

IDEaS Delivers Leading Guidance and Support to Hoteliers Facing COVID-19 Demand Disruption

Industry leader produces an educational webinar and actionable guide to help hoteliers proactively manage and recover from significant demand disruption

MINNEAPOLIS—Feb. 27, 2020—IDEaS, the world’s leading provider of revenue management software and services, has scheduled a webinar for March 10, 2020 as part of its continued efforts to aid its clients and the global hotel industry. The webinar, “COVID-19: Key Market Impacts and Tips to Optimize in Times of Demand Disruption,” will be co-produced with STR. As a supplement to the webinar, IDEaS will release an educational travel-restriction recovery guide. To learn more and register, visit <https://go.rev.ideas.com/COVID-19-key-market-impacts-and-tips-webinar>.

During the webinar, attendees will see recently compiled travel data from STR in critical regional and global markets to help inform the strategy of hoteliers globally. IDEaS will provide actionable tips to ensure hotels can prepare, react and proactively manage the disruptive demand patterns currently impacting the industry.

The recovery guide will provide a look at the state of the industry as compiled by IDEaS’ leading industry advisory team, as well as general best practices and detailed advice for clients using its [flagship revenue management solutions](#).

Dr. Ravi Mehrotra, president, founder and chief scientist, IDEaS, said:

“Throughout history, the hospitality industry has never been completely destroyed during tough periods. Although we can’t press the restart button on 2020, we can definitely launch into repair mode now, despite being forced to a standstill by the COVID-19 outbreak. Now is not the time to panic; rather, it is a time to focus and plan, while being mindful and staying positive. Our hearts and thoughts go out to all those affected by this crisis.”

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.