

Enterprise/Global Chain

HILTON

Challenge: Hilton needed a revenue management technology that would support their Global Revenue Optimization (GRO) initiative, which is designed to help hotel owners better manage room availability and pricing in order to maximize each hotel's revenue and profitability.

Solution: IDEaS G3 RMS, integrated with existing systems to ensure seamless operation, tracks and analyzes historical and current business performance to support revenue optimization company-wide. The RMS was deployed to hotels at a number of brands within the Hilton portfolio, including Hampton Hotels, Hilton Garden Inn, Homewood Suites and Home2 Suites.

"Through the G3 Revenue Management System, we are taking the guesswork out of revenue management and pricing. And by helping our hotel operators and owners make better-informed revenue management decisions, we are positioning both our company and our franchisees for long-term financial success."

The Hilton logo is displayed in a large, black, serif font, enclosed within a thin black rectangular border.