Special Rate Hotel Room Booking for Casino Players

Monarch Casino & Resort, Inc.'s properties provide world-class award-winning lodging and casino gaming in Reno, NV and Black Hawk, CO.

Members of the player rewards program had to call the hotel in order to make a discounted hotel stay reservation.

The reservations department was overwhelmed and could only work calls at an 80% answer rate, resulting in lost revenue.

Building the Booking Engine: Research

Identifying our users

Our users are part of the Monarch Rewards loyalty program, 45-95yo, frequent casino game players with an average daily worth of over $200.

Given this demographic we didn't know if users would adopt an online option for placing reservations.

Leveraging the development team

As UX/UI designer, worked with 4 person dev team to identify constraints, ideate product, produce wireframes, functional prototypes, and final product.

Acknowledging technical constraints

Previewing rates within a 30-day calendar presented a technical constraint due to server speed. The system has to communicate with 2 external services and 1 internal service, and provide accurate data for 13 different user tiers and 20+ room types.

It might be difficult to encourage booking rooms when the user can't see hotel rates in the future.

Building the Booking Engine: Development

Design and iterate

The initial screen flow was wireframed and presented to the dev team. We went through a few versions before deciding on a final design.
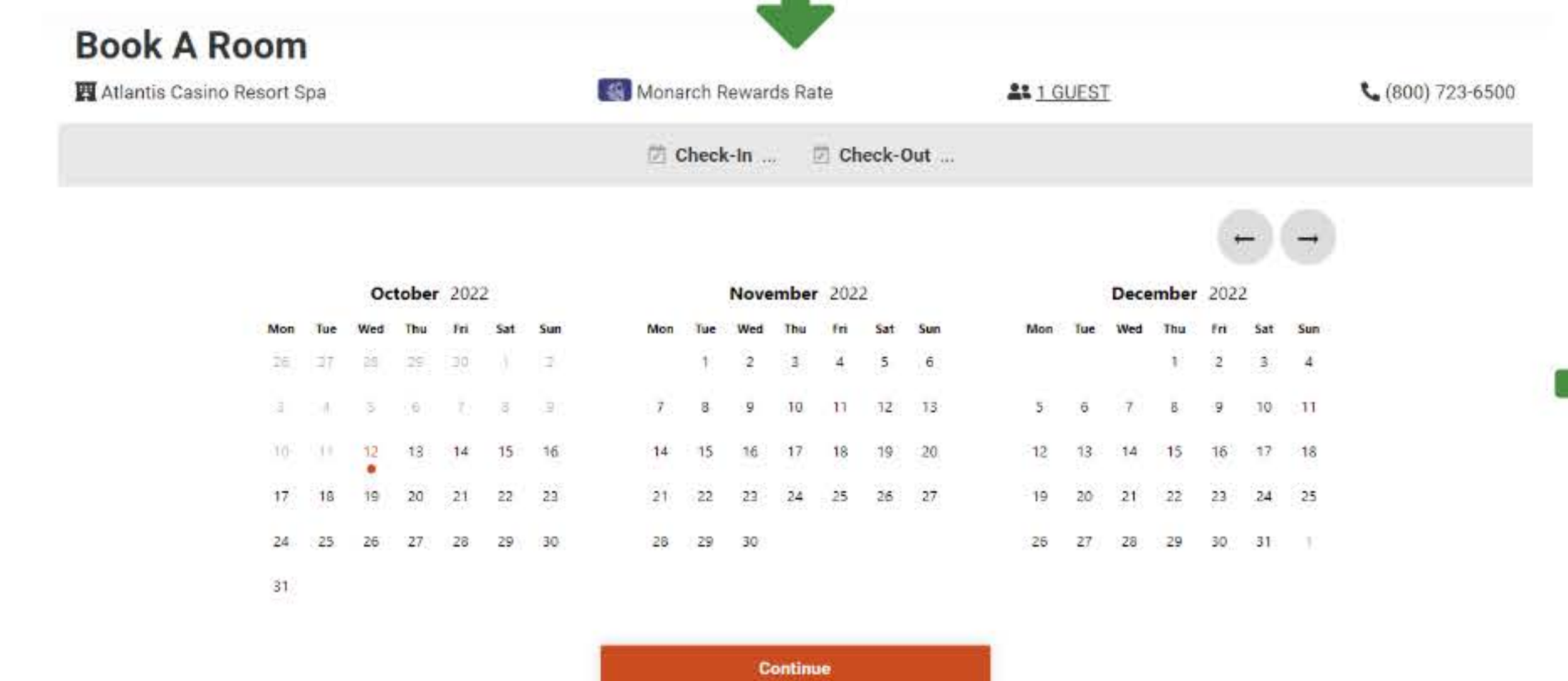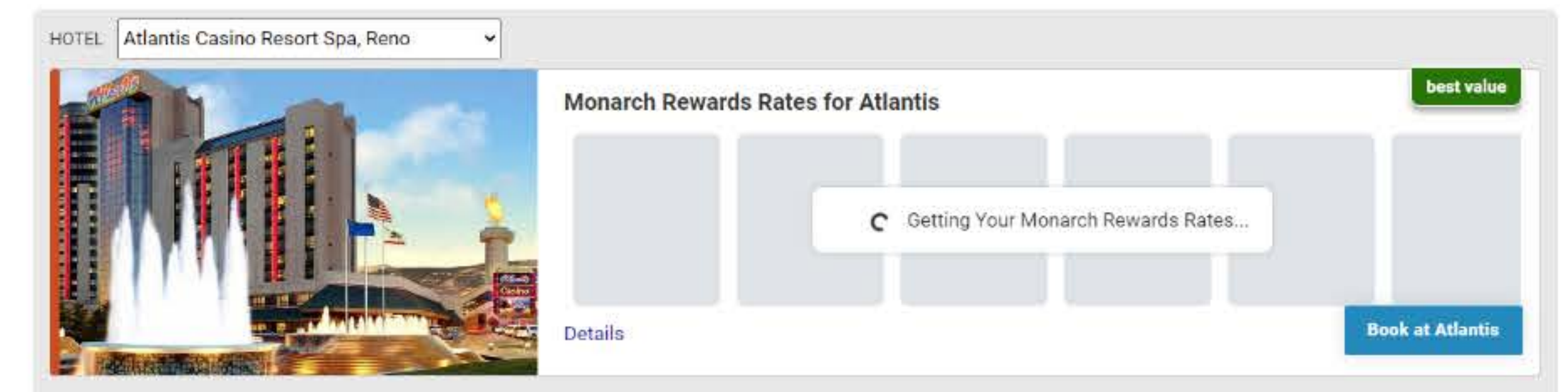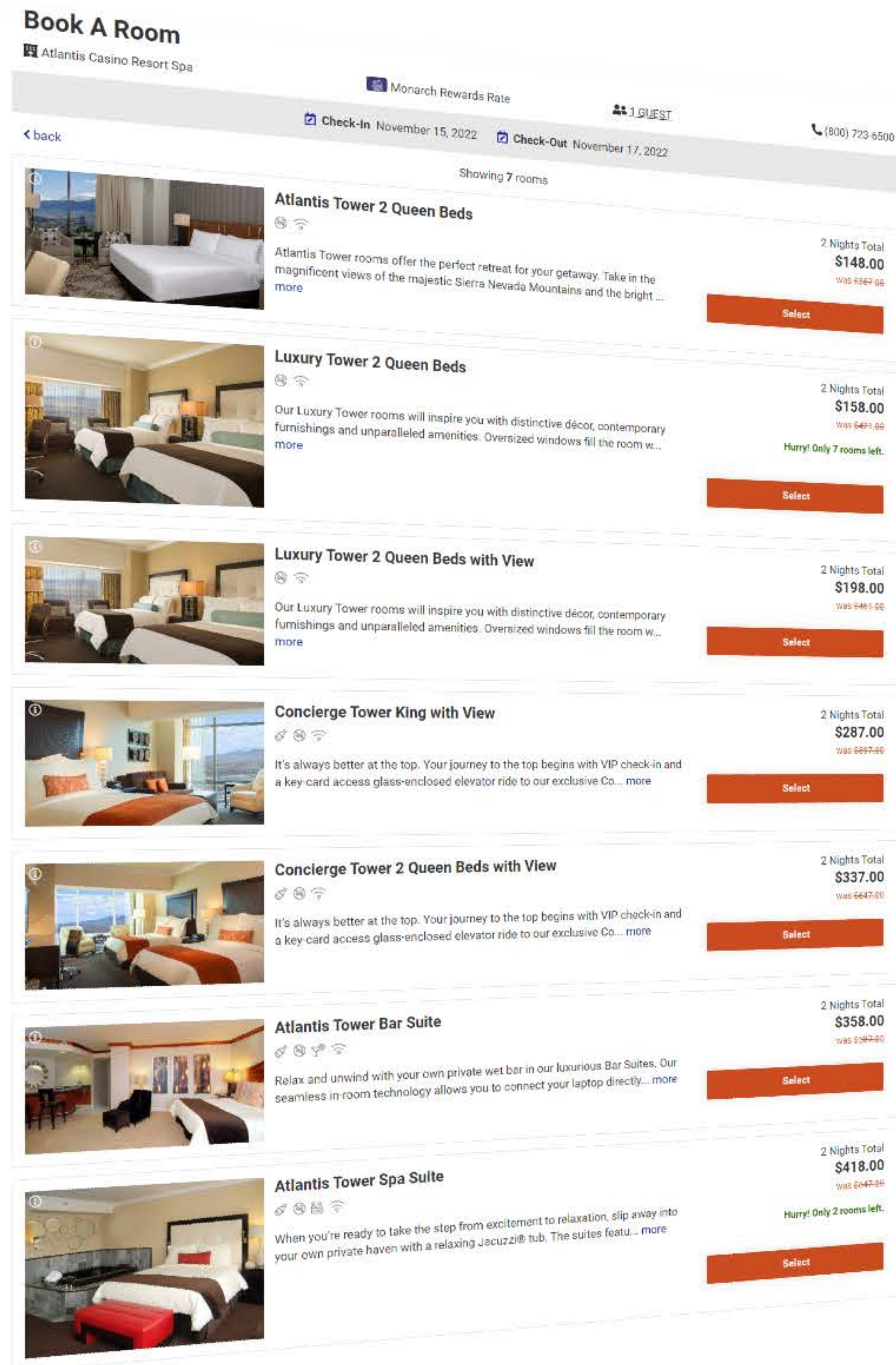
Server solutions

We offset the loading of hotel rates on the page and only displayed 7 days worth of data to make the experience faster.

Testing and QA

Rigorous tests were performed with a set of 14 test accounts that represented our different user tiers. Bugs and issues were identified and added to the backlog to fix prior to launch.

Outcomes & Lessons

User adoption was huge

Our concerns about adoption were put to rest when more than 1/3 of all hotel reservations were being made with the online booking engine just 20 days after launch.

Hotel revenue increased

The booking engine now accounts for 13 million in annual revenue.

Learn and grow

I would still prefer to show rates on a 30-day calendar like our competitors do. When we revisit this feature, we will have hard discussions about upgrading server hardware and architecture.