



Palms Casino Resort, Las Vegas, NV

## GAINING COMPETITIVE MARKET SHARE WITHIN A DEPRESSED MARKET RECOVERY ENVIRONMENT

Challenged With the Economic Recession, The Palms Casino Resort Decided to Implement a New and Aggressive Online Strategy

### Situation

The Palms Casino Resort is a premier independent property in Las Vegas owned by the Maloof family. The property includes three towers of accommodations, a vibrant nightclub atmosphere, the Pearl theatre for entertainment and an IMAX theatre and cinemas. The N9NE group manages many of the nightclubs at the Palms to include the world's only Playboy Club atop the Fantasy Tower.

Over the past two years Vegas has been challenged with what some might call the "perfect storm". The largest influx of inventory came on to the market at the same time the economy went into the "great recession."

Vantage Strategy was selected to perform a strategic assessment on how to gain market share faster than the competitive set and help the property turn the corner to

begin growing revenues again (at least comparatively) as the market recovery ensued.

### Methodology

Vantage Strategy has partnerships with D.K. Shifflet and Associates, (a travel consumer database of demographic, source destination information and channel share information), Experian Hitwise, (a database of online consumer behaviors), Any-rate.com (a competitive rate benchmark database) and Acxiom (a leading database marketing firm.) Our strategic assessment leverages these partnerships where we perform a current state audit with a benchmark "point of view" to expose gaps needing to be addressed. The goal is for the client to become more competitive on a regional, national and international scale.

*"The Palms has seen incredible growth over the last several years, offering more room types and greater amenities and services than ever before. Our new website showcases these offerings in the best possible way, making it simple and exciting to plan leisure or business travel."*

**George Maloof**, Owner  
Palms Casino Resort

*"New trends and web-based technologies have created exciting ways to engage our guests. The site's new architecture will allow us to evolve and continually exceed their expectations."*

**Jason Gastwirth**, CMO  
Palms Casino Resort

## Process

Vantage Strategy interviewed 25 mid to senior level executives on staff at the property and matched the internal view of the market situation with our external data. The information was then parsed into relevant themes and prioritized based on which area of focus might yield the highest return on investment. The greatest improvement opportunities were in four strategic areas.

1. Increase the gaming database and shift focus to attract more non-local business.
2. Shift channel share of reservations to increase direct online channel bookings (Palms website).
3. Grow social media channels.
4. Shift group meeting target markets to growing industries and move to build stronger outbound sales efforts.

## Results

During the initial six months Vantage Strategy worked closely with the management team of the Palms to accomplish the following:

1. Provided organization designs to increase performance.

2. Developed new job descriptions and compensation programs to meet the new requirements of the marketplace.
3. Provided oversight on the hiring process to provide perspective in the shift in focus to revenue producing resources.
4. Executed strategic account sales training.
5. Implemented sales automation systems (Salesforce.com).
6. Created a new director of e-commerce position to drive online focus.
7. Acted as interim e-commerce resource to execute the following
  - Manage and grow the Facebook and Twitter communities (3x)
  - Re-designed and built a new search optimized and e-commerce focused website.
  - Built a mobile website.
8. Increased overall marketing ROI through more targeted advertising focus.



**FOR IMMEDIATE RELEASE**

**Palms Casino Resort Launches New Website, [www.palms.com](http://www.palms.com). New online site and mobile platform offer enhanced user experience with social media network integration and improved compatibility with emerging technologies**

**LAS VEGAS – July 7, 2010** – The Palms Casino Resort has announced the launch of its new website at <http://www.palms.com>. An innovator in gaming and hospitality, the Palms debuted the site on May 27, 2010, enhancing the online user experience through bold design elements, easy-to-use booking engines, social media integration and seamless compatibility with emerging technologies.

Merging the online presence of Palms Casino Resort, Palms Place Hotel and Spa and The Pearl Concert Theater, [palms.com](http://www.palms.com) now offers one-stop shopping for guests to explore the resort’s diverse collection of rooms and suites across all three hotel towers. Extensive image galleries showcase the world-famous Fantasy Suites, dining options, pool and spa amenities, while a dynamic calendar of events highlights upcoming nightlife and entertainment offerings.

“The Palms has seen incredible growth over the last several years, offering more room types and greater amenities and services than ever before,” said Palms owner George Maloof. “Our new Website showcases these offerings in the best possible way, making it simple and exciting to plan leisure or business travel.”

New to [palms.com](http://www.palms.com) is a complete social media network integration that allows guests to share specific pages within their Facebook and Twitter communities for more efficient, interactive trip planning. The site also features exclusive video content and connectivity to Palms’ YouTube channel for a behind-the-scenes look at celebrity and red carpet events.

“We’ve really taken into consideration the growing needs of the modern consumer,” said Chief Marketing Officer Jason Gastwirth. “New trends and Web-based technologies have created exciting ways to engage our guests. The site’s new architecture will allow us to evolve and continually exceed their expectations.”

Built in partnership with Annapolis-based development firm Vantage Strategy, Inc., the site’s new architecture and departure from Flash-based technologies allows for increased visibility on a wide variety of mobile devices. Responding to the needs of travelers on the go, the ease of travel planning on mobile devices will go a long way in providing a competitive edge on other Las Vegas properties still utilizing outdated technologies.

For more information, including room rates, tickets, dining and nightlife reservations, visit [palms.com](http://palms.com).

For media information regarding The Palms, please contact:  
Larry Fink  
Palms Casino Resort and Palms Place Hotel & Spa  
702-942-6843