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4 Myths
that keep hospitality organizations stuck with limiting revenue management tools

Whether you're sick of your current revenue management system (RMS) or just casually considering other options, don't let these myths scare you away from switching to a more effective solution.

Myth #1

It's too costly to install a new revenue management system

While there are costs to adopting a more advanced RMS, there are also costs to sticking with the status quo.

If your current system causes you to miss out on gains because it can't produce accurate room-level pricing, then your business could miss out on higher, long-term profits.

Myth #2

Learning a new RMS will take too much time & effort for my thinly stretched team

Many teams experience a slight but short-lived decline in overall efficiency when switching to a new software solution.

But even with limited staff, onboarding a new RMS has never been *faster or easier* thanks to self-paced learning and automation.

Myth #3

It will take too long for a new RMS to make an impact

But a more advanced RMS can make an immediate difference.

It continuously adjusts, learns, and applies pricing models that maximize revenue without any oversight or programming.

Having learned from thousands of hotels and resorts, a holistic RMS constantly improves its forecasts as it goes along.

Myth #4

It's easier to stick with my current RMS

Are you really making your job easier if you're constantly reprogramming rules for your pricing tool?

In the long term, you take on extra work that you could avoid by using a true automated system.

Switching to an RMS that produces insights and makes price changes without prompting will save you time in the long run.

Here's what's *not* a myth

Hotels with an RMS that prices by room type **experience a revenue uplift of 5%.**

Discover additional ways an IDeaS RMS can help your team boost revenue and save time by visiting **go.rev.ideas.com/grow**

Results delivered.
Revenue transformed.

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