

Desa Potato Head Adopts IDEaS G3 RMS Following Business Expansion

*Hotel and resort in Bali turns to IDEaS to drive commercial performance
and uncover new revenue*

SINGAPORE – Oct. 11, 2023 – IDEaS, a SAS company, the world's leading provider of hotel revenue management software and services, today announced that iconic Indonesian hotel-resort, Desa Potato Head, has adopted IDEaS G3 Revenue Management System (RMS). Following a recent business expansion, this adoption will refine its revenue management approach and deliver room-type optimisation.

Desa Potato Head recently expanded from a boutique property with 58 suite-only units to a diverse accommodation offering of 225 units, including suites and studio-style rooms. The rapid increase in room volume and variety presented significant operational challenges while simultaneously opening up new avenues for revenue for the hotel.

- **Post-expansion business challenges:** As Desa Potato Head expanded, the property faced volatile market trends in the post-pandemic landscape and recognised the need for a dynamic pricing structure across different room types. Executing this was impossible while relying on time-consuming manual updates and processes.
- **The need for system flexibility:** A significant appeal of IDEaS G3 RMS was the system's flexibility, offering a combination of pricing and inventory controls that enables the property to choose from various pricing approaches. Given its status as an independent entity and the recent introduction of studio accommodations, it was essential for Desa Potato Head to adopt a system capable of adapting to market trends and fluctuating demand in Bali.
- **Positive revenue gains:** Since adopting the IDEaS G3 RMS, Desa Potato Head has experienced significant revenue gains, marked by a noticeable shift in Average Daily Rate (ADR) and room type occupancy, along with a surge in Revenue Per Available Room (RevPAR). Additionally, the system's reporting tools provided more granular analytics, facilitating more accurate forecasting essential for business and operational planning.

Chaya Kowal, director of revenue management for Desa Potato Head, said: "IDEaS G3 RMS eliminates time-consuming and error-prone manual processes, significantly enhancing our revenue strategy. The system offers unparalleled efficiency, accuracy, and speed in pricing decisions within our organisation. We also love its flexibility in combining pricing and inventory controls, allowing us to choose different pricing approaches. Plus, the intuitiveness of the dashboard has made

understanding business and demand analytics accessible to the management team, supporting overall commercial performance."

Jurgen Ortelee, managing director for APAC at IDeaS, said: "IDeaS is excited to work with Desa Potato Head to elevate the property's approach to revenue management. As it scaled its operations, its team needed to refine their revenue management strategies to maximise commercial outcomes. IDeaS G3 RMS, known for its unmatched flexibility and precision, is tailor-made to help properties with diverse room types drive revenue and boost commercial performance."

About IDeaS

IDeaS, a SAS company, is the world's leading revenue management software and services provider. Combining industry knowledge with innovative data analytics technology, IDeaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. With more than 30 years of expertise, IDeaS delivers revenue science to more than 30,000 properties in 154 countries. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.