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News for the Hospitality Executive

IDeaS Extends Global Leadership Reach with EyeforTravel Partnership

Minneapolis, Minn., June

9, 2010 – IDEaS Revenue Optimization, the leading provider of hospitality revenue management and optimization solutions and services, today announced its global sponsorship and

partnership agreement with EyeforTravel (EFT) worldwide in 2010. Furthering its commitment to leading and educating the hospitality industry, IDEaS will support EFT by contributing to pricing and revenue management content as well as lead and moderate panel discussions for the organization.



“IDEaS has a long standing, productive relationship with EFT on a global level,” said Fabian Specht, Managing Director, EMEA, IDEaS. “By joining forces, we are able to support the industry across the world on local levels, enhancing our ability to impact and educate the industry about revenue management practices that are vital to the health of hospitality organizations in these times.”

IDEaS will support EyeforTravel’s Travel Distribution Summit Europe Conference by participating in an expert panel discussion entitled, *Next Generation Revenue and Distribution Technologies* on June 17th from 4:00 until 5:00 p.m. The conference will be held on June 17th and 18th at the Business Design Centre in London.

“We strive to provide the most valuable information to the hospitality industry through news, events and research on a global level,” said Simon Carkeek, executive director, EyeforTravel. “Partnering with a global hospitality leader like IDEaS allows us to broaden awareness of revenue management education and best practices, helping hotels compete in a challenging business climate.”

IdeaS will participate in the following EyeforTravel events in 2010:

- Travel Distribution Summit Europe – June 17-18, London
- Travel Distribution Summit USA – October 13-14, Chicago
- Revenue Management Europe – November 23-24, Amsterdam

About IdeaS Revenue Optimization

IdeaS, a SAS Company, are the premier provider of [Pricing, Forecasting and Optimization](#) solutions and services. [IdeaS' Solutions](#) are implemented via [Software as a Service \(SaaS\)](#) deployment with very little infrastructure, guaranteeing small upfront costs and easy implementation. [IdeaS' Advantage](#) and [IdeaS for Success](#) services help at all levels of a client's organization—strategic through operational—and our integrated approach differentiates IdeaS from the competition and creates the foundation for a successful partnership. 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.

Contact:

Mulberry Marketing Communications

Megan Davidson

mdavidson@mulberrymc.com

(312) 664-1532

IdeaS Marketing Manager

Star Bazella

star.bazella@ideas.com

(952) 698-4200

Also See: [IdeaS Revenue Optimization Appoints Rupert Gutteridge as Regional Director of Sales, EMEA](#) / June 2010

[IdeaS Partners with JackRabbit Systems, Inc. to Provide Easy-to-Use Lodging and Availability Search Engine; New BookDirect™ system improves website functionality and usability to enhance the traveler's experience](#) / May 2010

[Marco Polo Hotels Sees Benefits Following Implementation of IdeaS V5i Revenue Management Solution; Leading provider of revenue management solutions in place to help Marco Polo achieve improved market position through a renewed focus on revenue and](#)

[pricing optimization](#) / April 2010

[IDeaS Revenue Optimization Appoints Fabian Specht as Regional Managing Director, EAME](#) / March 2010

[Marina Bay Sands in Singapore Selects IDeaS Industry Leading Integrated Revenue Management](#) / February 2010

[Hoteliers Turn to Revenue Specialists to Boost Returns in a Soft Economy; Rise in hotel revenue management support in 2009 as IDeaS Advantage records double digit growth, works with number of new partners worldwide](#) / February 2010

[IDeaS Sets Industry Standard with 20 Years of Revenue Management Experience](#) / February 2010

[Will 2010 Be The Year Of \(Missed\) Opportunities?](#) / Klaus Kohlmayr / December 2009

[IDeaS Announces Second Round of Winners of IDeaS Cornell Revenue Management Scholarship](#) / November 2009

[IDeaS Helps Hoteliers Gain Confidence and Validate Pricing Strategies with Launch of Rate Optimization Service; New service optimizes hotel's rate spectrums, improves revenue without change to existing business practices](#) / October 2009

[IDeaS Revenue Management System Further Expands in Resort Segment with Addition of Grove Park Inn](#) / August 2009

[IDeaS Revenue Optimization and Multi-Systems Inc. Complete Certified System Integration](#) / July 2009

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