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IDEaS boosts Marco Polo revenues

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Hong Kong, April 2010 – IDEaS Revenue Optimization, the leading provider of pricing, forecasting and optimization solutions and services, announced today that Marco Polo's three hotel properties in Canton Road Hong Kong have successfully adopted IDEaS industry-leading V5i Revenue Optimisation Solution.

Marco Polo Hotels is an exceptional Asian hotel group with contemporary luxury properties located at strategically important business centre's and major cultural centre's of China and the Asia Pacific region. Each of the nine Marco Polo hotel properties in Asia is as distinctive and unique as the destination in which they are located.

Following a thorough evaluation of all Revenue Management Vendors, IDEaS was chosen to assist the hotel group in improving the revenue performance of its Hong Kong based hotels - which includes over 1,500 rooms.

In being selected by Marco Polo, IDEaS had to not only demonstrate and prove the worth of their industry-leading V5i Revenue Optimisation System, but also work within a changing Revenue Management Culture in Marco Polo Hotels being implemented by the Marco Polo Group Director of Revenue Management. IDEaS needed to prove beyond any doubt how the V5i revenue optimisation solution could support a strong revenue management culture and improve Marco Polo's bottom line.

'Marco Polo set a high bar for us to prove our worth within their group, as prior to working with IDEaS, Marco Polo had been using a different revenue management system at their Canton Road properties. The previous system and associated support had fallen short of their expectations and as such Marco Polo was sceptical that another system and company could do better,' commented Grahame Tate, Managing Director of IDEaS Asia Pacific.

Grahame added, 'what is especially pleasing about the Marco Polo implementation, is that IDEaS has managed to successfully work within a rapidly evolving revenue management culture and we were able to support the Group Director of Revenue Management & Distribution with the change management initiative.'

'We undertook a thorough industry-wide search of revenue management providers and weighed proven benefits and support highest on our acceptance criteria,' said Jane Suporn Group Director of Revenue Management & Distribution, Marco Polo Hotels. 'We had previously been down the path of buying revenue management system software and while this was a good system in its own right, we realized that comprehensive support was one of the keys to sustainability and success. IDEaS support infrastructure and willingness to work with us meant that they were able to partner with us as opposed to simply selling us the software.'

Importantly, with offices and service staff across the APAC region and within mainland China itself, IDEaS is ideally positioned to support Marco Polo's expanding revenue management needs into the future.

IDEaS is committed to working closely with hotel organisations throughout the APAC region, to support them in reaching their optimal revenue and profit levels through a focus on developing a strong revenue management culture.

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