

Hospitality Upgrade

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Open to all HITEC Attendees, IDEaS Shares Hospitality Through a Live Theatre Series

June 23, 2010 - IDEaS Revenue Optimization, a leading provider of it will reveal valuable revenue management best practices during an booth No. 1209.

Known for its highly successful webinar attendance reaching nearly the opportunity for hotels to gain stronger insight into optimizing que series with key industry experts.

“We’ve noticed significant growth in our webinar attendance, clearly dialogue about pricing, forecasting and optimization for hotels,” said marketing, IDEaS. “We believe that armed with knowledge, hotels w systems, but implementing an effective revenue management cultur

IDEaS Theater Presentation Series will include:

- Social Media Analysis for Hotels: Understand, Predict & Act on Yo
- Rate Optimization: Setting Optimal Rates for Your Hotel
- Seven Things a Revenue Manager Can Do to Prepare for the Rec
- Establishing a Revenue Management Culture at Your Hotel
- Technology + Hotel Revenue Management: How Technology is Inc
- Advanced Customer Analytics: How to Calculate Customer Lifetim

For a full IDEaS theater presentation schedule with dates, times and

<http://www.ideas.com/uploads/File/HITEC-2010-Schedule-IDEaS.pdf>