



For immediate release

Media Contact: Lisa Barker  
+1 678-391-3099  
lbarker@hbsconnect.com

## **Wynn Bets on HBSi to Connect to Travel Distributors** **Glittering Wynn Las Vegas and Encore Las Vegas casino resorts to go live with the iDemand Gateway™ to Expand Revenues and Cut Costs**

**ATLANTA** (March 24, 2009) – Hotel Booking Solutions Incorporated is pleased to announce the launch of its two newest hotel customers the 2,700-room Wynn Las Vegas and the recently opened 2,000-room Encore.

HBSi's iDemand Gateway channel management platform connects legacy and state-of-the-art hotel central reservation or property management systems with complex travel distributors. Hotel companies can transmit instantaneously their room availability, rates and inventory data, which replace costly, error-prone manual processes.

HBSi's iDemand Gateway streamlines and automates the flow of information and transactions between the properties and its channel partner which include top wholesalers, tour operators and online travel channels worldwide.

Leveraging the flexibility of the iDemand Gateway, Wynn can fulfill its goal of managing all distribution through a single two way connection directly from its property management system. With HBSi, Wynn eliminates the manual processes needed to maintain multiple instances of inventory which ensures its revenue management decisions are further optimized.

Greg Berman, Chief Operating Officer for HBSi, adds: "Now more than ever hotels are seeking smarter and more efficient means to distribute their inventory which includes centralizing and automating as many activities and processes as possible. In the distribution world that translates into lower operating costs and in nearly all cases growth of top line revenue resulting from extended distribution reach and better quality of rates and inventory."



## **About HBSi**

HBSi provides a flexible channel management and connectivity platform as well as software integration services to improve the quality and speed of delivering high performance distribution solutions to the travel industry. HBSi is an IBS Group company with hotel supply customers that include Elite Island Resorts, Fairmont, Fontainebleau Las Vegas, Harrah's, Hyatt, Intrawest, ResortQuest Hawaii, and Sandals, and travel partners including Travelocity, Expedia, Orbitz and Booking.com. For more information, visit [www.hbsconnect.com](http://www.hbsconnect.com).

## **About IBS**

The IBS Group (IBS) offers a range of products to manage mission-critical operations of major airlines, airports, oil and gas companies, seaports, cruise lines, and tour operators world-wide. IBS services include technology consulting, product development, business intelligence, data warehousing, application development, re-engineering, and maintenance. SEI CM-MI Level 5 and PCMM Level 5 assessed, ISO 9001:2000, TickIT and ISO 27001:2005 certified, IBS operates out of 14 business centers in the Americas, Europe, Asia-Pacific, the Middle East and Africa. More on IBS is available at [www.ibsplc.com](http://www.ibsplc.com). For media inquiries, please contact Deepa M S at +91-471-2700080.