



Organizational Profile:

Premier Entertainment Resort in South Korea

- 1,275 rooms
- 80k sq/ft casino
- 15k seat arena
- Around 600k sq/ft of retail & entertainment space
- Partnership and close proximity to Incheon Airport provides access to a rapidly expanding international transit hub



Challenges:

- The need to cater to an international clientele and work force required a system that could support multiple languages and communication channels
- Drive foreign travelers into Incheon by creating a resort that not only captivates visitors but also competes with the allure of neighboring Seoul



Solutions Deployed:

- Versa PMS, Book, Express Mobile, Service, DataMagine
- InfoGenesis POS, IG OnDemand, IG KDS, Reserve



Targeted Result:

- **Successfully accommodate 3.5 million guests annually**, becoming the largest operator of an entertainment resort in South Korea

