

Falkensteiner Hotels & Residences choose IDEaS to uplift revenue performance

Leading Austrian hotel group deploys IDEaS G3 RMS in first ten properties

Austria – March 3, 2016 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced an agreement with Austrian hotel group Falkensteiner to implement [IDEaS G3 Revenue Management System \(RMS\)](#) and [IDEaS Revenue Performance Insights \(RPI\)](#). This partnership includes a phased deployment, with the rollout of the first ten hotels located in Austria, Czech Republic, Croatia and Serbia.

Rik Plompen, director of distribution, demand management & systems at Falkensteiner, instigated a rigorous review of revenue management system providers, looking at both the technologies and the organisations behind the products.

“We chose IDEaS G3 RMS due to their continuous client support and the evolution of their revenue management solutions, and partnering with the industry’s evolutionary leader brings an additional air of confidence to our team” commented Plompen. “With IDEaS G3 RMS, we can identify and exploit more revenue opportunities by integrating strategic and innovative data elements into our decisions. The guided workflows, informative dashboards and best-fit analytics models enable us to produce robust reports with extremely high levels of detail. None of the other system suppliers we reviewed offered this kind of sophisticated analysis, and only IDEaS incorporates the world-class data management skills of SAS®.”

Falkensteiner selected IDEaS RPI to provide their revenue management team with more in-depth details on their business. The team held a specific interest in maximising peak nights and growing shoulder night occupancy through effective inventory controls. With its advanced SAS® Visual Analytics, the cloud-based IDEaS RPI solution gives their revenue managers the ability to map out their performance and make property and market comparisons, which greatly enhances their strategic oversight.

“We are delighted to implement two of our most advanced solutions, IDEaS G3 RMS and IDEaS RPI, at Falkensteiner Hotels & Residences,” said Fabian Specht, EMEA managing director for IDEaS. “Falkensteiner’s choice of IDEaS G3 RMS is a natural step in our partnership and our commitment to driving revenue and profitability for their distinct requirements, including their specific resort types and unique locations.”

This implementation is amongst the first to integrate with [protel PMS](#), a leading property management system available in over 12,000 hotels in more than 80 countries.

Manfred Osthues, founding partner of the German hotel software experts from Dortmund, said, “We are happy to see our long-term customer Falkensteiner Hotels & Residences using IDEaS RMS and our latest interface with this leading revenue management system, allowing them to take full advantage of the flexibility protel PMS offers.”

About Falkensteiner

“Welcome Home” is the slogan of Falkensteiner Hotels & Residences, and all of its four and five-star hotels in Italy, Austria, the Czech Republic, Slovakia, Serbia and Croatia provide guests with a sense of feeling right at home.

This company of tourism experts first started out as a 7-bed guesthouse in Ehrenburg, South Tyrol. In the space of 50 years, the business has developed into an international tourism company, FMTG – Falkensteiner Michaeler Tourism Group AG, which covers all areas of tourism development. FMTG’s best-known brand is Falkensteiner Hotels & Residences, which now consists of 33 properties.

About IDEaS Revenue Solutions

With more than one million rooms priced daily on its advanced systems, IDEaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDEaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDEaS empowers its clients to build and maintain revenue management cultures – from single entities to world-renowned estates – by focusing on a simple promise: Driving Better Revenue.

IDEaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.

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