking, environmentally responsible hotel group, through its 'Room 15' programme led by internal 'green teams', Macdonald Hotels & Resorts continues to focus on achieving ambitious, self-imposed energy saving targets. This includes reducing its electricity and fossil fuel usage by 15% by 2015.

This unwavering commitment to achieving the highest quality standards in every aspect of the business has seen Macdonald Hotels & Resorts receive numerous prestigious accolades. This has included, the MIDAS award for the Best Breakfast 2011/12, National Customer Service Awards for Leisure and Tourism and the coveted 2011 Carbon Trust Standard.

[www.MacdonaldHotels.co.uk](http://www.MacdonaldHotels.co.uk)

For media enquiries about Macdonald Hotels & Resorts, please contact Colin Hutchison / Eve Robertson, 3x1 Public Relations, Tel: 0141 221 0707 / 0131 225 7700 / [chutchison@3x1.com](mailto:chutchison@3x1.com) / [erobertson@3x1.com](mailto:erobertson@3x1.com)

Industry-leading IDeaS Revenue Management System to be used across the group's  
portfolio in Revenue Management drive

– #####–