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For additional information, please contact:

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Mulberry Marketing Communications
Daniela Kirchhubel
dkirchhubel@mulberrync.com
+44 (0)20 7928 7676

IDEaS Revenue Solutions
Cris Herman, Global Client Marketing Manager
cris.herman@ideas.com
+1 952 698 4200

myhotels group Positions for Revenue Success and Business Growth

Boutique Hotel Group Selects IDEaS Pricing System for Use in All Properties

LONDON, UK – 16th May 2013 – IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, announced that myhotels group is implementing IDEaS Pricing System at its three locations in the UK; myhotel Bloomsbury, myhotel Chelsea and myhotel Brighton.

myhotels prides itself on pushing the boundaries of technological innovation from both a consumer and operational perspective. The group consists of three unique properties in two different cities and marketplaces. Accordingly, myhotels required a fully optimised and intuitive pricing solution for each location that would quickly react and respond to changes in demand whilst considering competitor effects on pricing.

With strong intentions for further expansion of its portfolio, the group's decision-making required a more analytical and streamlined approach. IDEaS Pricing System provides the group with automated intelligence and a forecast accuracy that further increases its organizational focus on revenue management and dynamic pricing.

Chris Martin, Commercial Director for myhotels group said, "The system enables us to precisely forecast occupancy, quickly set room rates and ultimately make more competitive pricing decisions for each of our properties."

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IDEaS Pricing System provides a demand forecast so that users can better understand the peaks and troughs of the business in order to manage them proactively. “The system allows the team to manage by exception and focus on the strategic decisions rather than day-to-day tactical and time consuming inventory management,” explained Martin, “it provides reliable analytical data to the entire team.”

Fabian Specht, EMEA Managing Director at IDEaS, said, "We are delighted to be supporting myhotels to manage its business in a more successful way. With such a dynamic market landscape, it is important for a hotel to proactively lead the way by using technology to deliver greater intelligence and analytics. It is great to see a boutique hotel group recognizing this and embracing our technology to put itself at the forefront of revenue innovation in its field.”

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About IDEaS

Founded in 1989, 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, MN 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 myhotels group

Each of our boutique hotels in London and Brighton, delicately balance award-winning design and unique experiences with a distinctive local flavour. Add the warmth and dedication of myhotels openhearted team and the result is a harmonious synergy between people and place. Our vision is to provide a service that cannot be found anywhere else in the world - a service that panders more towards your requests, rather than being based on assumptions. Forever adapting to the changes of the hospitality industry, whilst simultaneously staying a step ahead of your individual requests, this boutique hotel group

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is excited about the future. For further information on myhotels group please contact the Marketing department on +44 (0) 20 3004 6028 or by email to marketing@myhotels.com