

## **IDEaS Delivers Integrated Revenue Support for Echo Entertainment Group**

**SYDNEY – August, 2015** – [IDEaS Revenue Solutions](#), the leading provider of revenue management software solutions and advisory services, today announced its partnership with Echo Entertainment Group, to enhance the group’s revenue performance and results.

The entire estate of Echo Entertainment Group’s Australian based integrated resort properties – Treasury Casino & Hotel Brisbane, Jupiters Hotel & Casino Gold Coast and The Star in Sydney – have selected IDEaS Revenue Management System (RMS) to provide clear insight into each of their property’s booking patterns, accurate pricing, group management and streamlined distribution; ensuring that occupancy and revenue can be maximised now and into the future.

“To grow our revenues in the face of increasing local and national competition for our portfolio of properties, Echo Entertainment Group needed a system that would not only collate and analyse key data to drive hotel revenue, but one that would enable us to optimise performance and provide actionable recommendations for improvement. IDEaS enables us to do this across all market segments,” said John Autelitano, general manager of hotels for The Star, Sydney. “After reviewing the technologies available on the market and following work with IDEaS’ Advisory Services team, we opted to implement IDEaS RMS for its proven track record.”

“Gaming hotels and integrated resorts generally operate in a more complicated environment compared to traditional hotels. To stay competitive in this challenging operating landscape, the management team at Echo Entertainment Group acknowledged that they needed to have the most accurate and agile forecasting and pricing systems in partnership with an organization that provides both proactive support and professional advisory services,” said Rachel Grier, APAC managing director for IDEaS. “Through working with IDEaS, Echo Entertainment Group is underpinning its current sophisticated approach to revenue management across Australia by implementing advanced automated systems that analyse data and enable the group to make more strategic pricing and inventory management decisions.”

Echo Entertainment Group is a leading owner and operator of three integrated resorts and casinos in Australia. Core to the premium offering at each of the Echo Entertainment properties is the quintessential spirit of each destination, with broad appeal for both local and international visitors.

**About IDeaS**

With more than one million rooms priced daily on its advanced systems, IDeaS Revenue Solutions leads the industry with the latest and revenue management software solutions and advisory services. Powered by SAS® and more than 25 years of experience, IDeaS proudly supports more than 7,000 clients in 94 countries and is relentless about providing hoteliers more insightful ways to manage the data behind hotel pricing.

IDeaS empowers its clients to build and maintain revenue management cultures—from single entities to world-renowned estates—by focusing on a simple promise: Driving Better Revenue.

IDeaS has the knowledge, expertise and maturity to build upon proven revenue management principles with next-generation analytics for more user-friendly, insightful and profitable revenue opportunities—not just for rooms, but across the entire hotel enterprise.

For more information, visit [www.ideas.com](http://www.ideas.com).

**About Echo Entertainment Group**

Echo Entertainment Group emerges as a dynamic organisation with four vibrant businesses—hospitality, dining, nightlife and gaming—that combines the strength of one of Australia's largest publicly listed gambling companies with the drive of an entrepreneurial start up.

Through perceptive partnerships and seasoned execution, Echo Entertainment Group will bring fresh to the old and redefine the concepts of escape while delivering memorable experiences. Echo Entertainment Group is driven by the relentless pursuit to delight each and every guest in each and every destination.

###