



- HOME
- INDUSTRY NEWS
- FINANCIAL NEWS
- MARKET REPORTS
- COLUMNS
- ASSOCIATION UPDATE
- CAPTURED
- MULTIMEDIA
- JOB OPPORTUNITIES
- MARKETPLACE
- HOTELSCHOOLS
- INDUSTRY LINKS
- INDUSTRY EVENTS
- DOCUMENTS
- BOOKSHELF
- PAST POLLS
- OTHELLO
- RSS FEED (XML)
- MICROSOFT® ALERTS

SEARCH

- POWER SEARCH
- 
- COMMUNITY
- NEWSLETTER
  - REGISTER
  - UPDATE REGISTRATION
  - POST/SUBMIT CONTENT

- ALLIANCES
- AH&LA
  - IH&RA
  - HSMIA
  - HFTP
  - HITEC
  - HOTELSCHOOLS.COM
  - WIREDHOTELIER.COM
  - WIWIH.COM

CONTACT US

Advertising Info



**INDUSTRY NEWS**

[BECOME A REGISTERED USER](#) | [CONTRIBUTE YOUR NEWS](#) | [CONTACT US](#) | [HELP](#)

[INDEX](#) · [NEXT](#) ▶



HS POST YOUR NEWS ON THE HSYNDICATE NETWORK

8 July 2008

**Menzies Hotel Group Rolls out IDEaS Revenue Management Solution Throughout its Estate**

IDEaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions, announced today that Menzies Hotels, a major hotel chain in the United Kingdom, has installed IDEaS V5i On-demand Revenue Management Solution throughout its estate, a mixture of 3 and 4 star quality hotels across the country.



"Having recently expanded our business, the installation of this solution from IDEaS guarantees a more scientific approach to our revenue management process which, in turn, allows us to deploy in a much more centralized environment," said [Paul Dooner](#), Director of Revenue for Menzies Hotels. "The key for us was the ability of the IDEaS V5i On-demand Revenue Management Solution to operate within our centralized framework and provide central business intelligence to all of our different properties and estates in the United Kingdom."

"IDEaS has already proven a great help in maximizing benefits during the integration and refurbishment process of seven hotels we recently acquired," added Dooner. "We believe that the deployment of IDEaS V5i along with modules which are key to our business will enable us to improve the management of our distribution channels and to provide a quicker and better response to the demand of the market, thus allowing us to become more competitive."

Menzies Hotels are currently implementing IDEaS V5i with the following modules: BAR (Best Available Rate), which helps make pricing decisions while incorporating competitive rate information, Centralized Control, which allows authorized users to view data from multiple properties and benefit from roll-up reporting in user-definable property groups, and the Budget module, which provides an easy method to assess the hotel's performance against financial goals, as it allows hoteliers to compare budgeted rooms sold and revenue against actual or forecasted data at market segment and hotel levels.

"Thanks to its impressive geographical spread throughout the UK, Menzies Hotels represents a key hotel group for IDEaS as well as an invaluable addition to our growing portfolio of clients," explained Cheryl Hawksworth, IDEaS Sales Manager UK and Ireland. "This year will see the start of an exciting partnership between both Companies, and we are looking forward to working closely with Paul and his team to ensure a long term and profitable relationship is achieved."

"IDEaS is proud to count over 400 hotel in the UK and over 50 top London Hotels among its clients," said [Uli Pillau](#), Managing Director EAME for IDEaS. "The partnership with Menzies Hotels reinforces IDEaS' positioning as market leader in hospitality revenue management in the UK."

**About IDEaS Revenue Optimization** | IDEaS Revenue Optimization is the premier provider of enterprise revenue management and optimization solutions and consulting. By providing Forecasting, Optimization and Pricing solutions and services, coupled with IDEaS' On Demand Software as a Service (SaaS) applications, IDEaS can help make an immediate impact on company revenue and profitability.

IDEaS goal is to work hand-in-hand with clients to identify strategically important, complex business problems and then develop unique revenue management and optimization strategies that enable global organizations to understand, anticipate and react to consumer behavior in order to maximize

who is who  
in hospitality

about **what**  
you know

and **who**  
you know

[wiwih.com](http://wiwih.com)

**Hotel expansion**

3<sup>rd</sup> - 4<sup>th</sup> November 2008  
DUBAI

an event by **naseba**

Find out what the industry experts think

The future of the hotel industry

DOWNLOAD YOUR COPY

**eCORNELL**

Online Certificates from  
Cornell University

**Hotel eMarketing 2008**

16 and 17 September 2008  
London, UK

company-wide revenue or profits.

Ads by Google

Headquartered in Minneapolis, Minnesota, IDEaS maintains global technology, support, sales and distribution offices in North & South America, the United Kingdom, Europe, Africa, Middle East, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

**About Menzies Hotels** | Menzies Hotels is a privately owned company operating a unique portfolio of 17 distinctive hotels located throughout the UK, from Aberdeen in Scotland to Bournemouth on the south coast. Its portfolio comprises prime city centre properties, luxury country hotels, and premier coastal resorts. All of its hotels are distinctively individual and each strives to deliver a level of comfort and hospitality that exceeds customer's expectations.

**RELATED EVENT**

**IDEaS Two-Part Live Webinar Series - Revenue Management**  
 22 July - 27 August 2008  
 Webinar | Online  
[Visit Event Website](#) | [More Information](#) | [Event News](#)



**Hospitality Systems**

Property Mgmt  
 Software  
 Reservation System for Hotel, Resort, Condo

[www.maestropms.com](http://www.maestropms.com)

**MARKETPLACE**

[CLICK HERE](#) to learn more about IDEaS Revenue Optimization

**CONTACT**

Star Bazella  
 Marketing Manager  
 United States - Minneapolis, Phone: +1 952 698 4200  
 Fax: +1 952 698 4299  
 Email: [star.bazella@ideas.com](mailto:star.bazella@ideas.com)

**ORGANIZATION**

IDEaS Revenue Optimization  
<http://www.ideas.com>  
 1650 West 82nd Street, Suite 400  
 USA - Minneapolis, MN 55431-1448  
 Phone: (952) 698-4200  
 Fax: (952) 698-4299  
 Email: [IDEaS\\_Sales@ideas.com](mailto:IDEaS_Sales@ideas.com)

**RECENT NEWS**

**Brendan May Named Sales Manager Europe of IDEaS Revenue Optimization**

Thursday 26 June 2008

**Austria Trend Hotels & Resorts Rolls Out IDEaS Revenue Management Solution Across Its Estate**

Thursday 26 June 2008

**IDEaS Revenue Optimization Selected as the Exclusive Revenue Management Partner for WORLDHOTELS**

Monday 16 June 2008

*All Articles from IDEaS Revenue Optimization*

**MEET US AT THE FOLLOWING INDUSTRY EVENTS**

**International Hotel Technology Forum (IHTF) 2009** May 14-17, 2009

[More Information about this Event](#) | [Event Website](#)

**Booth ->** Visit us at booth If you are in the area, please stop by and visit the IDEaS booth

**HITEC 2009** June 22-25, 2009

[More Information about this Event](#) | [Event Website](#)

**Booth ->** Visit us at booth Booth 437

**EHTEC 2008** February 10-12, 2008

[More Information about this Event](#)

**Booth ->** Visit us at booth - IDEaS Revenue Optimization

**HS POST YOUR NEWS ON THE HSYNDIGATE NETWORK**

[PREVIOUS](#) · [INDEX](#) · [NEXT](#)

**Travel Industry Trends**

How and why is the hotel industry going green? Listen to interview.

[www.Deloitte.com/us](http://www.Deloitte.com/us)

**Hospitality Management**

Training for Hospitality Jobs Program and Financing info request

[www.aha.edu](http://www.aha.edu)

**Hospitality management**

Bachelors and MBA Degree Online Call 800-309-2366 Now for Details!

[www.ColumbiaSouthern.edu/HT](http://www.ColumbiaSouthern.edu/HT)

**Hospitality Mgmt Degrees**

Career advancement w/ an Affordable Hospitality Management degree.

[Hospitality-Management.Degree.net](http://Hospitality-Management.Degree.net)

V V

Ads by Google



**COPYRIGHTS**

Copyright© 1995-2008 Hospitality Net™ All rights reserved.  
Trademarks and product names are the property of their respective owners.  
[Privacy Statement](#) - [Terms & Conditions](#) - [Advertising Information](#)

[SEARCH](#) [SITEMAP](#) [COMMENTS](#) [HOME](#) ▲