



## IDEaS Group Pricing

Managing Group Business presents hoteliers with a spectrum of opportunities to either increase maximum profitability, or leave money on the table. Understanding anticipated occupancy allows your team to fully assess the impact of accepting any given group. Conversely, the ability to accurately predict the Group's ancillary spend allows a clear view of the Group's total value before they arrive. Clearly, there is money to be made, but short of hiring a psychic how can you be sure you are making the most of every opportunity? Enter IDEaS.

### IDEaS Group Pricing Module

Developed with some of the largest group house hoteliers in the world, IDEaS Group Pricing Module arms hoteliers with a powerful solution that makes sense of any given Group's entire value as well as the value of any business being displaced, before you even book it. Using IDEaS to perform evaluations of group requests provides your sales team with invaluable information to assist them in deciding whether or not to accept the group, to accept them for the dates requested and the best rates to quote.

IDEaS Group Pricing 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. The results of the evaluation will allow you to see what effect accepting the group on each day of arrival will have on the forecasted business of each hotel. This allows you to present the optimal date of arrival with its recommended rate, as well as other date options and their corresponding rates.



*Drill down capabilities allow you to see how a Group will impact your business.*

EVALUATION SUMMARY											
Property	Arrival Date	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate
Property	Arrival Date	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate
Property	Arrival Date	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate	Arrival Rate

*Evaluation Results are presented in an easy to read format.*

## Key Benefits:

- **Book the Right Groups at the Right Time:** Sales teams can easily see where group business adds the most to overall hotel profitability.
- **Helps Hotels better Serve their Clients:** Become a trusted advisor to your group clients by offering them the flexibility to decide if they want to book on their first choice dates or take advantage of cost savings by booking at less busy times. At a touch of a button, the group can also be evaluated between a user defined set of properties.
- **Provides a complete evaluation of Group Opportunities:** Factors in rooms, costs and commissions, conferencing and banqueting, ancillary spend and profits.
- **Consistent application of Revenue Management Strategies:** Fast and comprehensive setup options support pricing strategies that may vary by season, group size or market segment. Typical ancillary spend and incremental profit margins are applied consistently across all evaluations to make sure each group is evaluated impartially.
- **Clear Evaluation Results:** reports and graphs provide support to sales teams by recommending the best rate by arrival date, displacement revenue and include additional revenue streams along with revenue per room night, profit margin and profit per room night.
- **Coupled with IDEaS Group Forecasting:** IDEaS unique ability to forecast group business means group inquiries are evaluated against a reliable future forecast that takes into account both known and yet to come group business in addition to transient demand.

## How it works:

IDEaS V5 evaluates the dates and size of the requested group against the hotel occupancy forecast to determine the optimal arrival date and rate from the potential arrival dates requested by the group. Group Pricing also considers any additional costs and revenues associated with the group – taking into account the profitability associated with the additional revenues.

The IDEaS solution considers a spectrum 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, season, group size and market segment 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 offers a win/win between the Revenue Management team and the Sales and Marketing organizations. The Group Pricing Module delivers a clear view of Group impact to your entire organization equipping each team with the information they need to be successful.

IDEaS Group Pricing Module combined with our ability to forecast group demand makes this solution unsurpassed in the industry. Remove the mystery from your group business, call IDEaS today.