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HNA International Hotels & Resorts Management looks to IDEaS for Revenue Optimization Support in China

***Leading Chinese Hotel Group set for enhanced revenue approach following
engagement with leading global Revenue Management provider – IDEaS.***

Beijing, CHINA – NOVEMBER 17, 2009 – IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, announced that it has been engaged by HNA Hotels & Resorts in China, to promote and instill a strategic approach to revenue optimization throughout the organization.

An important arm of HNA Property Holdings, HNA Hotels & Resorts has been recognized as the most competitive Chinese hotel brand, best Chinese Hotel Management Company and is also amongst the top 300 hotel groups globally.

Given HNA Hotel and Resorts' forward-looking approach to hotel management, it sought out IDEaS and their field leading consulting service – [IDEaS Advantage](#) – for a revenue management program to review the various aspects of pricing, forecasting and optimization within the organization. The program involved the top executives within the company – including senior sales and marketing staff as well as general managers.

The engagement is amongst the first of its kind in China. Through the engagement, IDEaS is assisting HNA Hotel and Resorts to improve their professional practice and strategic approach in pricing, forecasting and optimization within its hotel portfolio.

“With growth outlooks for hotel companies in China being influenced by a very competitive marketplace, HNA Hotels and Resorts has adopted the strategy of ‘Being Proactive, Being Strong.’ This strategy means that HNA seek to act in a bold and innovative manner, taking the initiative when competing with the international hotel companies,” said by the senior management of the HNA Hotels and Resorts. “Through the engagement with IDEaS, HNA Hotels & Resorts will leverage IDEaS professional expertise and experience to identify any areas of improvement within its hotels. Working with IDEaS will ultimately improve our revenue mix and optimization, accelerating HNA Hotels & Resort brand growth and internationalization.”

“With their pledge to better understand revenue management and how it can improve their organizations overall approach to pricing, forecasting and optimization, HNA have demonstrated that they are a field leader in the local Chinese hotel sector,” said James Zhao, IDEaS sales manager for Greater China. “Through IDEaS’ continued expansion into the Chinese marketplace, our company is looking to partner with a range of leading national hotel groups, like HNA, to improve revenue optimization standards and further industry understanding.”

IDEaS is committed to working closely with hotel and hospitality organizations throughout China to support them in reaching their optimal revenue levels through the application of revenue management best practice.

“By providing Chinese hotels with ongoing guidance and extra resources, IDEaS will be able to help local hotels and hospitality companies achieve optimized pricing now and into the future,” said James Zhao.

About IDEaS Revenue Optimization

IDEaS, a SAS COMPANY, is the premier provider of [Pricing, Forecasting and Optimization](#) solutions and services. [IDEaS’ Solutions](#) are implemented via [Software as a Service \(SaaS\)](#) deployment with very little infrastructure, guaranteeing small upfront costs and easy implementation. [IDEaS Advantage](#) and [IDEaS for Success](#) services help at all levels of a client’s organization—strategic through operational—and our integrated approach differentiates IDEaS from the competition and creates the foundation for

IDEaS & HNA International Hotels & Resorts Management Announcement

a successful partnership. Headquartered in Minneapolis, IDEaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Australia and Asia. For more information, visit www.ideas.com.

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