-------FOR IMMEDIATE RELEASE

For additional information, please contact:

Mulberry Marketing Communications
Chris Klopper
cklopper@mulberrymc.com
+44 (0)20 7928 7676

IDeaS Revenue Solutions
Cris Herman, Global Client Marketing Manager
cris.herman@ideas.com
+1 952 698 4200

Flora Hospitality Group Equipped to Drive Better Revenue Performance with IDeaS

IDeaS RMS implemented in luxury Dubai hotel

LONDON, UK – 2 DECEMBER, 2013 – IDeaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting today announced that Flora Hospitality Group has implemented IDeaS Revenue Management System (RMS) in its Flora Grand Hotel.

Flora Hospitality Group operates eight hotels and hotel apartments in the United Arab Emirates and India, including the Flora Grand - a 200 room four star luxury hotel in the heart of Dubai.

"In the highly competitive market place we operate in, having a sophisticated revenue management system in place is key to driving sustainable revenue performance," said Shebin Hassan, Executive Director of Flora Hospitality Group Dubai. "Through working with IDeaS, we now have the best of breed revenue management software in place to ensure we are continually driving better revenue performance and, as a result, improved bottom line. By making an additional future investment in IDeaS Revenue Opportunity Analysis (ROA), run by IDeaS expert consultants, we will also have a clear view of current revenue performance and a roadmap in place to ensure all revenue opportunities are optimized into the future."

Using IDeaS RMS the hotel's management team can now make optimal pricing decisions and accurately forecast demand.

Fabian Specht, EMEA Managing Director at IDeaS, commented: "As the local hotel market grows and competition increases in the United Arab Emirates, it is vital that hoteliers in this

region place greater emphasis on their ability to accurately forecast hotel occupancy patterns and ensure they have the right systems in place to determine optimal pricing and maximize revenue."

– more–

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.

– ####–