

Boutique Italian Hotel Partners with IDEaS to Enhance Profitability and Increase Efficiency

Casa Angelina uses downtime to implement automated RMS while relying on IDEaS Advisory Services to ensure sustainable success

LONDON—March 24, 2021—IDEaS, a SAS company, the world's leading provider of hotel revenue management software and services, announced today that Casa Angelina, a luxury, boutique hotel on the Amalfi Coast, has selected [IDEaS G3 Revenue Management System \(RMS\)](#) and enlisted the [IDEaS Advisory Services](#) team. IDEaS will provide strategic support to help Casa Angelina capitalise on a projected short but busy season and position the property for long-term success.

Casa Angelina knew it was time to move away from its manual processes for revenue management and took advantage of the hotel's downtime following a short season in 2020. After looking at several solutions, the general manager and his team selected IDEaS not only for its best-in-class technology, but also for its dedicated consulting expertise, client services and support personnel.

- **Customisation for a boutique hotel** – When bookings dropped by 80 percent in 2020, Casa Angelina knew it could use the downtime to implement a new strategy for revenue management. They also knew it would require a partner who could tailor the solution to fit their niche property.
- **Leveraging IDEaS Advisory Services** – One of the key drivers in their decision-making process, beyond the power of the analytics G3 RMS provides, was to partner with industry experts to drive the development of commercial and revenue strategies, which combined with G3 RMS, deliver new levels of performance.
- **Competing in a crowded space** – The Amalfi Coast is a prime tourist destination, particularly for Americans. Within 25km of the hotel are many competing properties, and while Casa Angelina anticipates a later season in 2021, they knew they would need to integrate an automated RMS with expert guidance in order to better determine rate structure, forecasting and reporting.

Domenico De Simone, general manager, Casa Angelina Hotel, said: "We realised pretty quickly in 2020 that our regular season would be shortened. With more than 80 percent of our bookings cancelled, we determined that this would be the best time to for us to begin the journey to implementing an automated RMS. After careful consideration, we determined IDEaS would be the best partner for us because their industry experts best understood our needs. IDEaS Advisory Services played a pivotal role in instilling a strategic revenue management culture and positioning Casa Angelina for future commercial

success. We are very excited to use the system as we look forward to a healthier 2021 season.”

Cheryl Hawksworth, managing director, EMEA, IDeaS, said: “We are proud Casa Angelina selected IDeaS to optimize their revenue, profit, and productivity. Their investment in sophisticated automation, as well as industry experts to guide them through their RMS journey, will give them a leading edge when demand returns to the Amalfi Coast. We look forward to assisting the team to help them leverage all aspects of the system and gain the positive results they expect.”

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 15,000 clients in 143 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.

About Casa Angelina Hotel

Sitting on the high cliffs of the Amalfi Coast, Casa Angelina offers a sublime slice of modern minimalism on the Mediterranean, with an emphasis on elegant simplicity and first-rate food. An airy refuge, our boutique 42-room hotel is a place where guests can rediscover the forgotten rhythms of long, drawn-out days and easy, lingering evenings. Visit <https://www.casangelina.com/en/> to learn more.