

For additional information, please contact:

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Star Bazella  
Marketing Manager  
IDeaS Revenue Optimization  
+1 952 698 4200  
[star.bazella@ideas.com](mailto:star.bazella@ideas.com)  
[www.ideas.com](http://www.ideas.com)

Cristina Arborio / Jon Haworth  
Mulberry Marketing Communications  
+44 (0)207 928 7676  
[carborio@mulberrymc.com](mailto:carborio@mulberrymc.com) /  
[jhaworth@mulberrymc.com](mailto:jhaworth@mulberrymc.com)

## Tivoli Hotels & Resorts Group Selects IDEaS for Revenue Management and Business Intelligence

**MINNEAPOLIS, MN & MUNICH – 17 March 2007** –IDeaS, the leading provider of hospitality revenue management and optimization solutions and one of America's fastest growing technology companies, announced today that Portugal's Tivoli Hotels & Resorts Group has selected IDEaS On-Demand revenue management solution for use at all hotels in its estate.

Alexandre Solleiro, the COO of Tivoli Hotels & Resorts Group, said, "We needed to find a way to improve our forecasting and overall revenue generation while maintaining customer satisfaction. The IDEaS V5i revenue management system is going to enable us to accomplish this."

Within IDEaS V5i revenue management system, Tivoli will use the IDEaS Group Pricing Module to help it evaluate group requests, analyze displaced revenues, find alternative dates and include ancillary revenues and costs for a total value assessment. In addition, the IDEaS' Multi-Property Module will allow authorized users at Tivoli to view data from multiple properties, and benefit from roll-up reporting in user-definable property groups. The hotel group will also take advantage of IDEaS On-Demand web based delivery to provide a faster, easier and more cost effective deployment across its estate.

IDeaS, which won the account following a three-way pitch, is currently being used by over 50 of the leading hotels in London and more than 400 hotel clients throughout the United Kingdom. Its revenue management systems are also being utilized by other global organizations such as other leading hotels, airlines, car rentals, car parking, manufacturing, and transportation management companies to understand, anticipate and react to consumer behavior in order to optimize company-wide revenue and profits.

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Solleiro added, "The revenue management system from IDeaS enables us to make highly useful decisions as to the best rate based on a variety of information achieving maximum revenue potential across the estate."

With over 70 years of experience in the hotel industry, Tivoli Hotel Group has a formidable reputation as one of Portugal's finest lodging destinations for people the world over. Fabian Specht, IDeaS Director EAME, commented, "We feel very pleased to be in business with such a quality and well known hotel group. Everyone at IDeaS strives to provide the maximum benefit to our customers through our next generation revenue management and pricing optimization solutions."

### **About IDeaS**

Integrated Decisions and Systems, Inc. (IDeaS) is the premier provider of enterprise revenue management and optimization solutions and consulting. By providing Forecasting, Optimization and Pricing solutions and consulting, coupled with IDeaS' On Demand Software as a Service (SaaS) applications, IDeaS can help make an immediate impact on company revenue and profitability.

IDeaS goal is to work hand-in-hand with clients to identify strategically important, complex business problems and then develop unique revenue management and optimization strategies that enable global organizations to understand, anticipate and react to consumer behavior in order to maximize company-wide revenue or profits.

Headquartered in Minneapolis, Minnesota, IDeaS maintains global technology, support, sales and distribution offices in North & South America, the United Kingdom, Europe, Africa, Middle East, Australia and Asia. For more information, visit [www.ideas.com](http://www.ideas.com).

### **About Tivoli Hotels & Resorts**

The Tivoli Hotels & Resorts chain in Portugal and the Tivoli Praia do Forte Eco-Resort & Thalasso Spa, at Bahia - Brazil are part of the Espírito Santo Hotels group. The group currently owns 12 hotels in mainland Portugal and the island of Madeira while a new property is under construction in the Algarve, the Tivoli Victoria. Tivoli Hotels & Resorts differentiate through their location, quality and exceptional level of service. With more than 70 years of tradition, the Tivoli brand applies this extensive experience so as to meet the needs of today's markets and its clients.

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