

Press Release

Amadeus launches a spotlight paper on Revenue Management

- *Placing the customer at the heart of revenue management*

Madrid, Spain, 25 October 2011: Revenue Management for hotels has always been a tricky business, simply because of the huge number of factors which need to be taken into account – location, season, hotel facilities, customer profiles. Today, this is even more complex, with increasingly demanding guests and the ease of online comparison tools. Now, instead of just managing capacity, hotels are staying one step ahead of the game by actively looking for ways to increase their revenue, based on booking pattern forecasts.

A customer-centric Revenue Management system is becoming critical for the hotel industry! Amadeus believes that it is not just about matching rooms to people, but about matching a hotel's entire operations to the expectations of a single person. Those hotels that can do this will be able to unlock real value, both for themselves and for the customer.

Following the celebration of the Amadeus Revenue Management Forum in France last 27 & 28 September, where more than 20 selected Hoteliers discussed the future of Revenue Management, Amadeus has developed a spotlight paper outlining its vision of Revenue Management, including some valuable contributions from hotel experts from TAJ Hotels, Center Parcs UK and Delaware North Company.

– Ends –

Notes to the editors

About Amadeus Hotel IT

Amadeus has served the global hospitality industry for over 20 years, supporting hotels' distribution and technology needs. Amadeus employs over 170 dedicated hotel specialists covering every aspect of development, delivery and support of hospitality technology solutions. Our comprehensive, scalable portfolio of advanced management systems includes: Amadeus Hotel Platform, an above-property single source solution for next generation hotel, reservations and distribution technology focused on single image inventory, single view of the guest and enhanced merchandising.

Amadeus also provides revenue management and global distribution systems, including the Amadeus Revenue Management System, a solution that can increase a hotel property's revenue by 4 – 8% and that is currently being used by 1,500 customers in 35 countries.

For more information, please visit www.amadeus.com/hotelit

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