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FOR IMMEDIATE RELEASE

IDEAS Receives High Honor

Revenue Management Solution provider wins Best in Class Technology Award at HSMIA European Awards

MINNEAPOLIS – February 18, 2014 – [IDEAS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced it has been recognized by the Hospitality Sales & Marketing Association International (HSMIA) as the winner of the Best in Class Technology Award in Revenue Management.

Presented by HSMIA, the award cited IDEAS' ability to replace outdated methodologies, demonstrate a clear return on investment and fuel year-over-year growth in RevPAR and RGI for European hotels with its revenue management system IDEAS RMS.

"What an honor to be recognized by our peers for implementing innovative and intuitive solutions that provide immediate and measurable results for our partners," said Fabian Specht, Managing Director in EMEA for IDEAS. "This award reinforces our mission to create tools that produce invaluable business insights and drive bottom-line results for hotels, and is a testament to our hard-working team in Europe and around the world."

IDEAS RMS was [recently updated](#) and redesigned to include the industry's first-ever [mobile app](#) capable of deploying pricing decisions anytime, anywhere. Additional updates included revised reporting and forecasting capabilities as well as a new @ a Glance Dashboard.

Taking place in London each February, the Hospitality Technology Europe Conference is the only specialist and exhibition conference for the European hotel technology community. The event connects technology professionals and leading suppliers covering guest experience, operational management and revenue generation. For more information, visit www.hospitalitytecheurope.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.

About HSMIA Europe

HSMIA Hospitality Sales & Marketing Association International is a global organization founded in America in 1927. HSMIA Europe is the European arm of the membership association. The association provides a forum where professionals within sales, marketing and leadership from the hospitality and travel industry meet for knowledge, inspiration, recognition and professional development, and where they can involve themselves through meeting with leaders, professionals and customers from across Europe. More information on HSMIA Europe at www.hsmia.eu.

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