

PROPERTY PROFILE

Multi-Property Casino Resort

A winning combination of savvy tech and guest delight.

PROPERTY TYPE

A mecca for serious gamblers, this 5,000-room multi-property casino business goes far beyond the roulette table, serving as an opulent host to large conferences, conventions, and resort goers alike from the desert to the Eastern Seaboard.

SHR PRODUCTS/SERVICES

Windsurfer® CRS, Booking Engine, Metasearch

SITUATION

Initially relying on in-house technology, the client had built their own platforms. Though an impressive feat, as savvy hoteliers, they soon realized that while they were undisputable winners at the gaming scene, they needed help when it came to experiencing the same success with their CRS and booking engine. Considering their heavy requirements for custom work, they knew they would also need a partner who could provide personalization, and yet flex with their rapid rate of growth.

OUTCOME

Catering to this client's unique needs, SHR's first order of business was to set up a dedicated dev team as part of the hotel's larger solution package. SHR handled loyalty integrations, a unique PMS set-up, and then moved on to tackling the hotel booking engine as well.



The immediate results? Packages and add-on abilities were improved, but one particular improvement stood out. In the gaming world, a major concern is selling the right promotional offers to the right loyalty guests, particularly what are known as comps.

Fortunately for this client, one of SHR's strong points is understanding how casinos sell comp reservations, including working with provided gaming laws. SHR solved this client's comp problem by way of a casino-

specific, multiple-approach method, based on first gaining an intimate knowledge of the casino's client type, and then, working closely with guest profiles and spend, creating the custom comp program.



THE FUTURE

Fast forward three years, and the client now enjoys their own interfaces for profile management, plus an entirely new booking engine, all built for them by SHR. With all of these upgrades to their system, their gains have been impressive; YOY increases in add-ons of 79% yielding an add-on revenue increase of 102%, and room revenue increases of 36% YOY for the same three-year period.

Why do they stay with SHR? More than monetary gains, their highly specific needs were delivered upon—something less agile “out of the box” companies had been unable to accomplish—allowing the forging of a long-term partnership, built to last.