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## **Chinese Hoteliers to Receive New Revenue Management Support through IDEaS Expanded Offering**

***IDEaS commit extra resources to assist Chinese Hoteliers through the economic downturn and to prepare for the eventual market rebound***

MINNEAPOLIS, MN – JULY 15, 2009 – IDEaS Revenue Optimization, the premier provider of [Pricing, Forecasting and Optimization](#) solutions and services, today announced a major expansion of their revenue management operations in China to support the local hotel industry.

IDEaS expansion will assist locally Chinese owned and managed hotels by making it easier to access industry leading revenue management technology and consulting services to help local hoteliers apply best practice revenue management and [pricing](#) to maximize Revenue per Available Room (RevPAR) performance.

With a proven history of success in China working with leading international hotel brands – such as the Park Hyatt Shanghai, the China World Hotel, and Shangri-La Shenzhen hotels – IDEaS expansion will help ensure that Chinese hoteliers have greater access to its dedicated consulting division along with a wide range of [forecasting](#) and [optimization](#) related processes, structures, tasks, and tools that maximizes the revenue of their hotels.

“This enduring commitment from IDEaS to Chinese hoteliers will support the local industry to maximize revenue through the economic downturn, so that these businesses are best positioned to capitalize on stronger levels of demand when the market rebounds.” commented Allan Taylor, Regional Director of Sales Asia for IDEaS. “In regards to revenue management and pricing, in China one size or solution does not fit all. IDEaS understands the local market and is uniquely placed to assist all Chinese hoteliers, ranging from those who may require education or process and procedure

consultancy – through to simple entry level systems, all the way up to sophisticated Revenue Management and Pricing Systems.”

IDeaS is the only revenue management company with a dedicated consulting division – [IDeaS Advantage](#) – and full-time Chinese speaking consultants whose sole focus is to assist Hotel Owners and Operators to optimize revenues and profits.

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Importantly, IDeaS has been developing a new range of revenue management forecasting solutions and services specifically for the Chinese market. These tailored innovations will include a lower entry cost model of the company’s hugely successful IDeaS V5i Revenue Management range, to increase pricing best-practice accessibility amongst Chinese hoteliers.

As part of the corporate expansion, IDeaS will now operate nationally in China through local offices based in three offices - Beijing, Shanghai, and Guangzhou.

IDeaS will also draw upon the expertise and networks of its parent company, SAS, who have extensive reach within China. The coupling of SAS’s business analytics framework in China along with IDeaS’ proven revenue management methodologies is set to offer even greater support to Chinese hoteliers in coming years.

For those interested in learning more about IDeaS Revenue Management solutions, a series of Chinese language webinars are being developed. The free webinars will provide participants with an opportunity to discover the steps required to make revenue management work for their hotel, especially during the current economic crisis. Please register for the IDeaS webinars via the below link:

[\*\*Build Up a Strong Revenue Management Structure in Your Hotel\*\*](#)

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### **About SAS**

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions, SAS helps customers improve performance and deliver value by making better decisions faster. SAS gives you THE POWER TO KNOW®. (see on [www.sas.com](http://www.sas.com))

### **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 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](http://www.ideas.com).

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