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Anantara Hotels, Resorts & Spas Becomes First Hotel Group In Asia & the Middle East to Adopt New IDEaS Pricing System

Singapore, August 6, 2013 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, has announced that Anantara Hotels, Resorts & Spas has become the first hotel group in Asia Pacific and the Middle East to adopt IDEaS new pricing system technology. Anantara is now using IDEaS Pricing System to drive better forecasting and get retail demand-based pricing to market. The deployment builds upon IDEaS' existing working relationship with the hotel group.

Anantara Hotels, Resorts & Spas is a leading, Thai-based hospitality company, currently operating 23 hotels and resorts across Asia, the Middle East and Indian Ocean and with a development pipeline of more than fifteen properties. Anantara offers a unique brand of effortless luxury and draws its strength from the rich cultural traditions, heritage and the natural beauty of its destination.

Faced with growing competition from international hotel chains and a need to ensure a consistent approach to pricing across the whole group, Anantara recently transitioned their properties from IDEaS Forecasting Management System (FMS) to the new IDEaS Pricing System.

"Here at Anantara, we are very focused on being industry leaders with regards to implementing cutting edge revenue management strategies. Adopting IDEaS Pricing System with its intuitive platform is part of this strategy, which enables simple user interaction, and at the same time delivers pricing decisions that have proven to increase revenue performance," said Bryan Bailey, Group Director of Revenue and Distribution for Minor Hotel Group, the parent company of Anantara. "IDEaS Pricing System is an invaluable tool which helps us free up revenue management resources to work with forecasts, identifying needs and

opportunities rather than spending time choosing rates and managing them in multiple distribution channels,” he continued.

Through deploying IDeaS Pricing System, Anantara Hotels is ensuring its properties are accurately forecasting and quickly setting daily room rates, and ultimately making more competitive pricing decisions.

“As global hoteliers move into new markets and open properties with advanced operating systems, it is vital that local hoteliers adapt to this changing environment. There is significant growth in tourism and hotel inventory throughout much of the Asia Pacific region and beyond. The room count growth is being seen in both the global chains and the regional chains. The global chains have scalability built into their operations through technology and process, the regional groups also need to have this capability to ensure they can just as effectively capitalise on the opportunities that are presenting themselves. Anantara’s decision to deploy IDeaS Pricing System will not only help grow revenue, but will also support future business growth,” said Grahame Tate, Managing Director of IDeaS APAC.

IDeaS is committed to working closely with hotel organisations to support them in reaching their optimal revenue and profit levels by focusing on the development of a strong revenue management culture. Minor Hotel Group has plans to implement IDeaS revenue management products for its newest brand, AVANI Hotels & Resorts, in the future.

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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 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 23 stunning properties located in Thailand, the Maldives, Bali, Vietnam, China and the United Arab Emirates; with future properties to open in Thailand, China, Laos, Mauritius, Sri Lanka, UAE, Oman and Qatar. For more information, visit www.anantara.com.