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IDeaS Releases Hotel Revenue Management Ultimate Buyer's Guide

Step-by-step buyer's guide empowers hotel business leaders to make informed technology investments today for a more profitable tomorrow

Tweet This: @IDeaS_RevOpt premiered its Hotel Revenue Management Ultimate Buyer's Guide. The guide provides key industry and business considerations to help hoteliers and revenue leaders make informed, smarter and, ultimately, more profitable decisions. https://go.rev.ideas.com/hotel-rm-buyers-guide-social

MINNEAPOLIS—Oct. 24, 2019—IDeaS Revenue Solutions, the world's leading provider of revenue management software and services, announced the release of its *Hotel Revenue Management Ultimate Buyer's Guide*. The guide was developed for hoteliers and revenue leaders investigating revenue management technology. It provides key industry and business considerations to help position them to make informed, smarter and, ultimately, more profitable decisions.

The buyer's guide is available at https://go.rev.ideas.com/hotel-revenue-management-buyers-guide.

- **Hospitality and travel industry outlook** – The worldwide hotel industry is in the midst of a major transformation. Understanding a hotel's demand, market and distribution environment has become more complex than ever before, and this data-dense reality has made it nearly impossible for hotel revenue managers to manually crunch the numbers accurately and efficiently.
- **Key Considerations** – Knowing what to look for and who to trust are imperative for any technology investment. The guide helps readers understand next-generation revenue management fundamentals, formulate a business case for that investment, prepare the business and utilize critical evaluation tools to select the right technology partner for scale.

Dr. Ravi Mehrotra, president, founder and chief scientist, IDeaS, said: "I've spoken a lot about this over the course of my career, but today it is true more than ever before—if you aren't leveraging data analytics, artificial intelligence and machine learning to automate your revenue, your hotel is already behind. We have developed this guide to provide hotel technology buyers and revenue leaders with the tools they need to make informed decisions, today and into the future."

About IDeaS
IDeaS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDeaS delivers revenue science to more than 11,000 clients in 129 countries. Combining industry knowledge with innovative, data-analytics technology, IDeaS creates sophisticated

yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.