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European Hoteliers to get Revenue Advantage through IDeaS Knowledge Base

IDEaS commit extra resources to assist European hotels during the economic downturn

London, UK, March 5 2009 – IDEaS Revenue Optimization, the leading provider of [revenue management and optimization](#) solutions and services, announced today they are committing extra resources to the European market as a result of the continuing economic instability.

IDEaS Advantage understands that during the current period of economic uncertainty many hotels are struggling to reach their optimal revenue levels.

IDEaS Advantage is committed to working closely with hotel and hospitality organisations throughout the European region and support them through the economic downturn so that these businesses are best positioned to capitalise on stronger levels of demand when the market rebounds.

As a show of commitment to the hotel and hospitality sector in Europe, IDEaS Advantage has expanded their specialist consulting team to include Paul Van Meerendonk, as a Senior Consultant for the EAME region.

IDEaS Advantage has worked in close partnership with some of the leading travel and transportation companies in Europe over many years, and understands firsthand how the current economic climate is affecting the industries ongoing financial strength. Through the company's in-depth industry knowledge, IDEaS Advantage has developed a range of new services which enable hotels to meet urgent revenue management needs.

European Hoteliers to get Revenue Advantage

“Some companies are struggling to understand the processes required to instil a winning revenue management culture in these uncertain economic times. By providing hotels with ongoing guidance and extra resources throughout the whole journey, IDEaS Advantage is able to help hotels and hospitality companies achieve best practice and position themselves for the eventual economic rebound.” said Klaus Kohlmayr, Director of IDEaS Advantage.

For those interested in learning more about IDEaS Advantage, please visit the IDEaS booth at the upcoming ITB Berlin Tradeshow. IDEaS Advantage will be located at booth 110, in hall 8.1 from March 11 to 15. For more information, please visit www.itb-berlin.com.

About IDEaS Advantage

IDEaS Advantage Consulting provides targeted solutions for companies, who are looking to reach their full revenue potentials through a range of client specific services, including revenue management outsourcing services, revenue analysis and benchmarking, best practice development and hotel pre-opening support. Using proprietary processes and tools combined with best-of-breed consultants that are selected individually according to client needs and their respective industry, IDEaS Advantage Consulting provides personalized and tailored support and assistance to clients to achieve their full performance potential. For more information, visit www.ideas.com.

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.