



Press Contact:
Kim Dearborn
kim@mfcpr.com
+1-909-455-4316

IDEaS and Amadeus Expand Technology Partnership to Expedite Hospitality Industry Recovery

Two hotel technology pioneers and global leaders work together to ensure frictionless client experience

MINNEAPOLIS—Sept. 23, 2021— IDEaS, the world’s leading provider of revenue management software and services, and Amadeus (OTC US:AMADY), the leading provider of IT solutions for the travel and tourism industry, have announced an expanded partnership to aid mutual client recovery. The combined power of IDEaS and Amadeus’ best-of-breed technology solutions deliver accessible, actionable data insights via seamless integrations to help hoteliers recover stronger and grow revenue faster.

- **Improving sales and catering efficiency:** IDEaS Revenue Management System (RMS) and G3 RMS, as well as IDEaS SmartSpace and RevPlan, integrate with the Amadeus Sales and Event Management solution to improve sales and catering efficiency with easy access to group pricing and displacement analytics to optimize total hotel profitability.
- **Maximizing RevPAR:** IDEaS G3 RMS integrates with Amadeus’ Demand360® to maximize RevPAR with insights into historical and forward-looking group and transient on-the-books performance compared to a hotel’s competitive set.
- **Enabling recovery efforts:** To further support the hospitality industry, which has been deeply impacted by COVID-19, Amadeus and IDEaS are enabling recovery efforts by waiving integration fees (for integrations between the IDEaS and Amadeus systems) for new clients for one year.

Klaus Kohlmayr, chief evangelist and chief development officer, IDEaS, said: “Global data silos must break down for hoteliers to achieve a more complete picture of their commercial revenue opportunities and recover stronger in the wake of the pandemic. With expected growth in meetings and events business, now is the time to accelerate technology investment in that area. The data integrations between IDEaS and Amadeus drive a brighter, more connected future for the hospitality industry, giving users precious time back and allowing them to be more strategic, profitable decision-makers.”

Paul Barron, executive vice president, marketing, partnerships and commercial operations, Amadeus, said: “Amadeus is pleased to deepen our partnership with IDEaS during this trying time for the hospitality and travel industry. We’ve strengthened our commitment to unite our two companies’ leading technology offerings to better enable recovery for our valued customers.”

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 16,000 clients in 144 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 Amadeus

Amadeus powers more personalized and authentic travel experiences. Our solutions are designed to enrich every stage of the traveler journey and help hospitality providers acquire, service, and retain guests by profitably driving demand and converting them into loyal fans. Backed by over 30 years of experience, we design open, cutting-edge software to provide the most efficient, trusted, and reliable systems for our customers. With experts in 175+ countries, we have a deep understanding of the hospitality industry and a desire to enable our hotel partners to create memorable guest experiences. To find out more about Amadeus, visit www.amadeus-hospitality.com.