

## **Charlestowne Hotels to Implement New Interface from IDEaS G3 RMS and RoomKeyPMS**

*Two independent luxury properties benefit by analytically producing room-type pricing decisions.*

MINNEAPOLIS—October 23, 2018—[IDEaS Revenue Solutions](#) and [RoomKeyPMS](#) are pleased to announce their growing relationship with innovative hospitality company [Charlestowne Hotels](#) with the implementation of a new integration at the [HarbourView Inn](#) and [French Quarter Inn](#) in Charleston, South Carolina.

RoomKeyPMS has been implemented in multiple Charlestowne properties since 2010 where they have benefitted from the deep set of features available with RoomKeyPMS and have been key partners in multiple growth initiatives of the product.

After embarking on a thorough search for their ideal revenue technology provider, Charlestowne Hotels selected IDEaS. Previously operating without an automated revenue solution, the decision to partner with the proven industry leader was paramount to their selection process. With over 100 rooms combined, these two luxury properties will implement [IDEaS G3 Revenue Management System \(IDEaS G3 RMS\)](#) this year.

"As the market has become more competitive, we wanted to put the best system in the best properties to maintain their elite market status. After seeing the product, and working closely with IDEaS, we quickly knew they were the right fit for us," said Johnathan Capps, vice president of revenue with Charlestowne Hotels. "We looked for a system provider that could check all our boxes. We enjoyed the intuitive system and its ease of use, providing us the aptitude to trust the data to deliver the best revenue possibilities. IDEaS G3 RMS gives our revenue managers the time-saving ability to do their daily tasks all in one trusted system."

The responsiveness of IDEaS G3 RMS in both analytically determining differential price points by room type and superior business mix optimization was another critical factor in the decision-making process.

"We are excited to welcome these dynamic luxury independent hotels into the IDEaS family," said Jane Stampe, managing director for IDEaS. "Though these properties have done exceptionally well without an automated system, we look forward to IDEaS' advanced analytics elevating their revenue opportunities to a new level of increased competitiveness and profits."

IDEaS' integration with RoomKeyPMS provides Charlestowne a next-level ability to manage every aspect of their hotel—from rate and inventory management to housekeeping schedules—all seamlessly woven together with deep analytics.

"IDEaS is the ideal partner and product for Charlestowne and RoomKeyPMS as we continue to add enterprise-level solutions to our HTNG standardized PMS platform for independent properties and chains," said Tim Major, CEO for RoomKeyPMS. "IDEaS' technical integration team worked seamlessly with our product team to ensure a successful PMS integration."

### **About Charlestowne Hotels**

Founded in 1980, Charlestowne Hotels is a leading full-service hospitality management company offering innovative expertise in hotel development, operational controls, marketing management, revenue optimization, and financial reporting. Now regarded as one of the top hotel management companies in the U.S., Charlestowne Hotels leads its properties to consistently achieve RevPAR growth nearly double the national average. The brand offers a robust portfolio of properties around the country, from independent inns and resorts to franchised hotels and condos. By employing a proficient management style that homes in on the guest experience, Charlestowne Hotels drives its properties to regularly receive industry accolades on Condé Nast Traveler's Gold List and Readers' Choice Awards, Travel + Leisure's World's Best Awards for "Top City Hotels in the Continental U.S." and "Top 100 Best Hotels in the World," and top standings on TripAdvisor. For more information please visit [www.CharlestowneHotels.com](http://www.CharlestowneHotels.com).

### **About RoomKey PMS**

RSI International Systems Inc. is the developer of RoomKeyPMS, a web-based Property Management System (PMS) that incorporates a fully integrated Online Reservation Booking engine and seamless real-time connectivity to the major Global Distribution and Internet Distribution Systems. RSI markets its RoomKeyPMS and a number of other proprietary "hosted" software solutions to a wide variety of Hospitality Industry clients around the world. For more information, please see our website at [www.roomkeypms.com](http://www.roomkeypms.com).

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**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).