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## **Jin Jiang International Hotel Group Looks to Improve Revenue Performance of Hotels through IDeaS Engagement**

**SHANGHAI, CHINA – SEPTEMBER 13, 2012** – IDeaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that Jin Jiang International Hotel Management Company, China's largest domestic hotel group and the 9<sup>th</sup> largest hotel company in the world, has partnered with IDeaS to further improve its approach to pricing and build a revenue management culture across its key properties.

Jin Jiang International Hotel Group presents a collection of over 110 distinctive hotels and more than 700 limited service hotels with a room inventory of over 190,000 in more than 200 cities across China. Jin Jiang International Hotel Group has ownership in prestigious hotels such as the Fairmont Peace Hotel and the Waldorf Astoria Hotel in Shanghai and is currently also co-developing the world's tallest hotel in Shanghai under its new J-brand.

In working with Jin Jiang, IDeaS conducted a thorough analysis of select properties and compiled an audit report with insights on how to improve their revenue management strategies. The report, aimed at uncovering improvement opportunities, provided an 18-month roadmap detailing a centralized, well-orchestrated execution plan for pursuing excellence in revenue management.

IDeaS also organized a revenue management workshop for Jin Jiang to further revenue management knowledge amongst top executives within the company, including senior sales and marketing staff as well as general managers.

“Jin Jiang International Hotel Management Company is always looking for a competitive edge in all of our hotels. We believe we have a portfolio of great hotel products for the market. The deployment of the revenue management services from IDeaS will help us to bring the best results from our offerings,” said Cinn Tan, Senior Vice President of Jin Jiang International Hotel Management Co. Ltd.

As part of the initial engagement with IDeaS, a total of five Jin Jiang hotels are deploying IDeaS’ Virtual Revenue Management services to assist with building a revenue management base from which sophisticated pricing strategies can follow. The hotels are Jin Jiang Hotel Shanghai, Jin Jiang Tower Shanghai, Hotel Kunlun Beijing, Shanghai Galaxy Hotel, and West Capital International Hotel.

“We would like to thank Jin Jiang International Hotel Management Company for its trust in our services and solutions. Through establishing a robust revenue management culture and adopting our state-of-the-art tools, Jin Jiang is set to improve the revenue performance of its hotels,” said Allan Taylor, Managing Director of 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](http://www.ideas.com).