

Chewton Glen Hotel and Cliveden House implement IDEaS G3 RMS to support their revenue strategy and maximise performance

IDEaS G3 RMS offers hoteliers unique capability of forecasting by room type

LONDON – December 2016 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, is pleased to announce a new partnership with two iconic five star properties: Chewton Glen Hotel & Spa and Cliveden House Hotel. As part of the Relais & Châteaux portfolio, these sister properties selected [IDEaS G3 Revenue Management System](#) (IDEaS G3 RMS) to support their revenue strategy and maximise performance across their combined 118 rooms.

Given the impressive collection of diverse room types, Chewton Glen and Cliveden House were looking for a system to overcome the considerable time spent manually forecasting. IDEaS G3 RMS was quickly identified as the best solution for these hotels, as it met fundamental requirements, including advanced forecasting abilities, group pricing management and extensive reporting capabilities.

“Previously we were manually forecasting four months into the future, which was very time consuming,” said Andrew Stembridge, managing director, and member of the international executive board at Relais & Châteaux. “IDEaS G3 RMS saves us time by providing a 12-month demand forecast and better business intelligence that helps us improve overall revenue performance by optimizing demand by room type and length of stay.”

Powered by advanced SAS® Analytics and IDEaS’ more than 25 years of innovation in hospitality technology, IDEaS G3 RMS offers the industry’s most comprehensive pricing decisions and interactive dashboards and reporting tools to help deliver maximum revenue and occupancy impact. With the automated revenue management system in place, Chewton Glen and Cliveden House are now able to increase their focus on more strategic decisions for the properties.

“We are delighted to be working with iconic hotels such as Chewton Glen and Cliveden House,” said Fabian Specht, EMEA managing director for IDEaS. “They are very unique properties, and we look forward to a long and successful partnership.”

About Chewton Glen Hotel & Spa and Cliveden Country House Hotel

An English Original...Chewton Glen is a luxury country house hotel and spa set in 130 acres of Hampshire countryside on the edge of the New Forest National Park, and just a few minutes’ walk from the sea. A very special place, Chewton Glen is a proud member of Relais & Châteaux, is one of the finest luxury hotels in the UK and has been voted 'Best UK Holiday Hotel' more than once. The unsurpassed heritage of effortlessly gracious English hospitality and the balance between heritage and evolution is what makes Chewton Glen a 5 red star luxury Hampshire country house hotel and spa that constantly surprises.

Cliveden House is a privately owned 5 Red Star award-winning hotel, and sister to the world-renowned Chewton Glen Hotel & Spa in Hampshire. Built in 1666 by the 2nd Duke of Buckingham, as a gift to his mistress, Cliveden House has remained a pinnacle of intrigue



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and glamour for the elite. Enriched with antique furniture and period features, it has stayed true to its roots whilst also providing a luxurious setting to rest, meet and play.

Now, this Grade I stately home set upon 376 acres of National Trust grounds is a luxurious five-star hotel.

About IDEaS

With more than one million rooms priced daily on its advanced systems, IDEaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDEaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDEaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDEaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.