

Cora Cora Maldives Selects IDEaS G3 RMS to Maximise Revenue and Provide Pricing Decisions in Uncertain APAC Market

New Maldives resort chooses IDEaS to optimise performance ahead of grand opening

SINGAPORE—14 April 2021—IDEaS, a SAS company, the world's leading provider of hotel revenue management software and services, announced today its partnership with Cora Cora Maldives to implement [IDEaS G3 Revenue Management System \(RMS\)](#) at the Maldives' most anticipated new resort opening of 2021.

Powered by advanced analytics, IDEaS G3 RMS offers Cora Cora Maldives the industry's most comprehensive pricing decisions, interactive dashboards and reporting tools to elevate revenue and occupancy performance. IDEaS' unrivalled reputation and a long history of supporting resorts in the Maldives were key factors in the decision to adopt G3 RMS, along with:

- **Direction in an uncertain market** – As a new resort opening during the COVID-19 pandemic, Cora Cora Maldives identified the need for a robust system that automatically evaluates demand fluctuations and competitive changes to deploy optimal pricing and inventory-control decisions.
- **Enhanced visibility** – With IDEaS G3 RMS' Pricing Investigator feature, Cora Cora Maldives is empowered to examine and understand the data points the system considers when setting prices. Investigator's charts, tables and descriptions quickly inform factors that influence prices, providing clarity around (and confidence in) the key drivers behind pricing decisions.
- **Ongoing Support** – IDEaS will offer ongoing, strategic revenue management support to Cora Cora Maldives, enabling the resort to grow its business as a new entrant in a competitive market.
- **Big data made easy** – IDEaS G3 RMS provides many sources of granular data such as market, competitor and historical pricing comparisons, price sensitivity of demand, room-class price and upgrade paths, making it easier than ever to understand market activity and pricing opportunities.

Vishen Mootoo, director of sales and marketing, Cora Cora Maldives, said:

"As a new market entrant, it is critical Cora Cora Maldives grows demand and maximises our revenue opportunities. We chose to partner with IDEaS because we require a solution that will not only collate and analyse key data to drive hotel revenue, but one that would provide pricing clarity, actionable recommendations and enable us to optimise performance."

Rachel Grier, area vice president, Asia-Pacific, IDEaS, said: "IDEaS is excited to partner with Cora Cora Maldives and support the new resort on its growth path. In using IDEaS G3 RMS, Cora Cora Maldives will be able to leverage sophisticated

forecasting analytics and reporting tools, enabling the hotel to make strategic decisions across their business and enhance profitability.”

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About IDeaS

IDeaS, a SAS company, is the world’s leading provider of revenue management software and services. With over 30 years of expertise, IDeaS delivers revenue science to more than 15,000 clients in 143 countries. Combining industry knowledge with innovative, data-analytics technology, IDeaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.

About Cora Cora Maldives

Set on the pristine island of Raa Maamigili in the Raa Atoll, the Cora Cora Maldives resort features 100 contemporary style villas overlooking the Indian Ocean, four restaurants, two bars, seven wellness treatment rooms and is the first resort in the Maldives to showcase a licensed art gallery and outdoor museum. Cora Cora Maldives is set to open on 1 October 2021.