

IDEaS Increases Investment in Education and Releases Revenue Management Online Learning to the Public

In uncertain times, IDEaS opens its Revenue Management Foundations courses to all and partners with renowned universities to educate and empower tomorrow's revenue leaders

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MINNEAPOLIS—April 30, 2020—Maintaining an active role in empowering the industries it serves, IDEaS, the revenue science pioneer, announced today it has made its [Revenue Management Foundations](#) courses available to the global revenue management community, free of charge. Additionally, it has added the William F. Harrah College of Hospitality, University of Nevada, Las Vegas to its growing list of prestigious academic partners.

The hospitality and travel industry has been dramatically affected by the COVID-19 pandemic. In this time of solidarity, IDEaS continues to foster and support tomorrow's revenue and commercial leaders with educational opportunities.

- **Delivering easy access to learning tools** – To enable ongoing education in revenue management, IDEaS has ungated its online learning resources. IDEaS Revenue Management Foundations are interactive, self-paced courses that lay the foundation upon which hotels and parking businesses can build a solid commercial success framework. Designed for those refreshing their education through self-study and students in hospitality programs globally, topics include forecasting, inventory management, demand-based pricing and more.
- **Partnering with leading schools of hospitality** – In addition to IDEaS' participation on the advisory board of the Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship at Cornell University's S.C. College of Business Hotel School, the company has partnered with UNLV's College of Hospitality to work toward building a new and innovative curriculum path for students focused on revenue management, commercial leadership and hotel technologies.
- **Investing in future revenue and commercial leaders** – Revenue management roles have increasingly become an essential part of strategic leadership. Revenue and commercial leaders can creatively guide organizations through difficult periods. They act as essential strategists for recovery efforts as the complexion of how they manage their revenue and total profit optimization becomes apparent in the months and years to come.

Stowe Shoemaker, dean and professor, William F. Harrah College of Hospitality, University of Nevada, Las Vegas, said: "As we looked at the future needs of our students and transitioning them into operational roles in hospitality, it became incredibly clear we needed to focus on enabling them to have a deep understanding of not just the impacts of revenue management and technology on hotel operations, but of the strategic impact revenue management and proper integrations and data have on the long-term profit and valuation of a hotel. To provide our students with the best and most up-to-date revenue management curriculum, we partnered with the global leader IDEaS."

Dr. Ravi Mehrotra, president, founder & chief scientist, IDEaS, said: "IDEaS is investing in the industries we serve with the best tools and resources possible to weather this storm and emerge on the other side stronger, smarter and with healthier business practices. In good times or in bad, our industry continues its transformation. How we respond to today's struggle will pave the way for future opportunity and innovation."

About IDEaS

IDEaS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDEaS delivers revenue science to more than 13,000 clients in 140 countries. Combining industry knowledge with innovative, data-analytics technology, IDEaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.