



Group Pricing & Evaluation

Evaluate and Forecast Group Impact and Business Displacement Before Booking

IdeaS Revenue Optimization delivers the world's most sophisticated group forecasting, evaluation and management solution. IDEA's unique ability to forecast group materialization and group wash by market segment allows you to understand the total demand for your hotel or estate.

IdeaS V5i Group Pricing module provides the functionality to determine a group's entire value as well as the value of any business being displaced before you book. Develop comprehensive evaluations of group opportunities and model various scenarios when considering which group inquiry will return the greatest profit to your hotel.

Key Benefits:

- Forecasts group demand and group wash to increase maximum profitability
- Evaluate group impact and business displacement before booking
- Perform sophisticated "What If" analysis to determine the greatest return
- Configurable to account for date range, seasons, group size and market segments, arrival date and rate across on or multiple properties

The screenshot displays the IDEA V5i Group Pricing software interface. The main window shows evaluation details for a group at Lake Palace. A table titled "Group Pricing Details - Fri 07-Mar-08 - Lake Palace" is visible, showing the impact of booking a group on various metrics.

Date	Day of Week	Revenue	Displaced Revenue	Incremental Revenue	Occupancy Forecast Without Group	Occupancy Forecast With Group
Fri 07-Mar-08	S	40	0	40	61	121
Sat 08-Mar-08	S	90	0	90	60	110
Sun 09-Mar-08	S	40	0	40	61	101
Total	Push stay	130	0	130	202	332

Below the table is a bar chart titled "Group Pricing Details - Fri 07-Mar-08 - Lake Palace" comparing "On Sale - Total" (121), "Occupancy Forecast Without Group" (60), "Occupancy Forecast With Group" (121), and "Revenue Displaced" (0).

Support efficient sales processes with easy to use screens and reports.

For more information visit, www.ideas.com

Download IDEA's Free On-Demand Webinar:
Group/Corporate Business – Taking Advantage of this Market Segment
<http://go.ideas.com/wn3>

How it Works

IDeaS V5i Group Pricing module evaluates the dates and size of the requested group against the hotel occupancy forecast to determine the optimal arrival date and rate from potential arrival dates requested by the group. Supporting sophisticated “What If” analysis, IDeaS V5i Group Pricing Module allows you to model various scenarios when considering which group inquiry will return the greatest profit.

IDeaS V5i Group Pricing module also provides a valuable level of insight when working with groups that have some flexibility in their arrival dates or locations. Multiple arrival dates can be selected and evaluated simultaneously against a single property or group of properties.

IDeaS V5i Group Pricing module considers all costs associated with the group by factoring in rooms, costs and commissions, conferencing and banqueting, ancillary spend and profits, taking into account the profitability associated with the additional revenues. The IDeaS V5i Group Pricing module also allows you to see what effect accepting a group will have on the forecasted business of your hotel or estate.

IDeaS V5i reports and graphs supports your Sales teams by recommending the best rate by arrival date, showing the displacement revenue and additional revenue streams along with revenue per room night, profit margin and profit per room night in “real-time” in order to manage the timelines that today’s market demands. This allows you to present the optimal date of arrival with its recommended rate, as well as other date options and their corresponding rates quickly and accurately.

The IDeaS V5i Group Pricing module considers a variety of data in its group evaluation process:

- **Costs and Commissions:** Complimentary and discounted room nights are considered as well as the impact of room commissions.
- **Conference and Banqueting Spend:** Revenue per room night, margins, and profit per revenue stream, with the flexibility to create on the fly revenue streams unique to specific group inquiries.
- **Group Rates:** Configurable by date range, seasons, group size and market segments, arrival date and rate requested across multiple properties to support any pricing strategy.
- **Displaced Revenue:** Incorporating both room revenue and typical ancillary spend into the equation to accurately assess the value of the business being displaced.

IDeaS V5i Group Pricing functionality is designed to help and guide you in the group forecasting, evaluation and management process in order to understand the total demand for your hotel or estate.



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For more information on the benefits of Pricing, Forecasting and Optimization visit IDeaS online at

www.ideas.com

