

Brown's Hotel Group Chooses IDEaS Revenue Solutions to Boost Competitiveness

Expanding independent hotel group invests in technology to maximise revenue and efficiency

LONDON—May 30, 2019—IDEaS Revenue Solutions, the leading provider of revenue management software and advisory services, is excited to announce that one of Lisbon's leading independent hotel groups, Brown's Hotels, has chosen IDEaS Revenue Management System (RMS) to optimise revenue performance and efficiency.

Brown's Hotels will implement IDEaS RMS in its existing three boutique properties in the Portuguese capital, together with a new five-star hotel due to open next year.

Leveraging data to remain competitive in a buoyant market – With Lisbon continuing to attract record numbers of visitors, a steady stream of new entrants has seen the market become increasingly competitive. Brown's Hotels identified the need for an efficient and automated revenue management system as an essential tool to compete with fresh and existing rivals and ensure guests continue to return.

Increasing efficiency – Until now, Brown's small revenue management team had to manually generate reports by extracting data from a property management system before entering it onto a spreadsheet. By automating the process, IDEaS RMS will improve the accuracy of forecasts and pricing decisions as well as allowing managers to make more strategic decisions.

Expansion brings new challenges – With a new five-star hotel due to open next year in central Lisbon, Brown's Hotel Group will use one of IDEaS' functionality features to ensure revenue is maximised from day one. With an absence of historical data specific to the property, the functionality will allow the company to accurately generate forecasts and set prices based on analytical simulation models.

Luís Vilão, sales and revenue manager, Brown's Hotel Group said: "As we are a small, independent chain of hotels, IDEaS RMS will play a central role in ensuring we optimise revenue for every room. While I'm looking forward to using the system's forecasting functionality and better understanding the data it generates, we are clear that this implementation is important for our future growth and direction of the company in the coming years."

Fabian Specht, area VP, EMEA, IDEaS said: "This decision by Brown's Hotel Group is part of a growing trend among smaller boutique groups in Portugal to adopt a more sophisticated approach to revenue management strategy, as more managers are understanding its value and importance in today's market."

About Brown's Hotel Group

Brown's Hotel Group portfolio consists of three stylish, boutique hotels in the centre of Lisbon, with a total of 152 rooms, with a new property due to open in 2020.

<https://brownshotelgroup.com/>

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 18,000 clients in 145 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.