

Automation, Segmentation and Decision-Empowerment from IDEaS Give Denihan Hospitality the Edge in NYC

Looking to successfully target the right guest segments and automate its approach to revenue management, Denihan empowers its team to make more strategic business decisions

MINNEAPOLIS—Nov. 27, 2018—As one of the leading independent hotel portfolios in New York City, [Denihan Hospitality](#) has no problem filling rooms to capacity. Instead, what keeps Denihan managers up at night is keeping track of ever-changing market dynamics, capturing the right business at the best rate and automating pricing decisions across multiple room types.

It's these challenges that led them to partner with [IDEaS Revenue Solutions](#) for a more accurate, strategic approach to revenue management. Using IDEaS' sophisticated data-analytics technology, Denihan looks forward to winning the segmentation game while building a whole new culture around automation and strategic decision-making.

- **Automation drives smarter team decisions** - By adopting [IDEaS G3 Revenue Management System](#) across its portfolio, Denihan will use the leading analytics engine to automate pricing decisions and rate distribution across its booking channels. This approach empowers a central revenue management team to determine which pieces of business to accept at which time, leveraging automation to free up manual and time-consuming tasks.
- **Optimizing demand and pricing** - IDEaS will help Denihan optimize demand and pricing across all its customer segments based on dynamic, Last Room Value hurdle controls and optimal margins. Optimizing the segmentation mix in this way will improve average daily rate and shoulder night occupancy across their properties.
- **Building a critical bridge between sales and revenue management** - A particularly important guest segment for Denihan and its six properties is group business. IDEaS will help create a critical bridge between sales and revenue management teams. Group evaluation and pricing modules enable fast decision-making for group business and ensure sales and revenue management teams can align on and execute a shared strategy.
- **Creating revenue management culture** - Perhaps the biggest benefit for this partnership is the alignment of an entire management team toward automated revenue management—which IDEaS believes is a critical cultural shift for hotel organizations.

Russ Stanziale, vice president, global sales for IDEaS, said: "We believe empowering talented hoteliers with the best technology tools leads to a culture

that embraces automated revenue management. It's a critical alignment for hotels today, and one we're proud to enable for Denihan. They're in a position to leverage our tools for better pricing, forecasting and business strategy."

About Denihan Hospitality

Denihan is a privately-held, full service hotel management and development company. The company owns and/or operates boutique hotels in major urban markets throughout the U.S. For over 50 years, Denihan has been creating value by acquiring, repositioning and managing independent assets. The Denihan portfolio includes properties operating under The James and Affinia Hotel Collection brands, as well as Manhattan independent boutique hotels, The Benjamin, and The Surrey, voted #1 hotel in New York City in Travel + Leisure's 'World's Best Awards' in 2016 and 2017. The portfolio also includes an impressive list of chef-driven restaurants and bars. Denihan's uniquely guest-centric approach, refined through three generations of Denihan leadership, has made it an industry leader in hospitality, property and restaurant development, as well as hotel operations, management and marketing. More details can be found at www.denihan.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.