



Press Contact:
Kim Dearborn
kim@mfcpr.com
+1-909-455-4316

Boutique Anatolia Hospitality Group Selects IDEaS G3 Revenue Management System

Family-owned Greek hotel organisation turns to IDEaS to gain better insights into data through accessible automation

LONDON—Dec. 9, 2020—Family-run and owned Anatolia Hospitality has selected [IDEaS G3 Revenue Management System \(RMS\)](#) to manage, control and maximise its data. Anatolia will implement IDEaS initially at its two city hotels with the highest booking dynamic, Anatolia Hotel and Onoma Hotel in Thessaloniki.

- **Embracing revenue science** – After 90 years in business, turning to technology was the next logical step for the Chrysochoidis family and its hotels, villas and luxury apartments. IDEaS G3 RMS provides the continuous pricing the group needs to take a more refined, efficient and scientific approach to their work.
- **Accessibility and automation** – In order to make targeted decisions and have the functionality of increasing revenue based on key insights, the group will look to IDEaS for its ease of use when connecting to its existing technology, including protel’s property management system and primalRES’ channel manager.
- **Insight into future demand** – IDEaS’ ability to provide the hotel with data-driven, precise forecasts will empower the management team with the insights it needs to navigate the future, particularly in light of current travel restrictions and market uncertainty.

Michael Chrysochoidis, CEO and founder, Anatolia Hospitality, said: “We attended eCornell online revenue management courses and found them to be an eye opener. We realised using our own perspective and experience is good up to a point, but if you plan to manage properly, you need a system to help you make informed decisions, keep track of historical data and obtain the best ADR. We knew we would need a system to help us, and IDEaS showed they could deliver all the tools we needed to help us offer the right price while optimising revenue.”

Cheryl Hawksworth, managing director, EMEA, IDEaS, said: “Even through volatile business periods, hotels are still able to benefit from solid analytics to understand where demand is going to come from and plan for the future to

capture every opportunity available to improve revenues. We are extremely proud to be represented in the Greek hospitality market by Anatolia Hotels and look forward to being back in this beautiful country soon.”

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 14,000 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.

About Anatolia Hospitality Group

Anatolia is a family-owned company with a stellar reputation drawing on the extensive experience and know-how of three generations. Having started in the hotel business in Komotini, Greece in 1930, the Chrysochoidis family has grown a successful brand that owns the new ONOMA Hotel in Thessaloniki, two Anatolia Hotels in Thessaloniki and Komotini respectively and manages and operates Senses Luxury Villas and Suites and Villa Petrolefko in Mykonos, and the luxurious Villa Veneziano in Lefkada.