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Dusit International Deploys Industry-Best Pricing Support from IDeaS to 13 Properties Across Asia

***Leading regional hotelier turns to IDeaS for large scale revenue management
technology and consulting support***

Sydney, December 6th, 2011 – IDeaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that Dusit International has turned to IDeaS to improve demand forecasting and boost revenue performance in 13 of their Asian based properties.

Dusit International has more than 60 years' experience in the hotel and hospitality industry. The hotel group is made up of a unique portfolio of deluxe hotels that reflect the Thai culture and tradition to create a personalized welcome for all guests, made distinctive under the Dusit brand promise: the delivery of an 'experience that enlivens the individual spirit no matter what the journey.'

Given the highly competitive hotel environment across Asia, Dusit International recently sought to improve their demand forecasting and revenue management strategies and gain a clear insight into the hotel's booking patterns - ensuring that occupancy and revenue can be maximized now and into the future.

“Given the growing levels of competition in the regional and local hotel sector, Dusit International has recognized that having the right technology and strategies in place when it comes to business forecasting and pricing is critical,” said Bobby Saw, Assistant Vice President – Revenue for Dusit International. “IDeaS was brought in to help with our forecasting process so that better business decisions can be made with regards to evaluating and maximizing revenue opportunities.”

In working with IDeaS, Dusit International is deploying the IDeaS Revenue Management System (RMS) at certain properties, and the IDeaS Forecasting Management System (FMS) at other properties. The combination of the two systems provides Dusit International with accurate pricing and a clear vision to their data across all hotels, creating a solid platform to build a strong organizational-wide revenue culture.

“We are excited to be working with Dusit and as a leading regional hotel brand, Dusit Hotels has to constantly innovate to ensure they are operating at their best. In terms of Revenue Management, it was identified that they needed different revenue and forecasting solutions at different properties. It was clear that a single software solution was not going to give them what they needed. Our approach of data consolidation as well as revenue and pricing will help Dusit drive better revenue,” said Grahame Tate, IDeaS Managing Director Asia Pacific.

“Since working with IDeaS, we have seen a more pro-active implementation of strategies and more business decisions made based on facts and figures as opposed to just assumptions. The more accurate forecasting we now have has led to better cost control, and manpower management. It also helps to instill a stronger revenue culture within the hotel,” said Bobby Saw, Assistant Vice President – Revenue for Dusit International.

IDeaS is committed to working closely with hotel organizations throughout the Asia-Pacific region 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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