



A SAS COMPANY

**Press Contact:**  
**Kevin Maxwell,**  
**Maxwell Comms**  
+44 (0)7985 351 797  
kevin@maxwellcomms.com

## **NAU Hotels & Resorts Renews Partnership with IDEaS After Full Market Review**

- *Comprehensive competitive evaluation convinces Portuguese chain to extend its use of IDEaS RMS*
- *New agreement sees IDEaS RMS implemented across entire estate of 10 hotels*

**Lisbon – November 8, 2018** – [IDEaS Revenue Solutions](#), the leading provider of revenue management software and advisory services, is pleased to announce that [NAU Hotels & Resorts](#) will extend its use of [IDEaS Revenue Management System \(RMS\)](#) to optimise revenue performance across its entire estate.

NAU Hotels & Resorts first began working with IDEaS in 2015, implementing IDEaS RMS in four of its ten properties across Portugal. Following a comprehensive analysis of revenue management systems on the market, the company will now expand its use of IDEaS RMS across its six remaining hotels.

“Our goal is to operate as efficiently as possible in an increasingly complex marketplace” said Mário Azevedo Ferreira, CEO of NAU Hotels & Resorts. “Revenue management technology will play a central role in this, so we undertook a thorough review, comparing IDEaS with all alternative offerings to identify the system that would best drive performance for us.”

Powered by SAS®, with nearly three decades of innovation in hospitality technology, IDEaS remains the global leader in revenue management and continues to provide solutions that equip clients with a clear view of their data, giving them greater control over their business performance.

“Our evaluation process clearly identified IDEaS as the best choice,” continued Ferreira. “Their advanced technology stood out and gave us great confidence in rapidly implementing their system in our remaining hotels. Another important factor in our decision is the quality of the support and advisory services IDEaS offers to our staff—both now and in the future.”

“We are extremely pleased NAU Hotels & Resorts has decided to extend its partnership with us,” said Fabian Specht, EMEA managing director for IDEaS. “We’re proud that their independent research clearly identified IDEaS as the market’s leading RMS provider, and we look forward to continuing to work with them to help enhance profitability and productivity across their entire portfolio.”

## **ENDS**

### **About NAU Hotels & Resorts**

NAU Hotels & Resorts distinguishes itself by the diversity of its premium locations across Portugal and the quality of the facilities offered to guests—including large spaces, spas, meeting rooms and auditoriums and golf courses.

For more information visit <https://www.nauhotels.com/>

### **About IDEaS**

With more than 1.6 million rooms 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 hoteliers with insightful ways to manage the data behind hotel 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—not just for rooms, but across the entire hotel enterprise.

For more information, visit [www.ideas.com](http://www.ideas.com)