

New Saranac Waterfront Lodge Opens with IDEaS G3 RMS Implemented for Automated Revenue Optimization

Skyward Hospitality selects IDEaS G3 RMS to maximize every reservation as it opens its first property amid COVID disruption in a competitive marketplace

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MINNEAPOLIS—Nov. 11, 2020—IDEaS, a SAS company, the world’s leading provider of hotel revenue management software and services, announced today it has implemented [IDEaS G3 Revenue Management System \(RMS\)](#) at the just-opened Saranac Waterfront Lodge, a modern, eco-lux destination hotel offering year-round guest experiences in New York’s iconic Adirondack region.

Skyward Hospitality, owned by renowned hospitality entrepreneur Lee Pillsbury, opened its first hotel property with Saranac Waterfront Lodge and has selected IDEaS as its revenue technology partner for scalable growth. IDEaS’ forward-looking roadmap focused on total profit optimization was a key factor in the decision, along with IDEaS providing:

- **Navigation through the fog** – As a new hotel opening during the COVID-19 pandemic, business stakeholders sought an advanced revenue-optimization solution to maximize every reservation with the best data-driven intelligence available.
- **The most robust features** – IDEaS’ group evaluation tool enables quick and collaborative event-business decisions. System users are also excited about G3 RMS’s what-if scenario analysis and mobile interface.
- **A true competitive advantage** – IDEaS provides fast data insights to enable agility and profitability in the popular Adirondack tourism region.

Anura Dewapura, managing director, Saranac Waterfront Lodge, said: “The ongoing pandemic was a key factor in our selection of IDEaS. In this unpredictable environment, we must be able to rely on data and technology to support us with clear, accurate forecasts. Having a strong RMS in place will help us maximize revenue growth and focus on strategy without needing to constantly be crunching numbers.”

Carolyn Bordonaro, director of sales and marketing, Saranac Waterfront Lodge, said: “We have our fair share of branded competitors in this market, so we look forward to IDEaS helping us keep up and be as proactive—and quickly reactive—as needed. IDEaS G3 RMS can pull data faster than a room of 30 revenue managers could ever hope to achieve, and I appreciate that the system is very

black and white, removing personal opinions from the equation to always drive us back to the truth.”

Garth Peterson, managing director, Americas, IDeaS, said: “We are thrilled to join Skyward Hospitality at the start of a long and prosperous journey with the opening of their gorgeous first hotel property, the Saranac Waterfront Lodge. IDeaS is the perfect fit to help their business maximize its profitability.”

About IDeaS

IDeaS, a SAS company, is the world’s leading provider of revenue management software and services. With over 30 years of expertise, IDeaS delivers revenue science to more than 14,000 clients in 140 countries. Combining industry knowledge with innovative, data-analytics technology, IDeaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.

About Saranac Waterfront Lodge

Offering a modern adventure in the heart of the Adirondack Mountains, the Saranac Waterfront Lodge provides guests the chance to connect with nature and find inspiration in the stunning beauty surrounding it. Saranac Waterfront Lodge, with its location on the Lake Flower's Pontiac Bay in Saranac Lake and high-level guest service focused on supporting a thoughtful stay, is the premier destination in the Adirondack High Peaks Region. Learn more at saranacwaterfrontlodge.com.