

## Press Release

### **Recognized by Boyue Beijing Hotel for its excellent services, IDEaS and the hotel join hands to enter the Era of System**

*With the recognition from Boyue Beijing Hotel for its excellent VRMS services, IDEaS will implement its IDEaS RMS across the hotel*

Beijing – January 15, 2015 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced it is helping the Boyue Beijing Hotel to improve revenue management and boost competitiveness.

The Boyue Beijing Hotel, which is owned by the Hotel Management Center at China National Aviation Holding Construction & Development Company, has implemented the IDEaS Revenue Management System (RMS) across its entire operation. The project includes revenue management training, assessment & auditing service, IDEaS Virtual Revenue Management Support (VRMS), and IDEaS Revenue Management System (RMS).

IDEaS began its partnership with the Hotel Management Center at China National Aviation Holding Construction & Development Company (previously known as Atravis Hospitality Management CO., LTD) in 2013. As a first step, IDEaS provided tailored revenue management training for the hotel's management team to help them get an overview of how revenue management works and cultivating best practices.

Later on, when the hotel changed its name and branding from Renaissance Beijing to the Boyue, IDEaS provided IDEaS VRMS to ensure the smooth transition from “outsourcing management” to “autonomic management.” This contributed to the steady increase in occupancy rates, RevPAR and revenue generation index (RGI).

These remarkable achievements persuaded the Boyue Beijing Hotel to embark on an in-depth cooperation with IDEaS with a view to maximizing revenue using the firm's advanced revenue management system, IDEaS RMS. Powered by best-in-class analytics, IDEaS RMS allows hotel revenue managers to capture more revenue opportunities more often by integrating strategic and innovative data elements into their decisions. Guided workflows, informative dashboards and best-fit analytics enable users to produce robust reports with extremely high levels of detail.

“IDEaS is our trusted partner and we are quite satisfied with the achievements we have scored in the previous collaborations, especially the outstanding performance of boosting our revenue, which was absolutely beyond our expectation. There is no doubt that our in-depth cooperation will further improve our revenue management

system, continuously elevate our revenue management capabilities and increase our revenue growth,” said Ms Kang Huiyu, Deputy General Manager of the Boyue Beijing Hotel.

As China’s hotel industry continues to become more competitive, more hoteliers are realizing the importance of revenue management in improving a hotel’s income levels. IDeaS provides a variety of revenue management solutions to meet the unique characteristics of the China market and the requirements of customers. These solutions include basic concept training in revenue management, long distance support services, evaluation and audit services, and establishing standard operational processes and revenue management systems. By providing these products and services, IDeaS helps hotels develop their revenue management talent step-by-step while simultaneously improving income.

“The China market is one of the most important markets for IDeaS. We have been working on developing it for many years and learning more about our customers’ requirements. Today, we can help customers dramatically increase their revenue by providing them with customized solutions,” said Yin Wen, Managing Director of IDeaS China.

“We are pleased to further cooperate with the Hotel Management Center at China National Aviation Holding Construction & Development Company and the Boyue Beijing Hotel. Their concept of sustainable development totally matches our long-term developmental strategy. In the future, IDeaS will do more to promote the implementation of revenue management, together with the hotel Management Center at China National Aviation Holding Construction & Development Company,” she added.

### **About the Boyue Beijing Hotel**

The Boyue Beijing Hotel was previously known as the Renaissance Beijing Chaoyang Hotel and adopts the Boyue brand in 2014. Now, it is managed by Hotel Management Center at China National Aviation Holding Construction & Development Company. Located on the East Third Ring Road in Beijing and close to the embassy district, the Boyue Beijing Hotel has 219 guest rooms and suites, and boasts 700 sq/m of meeting space.

### **About IDeaS**

With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest pricing and revenue management software, services and consulting. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 6,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers hoteliers to build and maintain revenue management cultures—from single properties to world-renowned estate hotels—by focusing on a simple promise: Driving Better Revenue.

IdeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities – not just for rooms, but across the entire hotel enterprise.

For more information, visit [www.ideas.com](http://www.ideas.com).

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