

FOR IMMEDIATE RELEASE

Delta Hotels and Resorts Selects IDEaS Revenue Management System, Consulting Services to Unify Operations

Canada's leading full-service hotel brand enhances revenue management approach: achieves faster forecasting, improved revenue optimization through technology expansion

MINNEAPOLIS – May 01, 2014 -- [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced [Delta Hotels and Resorts](#), Canada's leading hotel brand, is implementing IDEaS Revenue Management System (RMS) throughout its entire network of properties.

With 37 owned, managed or franchised hotel properties and almost 10,000 rooms, Delta is engaged in a major renovation initiative and continues expansion with new hotels coming online. To maximize the value of this important brand transformation, Delta turned to IDEaS Consulting Services, and ultimately IDEaS RMS, to equip the company with the market-leading solution to revenue management.

"Delta views advanced revenue management as a cornerstone to our success," said Charles McKee, VP Marketing, Delta Hotels and Resorts. "We wanted to move fast with a market leader to consolidate gains we've made through property renovations, new openings and brand repositioning. IDEaS was a natural choice."

"With the advanced forecasting technology that IDEaS RMS provides, plus the ongoing support of IDEaS Consulting Services, Delta's corporate revenue managers and regional managers have immediate access and oversight to everything going on in a centralized environment," said Jane Stampe, Americas managing director for IDEaS. "They can offer better support to their properties, thereby realizing increased revenue."

IDEaS RMS features Best Available Rate (BAR), Channel Management, Multiple Property View, Group Pricing and Budgeting modules, and has a powerful property dashboard that includes a concise business summary which enables managers to compare on-books, occupancy forecast and estimated revenue to budgets and user forecasts. IDEaS RMS' powerful performance trends charts provide Delta's users with quick and flexible access to their most important data.

McKee notes that IDEaS RMS helps Delta look at how it segments markets and analyzes the standard operating procedures required for superior revenue management and sales processes. IDEaS RMS' group pricing module is providing significant benefits to Delta's sales team, enabling managers to input the parameters for a given group, and obtain a price quote; managers can even use the module to compare proposals from different groups.

"IDEaS RMS is enabling accelerated performance, and the company has been a great provider of more than just software," added McKee. "IDEaS consulted on several projects, and ensured excellent organizational buy-in through its revenue management 'boot camps' and online training tools."

The rollout of IDEaS RMS started in December 2013 and is being conducted in phases, several hotels at a time. Delta expects the majority of its hotels to be live on IDEaS RMS by July 2014.

About Delta Hotels and Resorts

A leading Canadian hotel management company, Delta Hotels and Resorts operates and franchises a diversified portfolio with 37 full-service, city centre and airport hotels and Resorts. Widely regarded as Canada's "brand of choice" by guests and owners, Delta also distinguishes itself as an exemplary employer. It is the only hotel company to have been recognized for its sustained focus on business excellence by the prestigious Excellence Canada with three Canada Awards for Excellence. The hospitality company has also consistently ranked as one of the country's 50 Best Employers for 14 years, and has been named to the Green 30 since 2010. As well, its national sustainability program, Delta Greens is the most comprehensive and ambitious in the hospitality industry touching on every aspect of the hotel business. Delta's Corporate Social Responsibility platform, Delta Helps, includes a chain-wide commitment to the communities it serves through a national partnership with Habitat for Humanity Canada, participation in the Hotel Association of Canada's Green Key Eco-Rating program, and work with various other charitable groups. Delta Hotels and Resorts is privately owned by the British Columbia Investment Management Corporation. For more information, please visit www.deltahotels.com.

About IDEaS

Founded in 1989, IDEaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, Minn. with a global technology center located in Pune, India, IDEaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit www.ideas.com.

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