

**FOR IMMEDIATE RELEASE**

## **Three IDEaS Clients Honored on List of Ten Best Denver Hotels**

*IDEaS congratulates Hotel Teatro, Oxford Hotel and Crawford Hotel*

MINNEAPOLIS – February 11, 2016 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, congratulates their clients Hotel Teatro, Oxford Hotel and Crawford Hotel on their inclusion in USA Today's 10 Best Denver Hotels list.

These three luxurious hotels offer very unique experiences to travelers visiting the Denver area. Hotel Teatro, a boutique hotel, is a historical building that was originally the Tramway building in 1911. The Oxford Hotel is widely recognized as the oldest hotel in Denver, boasting charm and character that includes wood burning fireplaces and a complimentary whiskey hour. The Crawford Hotel is located in the iconic Denver Union Station, whose roots date back to the early 1800's.

In a busy, dynamic market such as Denver, it's extremely important to have a revenue management system in place that helps hotels make important decisions to maintain competitiveness. Since implementing IDEaS RMS two years ago, Hotel Teatro has experienced double-digit growth in Average Daily Rate, making up ground on market share within their competitive set.

"With new hotels coming into the city, there continues to be competition," said Kelly Cox, director of revenue, sales and marketing at Hotel Teatro. "With IDEaS, we've been able to stay ahead of the game and compete with all brands, large or small."

Mark Grossman, area director of revenue management at both Oxford Hotel and Crawford Hotel, has worked with IDEaS software for years, crediting its robust reporting for giving him the ability to focus on strategic revenue management for multiple properties.

"IDEaS is constantly looking for ways we can optimize the system and continually push revenue," said Grossman. "It's like having a wingman on your side that can help you with the revenue management process."

Click [here](#) to see the full list of the USA Today's best hotels in Denver.

### **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](http://www.ideas.com).

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