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IDEaS Provides Strategic Revenue Management Support to Shanghai International Convention Center

SHANGHAI, CHINA – AUGUST 16, 2012 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that Shanghai International Convention Center (SHICC), a popular establishment for staging large-scale international conventions and business meetings in Shanghai of China, has deployed the services of IDEaS Consulting in a bid to enhance its approach to pricing and improve its overall revenue performance.

In collaboration with SHICC, IDEaS' consulting experts conducted a thorough data analysis of hotel for the past eight months and provided an audit report on their current revenue management mechanism. Based on these comprehensive assessments, IDEaS provided a roadmap of improvements on enabling SHICC to fine-tune its market segmentation strategy and keep a pulse of their respective business cycles.

In addition, IDEaS also organized a Property Revenue Management Workshop for the hotel management and sales team. It focused on fostering a robust revenue culture and laid foundations for putting the revenue management system into action.

“As the hotel market in Shanghai grows and local competition increases, it is vital that sophisticated hoteliers like SHICC place greater emphasis on their ability to accurately predict hotel occupancy patterns and ensure they have the right systems in place to maximize revenue,” said Allan Taylor, Managing Director of Greater China for IDEaS.

“We are committed to providing SHICC with the best-of-breed strategic pricing guidance and support to ensure that the hotel is on the right path to revenue management best practices. Based on the first phase of collaboration, we believe SHICC is now well poised to unleash the power of our robust revenue management solutions,” he said.

Located in the heart of Lujiazui of Pudong, the dynamic financial district of Shanghai, the 273-room SHICC was established in 1999 and was one of the first five-star hotels in the area. With a total area of 110,000 square meters, SHICC is equipped with over 20 conference rooms with a variety of configurations and state-of-the-art simultaneous interpretation equipment. It has successfully staged the Fortune Global Forum, APEC Leadership Summit and series meetings, as well as many other important international and domestic conferences and exhibitions.

“In order for us to fortify and promote our leading position in the local marketplace, our hotel is carrying out a series of initiatives to sharpen our competitive edge, in terms of both hardware and software. IDEaS’ insights have provided us with a pragmatic and well-structured approach in refining our revenue management endeavors,” said Mr. WANG Jiming, General Manager of SHICC.

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.