

## MGM Resorts International helps visitors find their way with indoor Google Maps



### About MGM Resorts International

MGM Resorts International is one of the world's leading hospitality and gaming companies. The company holds 10 properties on the Las Vegas Strip, including Bellagio, MGM Grand, Mandalay Bay and The Mirage, as well as properties in Detroit and Mississippi. MGM Resorts has other properties in Nevada, Illinois and Macau. One of these investments is CityCenter, an urban resort destination on the Las Vegas Strip, which includes ARIA Resort & Casino.

- [www.mgmresorts.com](http://www.mgmresorts.com)
- Las Vegas, NV

### Challenge

The 10 MGM Resorts International properties on the Las Vegas Strip are constantly vying for the time and attention of the 40 million visitors that flock to Las Vegas every year. However, attracting visitor traffic is only part of the battle; helping visitors find their way within the complex resorts ensures that more time will be spent 'doing' rather than 'finding.' This generally translates into people spending money versus people not spending money.

*"The average visitor is here for 2.6 days. For us, and for our customers, time is of the essence. The more I can get [visitors] into a space or venue that they are looking for, instead of having them ask, 'What do you wanna do?' or 'Where is that?' is enormous ... If we can get these people to some place they want to go, the quicker the better."*

*--Randy Dearborn, vice president of multimedia and guest technology*

The MGM Las Vegas properties account for 41,000 hotel rooms, 350 food and beverage outlets, 450 retail stores, 3 million sq. ft. of convention space, 1.2 million sq. ft. of casino floor, as well as arenas, theaters, showrooms and lounges. Due to sheer size, visitors will inevitably have a difficult time effectively maneuvering through the elaborate resorts.

Visitors commonly get lost among the sea of retail shops, lights, and slot machines. Dearborn states, "You see people wandering around looking like deer in headlights. I'll see people that have wandered into the convention area, and you know they're lost--I've seen that look on their faces 100 times."

*"[Indoor Google Maps] is a great thing and we've just begun to scratch the surface. The key is to get people familiar with this so it becomes part of their daily life."*

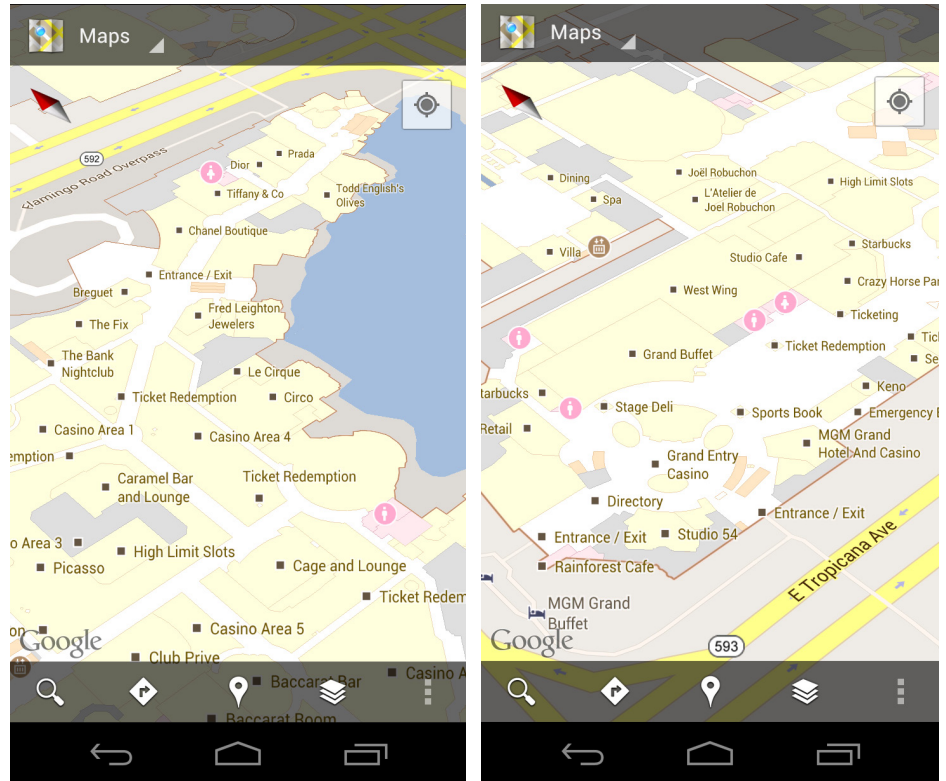
*--Randy Dearborn, vice president of multimedia and guest technology*



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## Indoor Google Maps available for MGM Resorts International

- Aria Hotel & Casino
  - Bellagio
  - Circus Circus Hotel & Casino
  - Crystals Retail
  - Excalibur Hotel & Casino
  - The Hotel at Mandalay Bay
  - Luxor Hotel & Casino
  - Mandalay Bay Resort & Casino
  - Mandalay Bay - Four Seasons
  - Mandarin Oriental
  - MGM Grand Hotel & Casino
  - The Mirage Resort & Casino
  - Monte Carlo Resort & Casino
  - New York, New York Hotel & Casino
  - Signature
  - Vdara Hotel
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MGM Resorts International on indoor Google Maps, Bellagio (left) and MGM Grand (right)

### Solution

MGM Resorts International decided to partner with Google Maps to elucidate their massive indoor spaces for visitors. Indoor Google Maps allows visitors to see the labelled floor plans get indoor walking directions, as well as switch between floors within a building to see the respective layouts. For a more complete indoor Google Maps experience, visitors can opt-in to the My Location feature to turn on the “blue dot” icon to get a live reading of where they are on the map, within a few meters.

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*“The thing that i really like about [indoor Google Maps] is that it gives you the ability to walk within a building and know exactly where you are and know what’s up ahead. You don’t have to rely on a [static] file and wonder if you’re facing north. Remember, these are massive properties. You look at it as a single building, but it is a huge structure. The capability of indoor maps is really nice.”*

*--Randy Dearborn, vice president of multimedia and guest technology*

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Having access to indoor maps will allow visitors to efficiently use their time. Ultimately, this is mutually beneficial for the visitor and for MGM Resorts International. Dearborn states, “People can plan out what they’re doing and not waste time traveling from this end of the strip to that end of the strip. They can plan getting from Point A to B to C.” By finding their way quicker, visitors can maximize the average 2.6 days spent in Las Vegas to gamble, shop and experience as much as possible.

