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Apollo Hotels & Resorts selects IDEaS V5i to Improve Yield Performance

IDEaS Revenue Optimization, the leading provider of revenue management and optimization solutions and services and one of America's fastest growing technology companies, announced today that Apollo Hotels & Resorts, a major hotel group in the Benelux, has chosen IDEaS V5i On-Demand Revenue Management Solution to manage its pricing strategies and deploy strategic business optimisation.



Apollo Hotels & Resorts is a leading chain of high-quality hotels and resorts currently experiencing a rapid growth; the Group, which now comprises 11 properties, plans a further expansion over the next few years. At present, IDEaS V5i will be installed in three properties, with a view to continue the roll-out in 2009.

"In order to remain ahead of the competition, we felt the need to get professional support in a delicate area such as revenue management. We were looking for an experienced partner able to provide us with accurate reporting and forecasting and we found it in IDEaS," said **Gönül Uyanik**, General Manager Apollo Museumhotel Amsterdam City Centre. "Key to us was the BAR (Best Available Rate) functionality which, while incorporating competitive rate shopping information, allows us to formulate optimal pricing decisions. Moreover, IDEaS V5i's ability to capture data three times a day represents a great asset in such a dynamic market as the hospitality one. Finally, the company's representation in the Benelux through a distributor with a strong knowledge of the local market also constitutes a plus"

"We are sure this will be a long-lasting partnership which will help us manage our room and banqueting revenues in a more efficient manner thus maximising our profitability," added **Gönül Uyanik**.

The deployment of IDEaS V5i On-demand Revenue Management Solution at the first two Apollo Hotels & Resorts has already started and further hotels are expected to roll it out by January 2009. IDEaS V5i will be installed with all its modules, including the Centralized Control Module, which allows authorised users to view data from multiple properties and benefit from roll-up reporting in user-definable property groups.

"We are looking forward to starting an exciting partnership between Apollo Hotels & Resorts and IDEaS, and to working closely with the Apollo team to ensure a long term and profitable relationship is achieved," explained **Kirsten Lang**.

"The Benelux market is proving very receptive to the latest developments in hospitality technology and IDEaS' solutions are very well received. This is another important installation and we are happy to have once again the opportunity to work with a well-reputed chain such as Apollo Hotels & Resorts," said **Fabian Specht** - IDEaS Director EAME.

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.

About Apollo Hotels & Resorts

Apollo Hotels & Resorts (www.apollohotelsresorts.com) is a chain of high-quality hotels and resorts in the Benelux. Each establishment is totally unique and has its own character, amenities and atmosphere: Absolutely a source of inspiration for a hospitable stay.

The group is owned by the European Hotel Management (www.europeanhm.com), a Dutch enterprise established in 2005 specialising in operating hotels. At the present time, the group has 11 hospitality companies, including the famous wellness resort Thermae 2000 in Valkenburg and the Crown Plaza Promenade Hotel in The Hague, which it took over recently. In 2009, the group will open a large new conference hotel in Amsterdam, being its twelfth operation. The ambition to build up a strong portfolio of hotels will be further realised by appealing acquisitions in the future.

Note for the editors (not for publication):
For more information about Apollo Hotels & Resorts and its activities, go to:
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