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Luxury Hotel in Boston, The Colonnade, Selects IDEaS Revenue Management System

The IDEaS RMS streamlines the revenue management process for improved business intelligence and profitability

MINNEAPOLIS, MN – NOVEMBER 09, 2011 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that The Colonnade Hotel, a four diamond hotel in Boston and member of Preferred Hotel Group's Summit Hotels & Resorts, has implemented the [IDEaS Revenue Management System \(RMS\)](#).

“We are thrilled to enhance and build upon our revenue management operations with the IDEaS RMS,” said Christopher Lynn, Director of Sales and Marketing, The Colonnade Hotel. “As revenue processes become more sophisticated, the automated system from IDEaS expands our revenue capabilities and potential for growth.”

Offering an automated approach to revenue management, the IDEaS RMS enables The Colonnade Hotel to more accurately and strategically optimize demand and increase revenue. The IDEaS RMS provides the most reliable, up-to-date information at revenue managers' fingertips so that they can spend less time and energy on data entry and more time booking the right guest, at the right time, at the right rate. In addition, The Colonnade Hotel equipped the IDEaS RMS with the Best Available Rate (BAR) module and Group Evaluation and Pricing module in order to further enhance business intelligence and profitability.

“The IDEaS RMS makes it much easier to capitalize on existing and future market conditions,” added Lynn. “Following The Colonnade’s \$25-million renovation this past year, the software is enabling us to efficiently maximize our potential across multiple channels in order to position the hotel in a way to achieve superior results.”

“IDEaS is pleased to partner with The Colonnade during their transition to an automated revenue management system,” said Jane Stampe, Managing Director, Americas, IDEaS. “Chris is continually using the IDEaS RMS to identify unique approaches and processes that have helped improve the hotel’s culture of revenue management and its bottom line.”

For more information about IDEaS, please visit www.ideas.com.

About The Colonnade Hotel

The Colonnade Hotel has provided genuine Bostonian hospitality to residents and visitors for more than 40 years. A beloved Back Bay landmark whose opening launched the neighborhood’s renaissance in the early Seventies, The Colonnade is home to the city’s only roof top pool, to the award-winning Brasserie JO restaurant, and to a host of recently remodeled function rooms and the hotel’s grand ballroom, providing the setting for many of the city’s memorable business and social events. The Colonnade Hotel is the recipient of the 2009 Green Business Awards, which recognizes the hotel’s pioneering efforts towards environmental sustainability. Located within close proximity of Newbury Street and many of Boston’s finest shops, museums, galleries, and landmarks including Hynes Convention Center, Symphony Hall and Fenway Park, the hotel is located just minutes from Logan International Airport and walking distance to Amtrak’s Back Bay Station. It is a member of Preferred Hotel Group’s™ Summit Hotels & Resorts and Concorde Hotels & Resorts. For more information or to make reservations please call 1 (800) 962.3030 or visit www.colonnadehotel.com or www.preferredhotelgroup.com.

About IDEaS

Founded in 1989, IDEaS Revenue Solutions - a SAS Company, offers industry-leading revenue management Software, Services, and Consulting to the hospitality industry.

Headquartered in Minneapolis, IDeaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, the Middle East, Africa, Greater China, Australia and Asia. For more information, visit www.ideas.com.

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