

## **IDEaS Delivers Regional-First Revenue Management Solution to YMCA**

### **The Salisbury Hotel Becomes First NGO to Choose IDEaS G3 RMS to Enhance Rate Performance**

**Hong Kong – October 17, 2018** – [IDEaS Revenue Solutions](#), the leading provider of revenue management software and advisory services, announced today that the YMCA of Hong Kong has implemented IDEaS' flagship G3 Revenue Management System (IDEaS G3 RMS) to enhance rate performance and support revenue growth at their upmarket hotel property, The Salisbury.

Owned and operated by YMCA of Hong Kong, The Salisbury is a modern hotel with 372 newly renovated rooms and suites. The property is located in the heart of bustling Tsimshatsui, the main shopping, dining and entertainment district in Hong Kong. Developed to offer a superior guest experience, over 50 percent of rooms offer full or partial views of Victoria Harbour and Hong Kong Island.

"The hospitality sector is becoming increasingly sophisticated, so it's important that we invest in technology that delivers a competitive advantage and business results. Maximising revenue remains one of our key strategies to drive growth. IDEaS has a reputation for software excellence and support. We chose to implement their G3 RMS to forecast demand further into the future with more accuracy, enabling us to be more strategic in our pricing," said Kenneth Yong, General Manager, The Salisbury – YMCA of Hong Kong.

The deployment of IDEaS G3 RMS at The Salisbury marks the first occasion a YMCA property has utilised a fully automated revenue management system in the Asia-Pacific region.

"IDEaS is excited to work with the YMCA of Hong Kong—a first for the organisation in the Asia-Pacific region. Our G3 RMS will enable The Salisbury to leverage sophisticated forecasting analytics and reporting tools to analyse data, enabling the hotel to make strategic and impactful decisions across their business, driving improved results and yield," said Rachel Grier, Area Managing Director Asia Pacific for IDEaS.

Powered by advanced SAS® analytics and nearly 30 years of IDEaS' innovation in hospitality technology, IDEaS G3 RMS offers The Salisbury the industry's most comprehensive pricing decisions, interactive dashboards and reporting tools to help deliver maximum revenue and occupancy impact.

"In Hong Kong, there is an estimated 29 new hotels with an additional 5,657 rooms opening in 2018. Presented with these increased levels of competition, our executive team felt there was a need to improve our approach to pricing and revenue management overall. After meeting with numerous vendors, and based on industry references, we felt that IDEaS G3 RMS was the right product for us due to its history, sophistication and IDEaS' standing in the industry," said Mr. Yong.

## **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 more than 10,000 clients in 124 countries and is 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](http://www.ideas.com).