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Radisson Hotel Group Implements IDEaS RevPlan across EMEA for Automated Forecasting Precision

147 Radisson Hotel Group properties invest in new technology to drive significant time savings and organisational alignment

LONDON—Oct. 13, 2021—IDEaS, a SAS company, the world’s leading provider of hotel revenue management software and services, announced today that Radisson Hotel Group has implemented [IDEaS RevPlan™](#) across 147 hotels of its EMEA-region portfolio, and counting.

Released by IDEaS in 2020, RevPlan is a standalone, cloud-based solution built to complement its flagship RMS products. RevPlan takes the pain out of budgeting and forecasting a hotel’s total business, including food and beverage outlets.

- **Automated efficiency** – IDEaS RevPlan enables Radisson Hotel Group’s revenue managers to save approximately one day a week in time previously spent on manual, spreadsheet-based forecasting. This time savings has translated to more resources focused on profitable recovery strategies.
- **Informed planning** – RevPlan gives Radisson Hotel Group’s leaders the ability to make smart, long-term business decisions by understanding the projected financial impact of proposed changes to strategy and tactics.
- **A single source of truth** – RevPlan provides forecast clarity and ease of use to Radisson Hotel Group’s entire organisation, including revenue managers and general managers as well as corporate executives and finance leaders.

Gianni Di Fede, senior VP revenue management, BI and distribution, EMEA, Radisson Hotel Group, said: “RevPlan empowers revenue managers to be the guardians of total revenue optimisation, applying data-driven, dynamic forecasting to all revenue streams, including rooms, food and beverage and meetings and events. RevPlan has freed up almost one day a week of our revenue managers’ time. What we previously did on a daily basis, segment by segment, we now only have to focus on the exceptions and calibrate as necessary. This gives us more time for strategy, and more time for strategy means more profitability.”

Matthieu Lafaurie, head of The Club (revenue management for hire) and revenue projects, Radisson Hotel Group, said: “Automated technology is the key to gaining valuable time in our operations and making life easier. RevPlan allows us to be nimbler than we ever could be working manually out of spreadsheets, and the tool integrates very well with IDEaS G3 RMS.”

Sanjay Nagalia, chief operating officer and chief technology officer, IDEaS, said: "IDEaS' lasting partnership with the Radisson Hotel Group is built on a shared vision for making total revenue management, forecasting and budgeting possible. With RevPlan, we bring Radisson Hotel Group closer to achieving this vision than ever before by delivering advanced forecasting with cutting-edge automation at the click of a mouse."

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 16,000 clients in 144 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.

About Radisson Hotel Group

Radisson Hotel Group is one of the world's largest hotel groups with nine distinctive hotel brands, and more than 1,500 hotels in operation and under development in 120 countries. The Group's overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos. The Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels. For more information, visit <https://www.radissonhotels.com/en-us/corporate>.