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IDeaS Assists Beijing Capital Airport Tourism Company in Unleashing the Power of Sound Revenue Management

BEIJING, CHINA – AUGUST 23, 2012 – IDeaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that it has provided the Beijing Capital Airport Tourism Company (BCAT) with its consulting services to help the company ramp up its revenue management capabilities.

Established in 2003, BCAT is a wholly-owned subsidiary of the Capital Airports Holding Company which manages its travel and hotel businesses. Currently it manages eight hotels and resorts in Beijing, China. In view of the growing competition in the local hotel market, BCAT has been working rigorously in a bid to identify and capitalize on every possible opportunity for revenue growth.

The cooperation between IDeaS and BCAT dates back to 2010 when the Langham Palace Beijing Capital Airport deployed the IDeaS Revenue Management System (RMS), an automated system for revenue management. In 2011, Hilton Beijing Capital Airport, another hotel invested and owned by BCAT, also deployed the IDeaS RMS. After a thorough analysis of the status quo of BCAT's revenue management, IDeaS planned and executed a far-reaching consulting service that consisted of the following initiatives: a revenue management workshop for its staff; a comprehensive process audit and performance analysis for three of its hotels; and a provision of Virtual Revenue Management services to King Wing Hotel and RGHCM Garden Resort of BCAT.

The above services were aimed at improving the revenue management capabilities of BCAT in various facets including staff's awareness, process and tools, and laying a solid foundation to build a revenue management culture within the organization.

"Embracing revenue management is an integral part of BCAT's efforts of refining its business strategy. With the support of IDeaS' seasoned consulting team, we are able to optimize our revenue management process, as well as gradually building a dedicated team for this important task. These have enabled us to kick-start our revenue management upgrades. In addition, with the revenue management support of IDeaS, we can leverage those state-of-the-art concepts and know-how to sharpen our revenue management capabilities," said Mr. WU Gang, General Manager of BCAT.

"Being an international city, Beijing hoteliers face huge competition from local, regional and global hotel chains that utilize advanced operating technology and innovative management approaches. Those hoteliers that do not embrace new technologies or operating procedures will lag behind their peers," echoed Allan Taylor, Managing Director for Greater China for IDeaS. "It is a credit to the management of BCAT to take a holistic approach in reviewing the competence of revenue management in its hotels and pursuit of excellence. We look forward to working with BCAT to support their revenue growth over the coming years."

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.

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