

The Whitehall Hotel Chicago Completes Tech Stack Investment with IDEaS G3 RMS

IDEaS delivers automated and precise revenue-optimization capabilities to replace The Whitehall Hotel's manual forecasting and pricing processes

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MINNEAPOLIS—Dec. 4, 2018—[The Whitehall Hotel](#) of Chicago's Magnificent Mile is a four-star luxury estate known for its boutique charm, impeccable service and celebrity-guest history. Modern refinements have maintained its thriving reputation but the lack of a back-of-house technology had become a roadblock to operational-improvement efforts. The Whitehall selected [IDEaS Revenue Solutions](#), the world's leading and most trusted revenue management software provider, to fully realize its ideal tech stack.

IDEaS has partnered with The Whitehall to integrate its G3 Revenue Management System (RMS) with the hotel's existing platforms.

- **Investing in new technology to increase profitability** – With a new property management system and other software updates implemented as part of a 2018 technology investment, only one vital element remained to finalize the hotel's digital transformation. The addition of IDEaS sophisticated RMS will help The Whitehall retire a time-consuming, spreadsheet-heavy process with a focus on strategic planning initiatives.
- **Integrating revenue management into the tech stack** – As the final level in an intricate layer of new technology, IDEaS G3 RMS will be integrated to communicate across a range of platforms, giving The Whitehall the competitive edge in a volatile market with more comprehensive data sources and more reliable decision outputs.
- **Leveraging insight to ensure a competitive edge** – Even a great location in Chicago requires detailed insight into the competition. With IDEaS, The Whitehall team is able to interface directly with TravelClick's Demand360 and Rate360 to obtain a comprehensive understanding about competitors' rate decisions.

Sarah Miller, revenue manager, The Whitehall Hotel said: "Clearly everything takes much longer to do manually, and of course, there's only so much a human can understand on their own in assessing all the available information. I hadn't used IDEaS before, and I was very impressed by it."

Troy Strand, general manager, The Whitehall Hotel said: "Both Sarah and I have enjoyed the benefits of RMS technology at previous hotels but we were especially excited to have found a superior system that will determine and accept the most valuable business. Other systems don't have the same data available or the ability to see the demand for each room category—that makes a big difference for us. We have many room types and now we'll know what each should be priced at to satisfy guest expectations around room value."

Jane Stampe, managing director, IDEaS said: "IDEaS is proud to deliver revenue management automation and reliability to The Whitehall Hotel. We look forward to working with them to build more profitability and efficiencies into their processes and technology while helping advance a culture of property-wide revenue management."

About The Whitehall Hotel

The Whitehall Hotel offers all the charm and heritage of a bygone era in an upscale, four-star, boutique hotel setting. Situated at the confluence of the city's civic and cultural life, the hotel locates guests in the heart of all the luxury, innovation and exploration that is Chicago. Enjoy exquisite dining, thrilling nightlife, phenomenal public transit, unforgettable neighborhoods, and an ineffable sense of history that permeates each guest experience.

Dating back to 1928 and the birth of "The Magnificent Mile," guests here have included Katharine Hepburn, Richard Burton, Sophia Loren, Paul Newman, Robert Redford, Barry Manilow, The Beatles, Mick Jagger, and a host of world leaders and powerful corporate figures. Throughout its rich history, the Whitehall has symbolized service and accommodation for generations of guests, providing all of amenities required to suit any traveler.

For more information, visit www.thewhitehallhotel.com.

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 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.