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Grand Skylight Hotel Shenzhen Deploys IDEaS Solutions and Services for Revenue Optimization

SHENZHEN, CHINA – AUGUST 8, 2012 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that Grand Skylight Hotel Shenzhen, a renowned business hotel in Shenzhen, has deployed its Virtual Revenue Management Services (VRMS) and Forecasting Management System (FMS) in a bid to achieve revenue optimization.

Established in 1989, the 265-room Grand Skylight Hotel Shenzhen is one of the oldest hotels in Shenzhen. The Grand Skylight is a competitive four-star brand of the Shenzhen Grand Skylight Hotel Management Co., Ltd.

IDEaS provided the Grand Skylight Hotel Shenzhen with its FMS, which aims at enabling hotel management to grasp insightful analyses into various sources of projection data. The consulting experts at IDEaS also conducted a comprehensive assessment on the current revenue management mechanism of the hotel. Recommendations were provided on how to fine-tune its revenue management capabilities and fortify a revenue management culture throughout the hotel.

IDEaS Consulting also provided Virtual Revenue Management services to Grand Skylight Hotel Shenzhen so that it could quickly get the support from an experienced and highly competent revenue consultant as well as utilize a full array of services and resources.

“Our hotel has a great product to sell to guests in terms of amenities, facilities and services. With the solutions and recommendations from IDEaS, we are well poised to fully leverage these competitive edges and further improve our profitability,” said Mr. Zhou Wei, GM of Grand Skylight Hotel Shenzhen.

“Driven by its robust economy, which leads to an ongoing influx of business travellers, Shenzhen arguably has one of the most thriving yet competitive hotel markets in China. IDEaS wants to assist Grand Skylight Hotel to establish a well-orchestrated approach in making optimal decisions on revenue management in such a dynamic market environment,” said Allan Taylor, Managing Director for Greater China for IDEaS.

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About IDEaS

Founded in 1989, IDEaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, MN with our Global Technology center located in Pune, India, IDEaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit www.ideas.com.