

## **Coast Hotels Selects IDEaS' Automated Technology to Evolve Its Revenue Strategy**

*North American hotel chain chooses the industry's leading revenue management solution to remove manual processes, provide greater connectivity and enhance overall efficiency*

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**MINNEAPOLIS**—July 11, 2019—IDEaS announced today that after a thorough review of revenue management system (RMS) providers and products, [Coast Hotels](#) has selected them as its trusted technology partner and is implementing IDEaS G3 RMS at 20 of its Canadian properties. Coast Hotels' selection process involved a full team of experienced end users who tested a range of RMS solutions, ultimately determining IDEaS provided the strongest solution to meet their needs.

Coast Hotels offers a wide variety of hotel accommodations, with 4,559 total guest rooms in Canada and the United States. Having always operated in a manual, spreadsheet-reliant environment, the company recognized the competitive need to enhance its revenue management culture and practices with automated data analytics to drive optimal forecasts and pricing.

- **Driving smarter strategy** – Advanced features in IDEaS G3 RMS such as Group Evaluation, What-If Analysis and Last Room Value enable the capture of the best revenue opportunities. This machine-learning-based automation allows Coast Hotels' revenue team to focus on what they do best, analyze and strategize, rather than simply collecting and entering data.
- **Best-in-class client experience** – It was important to Coast Hotels' leadership that it not only choose a great product, but also gain a long-term, accountable partner. IDEaS' consistent focus on a best-in-class client experience was a key element in its final selection.
- **Key partner integrations** – Critical to this rollout was the data integration between IDEaS and the hotel's existing property management system. This integration allows greater connectivity between the two data sources to enhance the user experience and overall efficiency for Coast Hotels.

**[Nooshi Akhavan](#), director of revenue performance and distribution, Coast Hotels, said:** "We were missing out not being able to see the full picture and our manual process didn't leave us enough time to focus on anything else. The knowledgeable support team we've worked with at IDEaS has been phenomenal. They have a firm understanding of our business and are helping us change the revenue management culture of Coast Hotels. IDEaS G3 RMS gives us the opportunity to change how we sell and be more dynamic and relevant to our

customers. With the decisions the system is showing us for future dates, I've already identified some tremendous opportunities."

**Dr. Ravi Mehrotra, president, founder and chief scientist, IDEaS, said:**

"IDEaS is thrilled to have Coast Hotels utilize the benefits of IDEaS G3 RMS. The ability to analytically price by room type will be a great advantage to their decision-making team. We know how important it is to not only maintain, but also grow competitive positioning through automation. We look forward to helping elevate the company's revenue performance by allowing the strategists within Coast Hotels to focus on more important, forward-looking tasks."

**About IDEaS**

IDEaS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDEaS delivers revenue science to more than 11,000 clients in 129 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](http://ideas.com).

**About Coast Hotels**

Coast Hotels offers properties throughout British Columbia, Alberta, Saskatchewan, the Yukon, Washington, Oregon, California, Hawaii and Alaska. They own, manage and franchise properties in cities large and small, as well as resort destinations. As one of North America's growing—and Canada's largest—hotel brands, Coast Hotels owes its continued expansion to its commitment to exceptional service, prime locations, value and guest satisfaction.