

IDEaS Expands Partnership with Preferred Hotels & Resorts to Over 100 Properties

Luxury independent hotels worldwide use IDEaS technology to elevate revenue strategy

MINNEAPOLIS – APRIL 23, 2018 – [IDEaS Revenue Solutions](#) (IDEaS) is proud to announce that more than 100 [Preferred Hotels & Resorts](#) properties have installed IDEaS revenue management technology. With nearly three decades of innovation in hospitality technology, IDEaS' solutions equip this group of independent hotels worldwide with a clear view of their data across more than 100 hotels with 22,000 guest rooms. Through pricing, forecasting and optimization strategies, Preferred Hotels & Resorts' properties have leveraged IDEaS for greater control over their business performance to drive improved profits and productivity.

In 2018, Preferred Hotels & Resorts is celebrating 50 years of providing travelers with unique, luxury independent hotel experiences. Select hotels within the brand's global portfolio utilize IDEaS' advanced analytics to confidently book the right room for the right guest at the right price at all times, enhancing their revenue performance. Properties within the Preferred brand also rely on IDEaS' powerful approach to pricing and inventory control by room class and length of stay, managing the tactical duties and allowing users to be more strategic.

"For over 10 years, IDEaS has been an integral member of the Preferred Hotels & Resorts Alliance Partner program," said Michael Osgood, vice president, Alliance Partnerships for Preferred Hotels & Resorts. "IDEaS has played a key role in the technology transformation of our properties, and we look forward to the continued expansion of our partnership."

"We value our growing partnership with Preferred Hotels & Resorts and are honored to be the only revenue management provider within their alliance program," said Jane Stampe, managing director of the Americas for IDEaS. "All of us at IDEaS congratulate Preferred Hotels & Resorts for its successful 50-year anniversary as a leader within the hospitality industry. The trusted partnership that we have with the Preferred team invaluable. We are excited to continually delight the member hotels with improved profitability."

In addition to increased revenue management opportunities for Preferred Hotels & Resorts, IDEaS also offers the assistance to better align its properties' people, processes and technology with IDEaS Advisory Services to ensure that everyone within the team is focused on revenue performance and has the tools to succeed. IDEaS Advisory Services employs a proven, three-phase process for smoothly moving clients from assessment, process optimization and coaching through permanently

embedding revenue centricity into every individual action taken and collective decision made.

“We look forward to an enduring partnership and continued success in the future,” added Stampe.

About IDEaS

With more than 1.6 million rooms priced daily on its advanced systems, IDEaS Revenue Solutions leads the industry with the latest revenue management software solutions and advisory services. Powered by SAS® and with nearly three decades of experience, IDEaS proudly supports over 10,000 clients in 124 countries and is relentless about providing hoteliers with insightful ways to manage the data behind hotel pricing.

IDEaS empowers clients to build and maintain revenue management cultures—from single entities to world-renowned estates—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.

About Preferred Hotels & Resorts

Preferred Hotels & Resorts is the world’s largest independent hotel brand, representing more than 700 distinctive hotels, resorts, residences, and unique hotel groups across 85 countries. Through its five global collections, Preferred Hotels & Resorts connects discerning travelers to the singular luxury hospitality experience that meets their life and style preferences for each occasion. Every property within the portfolio maintains the high quality standards and unparalleled service levels required by the Preferred Hotels & Resorts Integrated Quality Assurance Program. The *I Prefer*SM Hotel Rewards program, Preferred ResidencesSM, Preferred FamilySM, Preferred PrideSM, and Preferred GolfTM offer valuable benefits for travelers seeking a unique experience. For more information, visit PreferredHotels.com.