

Melco PBL to open Crown Macau Hotel Casino in April

New York (Reuters) – Casino operator Melco PBL Entertainment (Macau) Ltd., poised for its U.S. market debut on Tuesday, expects a spring opening for its first major project in Macau and see its revenues surge, officials of the company said.

Melco International Development and Australian media group Publishing and Broadcasting Ltd. formed the 50-50 joint venture last year to cash in on the gaming, entertainment and hospitality businesses in China and the Asia Pacific region.

The company currently owns six Mocha Clubs with about 1,000 slot machines, but plans a grand opening for its Crown Macau Hotel Casino on April 28, company offices said.

„The revenues start rolling as soon as you open your doors,“ said Simon Dewhurst, chief financial officer of Melco PBL.

The company also plans to improve the quantity and quality of entertainment options beyond gambling, from restaurants to shows, in an effort to entice visitors to prolong stays beyond the current 1.1 day average stay, said Lawrence Ho, co-chairman and chief executive of Melco PBL.

„When you have better properties opening up, it will drive the market in general,“ Ho said.