

## The MELIÄ Bali Hotel Turns to IDEaS to Enhance Revenue in a Competitive Market

*IDEaS Revenue Management System (RMS) will significantly strengthen hotel's forecasting and pricing strategies.*

**Bali, 11 June, 2014** – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced the MELIÄ Bali has adopted IDEaS Revenue Management System (RMS) to enhance the hotel's forecasting and pricing performance as the local hotel environment becomes increasingly competitive.

Although Bali is predicted to see a 10% growth in foreign tourists in 2014, attracting up to 3.5 million visitors,\* local hoteliers face significant challenges related to increased competition from global hotel chains and an excess of hotel rooms currently on the market. In order to maximise revenues and strengthen their approach to pricing in the face of growing competition, the MELIÄ Bali has sought to put in place industry best practice revenue management systems with IDEaS RMS.

“As a leading hotel brand in Indonesia, MELIÄ Bali is constantly looking to innovate to ensure we are operating at our best. With significantly more hotel rooms predicted to come onto the market in Bali over the coming years, our hotel recognised that we needed to put more resources into being able to attract the right guests for the right price,” said Wisnu Wardana, Director Of Revenue Management, MELIÄ Bali. “We choose to work with IDEaS given their strong understanding and ongoing commitment to the hotel sector in Bali. IDEaS RMS will support our hotel's ability to grow revenues in a competitive market by offering greater forecasting insights and assisting with critical revenue generating decisions.”

The application of IDEaS RMS into the MELIÄ Bali delivers to management a clear insight into their property's booking patterns - ensuring occupancy and revenue are maximised now and in the future.

“As the local hotel market grows and local competition increases in Indonesia and Bali specifically, it is vital that local hoteliers are able to accurately predict hotel occupancy patterns and have the right systems in place to optimise revenue,” said Philip Stanley, regional director of sales for IDEaS. “In working with the MELIÄ Bali, IDEaS will provide the very best revenue management and pricing solutions to the hotel, enabling management to intelligently predict demand and more accurately price its room-inventory and ancillary services, adding to overall hotel profitability.”

Located on the shores of Nusa Dua, Bali's prestigious resort enclave, the locally owned MELIÄ Bali is not just a beachfront resort, but rather a unique sanctuary of exotic beauty and comfort for those who seek a dream vacation. One of the grandest and oldest properties in Bali, MELIÄ Bali has 494 rooms and the entire property occupies 10.7 hectares of lush tropical gardens with an enormous lagoon swimming pool winding throughout the grounds.

### **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](http://www.ideas.com).

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