Press Contact:

Kim Dearborn
kim@mfcpr.com
909.455.4316

Myrtle Beach Seaside Resorts Selects IDeaS G3 RMS to Optimize Revenue across Seven Properties

Seaside Resorts implements IDeaS' automated, demand-driven intelligence to streamline and optimize its revenue management processes

Tweet This: Myrtle Beach Seaside Resorts selects @IDeaS_RevOpt to optimize revenue. IDeaS G3 Revenue Management System will provide automated efficiency, granular room-type pricing, and a steady gauge in an uncertain economy across 7 properties. More details here: www.ideas.com/news

MINNEAPOLIS—Dec. 12, 2019—IDeaS Revenue Solutions, the world's leading provider of revenue management software and services, announced today it will implement IDeaS G3 Revenue Management System (RMS) across Myrtle Beach Seaside Resorts' independent seven-property portfolio.

Looking to improve a labor-intensive, manual revenue management process, Seaside Resorts will integrate IDeaS with Maestro's rate rules engine, as well as complement its NAVIS system, to enhance its total connected hotel technology ecosystem.

- **Automated efficiency** – IDeaS G3 RMS will bring automated, demand-driven intelligence to replace Seaside Resorts' spreadsheet driven, time-consuming revenue management process.
- **Granular room-type pricing** – With a wide array of room types across nearly 800 rooms, Seaside Resorts will leverage G3 RMS to streamline and optimize its room-type rates.
- **A steady gauge in an uncertain economy** – In the face of growing economic uncertainty, Seaside Resorts intends to lean on IDeaS' technology to offset any market or industry challenges in the year to come.

Chris Shroff, chief operating officer and co-owner, Seaside Resorts, said: "We have always been for automation. Managing inventory manually by hand causes mistakes. In seeking out IDeaS, we wanted to get away from human error and be able to listen more to the computer, to unemotional decisions based on data and facts. It's easy to measure supply, but it's difficult to measure true demand without advanced technology like IDeaS."

Helen Staton, director of reservations and revenue management, Seaside Resorts, said: "With IDeaS, we look forward to being able to look farther out into the future and make informed rate changes faster. It's hard to get a forecast on a weekly or monthly basis to each of our seven properties. To be able to provide that so they can staff appropriately is important to me."

Dr. Ravi Mehrotra, president, founder and chief scientist, IDeaS, said:
"Seaside Resorts brings a higher quality of development to the Myrtle Beach market, setting a higher industry standard. IDeaS is honored to partner with this independent, family-owned and operated establishment in driving greater profitability and productivity."

About IDeaS

IDeaS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDeaS delivers revenue science to more than 11,000 clients in 129 countries. Combining industry knowledge with innovative, data-analytics technology, IDeaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.

About Myrtle Beach Seaside Resorts

Seven stunning oceanfront resorts, located along the sun-splashed sands of Myrtle Beach, designed for families, couples or groups seeking affordable accommodations with exceptional service. Experience a level of hospitality you won't find anywhere else, where a dedication to exceeding guest expectations is a hallmark of every visit. Learn more at myrtlebeachseasideresorts.com.