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IDEaS Revenue Solutions Adds Sonesta Gwinnett Place Atlanta to its Roster of Revenue Management Clients

IDEaS extends partnership with Sonesta International Hotels Corporation and helps Sonesta improve operational efficiency, increase revenue

MINNEAPOLIS— JUNE 20, 2013 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting to the hospitality industry, today announced that the Sonesta Gwinnett Place Atlanta is implementing the [IDEaS Revenue Management System \(RMS\)](#). The addition of the 426-room property extends IDEaS' long-standing partnership with Sonesta International Hotels Corporation, making it the eighth hotel in the Sonesta portfolio to deploy the IDEaS RMS. Sonesta will use the automated system to streamline revenue management processes and increase profitability for the hotel, which opened under the Sonesta name and brand in the spring of 2013.

“The IDEaS RMS will allow us to track competitors’ rates more effectively and efficiently, and improve the recommendations for yielding and maximizing RevPAR,” said Barth Leins, Vice President of Revenue and Distribution, Sonesta. “The IDEaS RMS is the most sophisticated revenue management system this hotel has ever used, and as a result, we’re looking forward to seeing improved operational efficiency and considerable lift.”

Sonesta Gwinnett Place Atlanta is the fifth full-service domestic hotel added to the Sonesta portfolio in the past year, bringing its total number of U.S. hotels to 25. By deploying the IDEaS RMS, the hotel’s revenue management team will have more reliable, up-to-date market information at their fingertips, making it easier to optimize demand and increase revenue at the property.

“We plan to add many more hotels to our U.S. portfolio over the next five years,” Leins added. “As we continue to grow, IDEaS will be a key tool for helping us effectively manage our channels, capitalize on periods of high demand and make smarter decisions about how we yield.”

IDeaS Adds Sonesta Gwinnett Place Atlanta to Client Roster

“We’re proud to continue our collaborative relationship with Sonesta as they grow their portfolio in the U.S. and abroad,” said Jane Stampe, Managing Director, Americas, IDeaS. “By deploying the IDeaS RMS, Sonesta is better equipped to achieve each of its hotel’s pricing and revenue goals.”

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

About Sonesta

Discover Sonesta Hotels & Resorts in Baltimore, Boston, Hilton Head Island, Houston, Miami, New Orleans, Philadelphia, Panama, Sint Maarten (2), Chile (3), Colombia (4), Ecuador, Peru (7), and Egypt (13). Sonesta ES Suites is an extended stay hotel brand managed by Sonesta. Each property features rooms with a dynamic work area designed for today’s traveler, locally inspired food and beverage and flexible common space for connecting with others. You will find Sonesta ES Suites in Andover MA, Atlanta GA, Auburn Hills MI, Burlington MA, Charlotte NC, Columbia MD, Dublin OH, Flagstaff AZ, Houston TX, Orlando FL, Parsippany NJ, Princeton NJ, Malvern PA, Myrtle Beach SC, St. Louis MO, Schaumburg IL and Somerset NJ. For more about the Sonesta Collection, visit Sonesta.com or call +1.617.315.9100 or 800.Sonesta (800.766.3782) in the U.S. and Canada.

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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