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Zurich Airport Selects IDeaS to Enhance Parking Revenue Performance

ZRH will utilize IDeaS Car Park Revenue Management System to automate data-driven, demand-based, dynamic pricing decisions

Tweet This: @zrh_airport chooses @IDeaSCarParkRMS to automate data-driven, demand-based, dynamic pricing decisions and enhance revenue performance across the airport's 15,000 public parking spaces. Get the details here: www.ideas.com/news #RevenueScience

LONDON—12 Nov. 2019—IDeaS Revenue Solutions, the world's leading provider of revenue management software and services, announced today it will implement its Car Park Revenue Management System (CPRMS) at Zurich Airport (ZRH).

A popular business hub, Zurich Airport boasted over 31 million passengers in 2018 and is Switzerland's largest international airport. ZRH's partnership with IDeaS will apply analytics to automate optimized pricing decisions and enhance revenue performance across the airport's 15,000 public parking spaces.

- **Intelligent automation** – IDeaS CPRMS will transform the commercial team at ZRH from using a complex, manual pricing approach to an automated and more dynamic pricing environment, delivering revenue-enhancing decisions directly to the ADVAM AltitudeReservation platform.
- **Powered by revenue science** – The IDeaS solution will drive more profitable parking business performance by using predictive analytics to produce data-driven pricing decisions.
- **A focus on strategy** – IDeaS CPRMS will enable ZRH to elevate its revenue management strategy, automating optimized tactical decisions and enabling the commercial team to better capitalize on profitable opportunities.

Ronny Grau, parking and mobility director, Zurich Airport, said: "While overall commercial performance at Zurich Airport has been good, IDeaS CPRMS will help us to grow our pre-booked parking business faster. As we begin the next phase of our revenue management journey, we are confident that investing in more sophisticated technology will drive better revenues by forecasting and optimizing demand across our car parks in a way we never could before."

Guy Barnes, head of global sales, parking, IDeaS, said: "We see growing recognition by airports that investing in a revenue management solution is necessary to realize the next level in revenue growth from their parking operations. I am thrilled Zurich Airport has placed its trust in IDeaS. With this partnership, Zurich Airport becomes the first airport in the DACH region to grasp this significant revenue opportunity, and we are excited to help them lead the way."

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 11,000 clients in 129 countries.

Combining industry knowledge with innovative, data-analytics technology, IDeaS creates sophisticated yet simple ways to empower commercial leaders with precise, automated pricing decisions they can trust.

Results delivered. Revenue transformed.

Discover greater profitability at ideas.com.

About Zurich Airport

Zurich Airport is Switzerland's gateway to the world. Over 31 million people arrived at, transferred via or departed from the airport in 2018, making it not only the region's most important transport hub, but also the leading meeting place. With around 280 companies employing almost 27,000 people, Zurich Airport is a key economic driver for the region.