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IDeaS pricing solutions to boost revenue performance at Royal Plaza on Scotts in Singapore

Hotelier to use IDeaS technology to drive better revenue in competitive environment

Singapore – October, 2011 – IDeaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced a new partnership with Royal Plaza on Scotts in Singapore, which will see the hotel adopt IDeaS industry leading pricing solutions to enhance occupancy and maximise revenue.

Royal Plaza on Scotts is one of the most popular five star hotels in Singapore. Strategically located in the heart of Singapore, Royal Plaza on Scotts' high standards of customer service meet the needs of even the most discerning tourist or business traveller.

Given the highly competitive hotel environment in Singapore, Royal Plaza on Scotts recently sought to adopt an advanced technology solution that would enhance the hotel's occupancy and ability to maximise revenue through demand optimisation.

In working with IDeaS, Royal Plaza on Scotts has turned to the IDeaS Revenue Management System (RMS) in order to continually assess the hotel's performance, accurately forecast occupancy and business demand, and determine the correct pricing for hotel rooms.

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“Royal Plaza on Scotts is an extremely popular hotel in Singapore always looking to implement the most advanced operational technologies and strategies for the benefit of our guests. Singapore is a highly competitive operating environment for any hotel, but through our partnership with IDEaS we are able to better identify and target the right guest – whether they be a business traveller, group or tourist – at the right time,” said Patrick Fiat, General Manager of Royal Plaza on Scotts.

Importantly, the IDEaS RMS’ Best Available Rate (BAR) functionality will allow Royal Plaza on Scotts to accurately quote the optimal rate for their hotel rooms to potential guests. These rates are calculated to provide the highest probability of selling based on the arrival date and length of stay – ensuring occupancy and revenue is maximised.

“The hotel sector across Asia continues to grow on the back of rising domestic and international tourism and increased business travel. With this growth comes increased competition, therefore it is vital that savvy hotel operators like the Royal Plaza on Scotts have the most advanced operating strategies and technologies on hand to ensure their ongoing profitability,” said Grahame Tate, Managing Director of IDEaS APAC. “Through working with IDEaS, Royal Plaza on Scotts is better able to make strategic decisions with a clear view of their competitor’s positions and determine correct pricing for their property’s rooms and group bookings.”

IDEaS is committed to working closely with hotel organisations 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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