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Fairmont Makati Maximizes New Property Revenue through IDeaS Pre-Opening Support

IDeaS broadens its relationship with Fairmont Raffles Hotels International and enables new Fairmont Makati to optimize revenue from opening day

Singapore – July, 2012 – IDeaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced Fairmont Raffles Hotels International (FRHI) has turned to IDeaS to deliver revenue optimization to its new Fairmont Makati (Philippines) hotel from opening day.

Set to open in late 2012, the Fairmont Makati is an urban sanctuary housed in a stunning tower complex situated in Manila's elegant shopping and financial district. The hotel will offer 280 rooms and suites, with rich finishes, floor-to-ceiling windows and state-of-the-art technology. There will be a wide range of meeting and function space, including an 8,000 square foot (900 square meter) ballroom, a number of bars and restaurants, as well as a large, outdoor pool, Willow Stream spa and fitness facilities.

“Fairmont Raffles Hotels International is known for providing outstanding customer service and ensuring the ultimate guest experience. Equally so, our management team prides ourselves on ensuring we have the best management tools and solutions in place to optimize processes and profit. We are working with IDeaS to deliver revenue management best practice from the day we

open our doors at the Fairmont Makati,” said Jeannette Ho, VP Revenue Management and Distribution for Fairmont Raffles Hotels International.

In working with IDeaS, FRHI has drawn upon IDeaS hotel pre-opening support services to finalize Fairmont Makati’s competitor set, along with defining the hotel’s pricing strategies and structure, based on market conditions and hotel positioning.

Going forward, the Fairmont Makati will be utilizing the IDeaS Revenue Management System (RMS) in combination with the unique New Hotel Services Success Package (NHSSP) provided by IDeaS Professional Services to gain clear insights into the hotel’s booking patterns - ensuring occupancy and revenue are maximized from day one.

“There are many areas that need to be covered throughout the pre-opening phase of a hotel, from establishing market segment strategies, undertaking comprehensive competitor evaluation, pricing research and processing and forward planning. To ensure revenue is being maximized from the outset, it is vital for forward thinking hoteliers like FRHI to instill effective revenue management strategies within their properties prior to opening their doors,” said Grahame Tate, Managing Director of IDeaS APAC. “IDeaS NHSSP helps drive better revenues sooner. Rather than waiting 6 or 12 months, with NHSSP, hotels can be operational in terms of revenue management from the time they start taking reservations. ”

IDeaS is committed to working closely with hotels across the Asia Pacific region to support them in reaching optimal revenue and profit levels by focusing on the development and sustainability of strong revenue performance for each individual client and their specific needs.

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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