



CREATING A DYSFUNCTIONAL HOTEL & CASINO RELATIONSHIP – 7 LUCKY TIPS!!

Gaming views served with cookies and cream

Casinos and hotels have been going hand in hand for years now. Casinos use the hotel to accommodate their customers so that they can stay longer, maybe with family and friends which minimizes the amount of time they leave the premises and, therefore, play longer. Hotels use the casino as a significantly important amenity to attract customers. Who depends on who? Or Who brings in more money? Are not the questions.

Even if both operations are not managed or owned by the same owners/operators, a **positive relationship between hotel and casino goes a long way and results in mutual benefits and improving customer's satisfaction and experience.** It is almost impossible to separate the gaming and the hospitality experiences. **You have to make the most out of both to be remembered positively and generate positive emotions..**

But the joining-magic not always works and many small and mid-size casinos do not seem to understand the need for a harmonious relationship. So, For those of you out there who really work hard to make sure hotel and casinos do not get along, welcome to **DYSFUNCTIONAL HOTEL-CASINO RELATIONS 101.**



Your enrollment welcome bonus, you get your first **7-LUCKY TIPS.** Easy to put in practice and some of them are DIY. So, let's do this!!

- 1. MAKE SURE CASINO AND HOTEL ARE NOT CONNECTED OR ARE FAR AWAY FROM EACH OTHER.** Do not share the same lobby, use long corridors and make sure hotel visitors do not see the lights and hear the characteristic casino sounds. Always keep casino players and hotel visitors apart. A door with a tough-looking guard on each side is not enough. The further and separate, the better. It's great going outside in the sun or rain to enter the other place.
- 2. DO NOT INCLUDE CASINO PROMOTIONS IN THE HOTEL PASSAPORT OR AT CUSTOMERS' ROOM.** Room key, spa tickets, breakfast vouchers, hotel promotions and a map. Do not insert Match Play Vouchers. Casino Parties, Events and Promotions. At the room, never leave flyers with casino marketing on the table.
- 3. NEVER GIVE INFORMATION ABOUT EACH OTHER.** Keep it secret. Front Desk must always keep this in mind. You do not want your hotel customers to know of the existence of the casino or its fun and entertainment side. Do you? Keep them to your own. Host/Hostess do not want casino players to go away to a relaxing room do they? Or to the pool? Why let them spend time out of the gaming floor? Right? They'll relax when they go back home!! Casino TV Channel in the room or WiFi access to gaming at pools and restaurants are not to be attempted. Costly and useless projects!!

4. **DO NOT SHARE MARKETING PROGRAMS, PLANS, EVENTS OR PROMOTIONS.** Why would you do that? Each Sales Department has to do their own plans and programs. Never share occupancy percentages, forecasts or player's information and do not even think about allowing the Player's Club members to use their points at the hotel amenities like the spa, restaurants, bars, pro' shops...

5. **LIMIT COMMUNICATIONS BETWEEN HOTEL AND CASINO MANAGERS.** If they have to discuss something, limited emails and letters still work. Use secretaries or have the CFO do it. Meeting once a year to discuss required contract negotiations is more than enough. Better yet, use each other's lawyer's. Coffee or lunch is out of the question and a waste of time. If you happen to cross path or meet at elevators, look busy, tweeting or talking important on the phone. Wave your hand or a simple nod...They'll understand!!

6. **KEEP YOUR DISTANCE AT WEBSITES TOO.** You do not want pictures of the casino at your website ad when advertising. Even if your name is ABC Hotel & Casino, who cares?, just tell your customers is a mistake from the past. They'll understand and you will never have bad comments about the slots at the casino not paying enough or hotel guests complaining that the pool was not open for their kids.



7. **CASINOS SHOULD NEVER COMP**

HOTEL ROOMS OR F&B. Why would you do that? The hotel is giving you terrible Casino Rates and not enough discounts on food and beverage. Why give them your business? If you cannot have catering brought to your gaming table then cook your own or send your good casino customers to other nearby restaurants and negotiate better room rates with other hotels. It does not matter if they also have a casino either. They'll come back to the best casino in town. Yours right?

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In 1946, Benjamin Siegel made famous the phrase *“Don't worry, we'll only kill each other”*. While he wasn't thinking about hotel and casino having a dispute, not having the hotel ready caused him a disastrous opening of the casino. But, if you still must sleep with the enemy, follow his words. After all, it is just a coincidence that the word **CASINO** derives from **'CASA'** in its Italian roots. Another word for *home, villa, residency, a place to stay.*

Bonus tip : **NEVER INTERFACE YOUR CASINO**

CMS/CRM SYSTEMS WITH THE HOTEL'S. After all, it is a balancing act. Be brave!! Be selfish!! See how much you can last!!

I hope you have enjoyed this crash course!! Next time you go to a Hotel-or-Resort-Casino, keep your eyes open for more creative ways. This class has many followers. Are you one of them?



AGL360CG, SRL is a gaming consulting company addressing its services to the Caribbean and LatAm areas and with strong emphasis on gaming and marketing analytics studies, metric and KPIs development to be used by Management to support sound decisions.

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