



Creating a
Winning Revenue
Management Culture

IDEAS
Advantage
for Hospitality

Revenue Management Is...

a strategic approach to optimizing revenue, often based on managing revenues around uncertainty of demand for different market segments.

Today, revenue management strategies have become increasingly complex; encompassing concepts such as “dynamic pricing”, “displacement”, and “profit contribution by customer”. Companies are struggling to develop and implement the sustainable revenue management processes, structures, and best practices required to remain competitive.

IDEaS Advantage for Hospitality, a consulting and strategy implementation service specifically designed for the hospitality industry, recognizes the growing need for hotel Pricing, Forecasting and Optimization guidance and advice and provides personalized support and assistance in order for your hotel to achieve long-term revenue management goals in today’s competitive market.

Through IDEaS Advantage for Hospitality, we offer a range of personalized services combined with in-depth industry expertise to ensure our hospitality clients maximize revenue opportunities and achieve sustainable competitive advantage.

Although independent from the “solution division”, IDEaS Advantage for Hospitality is able to tap into the vast pool of additional global resources and knowledge available within IDEaS Revenue Optimization, the premier provider of Pricing, Forecasting and Optimization solutions and services.

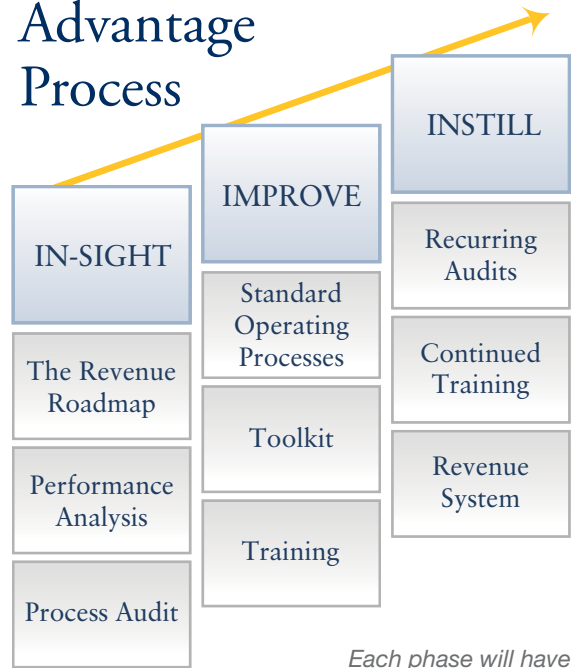
“The remote Revenue Management Support by IDEaS Advantage for Hospitality resulted in a significant improvement of our competitive positioning. With quick, visible results we signed up a second hotel within 3 weeks and we are looking forward to continuing the great relationship we have established with the IDEaS Advantage Consultant”

*Alain Vanbinst, General Manager
Hotel Bristol Stephanie, Brussels*





Advantage Process



Each phase will have specific products and activities customized to the client's requirements.

IDEaS Advantage for Hospitality 3-Step Approach

Based on our in-depth experience in creating a sustainable competitive advantage for clients worldwide, IDEaS Advantage for Hospitality has developed an exclusive 3-step approach to help guide our clients through the often difficult path of optimizing a company's Pricing, Forecasting and Optimization processes and culture.

In-Sight

From Discovery to Recommendations

Combining a 360° on-site review of the current pricing, forecasting and optimization business practices and a detailed historical performance data analysis, IDEaS Advantage for Hospitality will establish a comprehensive Revenue Roadmap, outlining the key short and long term opportunities and steps required to establish a sustainable competitive advantage.

- Revenue Roadmap
- Performance Analysis
- Process Audit

Improve

From Concept to Reality

Working closely with key stakeholders to enhance the pricing, forecasting and optimization processes and overall revenue culture through a range of customized activities, the objective of this step is to develop and implement a consistent revenue management culture according to the client's specific operating and cultural environment, which will improve company-wide revenue and profits.

- Standard Operating Processes
- Toolkit
- Training

Instill

From Standardization to Sustainability

Establishing a long-term partnership between IDEaS Advantage for Hospitality and the client will ensure that the newly developed pricing, forecasting and optimization processes are not only sustained but continue to grow and improve in line with changes in the operating environments. A variety of services can be made available either as one-off services or under a longer term arrangement.

- Recurring Audits
- Continuing Training
- Revenue System

IDEaS Short & Long-Term Revenue Management Support

Many hotels find it challenging to maintain their revenue management momentum whenever a Revenue Manager is not in place, leaves or is overwhelmed by additional responsibilities. This poses a significant risk to the property, as it often leads to a lack of focus on revenue management, pricing, forecasting, optimization and distribution and in turn has great potential to negatively impact the hotel's competitive positioning and performance.

Our IDEaS Advantage Consultants are able to quickly fill the gap and act as a remote Revenue Manager, performing all key tasks to maintain your revenue management focus.

All IDEaS Advantage Consultants have extended, multi-property, multi-brand experience, enabling us to provide industry leading revenue management support, in many cases at an equal or lower cost than an on-site Revenue Manager.

Short-Term RM Support

Short-Term RM Support is provided by IDEaS Advantage for Hospitality to hotels or groups of hotels which experience a temporary gap in their revenue management capabilities or resources. The services consist of pre-defined daily, weekly and monthly tasks which will ensure that the hotel continues to optimize revenues even without an on-site Revenue Manager. At the end of the temporary support period the IDEaS Advantage Consultant will perform a detailed handover with the new on-site revenue management resource, thereby minimizing the time required for the new resource to achieve optimum performance.

Long-Term RM Support

In today's highly competitive market, many hotels find it increasingly difficult to find, train and retain dedicated on-site revenue management resources. A growing number of hotels around the world are looking to IDEaS Advantage for Hospitality to become their long-term revenue management partner, providing permanent remote support to meet their daily pricing, forecasting and optimization challenges.

Typical processes and timelines are detailed in the IDEaS Short & Long-Term RM Support data sheet, but can be customized to the requirements and schedule of the client.

IDEaS Hotel Pre-Opening Revenue Management Support

A successful entry to market can establish a hotel and its revenue generating ability for years to come. If done correctly, the hotel will be able to position itself effectively in the market and ensure revenue optimization at the highest possible level. If a hotel is incorrectly launched into a market, from a revenue management perspective, it has the potential to result in a significant underperformance of the asset and a substantial amount of money can be left on the table.

IDEaS Advantage for Hospitality Pre-Opening RM Support is specifically formulated to ensure the successful launch of your hotel into market. The focus is not only on ensuring that your hotel is priced correctly, but also covers a wide-range of pricing, forecasting and optimization related processes, structures, tasks and tools that safeguard sustainability of the revenue management of your hotel and establishes a solid foundation towards continued and market leading Revenue per Available Room (RevPAR) performance.

How it Works

To achieve this, the revenue management path begins with setting a strategy and establishing an action plan. This will be carried through to the pre-opening phase, followed by launch date and post opening, to be concluded with a final audit of recommendations and remaining action plan items.

Throughout the entire process and where applicable, the corporate revenue management team will be briefed at regular intervals, providing status updates, feedback on critical milestones and potential "red flags" at the hotel property.

A typical process and timeline is detailed in the IDEaS Hotel Pre-Opening Revenue Management Support datasheet, but can be customized to the requirements and schedule of the client.





IDEaS Advantage Consultants

IDEaS Advantage Consultants are passionate about helping clients achieve sustainable competitive advantage in Pricing, Forecasting and Optimization. We combine our global expertise and best practices with fact based analytics to provide our clients with solutions and services to make them successful.

We aim to establish long-term relationships built on trust through consistently superior service and a commitment to excel. This is demonstrated in the high number of clients who ask us to help them solve an increasing number of today's business challenges.

IDEaS Advantage Consultants are experts in Revenue Management, Pricing, Forecasting, Optimization, Distribution and Asset Management and have a thorough understanding of the cultural and operational challenges our global clients face when implementing change.

Our team of industry leaders combined with the strong resource base within IDEaS makes us an ideal partner to build a winning Revenue Management culture and prepare our hospitality clients for future growth in an increasingly competitive environment.

"Not only was IDEaS Advantage able to provide a very thorough assessment of our current processes and recommendations on improvement, their support throughout the subsequent transition period has proven to be invaluable with assisting our new Director of Revenue Management to get on board faster than if we would have done it alone."

*Chris Jones,
General Manager, Marketing,
Stella Hospitality Group*



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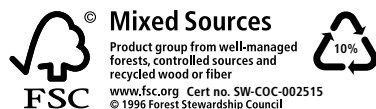
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For more information on the
benefits of IDEAS Advantage
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