

Brief

To improve the running of the casino and increase its revenue.

Delivering the Project

The first stage of improving the running of the casino was to up-skill the gaming staff, especially in terms of game speed and game security. A training programme was devised and implemented which included on-going training and workforce development. Staff levels were reviewed along with opening times and both were amended to a more profitable format.

The layout of the casino was also examined and revised along with gaming procedures. Gaming tables were moved to create a better environment and dealing and roulette cycles were also changed. Games that were not being played were removed from the floor. Slot machines were moved to a better position.

A marketing strategy was developed and put into operation to raise awareness of the casino and bring in new customers. The casino brochure was redesigned and branded promotional items (lighters, pens, key rings etc..) were bought in.

As part of this strategy guest relations staff were employed who were fluent in the main tourist languages (English, French and Italian). They liaised with hotels and organised transport to and from the casino for tourists. This increased the number of tourists visiting the casino. They also encouraged VVIP guests to come to the casino; this resulted in a number of patrons from the Middle East visiting the casino.

Achievements

- Highly trained and motivated staff
- Layout of casino improved
- Increase in the number of visitors to the casino
- Increase in revenue for the casino