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## Main Street Hospitality Group Chooses IDeaS for Time-Saving, Revenue-Enhancing Decision Empowerment

*IDeaS selected for robust, scientific solution to automate tactical decisions and increase revenue*

Tweet This: Main Street Hospitality Group chooses @IDeaS_RevOpt to remain competitive with robust, scientific solutions that automate tactical decisions and increase revenue. More details here: www.ideas.com/news

**MINNEAPOLIS**—Nov. 6, 2019—IDeaS Revenue Solutions, the world's leading provider of revenue management software and services, announced today it will implement IDeaS G3 Revenue Management System (RMS) across Main Street Hospitality Group's independent, New England-based hotel portfolio.

With a fast-growing property count, Main Street could no longer effectively continue its manual revenue management processes and remain competitive. In need of a robust, scientific solution, Main Street selected IDeaS to deliver a range of unrivaled features and benefits.

- **Intelligent, time-saving automation** – IDeaS G3 RMS will automate tactical decisions for each property to enable its limited revenue management resources to focus on bigger-picture strategy.
- **Granular room-type pricing** – With a multitude of unique, complex room types at its historic properties, each with its own demand patterns, Main Street will leverage G3 RMS to streamline and optimize its room-type rates.
- **Immediate group evaluation** – IDeaS' group evaluation tool will unite Main Street's sales and revenue management functions and enable sales to quote group rates quicker and more effectively.

**Greta Kipp, vice president of revenue management and sales, Main Street Hospitality Group, said:** "I've always been really impressed by IDeaS' thought leadership and industry education efforts, and I've never worked with a group so thoughtful, accessible, and willing to walk through each aspect of their solution—not just showing me which buttons to push, but really digging into the revenue management best practices and use cases behind each feature of their robust system."

**Dr. Ravi Mehrotra, president, founder and chief scientist, IDeaS, said:** "IDeaS is proud to deliver revenue management automation and reliability to Main Street Hospitality Group. We look forward to working with them to build more profitability and efficiencies into their revenue management processes while helping advance a culture of revenue optimization across their outstanding portfolio."

**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 11,000 clients in 129 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](ideas.com).

**About Main Street Hospitality Group**

Built on 50 years of family ownership and operations, [Main Street Hospitality Group](Main Street Hospitality Group) hotels are for the independent traveler seeking unique experiences that are not overly trendy or traditional. Main Street takes inspiration from its locations, their history and culture, to create places that serve as the heartbeat of the community.