

# INDUSTRY INSIGHTS

*Members Only Monthly Report (page 1 of 3)*

## Utilizing Innovation To Improve the Hospitality Experience For Customers

### Insider's Insight

from TribalHub's Executive Officer, Mike Day



Hotels and casino gaming have a long history of complementing each other. They go together like peanut butter and jelly. The type of hotel property can vary drastically based upon location, population, existing market forces and the desire to create a "resort destination" versus a "locals" or "gaming focused" business. The traditional path for tribes has been to build a casino, and then at some point following that - add a hotel as an additional customer amenity.

Of course, the world around us and the wants and expectations of the people living in it continue to evolve. In many markets, especially those with a high saturation of available casino gaming, hotel and other resort type amenities, have become a competitive differentiator and an increasingly significant driver of revenue. Meanwhile, many rural casinos have been more cautious in their approach to investing in large hotels and especially in costly high-end resort type amenities.

Regardless, the complexity of hotels/resorts and the technology within them has continued to expand.

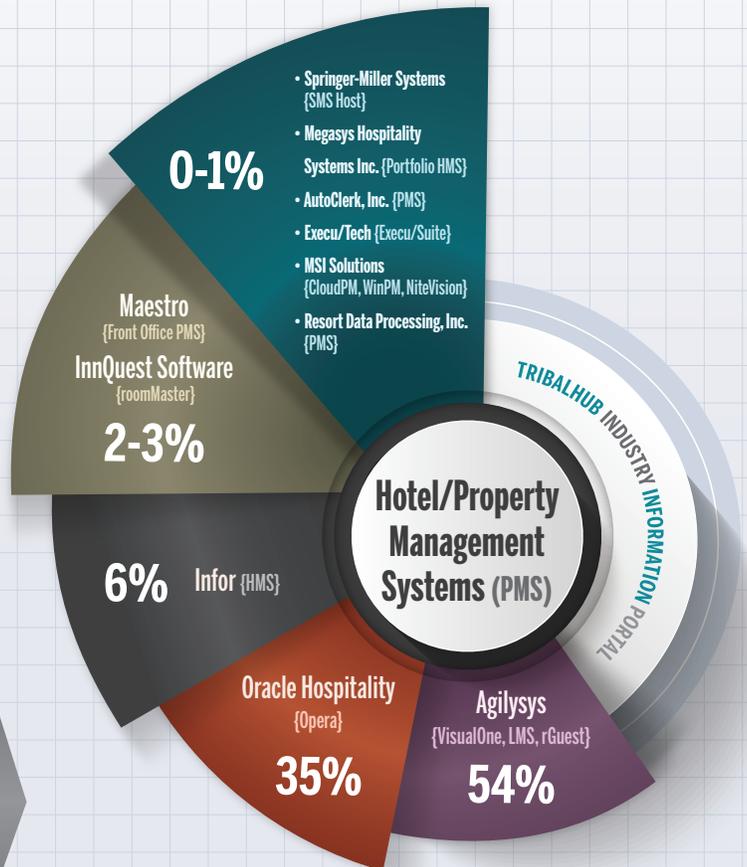
The importance of having a modern, strong and effective hotel property management system (PMS) has continued to increase. The PMS system is normally the hub of all non-gaming guest experience. It is the nerve center for managing the entire property and typically interfacing with a long list of other systems that serve the needs of your customers such as, room key, F&B and point-of-sale, spa, golf, entertainment, room service, secure credit card processing, in-room movies, housekeeping, internet access, yield management, banquets and events, online booking engines, express check-out and a long list of others.

The best hotel PMS systems available today help you to effectively interface to the myriad of systems that share customer data in any casino/hotel property. This is a key differentiator within gaming & hospitality where a key driver of improved marketing, customer experience and increased revenue is the ability to tie together both gaming and hospitality data into a single complete customer record. This is a tall task, but it's also one of the main reasons that we continue to see dominance across the industry by only a few vendors/solutions.

In this month's TribalHub Industry Insights Report we highlight two properties and GM's that are looking to innovation to improve the hospitality experience for their customers. They have made investments in technology products that integrate with their PMS systems to make data access real-time and actionable for their employees and for their customers. It is this type of innovative mindset that will continue to push our industry and our industry technology partners forward.

Tribes own and operate a growing number of hotel rooms across the country. Historically, the industry has been dominated by a few system providers that have had the proven ability to integrate and interface to the long list of disparate systems used throughout the Gaming & Hospitality industry, which is a key requirement for organizations to operate efficiently and understand their customers. As you can see in the infographic to the right, this still remains the case today. However, the growth of hospitality revenue and the large number of new tribal properties and expansions over the past few years has created the opportunity for tribes to look at new solutions and/or new products that interface to their existing property management system.

Tribes nationwide operate more than 260 hotel properties and approximately 60,000 hotel rooms.



{ Results are available in the TribalHub Information Portal and are based on tribes who have responded to our outreach inquires. }

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### New Coyote Valley Casino in California's Mendocino County

Gary Murrey | General Manager, Coyote Valley Casino

The new Coyote Valley Casino was the perfect opportunity to build and design unique and innovative technology and systems. The team looked at upgrading to the newest technology in every department to not only increase efficiencies but also to enhance their guest experience. These upgrades included everything from new point of sale systems, to new customer kiosks, these new technologies have allowed for their guests to feel better served. One of the game-changing technologies at the new Coyote Valley Casino was their partnership with Teatro. Communication has always been a challenge for organizations and through the years the development of the phone, fax, pagers, emails then cell phones have always increased team communication but have left inefficiencies or drawbacks, leaving gaps and unanswered inquiries. Implementing Teatro has allowed them to be in constant and instant communication with the entire team at all levels, giving the team instant answers and direction when needed. Every team member now has a tool that allows them to get instant answers for guests as well as quick service when needed. No heavy radios or open lines any longer. With Teatro their team has a private communication network giving them all the power to take guest service to the next level.

The team at Coyote Valley Casino and their partners worked hard to develop their technology infrastructure and systems into the building design and construction process. Early planning was key to a successful integration of all of their new systems. They were able to identify what infrastructure was needed and what bandwidths they had to prepare for. Most of their partners spent the needed time touring the site prior to going live, in order to ensure a successful launch of all of their systems. The important part was to ensure all departments were engaged in the process from selection to launch to avoid missing key elements of the property needs.

Coyote Valley Casino is now a state of the art entertainment facility with innovative features such as the 101 Taps. 101 Taps is their new self-service tap room featuring 101 local beers and wines from northern California all available to sample and enjoy. This is the largest self-service tap room in the US and it adjoins their new million dollar entertainment venue ready for any national act or event featuring two 14' big screen tv's. Not only do they have all that a casino is expected to provide but they also have new meeting spaces as well as three dining options from pizza to filet mignon.

One of the most challenging aspects to completing this project was figuring out how to set themselves apart from the crowd. They wanted to stand out in the industry as a small casino with everything the big properties can afford. Finding partners who understood that they have limited resources and needed big results was difficult. However with a lot of looking and innovative products partners like Teatro, GA Gaming, GUEST guest service trading Pour my Beer and Insight Works, they were able to take their property to the next level.



### Keeping Your Tribe Safe: Curvature | [curvature.com](http://curvature.com)



#### Be Prepared for the Unpredictable

In today's competitive business environment, the corporate communications network is the lifeblood of tribal operations, so all possible avenues are taken to protect this invaluable asset.

#### Five Tips for Disaster Recovery Preparedness

1. Perform a network assessment annually to augment DR plan & identify risks
2. Develop a backup equipment procurement plan
3. Adopt flexible sparing and depot strategies
4. Consider equipment substitutions when current gear isn't readily available
5. Evaluate alternative maintenance options

Curvature offers both current and previous generations of gear. Working with them ensures all equipment has been fully inspected, tested, and reconditioned to as close to original condition as possible.

Product end-of-support milestones often force upgrades much sooner than needed. Choosing an alternative

maintenance program from Curvature provides economic advantages without compromising rapid response, personalized customer service, and technical proficiency.

**Key takeaway:** Explore other options of protection so that if a disaster strikes, you are in the best possible position to weather the storm.

To learn more about Curvature, reach out to Michelle ([michelleb@tribalhub.com](mailto:michelleb@tribalhub.com)), TribalHub's Connection & Resource Specialist.



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### Angel Of The Winds Casino Resort Game Changing Expansion Travis O'Neil | General Manager

With any expansion, there is an opportunity to build and design using unique or innovative technology and systems. Angel Of The Winds Casino Resort took advantage of their recent expansion to install one of the most innovative bowling centers on the West Coast. QubicaAMF Worldwide, which is the largest and most revolutionary bowling provider on the planet, powers Strikerz. The brand is unique in its games, particularly with HyperBowling, which uses the bumpers to create fun challenges the whole family can enjoy. The HyperBowling component is truly Xclusive, as Strikerz is one of only a few facilities across the globe that offers the feature.

They have also installed two virtual sports bays for their guests. These sports bays feature games such as golf, lacrosse, soccer, and much more. They have some of the most realistic simulations by providing real courses for guests to play, such as Pebble Beach Golf Links.

“Innovation can be tricky; you have to choose what you believe in most and consider what will also have the greatest impact. In contrast, you also have to innovate by deletion: If it worked once, that doesn’t mean it will stay that way. You continuously have to be looking forward, not standing still,” said Travis O’Neil, General Manager of Angel Of The Winds Casino Resort. “Here at Angel Of The Winds Casino Resort, we push the limits of innovation and currently lead in gaming in Washington State. From establishing the first tribally-owned brewery in the state, to utilizing INTELITY check-in for our hotel, there are many examples of how we are accomplishing these successes. Climbing the mountain of innovation does have its benefits, but the hard part after you reach the peak is to maintain and move on to the next mountain.”



To develop their technology infrastructure and systems into the building design and construction process, the team at Angel Of The Winds Casino Resort worked hand-in-hand with the construction team to ensure they knew their requirements. The most pivotal piece of the expansion project was that they maintained their vision of giving guests an experience they have not had at any other property. Their main objective was to make decisions that affected sections of their expansion and not settling for just good enough. It was important to have high expectations during this expansion because, if they didn’t, it might have led to an unfinished design or have a negative impact on their guests experience.



The additional amenities and expanded casino floor, along with the refreshing upgrades to their existing property, allows their organization to move to the next level. They take great pride in their property and their growth over the past 15 years. Each amenity, from large to small scale, has been an important stepping stone. They listen to their guests in order to understand both sides of the equation and strive to improve on a daily basis. As with any major project, this endeavor was challenging in the size and complexity of the components they had in mind. They were not looking for your average casino floor; their goal was to create a space that most guests have not experienced before. For example, the combination of bowling and a meeting venue is a fairly-new concept to most guests. Their initial entertainment shows have produced both rave reviews and constructive feedback. They realize some guests may not understand or appreciate it at first, but it’s their hope that the guest will return to give it another chance. They feel they’ve created an exceptional place for meetings and entertainment, where you can enjoy the full experience of live shows while also bowling with your family and friends. “Where else can you do that in the Pacific Northwest? It’s all part of the journey in discovering why people like us more, and we plan to continue delivering the best entertainment options around,” said Travis O’Neil, General Manager of Angel Of The Winds Casino Resort.

### Tips On Maximizing Your Membership

Use your membership to receive 5% off TribalFocus services.

Is your organization currently seeking consulting and management services? TribalFocus can help! We offer a network of partners that have the knowledge and

experience to transform your organization and the ability to get it done. All of our resources understand tribes, tribal government, tribal enterprises, and tribal gaming. Whether you are looking for an assessment of your operations, need project management, want a strategic plan, require a thorough compliance review, have a new build or expansion, or whatever the need – TribalFocus is ready to assist.

### Service areas include:

- Assessment and Remediation
- Gaming Management Services
- Visionary Planning

Reach out directly to our knowledgeable consulting team at [contactus@TribalFocus.com](mailto:contactus@TribalFocus.com) for more details.