

# The Hotelier's **Gift Guide**

for the 2020 Holiday Season



**IDEAS**<sup>™</sup>  
A SAS COMPANY

What to give the hotel exec who  
has everything?

Want to know what your top revenue  
manager really wants?

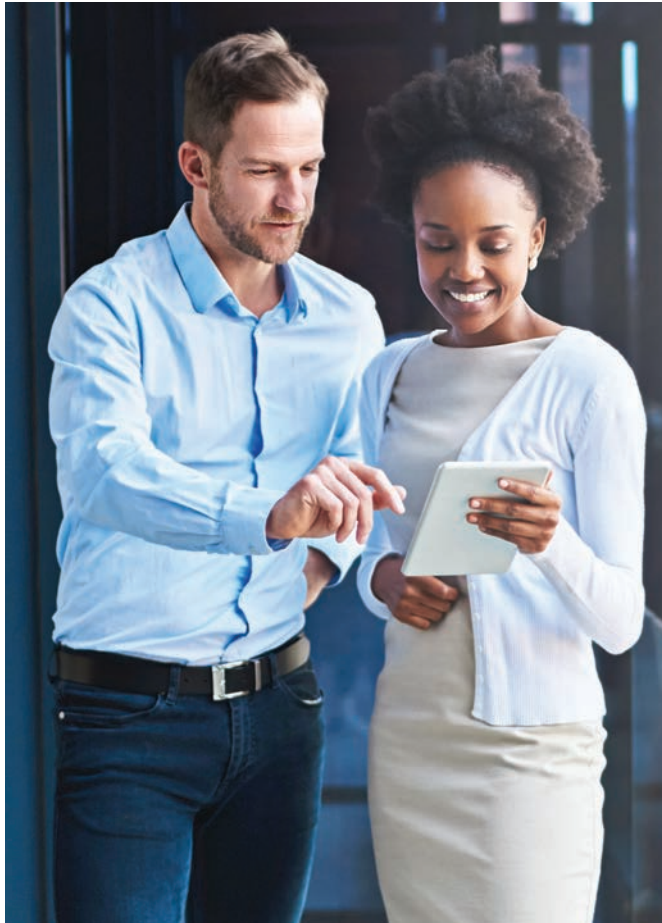
How about the GM who deserves  
something extra special this year?



Give your boss, direct reports, and entire hotel team  
the gift that keeps on giving—delivering greater  
profitability and productivity all year round.

Give the gift of Revenue Science, powered by IDEaS.

**Your hotel will thank you.**



## CONFIDENCE IN MOTION

Wearing **confidence** exudes calm and reassurance to all stakeholders. A must-have for hotels of all sizes and types. Pairs well with Knowledge (see page 9).

# Confidence

Item #giveconfidence2021

★★★★★ [Read Reviews](#)

### \$Priceless

It's true. Nothing says "confidence" more than knowing your hotel is producing just-in-time pricing decisions around the clock while prioritizing your most valuable segments. You'll know without question your automated revenue strategy is proactively addressing changes in market demand and keeping you informed along the way. Go with a solution where over 95% of decisions are accepted by our users. That's automation you can confidently rely on.

Hotel Size

- XS
- S
- M
- L
- XL
- XXL

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# Agility

Item #giveagility2021

★★★★★ [Read Reviews](#)

## \$Turn.On.A.Dime

You've got to be nimble to anticipate turns in the market, competitor price drops, and general shifts in the wind. IDeaS monitors your hotel 24/7/365 to ensure a steady flow of data you can rely on and provide you with pricing, overbooking and rate-availability decisions to drive optimal revenue, whatever market conditions come your way.

Hotel Size

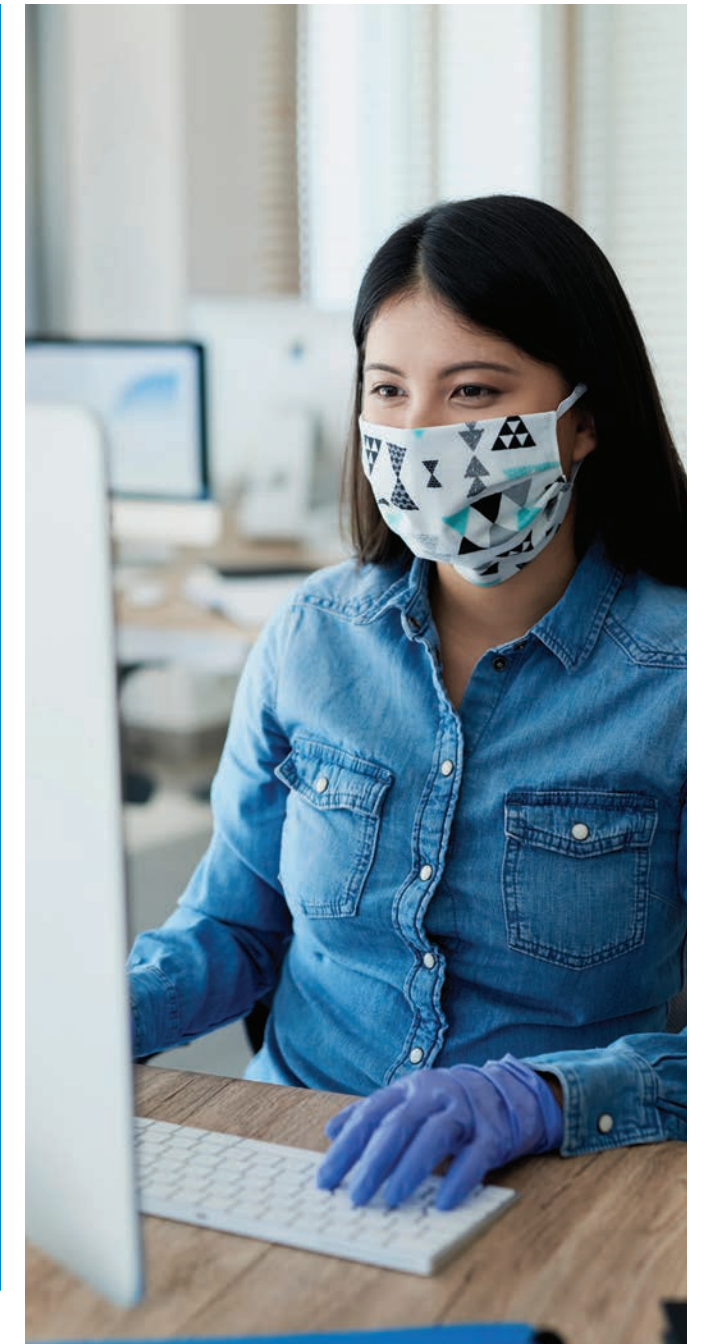
XS S M L XL XXL

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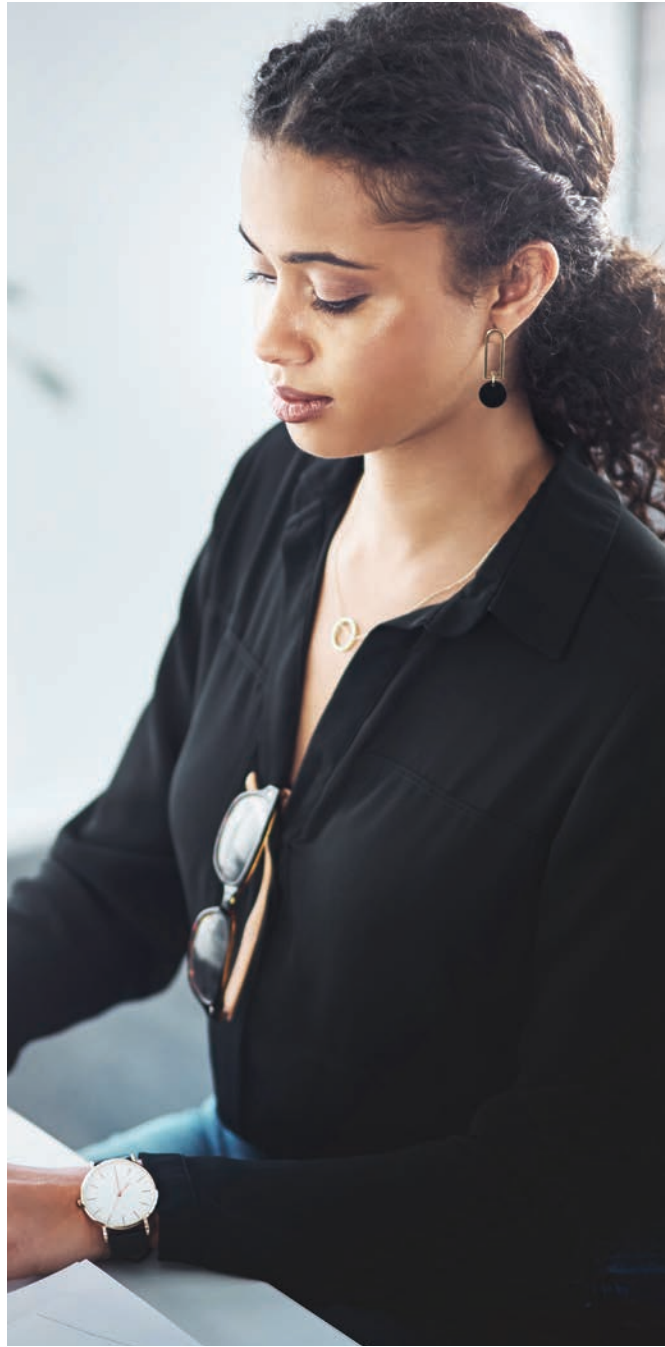
## AMP UP THE AGILITY

Yoga is wonderful, but being truly flexible means rapidly responding to changing customer needs. It takes data-driven **agility** to quickly adapt—internally and externally—to market changes. Namaste.



# KNOWLEDGE IS POWER

**Knowledge** looks good on you. It's that knowing smile and the ability to view your KPIs and market performance anytime, anywhere. Also, it's your hair.



## Knowledge

Item #giveknowledge2021

★★★★★ [Read Reviews](#)

### \$Can't.Put.A.Price.On.It

Knowledge is power and power is profit. IDeaS delivers powerful information through dashboards, heatmaps, and reports all tailored to your job role so you are continually up-to-date on where your hotel stands in relation to your comp set, available demand, occupancy levels, budget and more. All at your fingertips anytime day or night, onsite or remote.

Hotel Size

XS S M L XL XXL

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# Team Efficiency

Item #giveteamefficiency2021

★★★★★ [Read Reviews](#)

## \$Gift.Of.Time

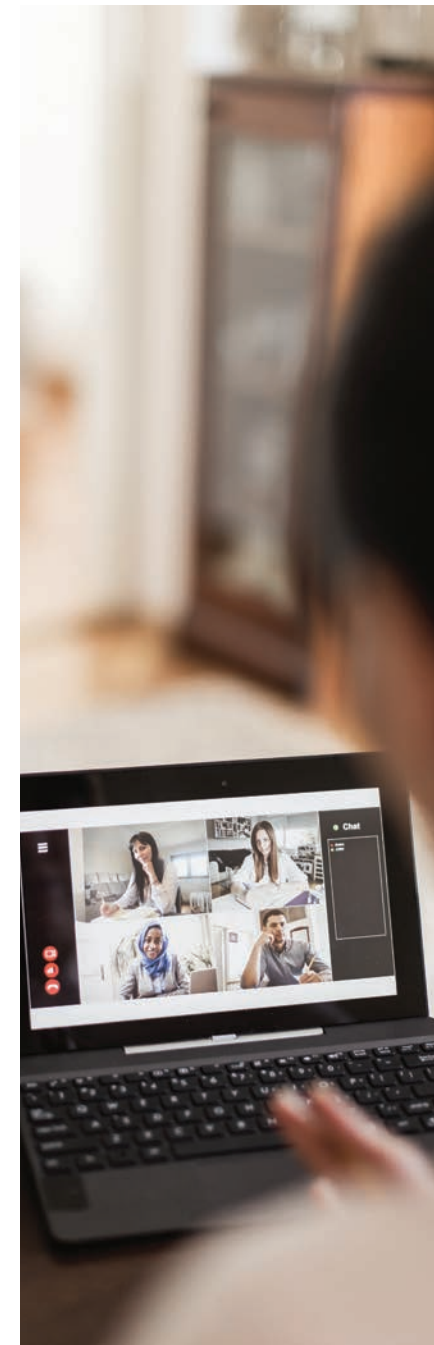
“We’re all in this together” has never been truer. Get your team out of their respective silos and into the same revenue strategy barn. IDeaS performs the heavy analytical lifting so your team members can spend their time strategically while driving more business and improving the guest experience. Teamwork and collaboration between departments has never been easier.

Hotel Size

XS S M L XL XXL

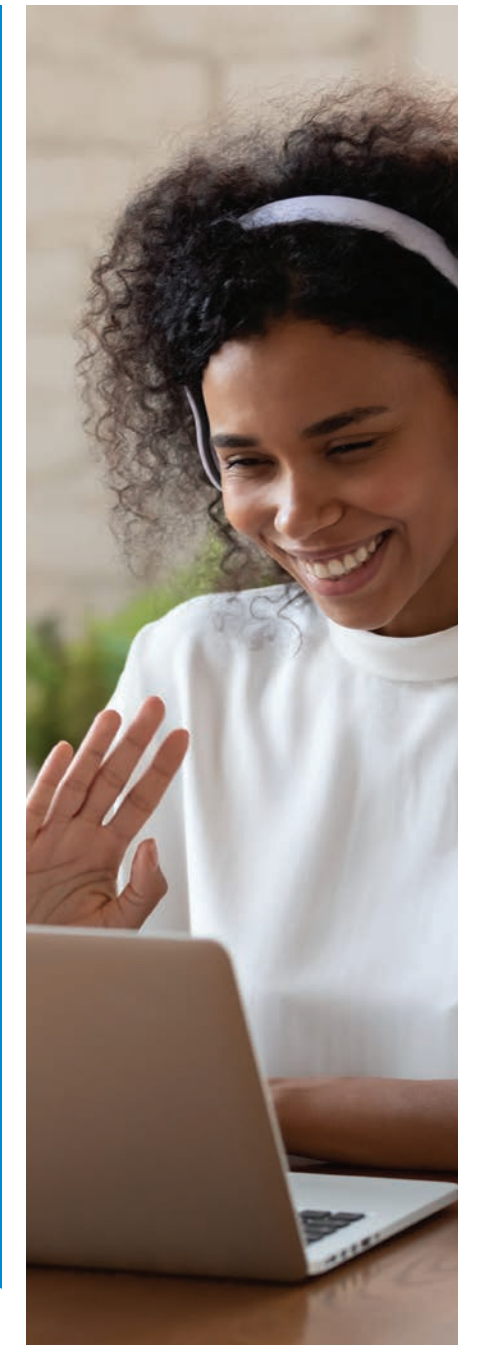
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## TEAMWORK MAKES THE DREAM WORK

Don't let their casual demeanors fool you. This team is **efficiently working together** to create big opportunities, drive business and improve the guest experience. Except, Ryan, you're on mute!





## YOU GOTTA HAVE **UPLIFT**

Improved results is what **uplift** is all about. Note the subtle inner strength that comes with knowing your hotel is attracting the most profitable demand—and the bump in salary.



## Uplift

Item #giveuplift2021

★★★★★ [Read Reviews](#)

### **\$Driving.Revenue.Always**

No other revenue management solution approaches pricing and inventory control like IDeaS. With the unrivaled power of revenue science, precise decisions are analytically calculated for each room type and market segment every day into the future. This ensures you'll capture the most valuable business for all lengths of stay and see results between 7-15% more than manual revenue management practices.

Hotel Size

XS S M L XL XXL

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# Insight

Item #giveinsight2021

★★★★★ [Read Reviews](#)

## \$Pennies.Per.Room

Balancing the use of historical and recent data as business evolves is a skill mastered only by the greats. It takes a combination of domain experience, unique analytical capabilities and automation to determine your optimal pricing, considering your historical data, relevant market data, seasonality, day of week, days to arrival, length of stay and more. IDeaS provides the insight that delivers powerful decisions you can count on.

Hotel Size

XS S M L XL XXL

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**INSIGHT?**  
YES PLEASE!

Why wait until you're wrinkled and gray to possess supreme wisdom and **insight**? IDeaS delivers insight into every profit-producing decision you distribute. No hair loss required.





## LET THERE BE **PEACE (OF MIND)**

They say **peace of mind** comes from within. Truth be told, it really comes from selecting the most trusted revenue management solution partner in the world.



## Peace of Mind

Item #peaceofmind2021

★★★★★ [Read Reviews](#)

### **\$Restful.Sleep**

With your automated revenue management solution from IDeaS you'll know you've implemented the hotel industry's leading revenue technology with the most trusted partner. You've covered all your bases and will sleep like a baby knowing IDeaS is working on your behalf—choosing the most valuable business—around the clock, every day of the year. Plus, it's in the cloud, giving you the ability to work from anywhere and regain your work-life balance in no time.

Hotel Size

XS S M L XL XXL

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# Stability

Item #givestability2021

★★★★★ [Read Reviews](#)

## \$Solid.Gold

What good is a purchase if your vendor cannot provide a guarantee? Partnering with IDeaS means you've selected a trusted provider wholly owned by \$3B SAS, the world's largest privately owned analytics company. And that means you'll always have the same partner to count on who will be with you every step of the way throughout your hotel's revenue journey.

Hotel Size

XS S M L XL XXL

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## STABILITY IS COOL NOW

Who knew security and **stability** could feel so good? IDeaS understands the importance of being around to help your hotel maximize revenues and instill a culture of revenue optimization across your organization.

# We've Got Your Size

## HOTEL TYPE

Extracting the most value from your hotel's business model is an art form that takes practice, persistence, and perfection. When it comes to revenue technology, one size does not fit all, but big or small, business or leisure, urban or rural—from Vegas to Bora Bora—IDeaS has you covered.

Boutique



Resort



Extended Stay



Estate



Luxury



Airport



City Center



Casino



## HOTEL SIZE

Every hotel is unique. Whether your hotel has five guest rooms or 5,000, is a single property or global enterprise, we've got you covered in a variety of ways to help you tailor your guest experience.

XS

S

M

L

XL

XXL

# Whatever Your Style

## HOTEL EXECUTIVE

As a **hotel executive**, you are tasked with increasing asset values and improving operational efficiencies. Bolster your portfolio's performance with IDeaS' automated technology—and experience the results.

## GENERAL MANAGER

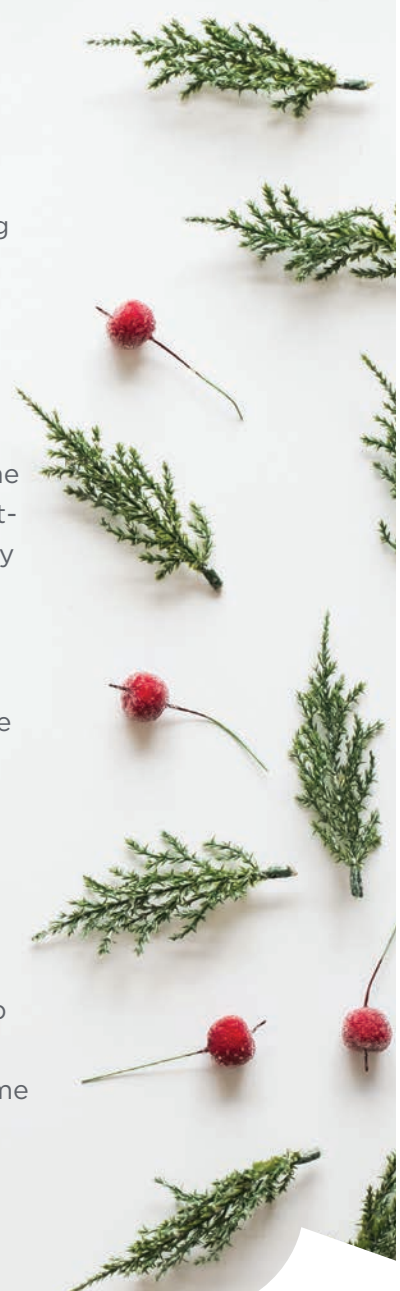
**General managers** are more than likely short on time and needed in every department. Leverage the best-of-the-best in technology to improve the day-to-day management of your hotel.

## REVENUE MANAGER

Most **revenue managers** face the mounting pressure from OTAs, Airbnb, and emerging competition in the market. It's time to consider that your current processes might be holding you back.

## MEETING & EVENTS MANAGER

As a **meeting & events manager**, you're expected to maximize your space. IDeaS' technology will help you gain visibility into true demand, stay on top of pricing and free-sell strategies, and turn cumbersome manual reporting into a thing of the past.





# This Season's Top Sellers

## IDEaS G3 RMS

Why settle for a rules-based pricing recommendation tool? IDEaS is in the business of decisions, and our best-in-class G3 RMS delivers scientific pricing decisions at the room type and rate code level to drive optimal revenue performance. Bonus, this gift pays for itself with an ROI that'll make your head spin.

[LEARN MORE](#)



## IDEaS SmartSpace

Get smart with your space with IDEaS SmartSpace. This super chic cloud-based strategy tool empowers hotel M&E sales teams with quick and easy access to critical business data to help increase revenue from underutilized function space.

[LEARN MORE](#)



## IDEaS RevPlan

Get in line because this hot new item is flying off the shelves. IDEaS' latest innovation, RevPlan, will transform how your hotel plans and budgets for rooms, F&B, and other income to build a forward-looking business plan based in a data-driven reality.

[LEARN MORE](#)



## IDEaS Advisory Services

Tech is great, but if you're looking for that extra little something to tell someone how you really feel, IDEaS also offers a suite of consultative, people-centric services for hospitality organizations seeking to build high-quality revenue teams and processes. Each service combines our deep industry expertise and pricing know-how with world-class analytics to help you maximize your revenue and profit potential.

[LEARN MORE](#)



# Request a Demo

**BEAT  
THE  
RUSH**

## Get Started Now



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IDEaS solutions are made from 100% organic, emission-free revenue goodness that contains no artificial ingredients. Inclusively hand-crafted in global community supported environments, your personalized solution supports hotels of all types, sizes, and colors.

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## Believe the **SCIENCE.**

Discover greater profitability at **ideas.com**.



[ideas.com](http://ideas.com) | [info@ideas.com](mailto:info@ideas.com)

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