

## Select the Optimal Rate with the Highest Probability of Selling

What rate to quote to that unqualified guest is a daily challenge faced by hotels. IDEaS V5i Best Available Rate (BAR) module engages the IDEaS pricing engine to select the optimal rate with the highest probability of selling based on the arrival date and length of stay.

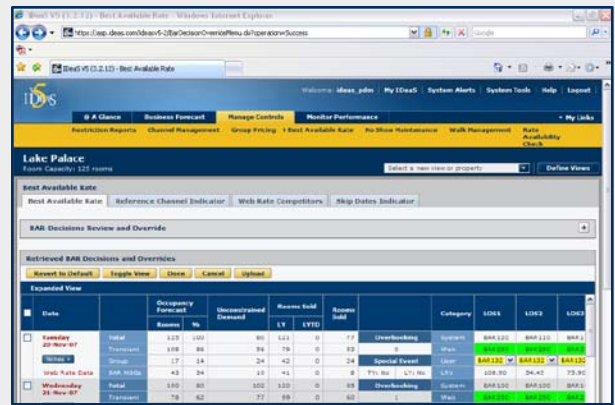
### Key Benefits:

- Select the optimal rate with the highest probability of selling
- Tune to the dynamics of your market with competitive rate shopping integration
- Distribute the best available rate to various distribution channels

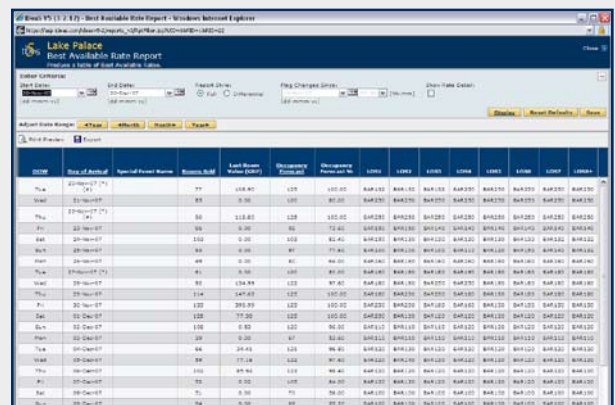
### How it Works

IDEaS V5i BAR module selects the optimal rate with the highest probability of selling based on the arrival date and length of stay. This allows you to adjust pricing decisions for your unqualified guest and capture the best rate for hotel profitability. At the same time you can also incorporate competitive rate shopping information through IDEaS V5i BAR module in order to understand what prices your competitors are charging via various distribution channels, thus guaranteeing quicker and better responses to competitor's moves.

Because the need to incorporate the competitive rate data into daily decisions further adds to your workload, IDEaS V5i BAR module also provides a range of sophisticated yet easy to use tools.



*Users easily interact with BAR module clearly understanding the influence of the competitive rate data.*



*IDEaS reports help pinpoint trends and highlight areas for improvement.*

# IDEaS Competitive Rate Shopper Integration

Many hoteliers use competitive rate shopping tools and reports to assist the hotel in understanding what prices their competitors are charging via various distribution channels. IDEaS V5i BAR module offers easy access to your competitive rate shopping data in order to enhance the pricing decision for the unqualified guest. This allows you to maximize profit while managing the risks associated with demand uncertainty and last minute marketplace volatility. Further, the IDEaS V5i Bar module places you in control over the level of competitive rate shopping influence.

## IDEaS Rate Distribution

While revenue optimization solutions have always provided useful controls to help during busy periods, hoteliers are now in the position where channels must be managed on a daily basis. With IDEaS V5i BAR module you can efficiently and quickly distribute the best available rate to your various distribution channels eliminating the need to manually enter the data, enabling you to be more responsive to changing market conditions, saving you time and money.

## IDEaS Rate Check

IDEaS Rate Check provides the ability for real-time queries for optimal rate based on arrival and length of stay and is designed to assist you with the boundaries of a legacy reservation system that does not accept any type of restrictions and or has a limited capacity to manage best available rate decisions. Rate Check is configurable to support information most familiar to the reservation agent including Hurdle Rates, Minimum Length of Stay (MinLOS), or Best Available Rate (BAR).

Rate Check eliminates the need for daily posting of reports, the data is always current, reflecting the most up to date revenue management decisions.

IDEaS V5i BAR module is a single source that consolidates the information about your hotel with a view to the future including competitive intelligence and assessment of all your distribution channels.



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

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