

FOR IMMEDIATE RELEASE

Sonesta ES Suites Partners With Industry Leader IDEaS, Focuses on Growth

In the midst of expansions, Sonesta International Hotels implements advanced analytics across Extended Stay brand to drive revenue opportunities with IDEaS

MINNEAPOLIS – February 18, 2015 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced it has expanded its partnership with [Sonesta International Hotels](#) to implement [IDEaS G3 Revenue Management System](#) (RMS) across 16 Sonesta ES Suite properties, delivering powerful analytics and pricing decisions, and driving revenue opportunities in a unique market segment.

“Revenue management in the extended stay category is particularly difficult because the properties have high occupancies, fixed cost structures and higher margins than traditional hotels,” said Barth Leins, vice president of revenue and distribution for Sonesta International Hotels. “IDEaS G3 RMS is great for extended stay hotels because it can generate powerful demand forecasts—by length-of-stay and by suite type—so we can make informed, strategic decisions to get the right mix of business for our hotels at the right price. IDEaS G3 RMS is a great addition to the IDEaS product portfolio.” Sonesta International Hotels currently boasts 55 properties in eight countries. Five signature brands make up the Sonesta Collection, each of which is as distinctive and individual as its guests. The company utilizes IDEaS’ flagship RMS product across its full-service portfolio. In 2013 when Sonesta began to grow into the extended stay category with Sonesta ES Suites, the company researched multiple revenue management solutions before deciding to expand its partnership with IDEaS.

“There are risks when moving into a new category, and we needed a proven system that could scale to our needs,” added Leins. “IDEaS’ track record and reputation—plus their ability to deploy a sustainable, accurate and actionable system—created a tremendous amount of confidence that we had chosen the right partner.”

Backed by SAS® and IDEaS’ longstanding presence in the hospitality technology category, IDEaS G3 RMS offers the industry’s most scientifically advanced analytics for more informed pricing decisions, driving profitability across thousands of hotels worldwide.

“We developed IDEaS G3 RMS to extend advanced pricing analytics and forecasting to hotel properties that had not previously implemented automated revenue management—especially in the extended stay or focused service categories,” said Jane Stampe, Americas managing director for IDEaS. “We believe there are very real benefits and revenue opportunities in these segments and are proud to extend our solutions to Sonesta ES Suites.”

“Incremental revenue per available room (RevPAR) growth is the goal, and we’re expecting to see a significant lift with IDEaS G3 RMS,” concluded Leins. “I believe it will be a very powerful tool.”

About Sonesta International Hotels

Discover Sonesta Hotels & Resorts in Atlanta, Baltimore, Bee Cave (Austin), Boston, Fort Lauderdale, Hilton Head Island, Houston, Miami, New Orleans, Philadelphia, Sint Maarten (3), Panama, Chile (3), Colombia (4), Ecuador, Peru (7), and Egypt (10). Sonesta ES Suites, the

extended stay hotel brand, can be found 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

With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest pricing and revenue management software, services and consulting. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 6,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers hoteliers to build and maintain revenue management cultures—from single properties to world-renowned estate hotels—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit www.ideas.com.

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