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Our Town Hospitality Partners with IDeaS for Greater Profitability, Efficiency and Agility

U.S. hotel group selects proven revenue technology leader to give its independent properties a competitive edge

MINNEAPOLIS—May 5, 2021—IDeaS, a SAS company, the world's leading provider of hotel revenue management software and services, announced today its new partnership with Our Town Hospitality, beginning with the implementation of IDeaS G3 Revenue Management System (RMS) at two of the hotel group's independent properties.

Our Town recognized the importance of implementing an RMS now before demand returns. It selected IDeaS to empower its revenue recovery strategy, adapt as conditions shift and position its hotels to run more profitably and efficiently.

- **Data-driven decisions –** Our Town appreciates G3 RMS' unique features enabling a full understanding of room-type pricing and demand for its hundreds of suites, channel-cost evaluation to drive more profitable decisions, and accurate forecasting to help each property understand true demand.

- **Service and support** – Our Town was looking for more than a first-rate product; the team wanted a committed partner. IDeaS delivered with its smooth sales process, easy onboarding, and personalized touchpoints.

- **Automated Efficiency** – Moving from manual revenue management to machine-learning automation, IDeaS provides immense time savings, allowing Our Town to be more strategically focused.

Ken Nason, corporate director of revenue strategy, Our Town Hospitality, said: "IDeaS is the proven leader in the marketplace, and their high-quality service assured us they would be a true partner. When it comes to having an automated RMS, just the amount of time saved making rate changes alone is worth the investment. With IDeaS, we've already seen measurable improvement. January's results were better than last year's, pre-COVID, and we owe that to G3 RMS. The system quickly adjusts to demand and market shifts and provides us with actionable insights, giving us the confidence to make decisions that improve performance."

Garth Peterson, area vice president, Americas, IDeaS, said: "We are honored Our Town Hospitality has selected IDeaS to deliver sophisticated automation and revenue optimization to its independent properties. Ken Nason and his team recognize the essential value an RMS presents for their competitive recovery strategy, and we look forward to delivering on that promise and growing our partnership."

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 15,000 clients in 143 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 Our Town Hospitality

Our Town Hospitality manages a diverse portfolio of upscale and upper-upscale independent, lifestyle, soft-branded, and branded hotel properties across the United States. Our leadership team of experienced, industry-best hospitality professionals excels at implementing operational efficiencies, nurturing a thoughtful employee culture, and offering warm, unforgettable guest service that turns moments into memories for our guests and yields positive outcomes for our owners and team members alike.