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Hospitality Technology Hub, a Virtual Forum Powered by IDEaS, Launches to Support Hotel Industry

IDEaS' Hospitality Technology Hub unites top industry tech vendors and advisors to empower hotel leaders' revenue recovery and commercial growth

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LONDON—Feb. 16, 2021—IDEaS, a SAS company, the world's leading provider of hotel revenue management software and services, announced today the launch of its Hospitality Technology Hub (<https://go.rev.ideas.com/hospitality-technology-hub>) leading up to and during ITB 2021. The hub presents a virtual forum for the hotel industry to exchange ideas, hold discussions and network with leading technology partners, industry consultants and fellow hoteliers.

Via on-demand content and a day of live sessions—set for Monday, March 8—the Hospitality Technology Hub is a one-stop platform for hotel businesses to find relevant information on vendors, products, innovations and trends specific to revenue, profit and commercial optimization.

- **A united front of enablement and empowerment** – Over 50 of the hospitality industry's leading technology providers and advisors have partnered with IDEaS to present this unique and valuable offering in a show of support to recovering hotel businesses worldwide.
- **A free, self-paced, multimedia platform** – The Hospitality Technology Hub is a free virtual forum allowing hoteliers to come and go as they please, network with exhibitors and peers, access on-demand content, and register for a special program of live sessions to be held on Monday, March 8.
- **A mix of relevant, forward-looking topics** – From revenue and profit optimization to the convergence of data, exhibitors will spotlight their solutions addressing the evolving needs of the industry and present leading recovery and commercial strategy guidance.

Klaus Kohlmayr, chief evangelist, IDEaS, said: "This is a difficult time for the global hospitality industry. By hosting this platform, we can introduce a new means by which hotel technology providers and advisors can come together in a united front to support the industry's recovery efforts and drive a better future. Many hotel companies are using the current downturn to invest in new strategies and innovative technology. While we cannot meet in person, it is important we bring hoteliers together with the organizations that support them."

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 15,000 clients in 143 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.