

## **Premier Inn Middle East partners with IDEaS Revenue Solutions to accelerate revenue growth**

*Leading mid-segment hotel brand deploys IDEaS solutions for its Middle East hotels*

**United Arab Emirates, Dubai** – October 11, 2016 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, announced an agreement with Premier Inn Hotels LLC, to implement [IDEaS G3 Revenue Management System \(RMS\)](#), [IDEaS Revenue Performance Insights™ \(RPI\)](#) and [IDEaS Advisory Services](#) for select hotels across the Middle East.

The combination of solutions and, specifically, IDEaS G3 RMS forecasting and pricing functionality, is expected to significantly raise the overall optimisation of revenue management efforts, which in turn will maximise actual revenues for those Premier Inn Hotels across the Middle East.

Director of Revenue Robert Jeans at Premier Inn International said: “We’re delighted to partner with IDEaS Revenue Solutions on this initiative. It’s absolutely essential to stay ahead in a constantly demanding industry such as ours, and I am confident that these new solutions will not only support our revenue optimisation goals, but give us a competitive edge.”

One of the key solutions, IDEaS RPI, a powerful business intelligence, reporting and analytics tool, will support Premier Inn to centrally consolidate data in its Middle East hotels. The tablet-friendly visual platform enables their management team to have ‘one version of the truth’ with actionable insights into hotel performance opportunities.

“We are thrilled that Premier Inn has chosen to partner with IDEaS and our innovative solutions in the Middle East,” said Fabian Specht, EMEA managing director for IDEaS. “I am confident that Premier Inn will benefit from our cutting-edge technology and experience by empowering their team to deliver on the next phase of business growth.”

### **About Premier Inn**

Premier Inn was named the UK’s top rated hotel chain for 2015, and with over 700 mid-segment hotels and more than 60,000 rooms across the UK and Ireland, our customers are never far from a great night’s sleep. Our hotels are in more locations than any other UK hotel brand for the ease and convenience of families, couples and business travellers alike.

In the United Arab Emirates (UAE), there are presently six Premier Inns that operate under a strategic partnership with Emirates Group.

Award-winning Premier Inn provides quality accommodation and outstanding service at affordable prices. Our bedrooms feature en-suite bathrooms, comfy beds, TV, complimentary Wi-Fi and in some of our hotels, an all-day dining restaurant and bar, swimming pool, a well-equipped gym and meeting facilities. For more information or reservations, please visit [global.premierinn.com](http://global.premierinn.com)

### **About IDEaS Revenue Solutions**



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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](http://www.ideas.com).

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