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IDEaS Revenue Management System Further Expands in Resort Segment with Addition of Grove Park Inn

MINNEAPOLIS, MN – AUGUST 19, 2009 – IDEaS Revenue Optimization, the leading provider of [pricing, forecasting and optimization](#) solutions and services, today announced that Grove Park Inn has chosen [IDEaS V5i](#), a unique [forecasting](#) and [pricing](#) tool, to optimize revenue and profit in the historical Asheville, NC resort.

“Like a lot of luxury resorts who are facing challenges with their group business these days, we need to understand our changing group patterns more than ever, and embrace dynamic BAR pricing to capture the individual leisure guest who is still travelling,” said Dawn Barozzini, revenue analyst, Grove Park Inn. “IDEaS V5i is definitely going to help us embrace these new business practices and build a stronger revenue management culture.”

Terry Price, Grove Park Inn’s executive IT manager, who also serves as global vice president of Hospitality Financial and Technology Professionals (HFTP), added, “We were pleased with IDEaS’ willingness and ease of integrating with our new Cenium Property Management System (PMS), as well as their existing alliance with our Central Reservation System (CRS) provider, Preferred Hotels and Resorts. We feel we have attained the perfect mix of cutting edge technology platforms, supported by years of experience.”

The Grove Park Inn will soon deploy the IDEaS V5i revenue management solution; equipped with forecasting capabilities, the Best Available Rate (BAR) module, and the Group Pricing module; and deployed via IDEaS’ [Software as a Service \(SaaS\)](#) application, guaranteeing small upfront costs and easy implementation.

“We recognize our clients’ need to have a reliable view to the future in today’s competitive market,” said Bernard Ellis, managing director for Americas, IDEaS. “By cultivating a strong revenue management culture and installing the IDEaS V5i world-class technology, Grove Park can anticipate a satisfying increase in revenue and a sharper eye on the competition.”

About IDEaS Revenue Optimization

IDEaS, a SAS COMPANY, is the premier provider of [Pricing, Forecasting and Optimization](#) solutions and services. [IDEaS’ Solutions](#) are implemented via [Software as a Service \(SaaS\)](#) deployment with very little infrastructure, guaranteeing small upfront costs and easy implementation. [IDEaS Advantage](#) and [IDEaS for Success](#) services help at all levels of a client’s organization—strategic through operational— and our integrated approach differentiates IDEaS from the competition and creates the foundation for a successful partnership. Headquartered in Minneapolis, IDEaS has technology, support, sales and distribution offices in North and South America, the United Kingdom, Europe, Africa, the Middle East, Australia and Asia. For more information, visit www.ideas.com.

About The Grove Park Inn Resort & Spa

The Grove Park Inn Resort & Spa is a four-diamond resort overlooking Asheville's skyline and the Blue Ridge Mountains. Built in 1913, the Inn is on the National Register of Historic Places and a member of Historic Hotels of America and among Travel + Leisure’s Top five Spa Resorts in the United States. Amenities include a world-class spa, Club Floor, award winning fine dining, Donald Ross golf course, tennis, swimming, sports complex, retail shops, nightly entertainment and children's programs. For information on Grove Park Inn Resort & Spa go to: <http://www.groveparkinn.com>