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Beijing Landmark Towers Adopts Industry Best Practice Pricing Technology from IDEaS

Leading Chinese hotel group turns to IDeaS to boost revenue performance

Beijing – December 1, 2011 – IDeaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced a new partnership with The Beijing Landmark Towers, which will integrate the company’s industry-leading pricing solutions to enhance occupancy and maximize revenue across the hotel.

The Beijing Landmark Towers, a subsidiary of Beijing Tourism Group, is located in the bustling business leisure center of Lufthansa circle, which houses an Internet business hotel, serviced apartments, modern Grade “A” office towers and large-scale convention centers.

Given the highly competitive hotel environment in China, The Beijing Landmark Towers recently sought to improve their approach to revenue management and adopt best practice pricing technology and strategies.

“The hotel industry in Beijing is constantly evolving. To stay ahead of the competition, we need to actively find ways to innovate in management and ensure that we are using the most up-to-date technologies and methods. We recognize that to maximize revenue within our hotel we need to build a revenue culture across our property.” said Mr. Chen Guoyao General Manager, The Beijing Landmark Towers.

In working with IDEaS, The Beijing Landmark Towers will adopt the IDEaS Revenue Management System (RMS) and a series of IDEaS Hospitality Consulting programs to make strategic decisions with a clear view of their competitors' positions and determine correct pricing for their property's rooms and group bookings.

"The Beijing Landmark Towers is an icon for the local hotel industry and has a management team that is always looking at advancing their operations to stay ahead of the competition," said Allan Taylor, Managing Director for Greater China for IDEaS. "Given the competitive nature of the Beijing hotel market, The Beijing Landmark Towers is safeguarding their business through improving their approach to pricing, revenue management, distribution and asset management."

IDEaS is committed to working closely with hotel organizations throughout China to support them in reaching their optimal revenue and profit levels by focusing on the development of a strong revenue management culture.

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About IDEaS

Founded in 1989, IDEaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, MN with our Global Technology center located in Pune, India, IDEaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia, and Asia. For more information, visit www.ideas.com.

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