

IDEAS™
REVENUE SOLUTIONS

A man in a dark pinstriped suit, white shirt, and purple patterned tie is smiling broadly and gesturing with his hands. He is standing in front of a classic stone building with a black wrought-iron entrance canopy. The canopy has the word 'HOTEL' visible on it. The scene is set outdoors during the day.

The Intelligent Hotel

“Life without the IDEaS
Revenue Management System
would be like navigating the
streets of an unknown city
with an atlas in hand instead
of a GPS. You can do it, but it
takes a lot longer and you are
more likely to get lost.”

~ Fairmont Raffles Hotels International

Welcome to the Intelligent Hotel

The Intelligent Hotel runs not just on spotless rooms and exceptional service, but also on confident pricing, accurate forecasting and steadily increasing revenue. The kind of revenue that finances efficient maintenance and timely renovations. The kind of revenue that turns bold ambitions into blueprints. This is what we hope to bring to your property. And what all of our clients have come to expect.

“We learned that decisions on rates and availability should not be based on emotions or gut instinct,

but on exact and detailed data and analysis to offer the right product at the right time to the right guests for the right price. Before the IDEaS Revenue Management System, this was impossible for us to achieve.”

~ Maritim Hotels

We understand the instinct to say “yes” to a guest. Without the right data, forecasting and insight, making the decision whether or not to book a room at a particular rate can prove agonizing. But with the most reliable, up-to-date information at your fingertips—derived from the best analytics and the most accurate forecasting in the business—simple keystrokes allow you to book the right guest at the right time at the right rate. This is what leads to steadily increasing revenue.

Of course, this assumes you’re working in optimal conditions, with optimal software. A software that’s based on more data points—at least double,

often triple what others are capable of collecting. (It also helps when your software is backed by SAS, known in the industry as the finest analytics firm in the world.) Simply put, the more data you can collect, the more accurate and comprehensive your forecasting and pricing will be. As a rule, with better pricing comes better revenue.

We have reached a point in the industry where whoever most skillfully executes revenue management strategy wins. This is one of the reasons we have three times the amount of clients than our closest competitor. And why when we set a price, it’s a price that attracts the most attention.



Conference

k



+13.43%

+7.46%

Optimizing Hotel Performance

The Lindner Story

“There are times when we are surprised that the system proposes a lower price. We now know that it is worth it in the end, because the decisions are being made scientifically, based on past data and figures for that particular property.”

~ Lindner Hotels

In 2002 Lindner Hotels AG was faced with a number of challenges. First, the chain had been practicing an intensive program of manual revenue management activities and had concluded that no further improvement could be made operating this way. Simultaneously, the hotel chain was suffering from decreasing rates, despite rising occupancies. One of the strongest arguments for Lindner to choose the IDEaS Revenue Management System was the software’s ability to propose choices to the revenue manager, automatically feeding the decisions into various booking systems.

The IDEaS Revenue Management System has since helped Lindner Hotels achieve the ROI they were looking for by stabilizing eroding hotel rates. They’re so pleased with the results that each new hotel to open will be installed with the IDEaS Revenue Management System.

▲ 5% RATES

Lindner’s rates increased by 5%.

▲ 5.5% REVENUE

Lindner’s revenue increased by more than 5.5%

▲ 14.9% PROFIT

Lindner has seen months where profit levels are up as high as 14.9%.

Redefining Efficiency

The Dorchester Story

Dorchester has enjoyed significant returns on investment through the use of the BAR module, which sets the best rate for unqualified guests based on day of arrival and length of stay. The BAR functionality was particularly beneficial at Le Meurice in Paris where it helped grow revenue generation and market penetration. The same can be said for The Dorchester in London where IDEaS helped them maintain their position as the category leader in RevPAR.

The IDEaS Revenue Management System empowers revenue management professionals to rely on their instincts for the big picture, leaving the hardcore data crunching to science-based algorithms.

“The critical factor in utilizing IDeaS was their client-centric philosophy.

Their team listened to us and customized a solution that met the unique needs of our business.”

~ Maritim Hotels

We think of IDeaS Services as the people behind the software—people who understand and genuinely care about the hotel business. Most companies offer their software as-is and are only willing to help for a hefty fee. If that’s what your needs are, of course we can deliver our software and let you run with it. However, we’ve found that most hotels, even the internationally famous ones, do not fall into this camp.

The Services team works under the premise that anyone can offer solutions. It’s how you implement them that counts. They don’t consider the job done until your software is fully functional and you and your employees feel completely at ease with it.

Part of our service is making sure our software works seamlessly within your existing platform, making it even easier for you and your employees to utilize.

We offer a blended learning approach with training that extends from online to on site. Our services include but aren’t limited to: training programs, dedicated account owners, project managers, and a secured access client portal complete with forums, blogs, profiles, news and secure upload capability.



IDeaS Revenue Management Solutions utilizes a **Software-as-a-Service (SaaS)** business model. It provides rapid, cost-effective implementation, a protective layer of support for an uninterrupted flow of information and decisions, and on-demand experts focused on optimizing revenues in unexpected circumstances.

Starting a Revenue Management Culture

The Maritim Story

“The IDeaS Revenue Management System is very innovative and highly intuitive. We found that their knowledge of the market, customer and client demands and the quality of their forecasts was unbeatable.”

~ Maritim Hotels

Maritim Hotels' portfolio includes properties in Eastern Europe, Egypt, Turkey, Spain, and Malta. Best known for its elegant accommodations, state-of-the-art event rooms, and award-winning restaurants, this international up-and-comer had been practicing a decentralized, manual revenue management program based on the analysis of spreadsheets. Due to the lack of data, statistics and booking patterns, they couldn't efficiently control rates and room availability.

Maritim's management team was somewhat skeptical when the IDeaS Revenue Management System was first introduced. One of the things IDeaS did to help smooth Maritim's transition to a data culture was to hold a two-day training session with the various managers from different departments including Reservations, Sales, Front Office and the General Manager.

Five years since the first property was deployed, Maritim now has 18 hotels equipped with the IDeaS Revenue Management System that fully utilize the various modules the system has to offer, including the Best Available Rate (BAR), Centralized Control and Group Pricing modules and PMS Upload to handle Maritim's robust meetings and conventions bookings.

The group is so pleased with the results, they utilize the IDeaS Revenue Management System at every new opening from day one.

Kempinski's Take on Driving Revenue When Demand is Low

“In our experience, there have always been two strategies, or viewpoints, when it comes to the need for a good revenue management system. The first is 'if there is no demand, we don't need a revenue management system,' which is completely wrong. The second, which is our view, is 'a revenue management system is most needed when demand is low.' It means that our hotel is maximizing all revenue opportunities regardless of the global market conditions or fluctuations in demand.”

~ Kempinski Hotel Corvinus, Budapest



A Complete History. From Day One.

The Travelodge Story

One of the world's largest hotel chains needed the benefits of data that normally takes 12 months to produce, immediately.

With plans for a major growth program from 370 to 1,000 hotels just in the UK and a projected room inventory increase of 280% by 2020, Travelodge needed seamless adoption of all revenue management tools and practices in its new hotels.

Considering Travelodge's aggressive growth plans, each new hotel's profitability needed to be maximized from day one. The company implemented a solution that would enable newly opened or acquired hotels to have fully automated revenue management and pricing solutions in place for, and in many cases even prior to, a hotel's opening.

Cloning Functionality: How it Works

IDeaS works closely with Travelodge to clone a profile from a sister hotel using booking pace data until the new hotel opens. Over time, as the true patterns for the new hotel emerge, the cloned patterns are replaced automatically. These patterns, combined with budget data provided by Travelodge for the new hotel, allow the IDeaS Revenue Management System to overcome the lack of historical data and enable immediate activation and its resulting forecasts, pricing decisions and business intelligence.

▲ 1000 Travelodge's goal is to grow from 370 to 1,000 hotels by the year 2020.



"The cloning mechanism allows us to benefit from IDeaS' Revenue Management System immediately. Though we were already aware of their ability to meet forecasting and pricing challenges, this new addition instilled in us a great sense of confidence while moving forward with our development plans."

~ Travelodge

“IDeaS Hospitality Consulting significantly improved our competitive positioning.”

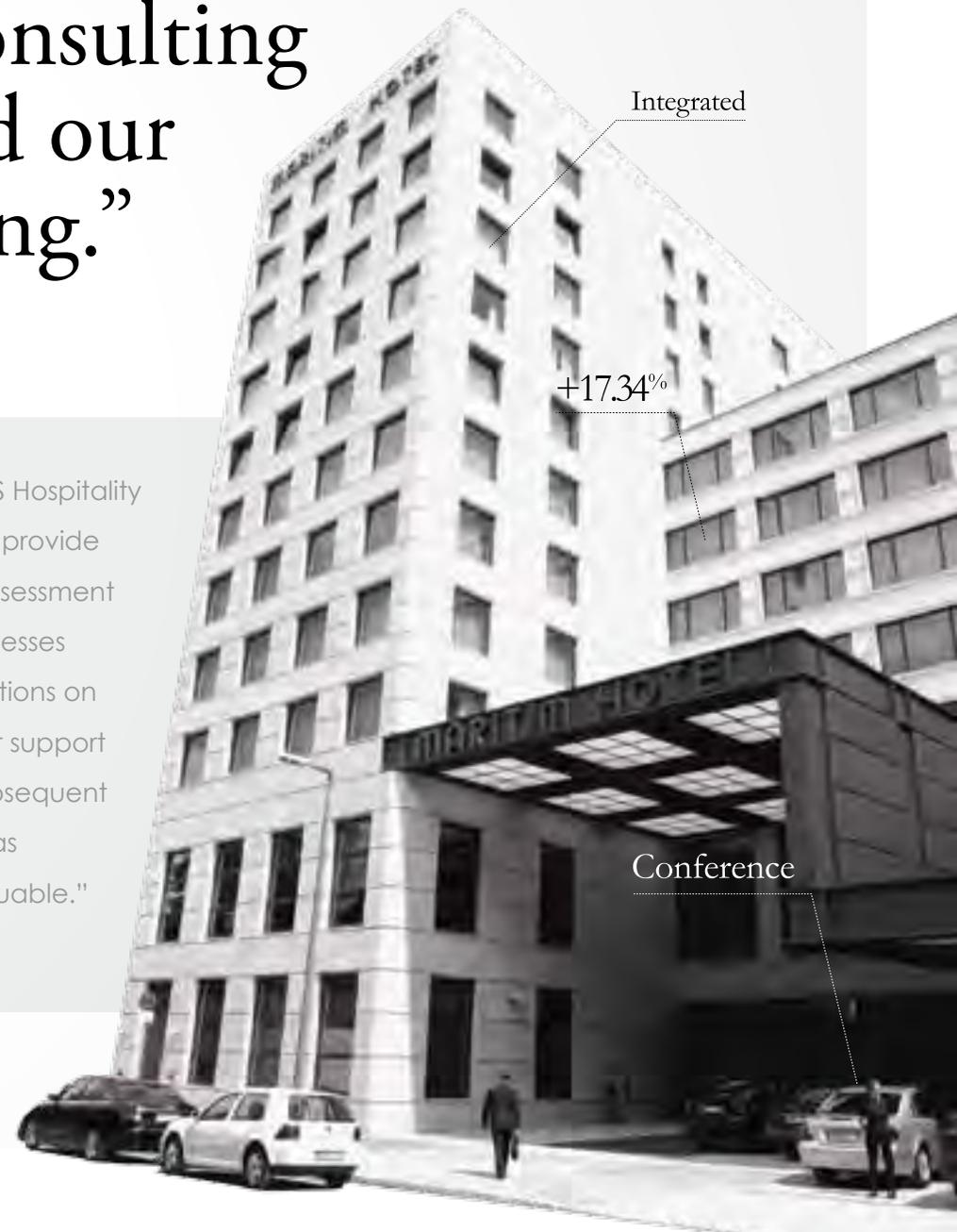
~ Thon Hotels

A member of the IDeaS Hospitality Consulting team can come to your hotel and perform an audit and find out what your needs are. You might need standardized processes that are consistent and scalable. Or help with channel management and integrating sales contracts. We can help organize your staff and processes and instill a revenue management culture. We can assist in training and hiring the right people at the same time we help build underlying business systems and platforms.

IDeaS' consultants have spent an extraordinary amount of time steeped in the day-to-day culture of hotels and revenue management, affording them a unique perspective on what makes certain hotels successful and replicating that success in properties around the world.

“Not only was IDeaS Hospitality Consulting 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.”

~ Stella Hospitality Group



Revenue Manager for Hire

The Thon Story

As a result of the economic crisis, the Thon Hotel Brussels City Centre, like others in the industry, experienced a downturn in demand. The hotel lost a crew contract of approximately 80 rooms, greatly affecting its market share. The Revenue Manager was able to recover some of the loss; however, the effect of his sudden departure later that year reflected on subsequent performance figures. The hotel's RevPAR (Revenue per Available Room) Index dropped from 91.0 to 66.3.

Thon Hotels contracted IDeaS Hospitality Consulting to ensure that a high standard of revenue management processes and procedures was maintained, thus allowing the hotel the freedom to pursue the search for a qualified, permanent revenue manager. In addition, the revenue generating potential of the hotel needed to be optimized as effectively as possible. In the initial stage of assessment, IDeaS' Hospitality Consultants conducted a thorough review and clean-up of existing tools and processes. Throughout the assignment, daily,

weekly and monthly revenue meetings were conducted, leading to the implementation of agreed upon strategies stemming from the IDeaS Revenue Management System.

Soon, the Thon Hotel Brussels City Centre witnessed a dramatic increase in RevPAR. A comparison between the period of engagement and the three months prior to this showed an increase of 39.7%. Thon Hotels was also able to improve the understanding of their competitive set and pricing strategies and improve exploitation of hotel revenue management tools such as competitive rate shopping reports and competitive set performance reports.

The engagement was successfully completed with a detailed handover conducted by the Consultant with the new Revenue Manager, who has taken over full responsibility of all revenue management functions of the Thon Hotel Brussels City Centre.



▲ 39.7% REVPAR

In three months Thon's RevPAR increased 39.7%.

Best Available Rate

+5.4%





+13.8%



“Yielding 365 days ahead and having a sense of the booking pace and consumer behavior is something no human can accomplish for our hotels multiple times a day. We hire our revenue management team not to perform data entry tasks, but to be intuitive and strategic.”

~ Kimpton Hotels

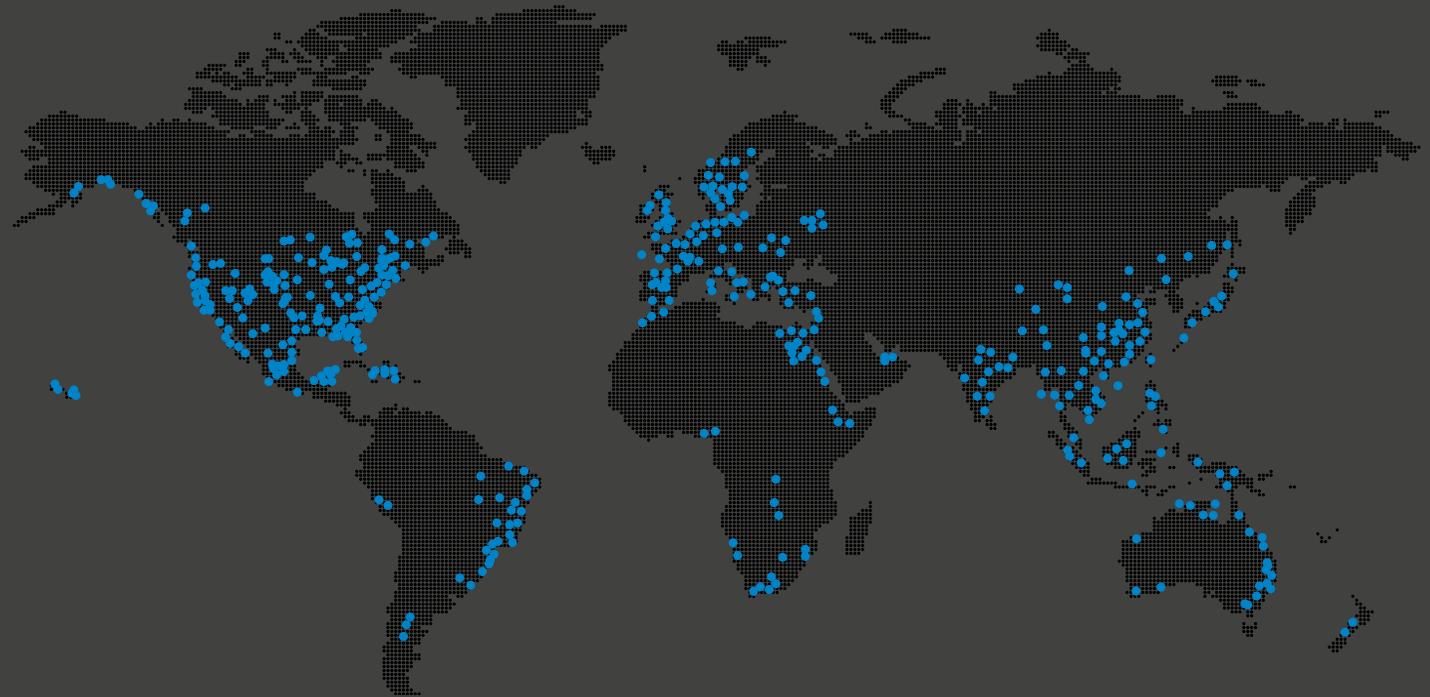


The Global Reach of IDeaS

A lot of the work done in the hospitality industry can be subjective. Who really knows what makes one hotel hit where others have missed?

Our side of the business, on the other hand, is much less subjective. Either a hotel's bottom line looks better or it doesn't. It's very fair that way. And for over 20 years we've helped the bottom lines of over 2,000 clients look better than anyone else in the industry. Reaching out to more hotels in more countries on more continents, we've had the benefit of working with 75% more hotels than even our closest competitor.

We understand that running a hotel is an art. That, we leave up to you. But when it comes to intelligent pricing, the hotels that have embraced our revenue management technology have seen tremendous revenue growth compared to those who haven't. What we do is some pretty complex stuff. But at the end of the day it comes down to one thing: finding the revenue opportunity in every situation.



22

years ago we started helping clients manage their revenue.

2000

clients later we're still finding the revenue opportunity in every situation.

443k

rooms around the world are priced every single day using IDeaS.

94

countries on 6 continents have hotels that now run on IDeaS Revenue Management Systems.

95

percent of all our clients are still working with us today.

The Bottom Line

Independents and chains, boutiques and budget hotels alike have all seen the results of working with IDEaS.

DARESBUY PARK

- ↑ 8% Occupancy from previous year
- ↑ 47% Average Daily Rate from previous year
- ↑ 64% Increase in RevPar from previous year

SOKOS HOTELS

- ↑ 39% Occupancy in the first year they used the IDEaS Revenue Management System
- ↑ 21% Increase in RevPar from previous year

THON HOTELS

- ↑ 39.7% Increase in RevPar at Hotel Brussels City Centre in their first year using

DE VERE Hotels • Resorts • Venues

- ↑ 8.5% Average occupancy increase over previous year

Kempinski HOTELS & RESORTS

- ↑ 22% Room rate increase at Hotel Baltshug in Moscow
- ↑ 28% Increase in Average Daily Rate at Kempinski's Mall of the Emirates

IDEaSTM
REVENUE SOLUTIONS

"Our revenue managers once spent about 90 percent of their time pulling together reports, and logging in and out of our various required hotel systems to achieve the intelligence that the IDEaS Revenue Management System offers."

~ Kempinski Hotels

Thank you for staying with us.

WE HOPE TO SEE YOU AGAIN SOON.

While we've been serving the hospitality industry for over 20 years, we've also been called on by industries as far-ranging as parking, travel, transportation and event ticketing.

No matter what we're working on, our goal is to make revenue management so user-friendly, insightful and profitable that revenue management professionals wouldn't think of going back to the old way of doing things.

We look forward to talking with you and working to exceed all your expectations.



“IDeaS allows us the luxury of spending less time on the minutia. They’ve taken us from a reactive strategy to a proactive strategy. They’ve allowed us to look ahead. And from our point of view, the future looks promising.”

~ *The Lenox Hotel, Boston, MA*



DRIVING BETTER
REVENUE

If we can be of help, answer any questions, talk about our designs, strategies or even revenue management as a whole, we'd welcome the chance to speak with you anytime. Anywhere in the world.

For more detail about our revenue management solutions and how we work to solve unique revenue management and pricing challenges, contact any of our headquarters, your personal account representative, or visit us online at ideas.com

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