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The Hotel Windsor Increases RevPAR By 9 Percent in Five Months with IDEaS Revenue Management System

Melbourne, April, 2014 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that The Hotel Windsor Melbourne had seen a 9 percent increase in Revenue Per Available Room (RevPAR) in five months through adopting IDEaS Revenue Management System (RMS).

The Hotel Windsor is a luxury hotel in Melbourne, notable for being Australia's only surviving grand Victorian 19th century city five star hotel. Considered one of the most outstanding hotels in Melbourne, The Hotel Windsor has played a significant role in the History of Australia, it was the place where the Constitution of Australia was drafted in 1898. The Hotel Windsor has 160 luxuriously appointed rooms and 20 suites to meet the discerning business or leisure traveler's tastes.

In adopting IDEaS RMS, The Hotel Windsor has enhanced the hotel's approach to forecasting and pricing through implementing an advanced automated system that analyses data and enables the hotel to make strategic revenue and inventory management decisions. The usage of IDEaS RMS has resulted in The Hotel Windsor being able to increase its Average Daily Rate (ADR) by 4 percent along with growing its occupancy rates by 6 percent over a five-month period with the first three months of 2014 showing occupancy rates of 94%, 95% and 96% respectively.

“The Hotel Windsor has played an important role in Australia’s history. Over the years Melbourne has become an increasingly popular destination for leisure travelers as well as visiting businessmen and women, this has also seen a steady growth in the amount of upmarket hotels in the city – all of which has led to high levels of competition,” said David Perry, chief executive officer, The Hotel Windsor. “In order to guarantee that our revenue performance is always being maximised, we needed to ensure that our forecasting capabilities and revenue management systems were best of breed - which is why we chose to work with IDeaS.”

Through working with IDeaS, The Hotel Windsor is able to better manage and maximise its hotels optimum occupancy, along with having greater insights into group enquires, allowing the hotel to make informed and accurate revenue impacting decisions.

“IDeaS RMS has proven to be very effective for our hotel, increasing the average length of stay for guests and helping us maximise revenues. IDeaS RMS was so effective that it actually paid for itself within three months of operation,” said Mr. Perry.

“The hotel market in Melbourne has become increasingly competitive over the past decade off the back of strong growth in both domestic and international tourism and increased business travel. This has meant that it is increasingly important for savvy local hoteliers, like The Hotel Windsor, to have advanced operating strategies and technologies in place to ensure their ongoing profitability,” said Philip Stanley, regional director of sales, IDeaS. “In working with IDeaS, The Hotel Windsor is ensuring its property is accurately forecasting and quickly setting daily room rates, and ultimately making more competitive pricing decisions and increasing the bottom line.”

IDeaS is committed to working closely with hotel organisations throughout the Asia-Pacific region to support them in reaching their optimal revenue and profit levels by focusing on the development of a strong revenue management culture.

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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, 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