



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

## **Plava Laguna Partners with IDEaS to Automate Revenue Management Processes**

*Croatian multi-segment, leisure hotel company implements IDEaS G3 RMS ahead of returning demand*

**LONDON**—June 2, 2021—IDEaS, a SAS company, the world’s leading provider of hotel revenue management software and services, announced today that Plava Laguna, a multi-segment, leisure hotel company, selected [IDEaS G3 Revenue Management System \(RMS\)](#) to automate processes and leverage the technology ahead of an anticipated busy summer season.

Plava Laguna’s multi-segment portfolio includes hotels, villas, apartment resorts, campsites with pitches, glamping tents and mobile homes. Plava Laguna used the quiet period of the pandemic to evaluate an array of leading RMS providers. They selected IDEaS for its transparency, stability and reliability to consolidate revenue management processes across its large estate and unique accommodation offerings.

- **A strategic competitive advantage** – Plava Laguna knew they would need an advanced RMS to be ready for the return of demand. G3 RMS will help the hotel group be agile and proactive in the face of a volatile and uncertain market. Having been more reliant on tour agency business in the past, Plava Laguna will leverage IDEaS to transition to a more direct and transient business approach.
- **Integration with PMS a key decision metric** – Plava Laguna appreciated IDEaS’ flexibility and technical capabilities in enabling an easy transition and seamless integration with its existing property management system.
- **Leveraging technology to streamline processes** – Beyond the ability to easily integrate its revenue management processes across all its properties, another key driver in its decision-making process was the transparency and power of the deep analytics of G3 RMS to enable holistic visualisation of critical data insights.

**Bojana Benazić, head of revenue management, Plava Laguna, said:** “As we made this very important decision to streamline our revenue management processes, we knew we would need to partner with a reliable, stable RMS provider. An RMS is a long-term investment, not a short-term solution. The IDEaS team was passionate, knowledgeable and had the experience needed to provide us with the necessary components to ensure our staff has the latest in RMS technology and skills. We look forward to seeing great results as we move into the summer months.”

**Cheryl Hawksworth, managing director, EMEA, IDEaS, said:** “We are thrilled Plava Laguna has selected IDEaS as their RMS partner. Their multi-

segment portfolio is prime for the revenue optimisation and advanced automation IDEaS provides. Our team looks forward to working with Bojana and her dedicated staff to streamline their manual processes and ensure the company sees even greater profitability in the coming years across their estate.”

### **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 15,000 clients in 143 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](https://ideas.com).

### **About Plava Laguna**

Plava Laguna is a company backed by more than 60 years of successful operation and development, based on ecological principles and sustainable development, during which it has continually taken a leading position in Croatian tourism. Its accommodation portfolio includes 20 hotels, 10 apartment villages, nine campsites for a total capacity of 16,376 accommodation units.