

Statler Hotel Renews Collaboration with IDEaS and Adopts Latest Revenue Management System

IDEaS G3 RMS offers hoteliers unparalleled capabilities in analytics, pricing and controls

MINNEAPOLIS – January 14, 2016 – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced a continued strategic collaboration with [Statler Hotel](#) to increase revenue performance across the property's 153 rooms with [IDEaS G3 Revenue Management System \(RMS\)](#).

Following a competitive review of multiple revenue management solution providers, Statler Hotel selected to continue their four-year collaboration with IDEaS to provide their best-in-class revenue management system.

"We are looking forward to continuing our relationship with IDEaS, as it's been a very strong collaboration," said Richard Adie, General Manager at Statler Hotel. "IDEaS is an innovative company that continues to push the envelope of what revenue management is. They are actively listening to their customers and responding with tools that can help them."

Powered by advanced SAS® Analytics and IDEaS' 25 years of innovation in hospitality technology, IDEaS G3 RMS empowers users to increase revenue performance with the industry's most comprehensive pricing decisions, sophisticated forecasting and interactive dashboards and reporting tools. Statler Hotel appreciates the system's ability to factor in seasonality and is also looking forward to using the transactional data being captured by G3 RMS.

"We are pleased to continue our successful collaboration with Statler Hotel, a long-time valued partner," said Jane Stampe, Americas managing director for IDEaS. "We are committed to equipping hoteliers with innovative solutions and cutting edge revenue management capabilities that they can't get anywhere else and we're glad Statler found the best solution in our G3 RMS."

Statler Hotel is a unique property located on Cornell University's campus and serves as the experimental arm of the school's hotel administration program, offering hospitality students the opportunity to be involved in managing a real hotel during their studies.

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About Statler Hotel

Located in the heart of the Cornell University campus in the beautiful Finger Lakes Region, the Statler Hotel is not only a first-class property, but also a teaching hotel where students at the School of Hotel Administration (SHA) apply classroom learning to practical experience. More than 200 student employees work alongside seasoned professionals across all hotel and restaurant operations. The Statler Hotel bears the name of SHA's seminal benefactor, Ellsworth M. Statler, a self-made millionaire who founded the largest hotel chain of his day. The idea that a teaching hotel would greatly enhance SHA's educational value proposition dates back almost to the school's founding in 1922, but it wasn't until 1950 that the 36-room Statler Inn was



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completed. In 1986, it was demolished in favor of the 153-room Statler Hotel, which also boasts three restaurants, banquet rooms, and a conference center.

About IDEaS

With more than one million rooms priced daily on its advanced systems, IDEaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDEaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDEaS empowers its 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.

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