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Pillows Hotels Implements IDEaS to Optimise Revenue Amid Market Demand Uncertainty

Pillows Hotels to reposition its organisation-wide strategic focus around IDEaS RMS capabilities

Tweet this: [Pillows Hotels implemented the @IDEaS RevOpt Revenue Management System in the face of current demand uncertainty and is already reporting positive results. Get the details here: \[www.ideas.com/news\]\(http://www.ideas.com/news\)](#)

LONDON—July 14, 2020—Today, IDEaS announced Pillows Hotels selected IDEaS Revenue Management System (RMS) to enhance the hotel chain’s strategy and competitive position in the face of the current industry downturn.

Across its eight properties in the BENELUX region, the group has installed the industry-leading revenue management solution, completed training and is already seeing positive results.

- **Changing mindsets** – For many properties, a big part of the hotel’s revenue journey is education and a change in processes and mindset. The selection of IDEaS, as well as Pillows Hotels’ decision to continue implementation during the industry downturn, is a testament to the shifting mindsets of the hospitality revenue culture. Today, the organisation as a whole recognises the importance of a centralised RMS solution across all properties.
- **Implementation and training throughout a pandemic** – Pillows Hotels turned to IDEaS regional partner KL Consulting for help. Because some of its smaller properties didn’t have onsite revenue managers, having an in-country consultant working with remote IDEaS teams was integral in helping them set up the software and provided the individual attention needed to get the system up and running efficiently, and training the corporate and hotel teams to create the mindset and processes that support the revenue management structure
- **Creating efficiencies across geopolitical boundaries** – As a global leader in revenue management solutions, IDEaS was a natural choice for Pillows Hotels, whose properties cross geopolitical boundaries.

Pascale Nanning, senior revenue and distribution manager, Pillows Hotels said: "IDeaS is so much more than a 'nice to have' for us. They enable a shift to a forward-looking, strategic mindset and have helped the entire company change by adapting to a new way to do revenue management. The training and support we've received throughout implementation have been phenomenal. Everyone now knows what IDeaS can do, and they are all talking about it."

Dr. Ravi Mehrotra, president, founder and chief scientist, IDeaS, said: "Any organisation that can look beyond the short-term disruptions to see the bigger picture will be ahead of the game when the economy starts to recover. It is during these uncertain times, more than ever before, that we must learn to trust sophisticated analytics and automation. We value and appreciate the fact that Pillows Hotels and its staff took the time and energy to continue with its goal of moving ahead with the process of improving its revenue management goals."

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.

About Pillows Hotels

Pillows Hotels is a globally focused hospitality organisation with a strong base in the Netherlands and Belgium. The unique hotels are all situated on beautiful locations near the best places to visit. Pillows Hotels' vision is clear-cut: our guests can look forward to staying at any one of our hotels, where our employees are passionate about providing them with nothing less than a great stay.