



NEWS

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

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IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, today announced the integration of JackRabbit's BookDirect™ Lodging and Availability Search Engine with the [IDEaS V5i Revenue Management Solution](#). The integration allows IDEaS' hotel clients to maximize the visibility of their rates, across multiple distribution channels, by enabling the upload of their Best Available Rates to various Destination Marketing Organization (DMO) websites powered by JackRabbit Systems' BookDirect™ technology.



"As the landscape of travel booking continues to evolve, IDEaS remains committed to providing solutions that leverage the industry's latest consumer booking technologies," said Linda Hatfield, Vice President of Marketing and Product Management, IDEaS. "Integrating with JackRabbit allows IDEaS clients to directly connect with current and prospective guests, increasing occupancy and maximizing revenues."

Helping visitors find lodging in local markets, BookDirect™ provides a comprehensive feature set for approximately 200 DMO websites, increasing direct bookings and local occupancy rates for IDEaS' hotel clients. BookDirect™ will quote website visitors an average nightly rate for a given arrival date and length of stay through the IDEaS V5i system. Before completion of the booking, guests will be directed to the hotel's website to enter detailed personal information.

"Our partnership with IDEaS is a testament to our commitment to improve the functionality and usability of technology for the hospitality industry while making it even easier for travelers to find and book their next hotel stay," said Andrew Van Luchene, President and CEO of JackRabbit Systems, Inc. "Through collaborative partnerships with leading companies like IDEaS, we can continue to bring increased exposure on high-traffic DMO websites for lodging properties everywhere."

About JackRabbit Systems and BookDirect™

JackRabbit Systems develops online travel software for destination and travel portal websites. The BookDirect™ search engine from JackRabbit is designed to improve website functionality and usability in order to enhance the visitor's experience and increase room nights in the selected destination on city and state tourism (DMO) websites in North America. Consumers enter dates into the engine to search for rates and availability for rooms and then click to book directly with the lodging properties, rather than an online travel agent. By linking consumers directly to lodging properties to complete their bookings, the BookDirect™ search engine creates the best consumer experience for booking rooms that leaves the most profit with the lodging property. Over 400,000 consumers a month use the BookDirect engine that is embedded on over 200 city and state tourism websites. For more information, visit www.JackRabbitSystems.com.

About IDEaS Revenue Optimization | IDEaS, a SAS COMPANY, is 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' 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

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

Organization

IDeaS Revenue Optimization

www.ideas.com

8500 Normandale Lake Boulevard, Suite 1200

USA - Minneapolis, MN 55437

Phone: (952) 698-4200

Fax: (952) 698-4299

Email: IDeaS_Sales@ideas.com

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