



BEYOND THE GAMING FLOOR

THE HIDDEN REVENUE CASINOS ARE LEAVING ON THE TABLE

How indoor mapping helps casino resorts increase non-gaming revenue, reduce operational friction, and turn navigation into a profit center.






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INTRODUCTION

THE NON-GAMING REVENUE SHIFT

Casino resorts across North America are working through the largest construction cycle in a generation. If we look at just one gambling capital alone, the Hard Rock Las Vegas is expected to cost [\\$4-5 billion](#). Bally's is undergoing a [\\$1.19 billion](#) renovation, and the Durango just [broke ground](#) on a \$385 million expansion. And that's just three properties on the Vegas strip.

Casinos aren't investing those funds exclusively in gaming floors. They're pouring resources into building or expanding restaurants, entertainment venues, spas, retail, convention space, and hotel towers. That tracks with a broader industry shift: non-gaming revenue hit roughly [8% compound annual growth rate](#) (CAGR) globally, and properties like Marina Bay Sands now generate [65% of their revenue](#) from non-gaming sources.

To get a bigger slice of that non-gaming revenue, casinos will need to do more than build more amenities. Many large report properties have to make sure guests actually find them.

Consider the scale of these properties. Many casinos are resorts with hotels, multiple restaurants, spas, shopping pavilions, and more. For example, the

MGM Grand's gaming floor alone spans 171,500 square feet, and the Niagara Fallsview Casino Resort is 2.5 million square feet with 20+ restaurants, a shopping galleria, two entertainment venues, and convention space.

When you add hotel towers, pools, parking structures, and retail, guests are navigating small cities, often for the first time, often on a tight schedule, and almost always without a useful map.

Most properties still hand guests a PDF at the concierge desk or link them to a static floor plan on the website. That's a stark contrast between experiences. The gap between the billions being invested in new amenities and the guests' ability to discover them is where casino resorts are leaving money on the table.

This guide explores the expanding possibilities for non-gaming revenue and how navigation makes it difficult for tourists and visitors to take advantage of these amenities. It also covers how to maximize these additional revenue streams with better wayfinding via indoor mapping tools.



CHAPTER 1

THE DISCOVERY PROBLEM

Casino floors are designed to disorient. That's not an accident: it's a revenue strategy. The maze-like layouts, the absence of windows and clocks, and the visual density of the gaming floor are all engineered to keep guests engaged with the tables and machines.

The problem: The same design principles that keep guests on the gaming floor actively work against every other revenue stream. A guest who can't find the steakhouse doesn't wait patiently. They'll simply leave the property and walk to a restaurant across the street. Guests never stumble across the on-property spa, so the resort misses out on those bookings. A group tries to get from a convention session to a dinner reservation, but burns 15 minutes wandering and arrives frustrated, or they cancel entirely.

These aren't hypotheticals. According to the [Mappedin Venue Experience Report](#), 53% of visitors to large venues experience at least one navigation problem per visit. In casino environments, where the layout is intentionally complex and the property footprint can exceed a million square feet, that number likely runs higher.

This kind of friction shows up in a few predictable ways:

- **Missed reservations.** Guests book dinner for 7:30 p.m. but can't figure out how to get from the hotel tower to the restaurant in time. The table goes to someone else. The property loses the cover.
- **Invisible amenities.** A resort invests millions in a new retail promenade, but guests on the gaming floor two levels below don't know it exists. The foot traffic projections the retail partners were shown at the lease signing never materialize.
- **Parking re-entry confusion.** A guest drives to the property, parks in a garage, and then cannot find their way back to the car four hours later. The experience ends on a sour note — and that guest is less likely to return.
- **Overwhelmed concierge staff.** Guest services teams spend a disproportionate amount of their time giving directions. That is time not spent on high-value interactions such as loyalty upgrades, VIP handling, and problem resolution that directly affect per-guest revenue and return visits.

These are just a handful of examples, and these guest experience issues don't happen in isolation. Every one of them has a cost attached to it.



CHAPTER 2

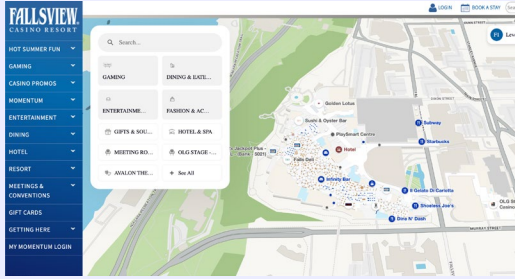
FIVE WAYS INDOOR MAPPING DRIVES REVENUE

Indoor mapping isn't *just* a wayfinding feature. It also serves as the infrastructure that connects the physical property to the digital experience guests already expect. Casinos can expect indoor mapping to impact revenue in five areas:

1. INCREASE NON-GAMING SPEND THROUGH AMENITY DISCOVERY

Physical compliance and digital accessibility aren't the same thing. While most venues have "checked the box" on physical compliance, far fewer have meaningfully invested in true venue accessibility.

The data from comparable venues supports this. When [St. Louis CITY SC launched an interactive map](#) that surfaced new food and beverage partners, those partners saw 150% higher sales than legacy vendors — and 73% of all food partner interactions began with a search on the map. The data demonstrates that guests were actively looking for them, finding them, and spending their money intentionally rather than stumbling onto these options.



IN PRACTICE

FALLSVIEW CASINO RESORT

[See the map](#)

Niagara Fallsview Casino Resort spans 2.5 million square feet.

- 200,000 square feet of gaming
- 20+ restaurants
- 200,000 square foot shopping Galleria
- Two entertainment venues seating a combined 6,500
- A full-service spa
- 30,000+ square feet of convention space

That is an enormous amount of non-gaming amenities for guests to discover. The property uses an interactive digital map that lets guests search, browse, and navigate to any destination on the property from their phone—no app download required. When the alternative is a PDF or a trip to the concierge desk, the difference in amenity discovery is hard to ignore.

2. REDUCE MISSED RESERVATIONS AND FOOD AND BEVERAGE NO-SHOWS

There's an irony worth naming here: the same gaming floor layout designed to keep guests lingering near the slot machines also causes them to miss their dinner reservation.

For example: A guest books a 7:30 dinner, leaves the gaming floor at 7:15, and cannot figure out how to get to the restaurant. By 7:40, the host gives away the table. The property loses the cover, and the guest is frustrated.

Multi-destination routing solves this challenge at the infrastructure level. Instead of giving a guest directions to a single point, the map routes them through a full evening: dinner, then the show, then valet pickup. The gap between booking and showing up closes because the guest always knows

exactly where to go and how long it will take to get there.

Essentially, indoor mapping lets the property have it both ways: the gaming floor stays as designed, and the guest still makes it to dinner on time.

3. TURN PARTNER AND EXHIBITOR DATA INTO A NEGOTIATING ASSET

Casino resorts that host conventions, trade shows, and recurring events have a second revenue layer most aren't optimizing: data on how attendees move through the property.

Heat mapping and traffic flow analytics give operators hard evidence for lease and partnership conversations. You can show an exhibitor exactly how much foot traffic their booth location generates. You can prove to a F&B partner that their corner of the property underperforms because of routing, not product quality. You can identify which event layouts drive the most cross-property spend and which ones create dead zones. Without spatial context, the data is just numbers. With a map, it becomes leverage.

CASE IN POINT

KLEPIERRE

When European retail operator Klepierre layered spatial mapping onto their tenant performance data, they discovered something their spreadsheets missed. Two tenants that appeared "co-located" in the data were actually a 10-minute walk from one another on the property. A synergy anomaly that had puzzled analysts for months was explained instantly once the data had spatial context. The same principle applies to casino convention space: until you can see where people actually go, your data only tells you half the story.

[READ CASE STUDY](#)

4. CREATE IN-MAP PROMOTIONS AND MONETIZATION

An effective digital map isn't just for navigation; it can also serve as a marketing channel.

Consider what's possible when a guest is already looking at an interactive map of the property: a contextual promotion for a blackjack tournament starting in 20 minutes. A happy hour deal at the lobby bar that's 90 seconds from their current location. A reminder that the new Cirque show opens tonight with seats still available.

These promotions reach guests at the moment of highest intent: when they're actively navigating and deciding where to go next. That's a fundamentally different (and more effective) marketing channel than a push notification to a phone sitting in a pocket.



CASE IN POINT

BLANCHARDSTOWN CENTRE

Blanchardstown Centre in Dublin uses its indoor mapping platform to give tenants a digital advertising channel directly through interactive directories. Tenants can promote deals, events, and new arrivals to guests who are already searching for what to do and where to go. The map went from a cost center — something the property maintained for guest convenience — to a revenue-generating channel that tenants actively want to participate in.

[READ CASE STUDY](#)

5. MAINTAIN GUEST FLOW AND SPEND DURING CONSTRUCTION

As aforementioned, multiple Las Vegas casinos [are currently in active renovation](#), including the Hard Rock, Bally's, Durango, Green Valley Ranch, and Sunset Station. This isn't unusual. Most major casino markets in North America have at least one property mid-build at any given time.

But here's what frustrates guests beyond the typical noise issues: Construction changes the property weekly. Routes close. Temporary entrances appear. Restaurants relocate to interim spaces. The coffee shop that a guest visited last month is now behind a wall.

A static map — whether it's a PDF, a printed sign, or a screenshot from two renovations ago — can't keep up. But a dynamic digital map that updates in real time can reflect the property as it exists today, route guests around closures, and keep them moving toward revenue-generating destinations instead of giving up and leaving.

During construction, indoor mapping is one way you can protect revenue while the physical environment is in flux.



CHAPTER 3

MAKING THE BUSINESS CASE

The biggest misconception about indoor mapping is that it is “just a map.” In reality, it’s a spatial intelligence layer that serves multiple stakeholders from a single platform: guest experience, operations, security, marketing, convention services, and partner management.

For VPs of Ops, the business case is about consolidation. Most casino resorts run 10 or more operational systems, like parking management, facilities maintenance, wheelchair tracking, security monitoring, passenger counting, and concession management. In nearly every one of those systems, the map is a static image. It’s an outdated screenshot someone grabbed two renovations ago, or a JPEG that doesn’t reflect the current layout, doesn’t update when construction changes the floor plan, and doesn’t talk to any other system.

When you need to visualize data across those systems – especially during a crisis or a high-volume event – you’re opening 10+ tabs with 10 outdated floor plans. You get no common view, shared context, or real-time accuracy.

The fix isn’t replacing those systems. Instead, give them all a shared, live map — one that updates when the property changes, reflects current conditions, and shows the same layout everywhere. A single source of truth that every other system can build on.





That is the foundational platform that connects your tech stack and makes it spatial.



CHAPTER 4

WHAT TO LOOK FOR

Not every indoor mapping platform is built for casino-scale complexity. When evaluating solutions, ensure your platform of choice includes these five capabilities designed for large, dynamic properties.

-  **Omnichannel.** Guests should be able to scan a QR code from any screen on the property and get instant, browser-based navigation on their phone. Look for a solution that meets the guests where they are – on their phone, at a kiosk, or on your app.
-  **Real-time updatability.** Operations teams should be able to update the map—close a route, move a pop-up, add a temporary entrance—without filing an IT ticket or waiting for a vendor to push changes. If the property changes on Tuesday, the map should reflect it on Tuesday.
-  **Multi-destination routing.** Guests don't go to only one place. They go to dinner, then a show, then the valet to grab their car and head home. The platform should be able to route a full itinerary, not just point-to-point directions.
-  **Discovery and promotions built into the map.** The map should surface what the property and vendors want guests to find such as deals, events, loyalty perks, and new openings, not just give directions to places guests may already know about.



Integration with your existing tech stack. The platform should connect to loyalty systems, PMS, POS, gaming systems like SYNKROS, and reservation platforms like Sevenrooms. If implementing the platform requires you to rip out and replace existing tools, it's the wrong solution.

THE MAP IS THE MARGIN

[Over half of visitors to large venues experience navigation problems](#), and casino properties are among the most complex built environments on earth. Every dollar invested in a new restaurant, show venue, or retail promenade is a bet that guests will find it and spend money there. Indoor mapping is what closes the gap between that investment and the revenue it was designed to produce.

Go beyond providing maps as a static amenity, like a PDF at the concierge desk, or a flat image buried in an app. Instead, upgrade to an active infrastructure that drives discovery, informs operations, and generates revenue.

The properties making this shift now are building an advantage that compounds with every integration they add. One platform. Every stakeholder. Every guest touchpoint. Every dollar that would otherwise walk out the door.



SEE HOW MAPPEDIN FOR CASINOS & RESORTS CAN WORK FOR YOUR PROPERTY

Mappedin is the leading indoor mapping platform transforming the way venues are experienced, managed, and understood.

Built for scale and trusted by the world's biggest brands, our AI-powered tools make indoor mapping fast, flexible, and easy to integrate—powering indoor experiences at top destinations worldwide. With nearly 10+ billion square feet mapped around the world, Mappedin helps make public spaces easier to explore, simpler to manage, and safer for every visitor.

[Book a demo](#)

