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Grand Hotel Baglioni Chooses IDeaS G3 RMS for Revenue Technology Upgrade

Iconic hotel to drive enhanced profitability and productivity with industry-leading revenue management solution

FLORENCE, Italy—Dec. 4, 2018—IDeaS Revenue Solutions, the leading provider of revenue management software and advisory services, is pleased to announce one of Europe's most historic hotels, the Grand Hotel Baglioni, has chosen IDeaS G3 Revenue Management System (RMS) to optimise revenue performance across its 192-room property.

The Grand Hotel Baglioni remains one of Florence's classic hotels, proudly retaining its traditional style while incorporating 21st-century amenities and services. Despite occupancy rates averaging 82 percent over the past six months—with an equal split between business and transient travel—the inefficiencies and limitations of its legacy manual forecasting system became apparent.

- **Identifying the challenges of an outdated system** – In addition to the amount of time the existing revenue management process involved, hotel management couldn't access the full value of the data being entered. Without the ability to forecast by room type, sales was forced to concentrate efforts on a restricted number of days for a specific room type. Now the team is able to promote sales across all room categories.

- **Boosting revenue through added functionality** – The group pricing feature of IDeaS G3 RMS solves a major challenge by providing tailor-made pricing packages for groups and with it the potential to significantly boost revenue.

- **Delivering innovation worldwide** – Powered by SAS®, with nearly three decades of innovation in hospitality technology, IDeaS remains the global leader in revenue management and continues to provide solutions that equip clients with a clear view of their data, giving them greater control over their business performance.

Antonio Remaschi, general manager, Grand Hotel Baglioni, said:
"We're fortunate in that key decisions made over 100 years ago separate us from our local competitors. Our hotel is a benchmark in Florence. We chose IDeaS G3 RMS for a similar reason. It's clearly the industry's leading system, and it will help us run our business more smoothly, efficiently and profitably."

Fabian Specht, EMEA managing director, IDeaS, said: "There are few hotels in the world that can match the Grand Hotel Baglioni's elegance, sophistication and history. We are delighted they've chosen IDeaS G3 RMS to ensure better business decisions, enhance the guest experience and optimise revenue."

About Grand Hotel Baglioni
The historic Grand Hotel Baglioni takes pride of place in Florence, situated near Santa Maria Novella train station and a five-minute walk to the Duomo. With 192 rooms, the Baglioni is not only the largest hotel in central Florence but also boasts one of the city's best conference facilities. For more information, visit www.hotelbaglioni.it/en

About IDeaS
With more than 1.6 million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest revenue management software and advisory services.
Powered by SAS® and with nearly three decades of experience, IDeaS proudly supports over 10,000 clients in 124 countries and is relentless about providing hoteliers with insightful ways to manage the data behind hotel pricing.
IDeaS empowers clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.
IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.
For more information, visit www.ideas.com