

For Immediate Release

Anantara Hotels, Resorts & Spas Achieves 15% RevPAR Growth with IDEaS Pricing System

Singapore, October, 2014 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, announced that [Anantara Hotels, Resorts & Spas](#) (Anantara) has achieved an average year on year Revenue Per Available Room (RevPAR) increase of 14.86 percent following the adoption of the IDEaS Pricing System in 17 of its hotels across Asia.

Anantara chose to implement [IDEaS Pricing System](#) to more effectively collect and analyse data from its hotels. The solution has helped increase efficiency and accuracy around pricing decisions throughout the entire estate. As a result of this implementation, the hotel group has seen significant growth in their average daily room revenue of 17.31 percent.

According to STR Global, The Asia Pacific hotel industry opened 351 new hotels with 50,913 rooms in the first two quarters of 2014 alone, all of which has increased pressure on local tour operators, hotels and resorts to ensure they have the right systems and offerings in place for their market.

“In today’s competitive regional hospitality landscape, a hotel group that doesn’t have accurate forecasts of guest demand is operating blind. The ability to be able to set optimal hotel room pricing and plan staffing levels centres on the ability to be able to predict future occupancy levels,” said Bryan Bailey, Group Director of Revenue & Distribution, Minor Hotel Group (parent company to Anantara.)

“IDEaS Pricing System has strengthened Anantara’s approach to pricing, ensuring its properties are setting accurate daily room rates and getting to market quickly. Our solution ultimately helps attract the right guest at the right price,” said Gladys Ang, Regional Director of Sales – South East Asia for IDEaS. “In addition to a significant increase in RevPAR and average daily room revenue, IDEaS Pricing System has also helped Anantara properties increase their average daily room rate 15.74 percent, which is a really pleasing result.”

Following the implementation of IDEaS Pricing System, Anantara has also experienced efficiency benefits across its properties. This has been achieved through automating revenue management practices and minimising manual data entry tasks.

“Employing IDEaS Pricing System has enabled us to streamline the revenue management process, allowing our Revenue Managers to spend more time analysing data rather than manually manipulating spreadsheets,” said Mr Bailey.

IDEaS Pricing System has also provided the hotel group with an improved suite of management reports which are useful for many areas across the business including sales, marketing and operations. These reports, along with a more inclusive approach to revenue management, help build understanding and support for pricing decisions across the hotel group and support a sustainable revenue management culture within Anantara.

Following the success of the initial deployment of the IDEaS Pricing System into 17 of its properties across Asia, Anantara has now expanded its revenue management program with IDEaS and is utilizing IDEaS Pricing System in 23 properties across the region. In addition, IDEaS is in place at Atrium Bangkok, a property managed by Minor Hotel Group, which is to be rebranded to the group's AVANI brand next month.

Anantara Hotels, Resorts & Spas is a luxury hotel brand, currently with 31 properties in operation in eight countries across Asia, the Indian Ocean, the Middle East and Africa. Anantara offers heartfelt hospitality and indigenous destination experiences to story-collecting travellers and its portfolio of luxury properties ranges from intimate facilities with less than 50 guest rooms to larger scale hotels and resorts with more than 400 guest rooms.

For more information on IDEaS work with Anantara Hotels, Resorts & Spas please visit: <http://www.ideas.com/en/success-stories/detail-page/anantara-hotels-resorts-spas>

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About IDEaS

Celebrating 25 years of excellence in the hospitality industry, 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, Minn. 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.

About Anantara Hotels, Resorts & Spas

For hundreds of years throughout Thailand, people would leave a jar of water outside their house to provide refreshment and extend a welcome to the passing traveller. Anantara is taken from an ancient Sanskrit word that means 'without end', symbolising this sharing of water and the heartfelt hospitality that lies at the core of every Anantara experience. From lush jungles to pristine beaches and legendary deserts to cosmopolitan cities, Anantara currently boasts over 30 stunning properties located in Thailand, the Maldives, Bali, Vietnam, China, Cambodia, Mozambique and the United Arab Emirates; with future properties to open in China, Sri Lanka, Mauritius, Laos, Mozambique, Qatar and Oman. For more information on Anantara Hotels, Resorts & Spas, please visit www.anantara.com.

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