

For Immediate Release

**Inn on Biltmore Estate Implements IDEaS RMS,
Realizes Immediate Results**

*Four-Diamond hotel sees 15 of its best-ever revenue days
with the help of revenue management solution*

MINNEAPOLIS – February 20, 2014 – [IDEaS Revenue Solutions](#), the leading provider of pricing and revenue management software, services and consulting, today announced continued success of IDEaS Revenue Management System (RMS) at the Inn on Biltmore Estate, providing the hotel with unified solutions to surpass revenue goals.

“2013 was our first full year with IDEaS, and it was one of our best years as a business,” said Jeanne Gualano, revenue manager at Inn on Biltmore Estate. “We hit new records almost every month with an impressive growth of our average daily rate (ADR) in just one year. We’re back to our pre-recession levels, and we’re confident IDEaS RMS has played a role in that success.”

Implementing the IDEaS solution begins a new era for Gualano’s team, which is charged with pricing the 210-room, upper-luxury hotel in Asheville, North Carolina.

IDEaS Proves Successful

After a three-year search for a revenue management partner, the Inn on Biltmore Estate fully implemented [IDEaS Revenue Management System](#) in late 2012. Continuing through 2013, Gualano attributes instant access to a sophisticated interface, revenue metrics and a connected team as core benefits of the solution. Combined with the Inn’s marketing efforts and well-known guest service, the hotel achieved revenue records for an unprecedented 15 days in 2013, with projections to make 2014 its most successful year ever.

“We are proud to see our solutions succeed at the Inn on Biltmore Estate and are excited for continued growth with the inn,” said Jane Stampe, Americas managing director for IDEaS. “It’s truly a testament to our core value: to create user-friendly solutions that help hotels increase their bottom line.”

About Inn on Biltmore Estate

Located in Asheville, North Carolina, Inn on Biltmore Estate is a four-star hotel set on the same grounds as Biltmore House, the 250-room French Renaissance chateau created in the late 1800s by George Vanderbilt. Biltmore estate encompasses more than 8,000 acres including renowned gardens designed by Frederick Law Olmsted, the father of American landscape architecture. Today, Biltmore has grown to include Antler Hill Village, which features the award-winning Winery and Antler Hill Farm; Equestrian Center; numerous restaurants; event and meeting venues; and Biltmore For Your Home, the company’s licensed products division. To learn more about Biltmore, go to www.biltmore.com or call 877-BILTMORE.

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, Minn. 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.

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