

White Swan Hotel Reengages with IDEaS for a More Complete Revenue Solution

IDEaS has once again been determined to be the world's most sophisticated and trusted provider of automated revenue management technology.

Beijing, China—Nov. 20, 2018—[IDEaS Revenue Solutions](#), the leading provider of revenue management software and advisory services, has recently renewed its strategic partnership with the [White Swan Hotel](#). Building upon impressive results from a previous collaboration, IDEaS will now help White Swan Hotel to further enhance revenue performance with its advanced revenue management systems and wide range of advisory services.

Overlooking the breathtaking Pearl River, the elegant White Swan Hotel is situated on historic Shameen Island of Guangzhou. As one of China's highest rated five-star hotels, it has welcomed many heads of state and government leaders since opening in 1983. The hotel offers 520 luxury guest rooms and suites, in addition to 2,500 square meters of magnificent function space.

Continuous diligence and attention to detail by the management and staff have attracted a myriad of clients to White Swan Hotel and has earned them a well-deserved outstanding reputation. That said, the need for a complete and customized revenue management solution, one which manages earned revenues and forecasts prospective earnings, was identified as the hotel strives for increased profitability and productivity.

After a trial period of exploration and evaluation with several other hotel revenue management solutions, White Swan Hotel chose once again to engage with IDEaS as their revenue technology provider. IDEaS will partner with White Swan Hotel to implement a revenue management system that identifies and addresses market needs and instills a revenue management culture, nurturing revenue management talents to ultimately enhance the hotel's financial health and brand value.

"We realized that it is really difficult to find a revenue management solution provider familiar with the market and client needs," said Derek Lin, director of sales and marketing, White Swan Hotel. "IDEaS has proven to be an excellent solution provider over the years with their expertise and outstanding achievements. We look forward to continuing to work closely with them going forward."

IDEaS first worked with White Swan Hotel in 2015, and the renewed partnership is being established based on the previous experience of cooperation and strong results as well as a thorough understanding of the hotel's demands via in-depth

discussions. IDEaS will provide White Swan Hotel with revenue management opportunity analysis and will also implement a sophisticated revenue management system to offer advanced forecasting of market needs, business portfolio optimization, inventory management, pricing optimization and channel management functions.

"The cooperation between IDEaS and White Swan Hotel is a win-win," said Charles Wang, assistant vice president of IDEaS China. "We appreciate the value placed by White Swan Hotel on our expertise in the hotel industry, our abilities in data analysis and our in-depth understanding of market conditions. I am sure that this partnership will serve as a good point of reference for hotels in China during their revenue management service provider selection process."

About White Swan Hotel

Majestically overlooking the scenic Pearl River from its location on historic Shamian Island, the White Swan Hotel is an oasis of tranquility amid the hustle and bustle of the city. As a welcoming entrance, the impressive atrium lobby is an indoor microcosm of the lush landscapes of Southern China with a cascading waterfall over spectacular rockery.

First opened in 1983, the White Swan Guangzhou is one of the most recognized five-star luxury hotels in China and a member of the "World Luxury Collection" by Worldhotels. Over the years, the hotel has received many heads of states, including Queen Elizabeth II, and is renowned for extending exceptional service to every guest.

As White Swan Hotel is newly renovated, the hotel features 520 luxurious rooms and suites, over 2500 square meters of well-appointed meeting and conference space, a two-level fitness center, a heated outdoor pool, an exclusive spa sanctuary, designer shops, and a variety of excellent restaurants, bars and lounges.

For more information, visit www.whiteswanhotel.com.

About IDEaS

With more than 1.6 million rooms priced daily on its advanced systems, IDEaS Revenue Solutions leads the industry with the latest revenue management software and advisory services. Powered by SAS® and with nearly three decades of experience, IDEaS proudly supports over 10,000 clients in 124 countries and is



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relentless about providing hoteliers with insightful ways to manage the data behind hotel pricing.

IDeaS empowers clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.