

FOR IMMEDIATE RELEASE

The Heathman Hotel Selects Market Leader IDEaS Revenue Solutions to Maximize Profits

Historic Portland property to implement automated revenue management system, forecasts continued growth

MINNEAPOLIS – September 25, 2014 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced [The Heathman Hotel](#), a member of the Preferred Hotels & Resorts Worldwide and Historic Hotels of America, is implementing IDEaS Revenue Management System (RMS) to automate revenue management and improve forecasting and reporting in a competitive market.

An independently owned, premier luxury boutique hotel with 150 rooms, The Heathman Hotel is located in the heart of downtown Portland's financial and cultural districts.

"The Heathman Hotel is an iconic destination for business and leisure travelers, and we are always looking for ways to maintain our market leader position," said Stephen Galvan, director of sales & marketing for The Heathman Hotel. "By implementing IDEaS RMS, we will be able to streamline the revenue generating capabilities and abilities of our property and staff, use better reporting and continue to stay ahead of our competition."

"Implementing IDEaS RMS will change our revenue management processes for the better," added Fateh Luqman, revenue manager for The Heathman Hotel. "It's a relief to no longer manage revenue manually or rely on spreadsheets. IDEaS' analytics and reporting tools are simple to use, which will positively impact RevPar, occupancy and overall revenue growth."

IDEaS RMS will transition The Heathman Hotel to a fully automated revenue management system, offering advanced forecasting and sophisticated reporting. In a market laden with high demand and limited supply, these features will enable The Heathman Hotel to analyze the market mix and price confidently.

"We are excited to partner with The Heathman Hotel, a historic staple in Portland and in the independent hotel market," said Jane Stampe, Americas managing director for IDEaS. "As the property and its competitive market continue to grow, IDEaS RMS will increase forecast accuracy to leverage smart pricing and maximize profits."

About IDEaS

Celebrating 25 years of excellence in the hospitality industry, 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, Minn. 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.

About The Heathman Hotel

Built in 1927 and located in the heart of Portland, Ore.'s, cultural district, this 150-room luxury hotel maintains strong partnerships with local arts and culture organizations and is Portland's premier arts hotel. An independently owned luxury boutique property, The Heathman Hotel is a

member of the Preferred Hotel Group and Historic Hotels of America. It has received the Four Diamond distinction from AAA for 30 consecutive years and in 2014, the hotel received a four-star ranking in the Forbes Travel Guide and was featured on Condé Nast Traveler's Gold List and the 2014 edition of U.S. News & World Report's "Best Hotels" rankings. The hotel was recognized in 2012 by Travel + Leisure as one of the top 50 World's Best Hotels. For reservations, or to learn more visit the website at www.heathmanportland.com or on [Facebook](#) or [Twitter](#).

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