Press Contact:

SRF Communications for IDeaS
Stephen Forster, PR Representative
stephen@communicationmatters.co.uk
+44 (0)1252 850540

FOR IMMEDIATE RELEASE

Historic South African Vineyard Hotel Transitions to Latest IDeaS Revenue Management System

The Vineyard Hotel chooses IDeaS G3 Revenue Management System for enhanced data analytics and improved yield across room types

Cape Town – July 29, 2015 – IDeaS Revenue Solutions, the leading provider of revenue management software solutions and advisory services, today announced The Vineyard Hotel and its two sister hotels, The Townhouse Hotel and Oude Werf Hotel, have deployed its latest and most scientifically advanced automated revenue management system, IDeaS G3 RMS.

With 372 rooms between the hotels, each offering a selection of room types, the properties required an innovative approach to powerfully price, forecast and optimise rooms across a variety of rates and classes. Combined with industry-leading SAS® analytics, IDeaS G3 RMS will combine transaction-level data and "What-If" scenarios to deliver high performance yielding across the different room types offered by these three outstanding South African hotels.

"We have worked with IDeaS for almost ten years and have been impressed by their innovative approach to hotel revenue management. Over the last decade, hotel revenue management has evolved, thanks to IDeaS continually working with clients like us to enhance the value RM technology can bring to a hotel business," said Theresa Prins, group revenue manager for The Vineyard Hotel. "We have chosen IDeaS latest RMS because we know that a partnership with IDeaS can deliver substantial results."

The advanced features in IDeaS G3 RMS allow hotel revenue managers to capture more revenue opportunities—more often—by integrating strategic and innovative data elements into their decisions. Based in the cloud, the system is fully scalable, and is capable of creating pricing decisions for one property or worldwide estates. Guided workflows, informative dashboards and best-fit analytics models enable users to facilitate a more informed decision making process.

"The integration of SAS's analytics and technology into IDeaS G3 RMS creates opportunities for more advanced forecasting and better pricing at a more granular level, all of which are key critical success factors for this client," said Fabian Specht, EMEA managing director for IDeaS. "We have worked with the Vineyard Group for several years and our working relationship has allowed us to gain a deep understanding of their revenue management goals. From this appreciation of their strategic direction, we have been able to demonstrate that IDeaS G3 RMS is the next step forward for the Vineyard Group, helping them to address their specific needs."

Click here for more information about IDeaS G3 RMS.

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About The Vineyard Group
South Africa's tourism capital is home to three popular hotels, led by the well-known Petousis hoteling family and located in three unique locations across the Cape Peninsula.

The largest, the 207-room Vineyard Hotel, is set on a 7-acre riverside estate on the eastern slopes of Table Mountain and served as the country home of Lady Anne Barnard. The long-

established 107-room Townhouse Hotel, located in the cultural heart of the Cape's CBD, remains a city-central favourite. Oude Werf Hotel is an intimate, 58- roomed hotel in central Stellenbosch, and proudly serves as South Africa's oldest continuously operating hotel, built on site of the country's first church.

All three hotels enjoy their own signature style and ambiance, combining rich heritage with 21st Century comforts and facilities, which include award-winning restaurants and premier conference venues. The hotels also share a Responsible Hoteling ethos dedicated to reducing environmental impact and uplifting communities in need.

About IDeaS
With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers its 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.

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