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Atrium Hospitality Selects IDEaS G3 Revenue Management System to Help Drive Growth Strategy

With IDEaS partnership, Atrium transitions two hotel properties from manual revenue management environments

MINNEAPOLIS—April 7, 2021—IDEaS, a SAS company, the world’s leading provider of hotel revenue management software and services, announced today it will implement [IDEaS G3 Revenue Management System \(RMS\)](#) at two properties for Atrium Hospitality: the Chateau on the Lake, Branson, and the Wyndham Grand, Oklahoma City.

Seeking to drive greater profitability, productivity, and commercial growth across its portfolio of over 80 hotels, Atrium Hospitality sought a revenue technology partner it could count on to provide the most robust capabilities and expert support.

- **Automated efficiency** – IDEaS G3 RMS automatically delivers reliable, data-driven pricing decisions so Atrium’s revenue teams can spend more time on forward-looking strategies and operational refinement.
- **A partnership for future growth** – With a mix of established brands and unique independents in its portfolio, Atrium will leverage IDEaS to bring its hotels to equal levels of revenue management capabilities.
- **Flexibility and support** – Atrium Hospitality appreciates IDEaS’ flexibility through the buying and implementation processes, with IDEaS team members establishing a lasting relationship of 24/7/365 availability and proactive support.

Michael Feldman, Vice President of Revenue Management and Distribution, Atrium Hospitality, said: “Being able to effectively optimize revenue is more than one human brain can do alone, so the efficiency of a well-oiled revenue management system is critical. IDEaS G3 RMS’s ability to enable simple and easy-to-execute revenue strategies provided a clear path for us to go from a manual environment to a far more advanced, reliable, and profitable process.”

Garth Peterson, Area Vice President, Americas, IDEaS, said: “We are excited to welcome these first two Atrium Hospitality properties into the IDEaS family. Each of these hotels provide incredible guest experiences and amenities, and we look forward to IDEaS’ advanced analytics elevating their commercial performance.”

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 Atrium Hospitality

Atrium Hospitality is ranked as one of the nation's largest hotel operators. Headquartered in Alpharetta, Georgia, the company manages a portfolio of 83 hotels in 28 states, representing well-known brands such as Hilton, Marriott, IHG, and Wyndham, among others. Atrium operates 20,687 guest rooms/suites and more than three million square feet of event space. For more information about Atrium, visit atriumhospitality.com.