

Pioneering RMS wins Premier Inn for Amadeus

2008-10-07

Ground breaking functionality enables hotels to optimize Length of Stay

Premier Inn, Amadeus' largest RMS implementation to date with roll out across 556 hotels, increases the number of hotels using Amadeus RMS by close to 50 percent to 1,450 hotels.

Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, has implemented a groundbreaking new model of Amadeus' best-selling RMS for Premier Inn, the UK's largest hotel chain. The new version gives Premier Inn a unique insight into customer behavior, significantly improving occupancy levels throughout the year and guiding sales and marketing activities.

The system chosen by Premier Inn automatically monitors every booking made at a property. Feeding reservation history through Amadeus' advanced algorithms, the RMS can predict not only the number of guests who will want to book on any given day, but also how long they will want to stay. As a result, hoteliers can now choose between a guest booking today for a short stay and the guest who will book tomorrow but stay longer.

'After four years in research and development, our system is now so accurate that hoteliers can keep rooms free with confidence, knowing that longer-stay guests will book the same room a day later,' says Bernard Rannou, head of development, Hospitality Business Group, Amadeus. 'We are delighted that our new system has been chosen by Premier Inn to improve their already excellent occupancy, enabling them to book more guests over shoulder nights, while reducing marginal costs. I am pleased to report that implementation across 556 properties is already successfully underway.'

'We wanted a revenue management system that could cope with the unique requirements of our business,' commented Warren Mandelbaum, Head of Revenue Management, Whitbread Hotels & Restaurants. 'We are very pleased with the way in which Amadeus have created a bespoke solution for us, with a great user interface and the scalability to extend its deployment as required. This new tool better positions us to fully optimize the value of our properties, while its statistical reports offer crucial business insights.'

The system is hosted at Amadeus' data center in Erding near Munich, Germany, one of the biggest centers in the world dedicated to travel. The data center manages more than 500 million transactions a day and processes up to 2.5 million bookings every day.

Premier Inn is the UK's largest and fastest-growing hotel brand with over 38,720 rooms and 556 hotels across the UK.

About Amadeus

Amadeus is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include travel providers (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), travel sellers (travel agencies) and travel buyers (corporations and travelers). Solutions are grouped in four solution categories - Distribution & Content, Sales & e-Commerce, Business Management and Services & Consulting.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations - data processing centre) and regional offices in Miami, Buenos Aires and Bangkok. Amadeus maintains customer operations in 76 countries covering more than 215 markets. Amadeus employs over 7,800 employees worldwide, representing 95 nationalities.

More information about Amadeus is available at: www.amadeus.com

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article34949.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html