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**Institute of Hospitality and IDEaS Revenue Optimization Announce New Business Partnership**

Institute of Hospitality, the leading international professional body, has forged a new business partnership with IDEaS - A SAS COMPANY, the premier provider of revenue-management solutions and services for the hospitality industry.



News of the partnership comes just as the Institute is launching its revamped business partner program. The program builds mutually beneficial relationships with businesses that offer specialist expertise, to benefit the industry and the Institute's network of members. Business Partners are on hand to offer expert comment and support to Institute initiatives, which members and clients can benefit from via dedicated management guides, online information updates, plus seminars, conferences and other focused events.

IDEaS' Strategic Alliances & Partnerships Manager, Vivek Bhogaraju comments: "The Institute of Hospitality with its esteemed history and reach within the industry continues to be progressive in the manner it supports its members globally. I am delighted to welcome the Institute of Hospitality as the newest IDEaS Industry Partner to spread awareness and benefits of Revenue Management. I look forward to collaborating with the Institute to provide its members the necessary tools and resources to better understand Hospitality Pricing, Forecasting and Revenue Optimization. All of us at IDEaS are proud to be associated with the leading body for Hospitality professionals."

Philippe Rossiter, Institute of Hospitality Chief Executive, said: "Through its Business Partner program, the Institute of Hospitality is establishing strong relationships with some of the industry's leading service providers. In turn this benefits the Institute's members, by providing them access to informed opinion and resources in key areas of specialization. At a time when maintaining revenue streams is at the forefront of every business's mind, effective revenue management can be the key to making accurate business decisions, which could dramatically improve profit margins and cash flow. With its well-established reputation and client-centric approach, we are therefore delighted to welcome IDEaS Revenue Optimization on board as a new Business Partner."

**About Institute of Hospitality**  
The Institute of Hospitality is the professional body for managers -- and aspiring managers -- working in the hospitality, leisure and tourism industries. With over 10,000 members, in the UK and more than 100 countries worldwide, we aim to offer support to our members throughout their careers in the industry. The Institute is managed as an educational charity, with its mission being "to lead and inspire the highest professional standards of management and education in the hospitality industry". The Institute exists to benefit members in their professional and career development, while continuing to improve industry sector standards by disseminating management information, promoting education and best practice -- via our accreditation schemes, qualifications, seminars and publications as well as our industry Customer Service benchmarking standard, Hospitality Assured. For more information, visit [www.instituteofhospitality.org](http://www.instituteofhospitality.org)

**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](http://www.ideas.com)

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