

## **Summerstar Tourist Parks Automate Revenue Management Processes Across Fourteen Properties in Australia with IDEaS**

*Alternative accommodation provider selects IDEaS G3 RMS to modernize business processes and evolve its approach to pricing*

**SINGAPORE – Sept. 13, 2023** – IDEaS, a SAS company, the world’s leading provider of hotel revenue management software and services, announced today that [Summerstar Tourist Parks](#) has adopted the IDEaS’ G3 Revenue Management System (RMS) across fourteen of its Australian-based caravan and holiday park sites.

Summerstar previously relied on manual-based approaches to forecast demand and set prices. However, as its business grew, manually collecting multiple data sets and calculating information via spreadsheets became time-consuming and susceptible to errors and missed opportunities. To modernize its business processes and evolve its approach to pricing, Summerstar adopted IDEaS G3 RMS across all its properties.

- **Assessing property performance and market demand:** IDEaS G3 RMS will automatically assess Summerstar property performance and market demand while deploying pricing decisions and length-of-stay controls across distribution channels. G3 RMS generates prices that adapt to market changes while considering the competitive landscape and a guest’s willingness to pay.
- **Streamlining head-office resources:** IDEaS will help Summerstar grow as a business without additional head-office resources dedicated to revenue management. Using its advanced, automated RMS the properties can minimize the loss of ‘in-head’ knowledge and user error in the revenue management space.
- **Optimizing revenue streams to increase profitability:** By continually analyzing data and adjusting pricing strategies, IDEaS enables the optimization of revenue streams to increase profitability. Through monitoring market trends, competitor pricing, and customer behaviors, hoteliers can better adjust pricing and distribution strategies and maintain a competitive edge to capture market share.

**James Corbitt, director, Summerstar Tourist Parks, said:** “Summerstar Tourist Parks sites are located across western and southern Australia, all of which have different peak seasons, special events, and guest preferences when it comes to booking. We realized that to continue operating successfully, Summerstar must provide both the best customer experience and prices possible. As a result, it was critical that our length of stay and pricing be balanced through practicing effective revenue management.”

**Jurgen Ortelee, managing director of APAC, IDeaS, said:** “To provide accommodation options for every budget and attract guests at the right price, Summerstar must continually meet the market from a revenue management perspective. By analyzing historical data and market trends, IDeaS enables Summerstar to forecast future demand accurately. This forecasting capability helps them to plan resources, inventory, and capacity effectively, ensuring that their properties can attract guests while minimizing costs and maximizing revenue.”

### **About IDeaS**

IDeaS, a SAS company, is the world’s leading provider of revenue management software and services. With more than 30+ years of expertise, IDeaS delivers revenue science to more than 30,000 properties in 154 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](https://ideas.com).