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## **IDEaS Revenue Solutions Honored with “Allied Vendor of the Year” Award from Minnesota Lodging Association**

*IDEaS recognized for its revenue management services and products*

MINNEAPOLIS, MN – FEBRUARY 1, 2012 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, has been named the “Allied Vendor of the Year” by the Minnesota Lodging Association (MLA). The award is presented to an Allied MLA member that exhibits outstanding contribution to the industry and local community.

IDEaS was selected for its work helping top hospitality, travel and transportation companies, including Hyatt and Hilton, address their toughest revenue management challenges.

“To be recognized with this award is a fantastic achievement for the entire IDEaS team and great recognition of our role and participation in the industry,” said Garth Peterson, Regional Director of Sales – Americas, IDEaS. “We’re delighted to win and look forward to a very exciting year for IDEaS and our partners.”

Headquartered in Minneapolis with sales, support and distribution offices spanning six continents, IDEaS makes revenue management more user-friendly and insightful for the hospitality and travel industries, increasing organizations’ business intelligence and profitability.

IDEaS attributes a large portion of its success to its seasoned team of revenue management professionals and industry leaders such as Peterson, who accepted the award

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on IDEaS’ behalf at the MLA awards ceremony on December 8. Peterson is a highly recognized revenue management expert in the hospitality industry and a long-time, trusted advisor to MLA members seeking to expand their knowledge and practices on forecasting, pricing and revenue optimization.

“We were pleased to present this year’s ‘Allied Vendor of the Year’ award to IDEaS and to Garth, who goes out of his way to be a helpful, effective, thoughtful and creative member,” said Dan McElroy, President and CEO of the Minnesota Restaurant, Lodging Resort and Campground Associations. “He keeps us well informed and updated on technology issues including social media and revenue management, and frequently gives back to the community through organizations like the [Global Soap Project](#).”

For more information about IDEaS, visit [www.ideas.com](http://www.ideas.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](http://www.ideas.com).

### **About the Minnesota Lodging Association**

The Minnesota Lodging Association is the professional trade association for lodging operators in the state. The MLA is dedicated to creating value for its members by providing marketing, legislative advocacy and educational resources. Whether you are a hotel, motel, bed and breakfast, chamber of commerce or CVB, the MLA has something to offer you.

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