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## **Millennium Hotels and Resorts Extend Partnership with IDEaS, Transition 40-plus Properties to G3 RMS**

*Global hotel group selects IDEaS G3 RMS following thorough evaluation and piloting phase*

**MINNEAPOLIS**—Dec. 1, 2021—IDEaS, a SAS company, the world’s leading provider of hotel revenue management software and services, announced today its expanded partnership with Millennium and Copthorne Hotels. Following a thorough market evaluation and piloting phase, the global hotel group will transition to [IDEaS G3 Revenue Management System \(RMS\)](#) at over 40 properties across Europe, North America, the Middle East and Southeast Asia.

Millennium Hotels and Resorts (MHR) invested time and resources to conduct a live evaluation of leading hotel RMS solutions. IDEaS G3 RMS won out for the quality and speed of its data integration. G3 RMS also earned points for its many enhancements, including room-type pricing and forecasting, group evaluation, “What-If Analysis” to determine pricing change impact and Investigator, which provides greater clarity around the system’s automated pricing and forecasting decisions.

**Saurabh Prakash, group vice president, digital marketing, revenue management, loyalty and distribution, MHR, said:** “Having the right revenue management system is key to drive performance for our hotels. With the amount of good revenue management systems available in the market, we wanted to have a fair evaluation. We went through a thorough, non-favoritist, points-based exercise to pilot each system. We assigned points against what was good and bad—evaluating everything under the hood from commercials to features to speed to market and customer service. One of the turning points was the G3 RMS deployment at M Social Singapore. The efficient and smooth deployment was one of the key winning factors for IDEaS. I look forward to working together with the IDEaS teams closely for blue-ocean thinking in revenue management and move forward our relationship from strength to strength in the years ahead.”

**Ravi Mehrotra, president, founder and chief scientist, IDEaS, said:** “We are honored to continue serving Millennium and Copthorne’s prestigious, worldwide hotel group. At IDEaS, we proudly stand by our entire suite of revenue science solutions and firmly believe in the superior capabilities of G3 RMS, so we were delighted to learn Millennium and Copthorne arrived at the same conclusion after conducting a rigorous market evaluation. We look forward to continuing to work closely with the hotel group as they begin an exciting new era in their revenue management journey.”

**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 16,000 clients in 144 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](http://ideas.com).

**About Millennium Hotels and Resorts**

Millennium Hotels and Resorts (MHR) is the global brand of Millennium and Copthorne Hotels Limited, a global hotel company which owns, manages and operates over 145 hotels across some 80 locations. It has several distinct hotel brands, including Grand Millennium, Millennium, M Social, Copthorne and Kingsgate, throughout Asia, Europe, the Middle East, New Zealand and the United States. Its properties are in key gateway cities such as London, New York, Los Angeles, Paris, Dubai, Beijing, Shanghai, Seoul, Tokyo, Singapore and Hong Kong. Occupying the best locations around the world, MHR has the perfect address for business and leisure travellers.