

Case Study

Bluewater Resort & Casino

“The B4Checkin system looks better and has more features than our previous solution. Although we have only been live for two months, our guests are telling us it is easier to navigate and choose what they want.”

- Michael Williams, Director of Slots



Challenge

Nestled in a quiet town on the border of Arizona and California, Bluewater Resort & Casino needed a booking engine that would satisfy all accommodation reservations as well as work seamlessly with all casino and gambling operations.

Solution

To meet this requirement, B4Checkin provided a software version that integrates with Bluewater’s PMS while also offering a suite of a la carte features, including online check-in, MOBI, the ability to sell extras and a confirmation tool to send branded verifications to all guests regardless of booking channel.

Results

The B4Checkin integration allowed for full customization of the look and feel of the booking engine to mirror that of the website. This is also the first time the property has had mobile capability, greatly expanding its consumer reach. With B4Feedback, the Bluewater team was able to target specific areas that needed improvement and focus on consistency in service delivery. The benefits extended to group booking functionality, with a cleaner and more aesthetic design in line with the brand.



b4checkin



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