



## Organizational Profile:

### The largest permanent circus in the world

- 3,767 hotel rooms
- 16th largest hotel in the world by room count
- 123,928 sq ft of casino space



## Challenges:

### Reducing cost while improving guest service

- Long wait times at check-in were causing guest frustration and missed revenue opportunities



## Solutions Deployed:

- LMS PMS, Express Kiosk, DataMagine,
- InfoGenesis POS, Loyalty & Promotions



## Results:

- **Reduced check-in time from 3 hours to 30 minutes** by assigning each clerk a bank of Express Kiosks, enabling simultaneous check-ins
- **Boosted upsell revenue** as the Express Kiosk streamlines and enhances the guest experience, making upsells both intuitive and engaging