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# Avinor Oslo Airport Partners with IDEaS to Optimize Car Park Revenue Model

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*With a strategic investment in analytics and automation, Oslo Airport will create more confidence through a robust pricing and revenue strategy for their 20,000 car park spaces.*

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MINNEAPOLIS - AUGUST 1, 2018 - With close to 30 million travelers annually, Oslo Airport is a major hub in the European airport network. A strategic move to grow non-aeronautical revenues through parking revealed an immediate and significant opportunity. Avinor partnered with IDEaS Revenue Solutions to optimize revenue growth for its 11 car parks and more than 20,000 parking spaces at Oslo Airport. This strategy will create a better experience for the growing number of travelers, and customers will receive more dynamic pricing on Avinor's pre-book solution, with prices regulated based on actual demand.

"In an increasingly complex ground transportation environment, we recognized that, while we have done a good job to date, investing in analytics to better understand and price the demand for our car park business would enable us to truly optimize our parking inventory. It would also create a better customer experience for the growing number of travelers looking to pre-book online," said Amy-Caroline Løken, Category Manager for Avinor. "We're truly excited to partner with IDEaS. The company will not only give us a system to automate pricing updates to our selling systems, but also will guide us through the journey given their extensive expertise in airport parking revenue management."

IDEaS Car Park Revenue Management System empowers airport commercial and parking managers to automate revenue management and price distribution, leveraging best-in-class SAS® Analytics and easy-to-use data visualizations and interactive dashboards. The web-based, self-learning tool dynamically forecasts parking demand, enabling optimal pricing decisions to be set over a full booking window so travelers are accurately charged according to demand and parking revenues are optimized.



“One of the best ways airports can manage a correct pricing system is through applying automated revenue management to their parking assets. Moving from manual or less sophisticated pricing decision-making to a data-driven environment delivers significant revenue growth to an area that typically delivers the greatest EBITDA for airports,” said Guy Barnes, Director of Strategic Accounts for IDEaS. “We’re hugely excited to partner with Avinor and Oslo Airport, and we look forward to working with the team to provide increased control in driving performance.”

Find out more about IDEaS Car Park Revenue Solutions [HERE](#).

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## ABOUT IDEaS

With more than 1.6 million hotel rooms and parking spaces 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 clients with insightful ways to manage the data behind hotel and car park 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. For more information, visit [www.ideas.com](http://www.ideas.com).

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## ABOUT AVINOR

Avinor is a wholly-owned state limited company under the Norwegian Ministry of Transport and Communications and is responsible for 44 state-owned airports. 12 of those airports are operated in cooperation with the Norwegian Armed Forces.

In addition to airports, Avinor operates control towers, control centers and other technical infrastructure for safe air navigation.

The air navigation services are organized as a subsidiary wholly owned by Avinor. Avinor is headquartered in Oslo.

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