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Cairns Airport Drives Revenue with IDEaS Car Park Product and Price Optimization Services

North Queensland airport partners with global revenue management leader to maximize non-aeronautical revenue

CAIRNS, AUSTRALIA – NOVEMBER 23, 2015 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced that [Cairns Airport](#) is accessing their Car Park Product and Price Optimization Services (PPOS) to identify new opportunities to optimize its car parking business.

Cairns Airport is part of NQA (the North Queensland Airports group), a consortium that also owns Mackay Airport. As the seventh busiest airport in Australia, Cairns sees almost five million passengers annually pass through its two terminals providing daily service to an expanding range of domestic and international destinations. More than 1,600 car spaces are available for short and long-term parking for passengers and visitors.

“We’re experiencing significant growth in passenger numbers and this is set to continue with our increase in direct flights to Asia,” said Fiona Ward, General Manager Commercial for NQA. “Demand for parking is strong, and we are excited to work with IDEaS and ensure we’re doing everything we can to offer our customers a range of parking products at the right price, and find new opportunities to optimize use of our car parks.”

IDEaS Car Park Product and Price Optimization Services (PPOS) are part of the comprehensive revenue management solution IDEaS offers worldwide for airport car parks. Suitable for any airport with reserved parking, IDEaS Car Park PPOS starts with historical parking data from across the business and analyses it with advanced tools from SAS®, the leader in business analytics and the largest independent vendor in the business intelligence market.

“Cairns Airport has a unique mix of leisure and business travelers, particularly because it supports tourism to the Great Barrier Reef and has direct flights to every major Australian city and 9 international destinations,” said Pauline Oliver, Business Development manager for IDEaS. “We’re pleased to be able to provide new insight into the parking data using our advanced analytics and fine-tune the product mix for on and off peak times. It gives Cairns a competitive edge, and the confidence that they are getting their pricing right with an optimal rate structure that matches the demand for space in their car parks.”

In addition to IDEaS Car Park PPOS, IDEaS also offers a complete, fully automated revenue management system (RMS). A cloud-based solution that can be custom-tailored to meet the demands and challenges of even the largest commercial parking operations, it manages yield per available space with scientifically advanced analytics and algorithms for maximized control and forecasting accuracy. In 2015, the two busiest airports in Australia and New Zealand, Sydney and Auckland, both implemented IDEaS Car Park RMS.

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About Cairns Airport

Cairns Airport (IATA: CNS) is a major regional and international airport connecting the world to the World Heritage Great Barrier Reef and the tropical rainforests of North Queensland. The first flights at Cairns began in 1928, and today the airport is the seventh busiest in Australia. Cairns has direct flights to 18 international and 30 domestic destinations as well as general aviation flights that include helicopter operators. Flights are operated to all major Australian cities and a number of international destinations in the Asia-Pacific region. In the 12 months ending June 30, 2015, Cairns Airport served almost 5.0 million passengers. Cairns Airport was awarded Major Airport of the Year in the 2013 Australian Airports Association National Airport Industry Awards.

About IDeaS

IDeaS Revenue Solutions leads the hospitality and travel industries with the latest pricing and revenue management software, services and consulting. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing its clients more insightful ways to manage the data behind their pricing practices.

IDeaS empowers its 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 across the enterprise.

For more information, visit www.ideas.com.