

# Niagara falls view casino resort essay

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Introduction: Niagara Falls has always been a famous tourist spot but recently there has been a major decline in the number of tourist in the region which started a wave number of new projects.

One of the most attractive of these projects is the C\$1 billion Niagara Fallsview Casino Resort which is the largest privately-financed commercial project in Canada. The Fallsview opened in June 2004 and belongs to the Falls Management Co. which is a consortium of United States and Canadian entities which includes the Pritzker family. Location: The L-shaped complex is situated in the Canadian side of the Niagara Falls and it is between the Horseshoe and the American side of Niagara Falls. The resort is a 20-minute walk from the Falls which provides an opportunity to the guest to visit the Falls whenever they want to. The Fallsview is built on a 23-acre land and provides a view of one of the World's most sought location.

It is located between Toronto and Buffalo and it is near the Rainbow Bridge which connects Ontario with the New York City. Since it's a 30-minute from Buffalo Niagara International Airport and one hour from Toronto (Pike), it can attract more tourists who are coming from United States to Niagara.

Amenities: Fallsview contains everything that a person on a vacation would want to enjoy. The property has a 200, 000-square-foot casino which has a poker room and also a gaming zone. Moreover, it contains 10 top-class restaurants, clubs, a 34-storey, 374-room hotel, 50, 000-square-foot convention center, performing arts center, an expensive shopping mall, and a luxurious 15, 000-square- foot spa and health club. Rooms: Unlike in other hotels, the guests do not have to leave their room to enjoy nature;

they can just draw their curtains of either side of the room and enjoy the view of Niagara Falls on one side and Horseshoe on the other.

The rooms are decorated in a Belle Époque style and have an oversized high-back wing chairs, large headboards and kidney-shaped writing tables which can even be used for dining. (Tricia A. Holly) The hotel ensures that the guests do not stay out-of-touch from the rest of the world while on vacation and therefore provide a high-speed Internet access in every room.

Apart from the regular rooms, the hotel also has 85 suites out of which 9 have a VIP designation.

The VIP-designated suites for the high-rollers have a 19th century theme, for example, The Trophy Room Suite contains paintings of animals whereas The Monkey Suite contains pictures of monkeys which were famous during that period. (Tricia A. Holly) Their most famous suites are the Queenston Suite which is on the 30th floor and the Prime Minister Suite which is on the 29th floor. Both these suites are 1, 340-square-foot bungalow rooms that run across the center of the property and provide views of both falls. (Pike) These suites cost around C\$ 800 during the weekdays but during the weekend, they can be reserved at a cheaper amount.

Spa: The Fallsview has kept the health and fitness of its visitors in great regard and therefore it contains a 15, 000-square-foot spa. It contains a health club, pool, sauna, steam room, whirlpool, aerobic and weight training rooms and also a full-selection of spa treatments. (Tricia A. Holly) Moreover, it also contains an indoor pool on the roof for the swimming lovers. Meeting Rooms: To attract more customers, they have not

only catered to the needs of the tourist but also those people who would want to conduct exhibitions and meetings in a calm place which allows people to relax and meet the nature after a long meeting. It contains 50, 000-square-foot of meeting and convention space which makes it the largest meeting facility in the region.

It also includes a 30, 000-square-foot exhibition hall that can be divided into five sections. So when the next time people are thinking of conducting an exhibition, they can consider this place. Gaming Floor: The 200, 000-square-foot gaming zone has been divided into 9 regions and this zone also reflects the 19th century theme because it emphasizes on the golden age of travel during that era. Each of the 9 areas have their own neighborhood which has a network of streets that have cocktail bars, buffet and high-stakes zone. (Tricia A. Holly) Galleria: When tourists visit a place for vacation, they have to leave their hotel to shop for family and friends but this is not the case in Niagara Fallsview Casino Resort. The resort contains 125, 000-square-foot galleria which is divided in three levels and it contains 47 retail shops that are of a boutique style which have jewelry, toys, clothes, arts and craft to name a few, restaurants and 9-level 3000 car-parking garage.

Restaurants: Going to a vacation means eating good food and this has been very well kept in mind in Fallsview. The place contains four 2, 500-3, 000-square-foot restaurants in the galleria and each of them can accommodate 200 people. There is also a seating area, Café Court, that is common to these four giant restaurants and it provides the view of the Niagara Falls so you can enjoy your food and nature simultaneously. The four restaurants have their own unique selling point, for example, The Famous <https://assignbuster.com/niagara-falls-view-casino-resort-essay/>

provides foods 24-hours a day, The Art of Food which provides food of the Niagara region, Crazy Sushi which provides Asian food and Pazzo Matto which is an Italian restaurant.

There is also a Great Buffet which is outside the Galleria and can seat 750 people. Casino: Casino is the main attraction of the Fallsview and it is designed on a 200, 000-square-foot land and has 150 gaming tables, 3, 000 slot machines and 9 poker tables which make it the largest gaming facility in Canada. There are also private gaming rooms called the Salon Prive for the high-rollers where table games can be played for up to C\$15, 000 per hand. The casino has a poker room and a large gaming room. Sightseeing: They also provide a wide range of tour programs which include the Niagara Falls by day and night, and a VIP package which includes a complete tour of the Falls, a trip on the Maid of the Mist and also a visit to the Butterfly Conservatory. Other options include visit to Niagara Falls and Niagara-on-the-Lake or a visit to Port Dalhousie and Show Boat Tour of Lake Ontario with a two hour live theatre at Port Mansion. (Tricia A.

Holly)Wedding Chapel: Niagara Falls has always been a favorite honeymoon spot for the newly-married couples and to keep up with this picture of the place, the resort opened a wedding chapel in February 2006 where on the opening day more than 260 couples got married. Customer Service: It is the third full casino in the market and faces tough competition from Seneca Niagara on the U. S side of the border and another Seneca Niagara casino in Buffalo. However, it is still the one with the most amenities and the best design. When the casino was started, the expectations were that there will be a high number of American customers

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however, only 30 percent of their customers are Americans and therefore, they try their best to gain market share by getting more customers from Canada where they face competition from Woodbine, Casino Rama and Mohawk. To gain more American customers, they also ran an advertising campaign.

Moreover, since the number of rooms in their hotel is very small, they have to rely a lot of the day trippers. Therefore, their customers are not only high-rollers but also the gaming profiled people. To win a customer, Larry L. Lewin, the president of Niagara Casinos thinks that it is not enough to have the right mix of games, customer service is also very important and therefore, throughout the Fallsview, customer's comfort and service to them is emphasized.

The Players Advantage Club, reward program for all their customers, which has two million subscribers and is used to send new offer data to customers. Initially, direct mail system was used to contact them, but now they have switched to e-mail. They feared that as they grow bigger, they will have lesser contact with their customer so to prevent this they have a very strong Customer Relationship Management Software which helps them to send right information to the right customer.

Conclusion: The resort has not only boosted the tourism industry by providing yet another reason to visit the Niagara Falls but also helped to create 2, 500 new jobs. Since the opening of the Fallsview, the number of visitors to the region has risen by 14 percent. Lewin feels that the Niagara Falls will have the same impact as The Mirage did in Las Vegas. According to

him, "...it's a lot of Las Vegas in a place outside Las Vegas ..." (McQueen)The multi-dimension resort which is not just a family resort anymore but also an attractive place for gaming-profile customers has a lofty price tag, but it is worth the experience. Works Cited1.

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2. Pike, Joe. " Fallsview Casino Resort, in the Mist of Niagara Falls."

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