

-----FOR IMMEDIATE RELEASE

For additional information, please contact:



Mulberry Marketing Communications
Nicole DiVito
ndivito@mulberrymc.com
+1 312 664 1532

IDEaS Revenue Solutions
Kari Koob, Senior Marketing Manager
kari.koob@ideas.com
+1 952 698 4200

IDEaS Revenue Solutions Showcases Affordable Pricing System at HSMAI and HITEC Conferences

New system enables busy general managers at limited-service hotels to effectively manage pricing in just a few clicks per day

MINNEAPOLIS, MN – JUNE 19, 2012 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting to the hospitality industry, will showcase the [IDEaS Pricing System™ \(PS\)](#) at the [HSMAI Revenue Optimization Conference](#) and the [Hospitality Industry Technology Exposition and Conference \(HITEC\)](#), booth 409. The shows take place in Baltimore, Md. June 25-28. IDEaS PS offers hoteliers an intuitive and affordable way to grow revenue with automated pricing decisions driven by IDEaS' industry-leading analytics.

“All over the world, major hotel brands are raising the bar in the limited service segment by offering simplified tools to help franchisees tackle pricing at the property level,” said Brian Sterrett, Vice President of Global Sales and Marketing, IDEaS. “IDEaS PS gives hoteliers and groups without access to those tools an affordable, powerful and effective way to compete without requiring a lot of system management.”

IDEaS PS enables hotel managers to more accurately forecast occupancy, quickly set daily room rates, and ultimately make more competitive pricing decisions for their hotels. The system's simplified approach, intuitive design and powerful functionality minimize the amount of training and interaction needed to learn and operate the system. In just a few clicks, users can upload pricing decisions to all necessary distribution channels.

“Our goal is to make it easier for busy general managers to make efficient revenue management decisions without interrupting their regular workflow,” said Sterrett. “Through the system’s advanced analytics, IDeaS PS significantly reduces the amount of time and energy needed to analyze market data so that more time goes to enhancing the guest experience.”

For more information about IDeaS PS, visit <https://ideas.com/ideas-pricing-system/>

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, MN with our 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.

-#####-