



IDEASTM

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IDEaS Function Space Revenue Management

THINK OUTSIDE THE GUEST ROOM

Hotel meetings & events (M&E) space should be more than just an afterthought of your revenue management strategy. The profit potential is too great to ignore. For many hotels, function space presents the possibility of more annual revenue than even guest rooms, making it their greatest asset—and their most unrealized. Mishandled M&E sales and less-than-optimal displacement for group business are among the common challenges facing hotels today. It's time for hoteliers and revenue managers alike to shift focus from a rooms-only approach and take the next step toward total revenue performance.

FUNCTION SPACE: THE NEXT FRONTIER

The breakthrough Function Space Revenue Management (FSRM) module plugs into IDEaS G3 RMS or IDEaS RMS to address these challenges with powerful forecasts, an interactive demand calendar and profit-based price evaluation capabilities. The scientific

Key Benefits

- Boost meetings & events profits in high- and low-demand periods
- Evaluate bookings and displacement of revenue to optimize all critical revenue streams
- Forecast and understand expected demand by day and daypart
- Adjust free-sell restrictions with a demand-based strategy for function-only business

analytics behind IDEaS FSRM optimize the profits associated with your most critical revenue streams that account for guest rooms, function space, food & beverage, group costs and ancillary spend.

Sales users can input the needs of the group or event, including guest rooms, function-space requirements, as well as the client's budget. The system will then automatically determine whether this opportunity would displace future demand for any business that uses function space—with or without guest rooms. It's a price evaluation and profit optimization tool for your entire property.

A two-way integration between IDeaS FSRM and Amadeus Sales & Event Management - Advanced (formerly Delphi.fdc) is available, increasing sales and catering efficiency while optimizing profitability of the hotel.

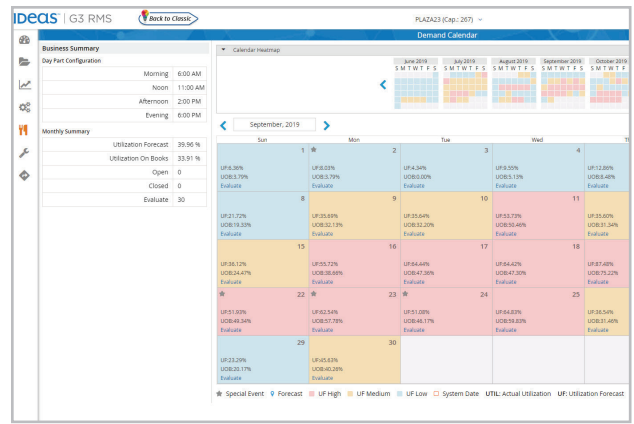
SPACE-AGE FUNCTIONALITY

IDeaS FSRM forecasts are produced using advanced analytics. Revenue managers will see the expected function space utilization of the future by day and daypart, alongside key function-space and guest-room data.

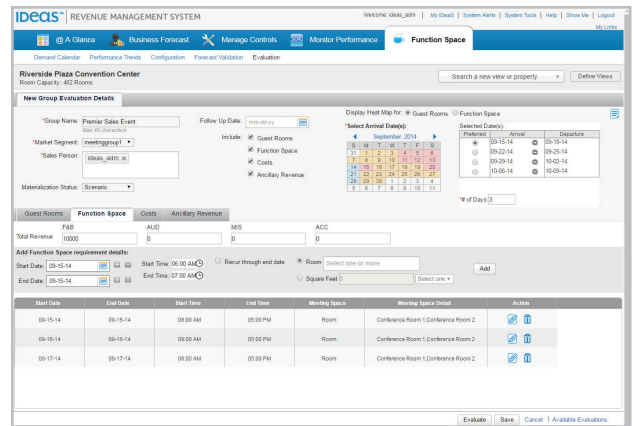
The intuitive demand calendar displays visual indicators of demand and understanding immediately whether a specific date or time is open or closed to function-only business. In high-demand periods, revenue managers can choose to close free-sell, even after the normal selling window would have been opened. When demand is low, they can choose to open it earlier than the window would normally allow—giving catering sales sufficient time to find the right business to maximize revenue.

FILL THE VOID

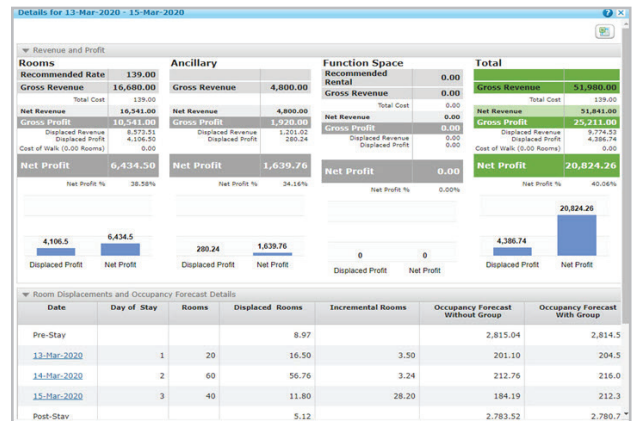
Follow the paradigm shift of M&E sales and adopt this groundbreaking, scientific solution. Expand your revenue strategy to other areas, build interdepartmental efficiencies and grow asset value with holistic revenue technology. Contact IDeaS to learn more about how IDeaS FSRM can improve your competitiveness and revenue performance across your business.



Function Space Demand Calendar (as seen in IDeaS G3 RMS module)



Evaluation (as seen in IDeaS RMS module)



Evaluation Results (as seen in IDeaS G3 RMS module)