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## **Wanda Hotels and Resorts to Expand IDEaS Revenue Management Support Across All Group Managed Hotels**

**BEIJING, CHINA – MAY 17 , 2013** –IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that Wanda Hotels and Resorts Co., Ltd. (Wanda) has expanded its working relationship with IDEaS across its entire portfolio of its own company managed hotels. It is estimated that IDEaS revenue management program will incorporate more than 50 Wanda hotels in China by 2015.

As the hospitality industry's leading provider of pricing and revenue management solution, IDEaS provides hoteliers with management software, services and consulting to assist clients to establish standard operating procedures on revenue management, performance analysis and personnel training and help clients to find the revenue opportunity in every situation. IDEaS Revenue Management System (RMS), one of the flagship solutions of IDEaS, was specifically designed to make an immediate impact on a hotel's bottom line. Wanda has been using IDEaS Revenue Management System (RMS) in ten hotels across China that are overseen by other management companies. Given the success of these deployments, Wanda is expanding its approach to revenue management within its own company managed hotels to maximize revenue growth into the future.

Wanda has ambitious development plan in its portfolio in China, so IDEaS will provide Wanda with IDEaS New Hotel Service Success Package (NHSSP) together with IDEaS RMS. IDEaS NHSSP enables IDEaS revenue management solutions to begin applying their advanced analytics as quickly as possible – even when the historical data typically required to build a system is not available. In addition, IDEaS will provide Wanda with ongoing strategic revenue management support through a highly skilled team of experienced revenue management professionals.

“We are honoured to have the opportunity to further support Wanda in building a robust revenue management culture and mechanism for its hotel network in China. We applaud their foresight and strategic vision in committing to revenue management best practice and expect that the work will bring a positive impact on the overall profitability of its hotels.” said Michael Yin, Head of Sales – Greater China of IDEaS Revenue Solution.

“We are impressed by IDEaS’ team of experienced professionals, expertise and cutting-edge solutions. Their offerings will be instrumental in improving our entire hotel portfolio’s revenue management performance,” said William Wang, Deputy General Manager, Sales and Marketing, Wanda Hotels and Resorts Co., Ltd.

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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 a 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](http://www.ideas.com).