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# IDEaS™

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## **QHotels Evolves from Reactive to Strategic Revenue Management with IDEaS**

*~IDEaS RMS to be used across entire QHotels portfolio~*

**London, UK – 7<sup>TH</sup> NOVEMBER 2011** – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that QHotels, the award-winning collection of 21 unique hotels across the UK, will be rolling-out the IDEaS Revenue Management System (RMS) across its entire portfolio by January 2012.

Voted AA Eco Hotel Group of the Year 2011-2012 and earning two HRS Hotel Excellence Awards in 2009; QHotels is truly a thriving, multi-award winning group. When the decision was made to advance its revenue management culture by moving from manual practices to a fully automated revenue management system, the group wanted a vendor that would provide the same high standard of excellent service, so they turned to IDEaS for a solution.

The group currently operates with a structure of regional Revenue Managers who are undertaking labour-intensive, manual tactics. With the addition of a fully integrated RMS into their current technology infrastructure, QHotels' Revenue Managers will have streamlined, fully-automated procedures, leaving them able to support their hotel clusters with better business decisions, and to increase their focus on revenue strategies.

“The comprehensive functionality and powerful analytics behind the IDEaS RMS will have a strong impact upon our revenue management processes and culture,” said Ian

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Goulding, Finance Director at QHotels. “In our hotels, which have an abundance of first-rate meeting rooms for up to 700 delegates, we cater to many conferences and business functions. As such, the Group Pricing module will be especially valuable to us by evaluating the dates and size of group booking requests against the hotel’s occupancy forecasts, and then providing us with a suggested optimal arrival date and room rate to accept the group at. This will allow us to maximise our revenue by achieving the right business mix. This level of analysis is simply inaccessible under our current manual processes,” he continued.

Fabian Specht, EMEA Regional Managing Director at IDeaS, said “With the support of IDeaS, I am convinced that QHotels will continue in its successes. The UK hospitality industry has seen a strong recovery over the past year, and the 2012 London Olympics are nearly upon us. IDeaS is here to provide UK hoteliers with the tools required for effective strategy, in order to take advantage of the current climate filled with exciting opportunities.”

**-ends-**

### **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).

### **About QHotels**

A little bit about us:

- QHotels prides itself in its collection of 21 carefully nurtured, unique properties throughout the UK. Some hide away in the most beautiful countryside, some preside

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over bustling city centres, but each with its own little idiosyncrasies, ensures guest enjoy a truly unique experience - whether staying for pleasure or business.

- Founded in 2003 by Managing Director - Michael Purtill, Sales Director - David Taylor, Finance Director – Ian Goulding and investment company Alchemy Partners;
- The collection has grown from 2 to 21 properties over the last six years.
- The collection, which boasts iconic properties including The Midland in Manchester, The Queens in Leeds and Crewe Hall in Cheshire, has been voted AA Eco Hotel Group of the Year 2011-2012. In addition to this... January 2009 alone saw QHotels shortlisted for the Business Hotel Brand of the Year Award at the Business Travel Awards and Winchester property Norton Park scoop two HRS Hotel Excellence Awards (Excellence in Meetings and Excellence in Business Management). Since then QHotels trophy cabinet is buckling under the weight of new awards, including ‘Most Improved Brand’ for the second year in a row in the 2009 BDRC UK Meetings Market Survey and the ‘Excellence in Training Award’ in Caterer & Hotelkeeper’s Best Places to Work in Hospitality 2009
- Take a look at our website [www.QHotels.co.uk](http://www.QHotels.co.uk)

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