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The Eaton Chelsea, Toronto Hotel Selects the IDEaS Revenue Management System to Drive Profitability

Automated system enables 1,590-room property to achieve more strategic pricing strategies for multiple guest segments

MINNEAPOLIS, MN – JULY 11, 2013 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting to the hospitality industry, today announced that the Eaton Chelsea, Toronto Hotel, Canada's largest hotel, is implementing the [IDEaS Revenue Management System \(RMS\)](#). Coinciding with the property's new management under Langham Hospitality Group, the IDEaS RMS will serve as the hotel's premier analytical tool for driving more accurate demand forecasting and revenue.

"Like other properties in the Langham portfolio, we decided to implement the IDEaS RMS in order to achieve a higher level of analysis regarding our rate strategies," said Ron Pellerine, General Manager, Eaton Chelsea, Toronto. "Particularly amid our upcoming re-brand, the system's advanced forecasting analytics and reporting capabilities will allow our staff to make more effective and profitable pricing decisions."

Offering an automated approach to revenue management, the IDEaS RMS enables properties to more accurately and strategically optimize demand and increase revenue. By providing reliable, up-to-date information at revenue managers' fingertips, the IDEaS RMS allows revenue managers to spend less time collecting data and more time developing optimal revenue strategies.

"Located in the fourth largest city in North America, one of our biggest challenges is our reliance on transient business," said Pellerine. "The IDEaS RMS will provide us with a much clearer view of our data to help us increase our length of stays, secure the right prices at the right times and remain competitive in the marketplace."

The Eaton Chelsea, Toronto Selects the IDEaS RMS

“We are thrilled to partner with the Eaton Chelsea, Toronto,” said Jane Stampe, Managing Director, Americas, IDEaS. “We are confident that the IDEaS RMS will yield powerful returns in occupancy and revenue in just a few short months from implementation.”

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

About Eaton Chelsea, Toronto

As Canada's largest hotel with 1,590 guest rooms, Eaton Chelsea, Toronto is centrally located and just steps from the city's best shopping districts, world-class theatres, vibrant nightlife and exciting attractions. A full-service urban resort, Eaton Chelsea has room types to suit everyone and the hotel offers five restaurants and lounges, separate adult and family recreation areas and pools – including the "Corkscrew" - downtown Toronto's only indoor waterslide. As a premier family destination, the hotel offers a full range of services including the Family Fun Zone with Camp Chelsea, Kid Centre and Club 33 Teen Lounge. For more information or to make reservations, please call 1-800-CHELSEA (243-5732) or visit www.eatonchelsea.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, MN 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.

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