Guestline | IDeaS

Harness the power of revenue science

Streamline optimal pricing decisions with valuable data, accurate forecasting & proven analytics

Today's revenue manager has outgrown spreadsheets and understands the need for more precision and predictability to build a sustainable revenue culture amidst shifting market dynamics. Guestline has partnered with IDeaS to build a two-way HTNG interface between Guestline Rezlynx PMS and IDeaS RMS and G3 RMS, the world's two most trusted revenue management solutions, so you can make scientific decisions to maximise your revenue opportunities.

The Challenge
Making strategic revenue decisions whilst keeping up with multiple price elements, pace and dynamics

The Solution
PMS integrated with powerful a revenue management system that delivers optimal pricing and inventory decisions

- **Increase RevPAR**

  IDeaS' revenue solutions rely on proven revenue science to forecast occupancy and revenue accurately and optimise ongoing rates, restrictions and overbookings based on valuable data captured from the PMS, rate shoppers, reputation tools and market demand. So, you are confident the decisions you make will maximise RevPAR.

- **Save time, stay in control**

  Gather the most valuable data from different channels in real-time, forecast the total unconstrained demand, constantly optimise rates, restrictions and overbookings, and automatically/manually share your decisions with the PMS so they are distributed across channels in the fastest way possible.

Queensway

" We are delighted to have completed a full rollout of IDeaS G3 RMS across our portfolio of seven Point A Hotels, and the new integration with Guestline's Rezlynx PMS will take our group pricing and forecasting to a totally new level "

Queensway Group

How it works
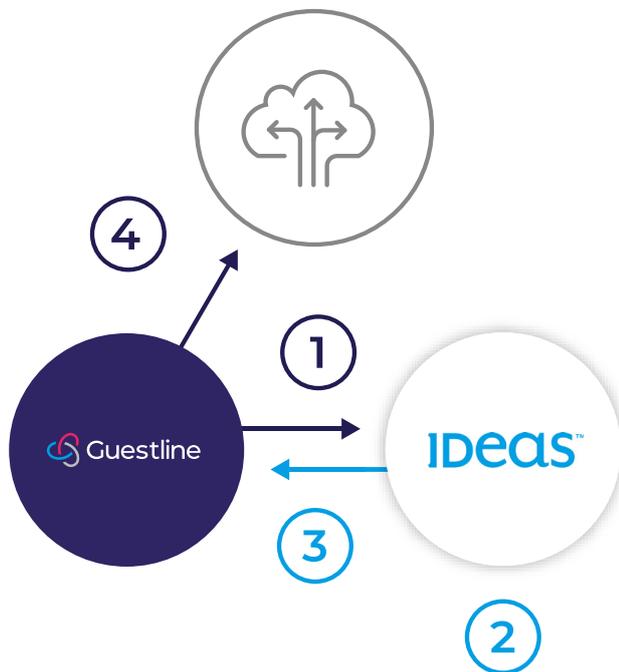
1. **Share**
Guestline Rezlynx PMS sends reservations, rates, groups, and room blocks in real-time to IDeaS via the Guestline Channel Manager's HTNG connection, and statistics data four times a day.

2. **Rate Optimisation Cycle (ROC)**
IDeaS advanced analytics forecasts demand, occupancy and revenue and optimises rates, restrictions and overbooking based on PMS, competition, reputation and market data (G3 RMS only) once a day for the next 365 days and three times a day for the next 90 days.

3. **Updates**
IDeaS automatically deploys decisions on rates, restrictions, hurdles, and overbookings to Guestline Rezlynx PMS four times a day for the booking windows above. Pricing can be overridden manually in at any time and uploaded directly to Guestline Rezlynx PMS.

4. **Channel Distribution**
Guestline Rezlynx PMS sends the new rates and restrictions in real-time to the Channel Manager, so they are distributed across different channels.

Guestline