

## **Settlers Hospitality Chooses IDEaS' Industry-Leading Revenue Management Solutions and Services**

*The Pennsylvanian hospitality group selected IDEaS G3 RMS along with a customized consulting engagement*

**MINNEAPOLIS**—Sept. 15, 2021—IDEaS, a SAS company, the world's leading provider of hotel revenue management software and services, is proud to announce its new partnership with Settlers Hospitality. The family-owned-and-operated hospitality group selected [IDEaS G3 Revenue Management System \(RMS\)](#) for its five historic, boutique properties after a competitive evaluation period.

IDEaS has also committed to providing customized consulting services pre- and post-implementation to ensure the legacy hospitality business successfully adopts the new technology and instills an organizational culture of revenue optimization.

- **A personalized approach** – The IDEaS team engaged closely with Settlers Hospitality to ensure a smooth process with successful results, offering flexible terms, tailored consulting, hands-on training and 24/7/365 support.
- **Automated decisions** – Moving from manual revenue management to machine-learning automation, IDEaS provides immense time savings, allowing Settlers Hospitality to be more strategically focused with a more sophisticated approach to revenue optimization.
- **Immediate improvements** – Within 60 days of implementation, Settlers has already seen measurable results with yield up 9.5 points along with a more consistent ADR up 11 points.

**Scott Eitelberg, chief operating officer, Settlers Hospitality, said:** "I'm not just here to run five properties—I'm here to grow the company. If you don't implement sustainable technology that can scale early on, it's very painful down the road. We needed an algorithmic, dynamic system that could do the work we were doing manually with a greater impact on the yield. IDEaS came highly recommended in the industry. G3 RMS is technically savvy but with simplified visualization, heat-mapping and reporting that provide the business insights we need. It's been a seamless, easy process working with the IDEaS team."

**Garth Peterson, area vice president, Americas, IDEaS, said:** "We are proud to partner with Settlers Hospitality as they move from a manual, heavy-lifting process to the bliss of automated revenue management. You're never alone with IDEaS, and we look forward to working closely with Settlers every step of the way with our unrivalled consulting, training and support services."

**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 16,000 clients in 144 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](https://ideas.com).

**About Settlers Hospitality**

Settlers Hospitality, a boutique, multi-concept hospitality group in Hawley, PA, consists of The Settlers Inn, Ledges Hotel, Silver Birches Resort, Hotel Anthracite, Sayre Mansion, The Dock on Wallenpaupack, Glass-wine.bar.kitchen, Kōl Steakhouse, Cocoon Coffeehouse and Bakery, Lake Region Fitness and Art on the Edge. For more information, check out [settlershospitality.com](https://settlershospitality.com).