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IDeaS to Host Webinar on Hotel Revenue Optimization During 2010 FIFA World Cup

MINNEAPOLIS, MN & AFRICA – 15 APRIL, 2009 - IDeaS Revenue Optimization, the leading provider of [revenue management and optimization](#) solutions and services, has launched a webinar aimed at helping hoteliers achieve their revenue potential during the 2010 FIFA World Cup.

As this is one of the most followed sporting events in the world, surpassing even the Olympic Games, the hospitality industry is bound to feel its effects. However, while the event is pre-empted by great revenue expectations, there is also a high degree of uncertainty around which strategies will be the most effective to achieve these results. The hotel industry will have to cope with hundreds and thousands of visitors – a much larger amount than usual - and hoteliers may find that, without effective revenue management strategies in place, they may not be able to reach the results they had hoped for.

As this is the first time such a major event will be hosted in South Africa, will the country's hotels be prepared to deal with it? IDeaS Advantage, IDeaS Revenue Optimization's consulting division, has tapped into its expansive knowledge base and sifted through streams of data to assist the South African hospitality industry in the delivery of a successful outcome.

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Industry expert Paul van Meerendonk, Senior Consultant of IDEaS Advantage, will guide the webinar attendees through an in-depth analysis of the 2006 FIFA World Cup in Germany to understand what worked and what did not. The webinar will then focus on the winning strategies hoteliers are recommended to adopt in order to maximize their RevPAR and F&B Revenues as much as possible, such as understanding demand differentiation according to match days, match type and event impact.

This complimentary webinar will be held on **Thursday, 23rd April 2009** at:

10:00 am (GMT Daylight Time)

11.00 am (South Africa Standard Time)

Hotel Revenue Managers, Management, Executives, Sales & Marketing professionals are invited to login to a dedicated registration site:

[Register Now](#)

About IDEaS Revenue Optimization

IDEaS, a SAS COMPANY, is the premier provider of enterprise revenue optimization solutions and services. IDEaS can help make an immediate impact on company revenue and profitability with its forecasting, optimization and pricing solutions. Headquartered in Minneapolis, IDEaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Australia and Asia. For more information, visit www.ideas.com.

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