

BUYER'S GUIDE

7 QUESTIONS TO ASK BEFORE YOU BUY AN INDOOR MAPPING PLATFORM FOR CASINOS

A practical guide to what capabilities casino operators should look for in a vendor.



YOU KNOW YOU NEED A BETTER MAP. NOW WHAT?

Some casino operators have already identified their wayfinding problem: guests are getting lost, staff constantly have to provide guests with directions, and your property's non-gaming amenities aren't getting the kind of foot traffic they should.

The harder question isn't whether you need indoor mapping; it's how to evaluate your options when the tools range from simple wayfinding widgets to full spatial intelligence platforms.

Casino resorts aren't single-floor retail stores. They're multi-building campuses with gaming floors, hotel towers, convention halls, entertainment venues, retail, dining, and parking structures — many of them under active construction at any given time. A wayfinding tool that works for a 50,000 square-foot office building will buckle under the complexity of a 2.5-million-square-foot casino resort.

In this guide, you'll find a rundown of seven capabilities that separate enterprise-grade platforms from basic solutions. Each section highlights a crucial function for casino resorts and walks casino operators through the right questions to ask vendors when assessing their options.



OMNICHANNEL DELIVERY

LOOK FOR A CONSISTENT EXPERIENCE

Ask the vendor...

DOES THE PLATFORM DELIVER A CONSISTENT EXPERIENCE ACROSS WEB, MOBILE, KIOSK, QR CODE, AND CHATBOTS FROM A SINGLE, CENTRALIZED BACK-END?

Today's visitors want more than the traditional disjointed wayfinding experience they've encountered in the past. Instead of static PDF maps or physical pamphlets, guests now expect to navigate a property from their phone, the lobby kiosk, the property website, and/or an app. If wayfinding lives only in one place, the experience breaks down the moment the guest switches channels.

Some platforms require map development and updates for each separate channel. So, a vendor would build a version of your indoor map for your website, your app, your kiosks, etc. Not only is this costly in terms of time and effort, it also creates maintenance overhead and data inconsistency.

When you update a route or close a location in one channel, every other channel should immediately mirror that. Update once, reflect everywhere. The guest doesn't care what system powers the answer. They only care that it's correct, current, and delivered wherever they happen to be looking.

Large event venues add another layer of complexity to this challenge. For casino resorts with convention centers, ask vendors whether the map can work inside event apps and partner portals, not just the resort's own channels. If every event requires a separate mapping build, the cost and complexity will scale significantly with the number of events you host.



SELF-SERVICE MAP MANAGEMENT

ENSURE YOUR TEAM CAN EASILY MAKE UPDATES

Ask the vendor...

CAN YOUR OPERATIONS TEAM UPDATE THE MAP — CLOSE A ROUTE, RENAME A TENANT, ADD A TEMPORARY ENTRANCE — WITHOUT FILING A SUPPORT TICKET?

Casino properties change constantly. Seasonal pop-ups appear, event configurations shift, tenants turn over, and construction detours reroute entire sections of the property. This is simply a reality of running a casino resort.

So, if every update requires a vendor support ticket or an IT deployment, the map will never keep pace with a property that changes weekly. And a map that doesn't reflect today's layout is worse than no map at all, since it actively sends guests in the wrong direction.

To ensure accurate, up-to-date wayfinding, casinos need a browser-based content management system (CMS) that non-technical staff (operations, marketing, guest services) can use to revise the content and routing. If a

souvenir shop moves to another storefront in your shopping pavilion on a Tuesday, the casino map should reflect it in real time on Tuesday. Not Wednesday, and not next week after a vendor pushes an update.

This is especially essential for events. Convention spaces reconfigure for every show, so the events team should be able to update booth layouts and session locations without support from IT.



TECH STACK INTEGRATION

PLATFORMS SHOULD CONNECT WITH EXISTING TOOLS

Ask the vendor...

DOES THE PLATFORM CONNECT TO YOUR LOYALTY SYSTEM, PMS, POS, GAMING MANAGEMENT, AND RESERVATION PLATFORMS OR DOES IT REQUIRE RIP-AND-REPLACE?

Casino operators don't need yet another standalone tool. Tech stack integration is now a day-one conversation in discovery calls, not a phase 2 wishlist item. They're buying a platform versus "just a map."

An indoor mapping platform has to play nicely with the tools the property already runs: loyalty platforms, gaming systems like SYNKROS, hospitality PMS, reservation tools like Sevenrooms, parking management, and security. If a mapping vendor requires you to rip out and replace existing systems, it's not the right solution for your property.

So, ask potential vendors directly: which casino systems does your tool connect to? Are these integrations pre-built, or does each one require custom development? Look for open APIs and an SDK that partners can build on.

Loyalty program integrations deserve particular attention. When your mapping platform and loyalty tools are synced, you can level up the experience for VIP guests. For example: A loyalty member walks in, and their preferred experience could already be mapped and waiting. If their favorite restaurant has moved since their last visit, the map should already know. But that kind of personalization only works if the mapping platform connects to the loyalty system.



HARDWARE REQUIREMENTS

REVIEW THE NEED FOR ADDITIONAL TOOLS OR INFRASTRUCTURE

Ask the vendor...

DOES THE PLATFORM REQUIRE PROPRIETARY BEACONS, OR CAN IT USE YOUR EXISTING GPS, WI-FI, AND QR CODE INFRASTRUCTURE?

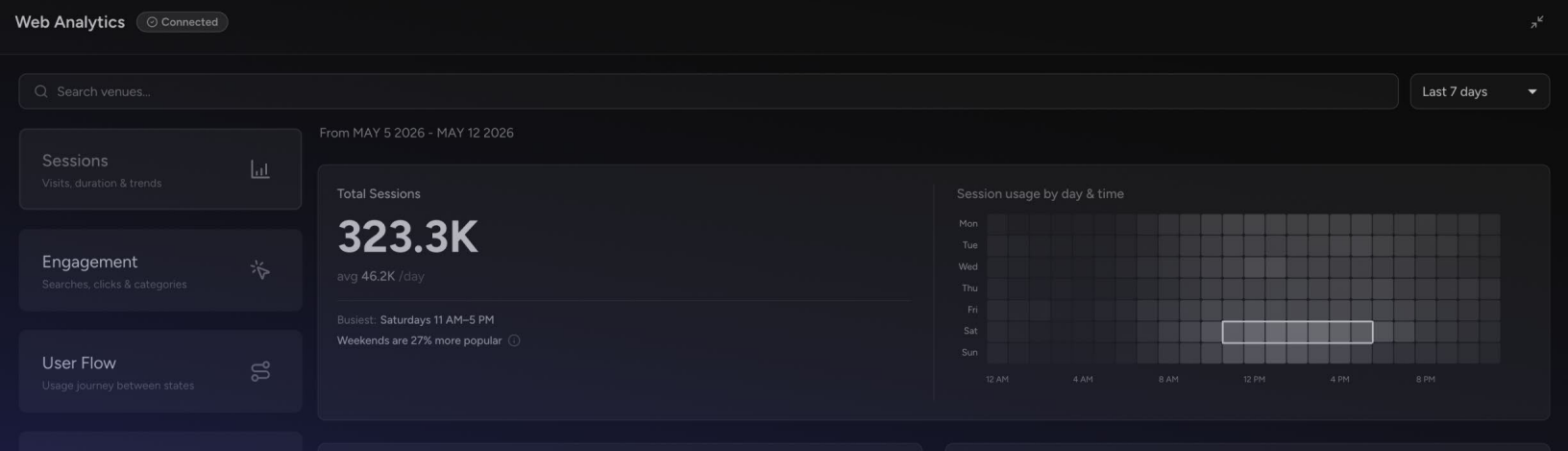
Most operators don't ask this question early enough in the selection process, and that mistake can carry a heavy cost.

Some platforms are hardware-dependent. Proprietary BLE beacons have to be installed throughout the property, which means upfront hardware costs, ongoing maintenance, and battery replacement cycles across potentially millions of square feet. At a casino scale, that's a significant commitment before the platform delivers a single guest experience.

Here's a better approach: hardware-agnostic positioning that fuses signals from multiple sources (GPS, indoor positioning, visual positioning, and QR codes) without requiring a single vendor's beacon infrastructure. Many casino resorts are already investing in similar next-generation Wi-Fi and infrastructure upgrades. The mapping platform you choose should leverage that existing investment rather than requiring a specialized hardware.

One more factor to consider as casino operators vet vendors: indoor-outdoor transitions. Properties with pools, parking structures, and valet areas need navigation tools that don't cut out the moment a guest steps outside. Any platform that makes your short list should ensure continuity across an entire casino resort — not just indoors.

Placing QR codes throughout the property is a low-cost alternative to help with this. Guests scan these from any location and get instant browser-based navigation on their phone, with no app download required.



DATA OWNERSHIP

ENSURE YOU CAN COLLECT AND KEEP CRUCIAL ANALYTICS

Ask the vendor...

WHO OWNS THE DATA? CAN YOU EXPORT IT VIA API? DOES THE PLATFORM PROVIDE SPATIAL ANALYTICS, NOT JUST PAGE VIEWS?

Casino operators have a significant appetite for data on how guests and partners navigate the property. They're hungry for valuable metrics like heat mapping, traffic flow, dwell time, and search behavior. And it's precisely this data that transforms indoor mapping from a cost center to a revenue center — but only if the property owns it and can act on it.

When casinos have a wealth of data on visitor behavior, they can make more informed decisions to maximize visitor experiences and revenue. Having the right real-time metrics at your fingertips makes it easier to reroute foot traffic due to closures or construction, simplify wayfinding for guests, and maximize the discovery of the property's amenities.

To go beyond basic page views and session counts, casino operators need a more sophisticated mapping platform. Question vendors about the ability to

monitor the property's heat maps, journey tracking, search trends by zone, and traffic flow patterns during peak hours versus off-hours. And, even more critically, ensure the casino would own this data. If you decide to leave the platform, you should be able to take your map, routing, and analytics data with you.

To ensure this, look for API-based data export abilities with no vendor lock-in.

Properties that host conventions and events have an additional analytics layer worth testing. Can a vendor's platform show exhibitors:

- How attendees moved through the property?
- Which booth locations generated the most traffic?
- Which event layouts drove the most cross-property spend?

Without spatial context, these are just numbers. With a map, it becomes a jumping-off point for lease and partnership conversations.



CASE IN POINT

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](#)



SCALABILITY

CHOOSE A PLATFORM THAT GROWS WITH YOU

Ask the vendor...

CAN THE PLATFORM SCALE ACROSS MULTIPLE BUILDINGS, LEVELS, AND PROPERTIES FROM ONE INSTANCE?

Casino operators rarely run just one property. Even a single property is typically a multi-building campus with hotel towers, convention halls, parking garages, entertainment venues, and retail connected by walkways, concourses, and elevators.

The platform you choose needs to handle that level of complexity and also be able to scale as a casino grows. Look for a mapping platform that can support your current portfolio as well as future property expansions without requiring separate implementations. Test for campus-wide routing across connected buildings, vertical navigation that helps guests understand floor changes, and portfolio-level administration from a single interface.

Niagara Fallsview Casino Resort, for example, connects to the adjacent Hilton via glass walkways. An indoor mapping platform needs to route guests seamlessly across both buildings as a single experience — not treat them as separate properties. If your evaluation only tests the platform against your simplest property, you won't know whether it can handle your most complex one until it's too late.



IN-MAP MONETIZATION

USE WAYFINDING TO GENERATE REVENUE

Ask the vendor...

CAN THE MAP SURFACE TARGETED PROMOTIONS, VENDOR INFORMATION, AND REVENUE-GENERATING CONTENT AT THE POINT OF NAVIGATION?

Here's where an indoor map stops being an expense and starts generating revenue.

Let's say a guest is looking at an interactive map of your property. They're deciding where to go next. To influence their decision-making, you could use the mapping platform to surface:

- A blackjack tournament starting in 20 minutes
- A happy hour deal at the lobby bar that's 90 seconds away
- A reminder that the new show opens tonight, with seats still available

That's a fundamentally different marketing channel than a push notification to a phone sitting in a guest's pocket.

Ask potential vendors whether their platform supports geo-based promotions surfaced by guest location; vendor and tenant advertising through interactive directories; order-ahead and reservation capabilities; and the ability for partners to manage their own listings. If the platform treats the map as a pure utility, you're leaving the revenue opportunity on the table.



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](#)



ACCESSIBLE WAYFINDING

A CORE COMPONENT, NOT AN ADD-ON

Ask the vendor...

IS ACCESSIBLE NAVIGATION A CORE FEATURE OR A PAID ADD-ON?

Large casino resorts attract international tourists, convention attendees, elderly guests, guests with mobility challenges, and families. The map needs to serve all of them by default, not as an upgrade.

Confirm that the platform meets WCAG 2.2 Level AA compliance and offers accessible routing options: elevator-only paths, step-free navigation, and ramp-preferred routes. Ensure the platform can surface special amenities like sensory rooms and nursing areas.

Also, check multi-language support for visitor-facing content (for international casino resorts, 40+ languages is the bar) and compatibility with screen readers and assistive technology.

One telling question: Is accessibility included at the platform level or sold as a separate module? If it's a paid add-on, that tells you how the vendor prioritizes it, and how your guests will experience it if budget pressure ever forces a decision.



CHECKLIST

THE INDOOR MAPPING EVALUATION CHECKLIST FOR CASINOS

Use this checklist during vendor demos and RFP evaluations. Each question is designed to surface the capabilities that matter at casino scale — not what works for a single-floor office building.

OMNICHANNEL DELIVERY

- Does the platform serve web, mobile, kiosk, QR code, and chatbot from a single back end — or does each channel require separate development?
- When you update a route or close a location, does the change reflect across every channel automatically?
- Can the map be embedded inside third-party apps (event platforms, partner portals, loyalty apps) without custom builds?

SELF-SERVICE MAP MANAGEMENT

- Can non-technical staff (operations, marketing, guest services) update map content, close routes, and add temporary entrances from a browser — without filing a support ticket?

- How quickly do CMS changes go live? Same day? Same hour? Or does the vendor need to push updates?
- Can the events team reconfigure convention and event layouts independently of IT?

TECH STACK INTEGRATION

- Does the platform integrate with your existing loyalty system, PMS, POS, gaming management (e.g., SYNKROS), and reservation platforms (e.g., Sevenrooms)?
- Are these integrations pre-built, or does each one require custom development?
- Does the platform offer open APIs and an SDK that your internal team or third-party partners can build on?

HARDWARE AND POSITIONING

- Does the platform require proprietary beacons — or can it use your existing GPS, Wi-Fi, and QR code infrastructure?
- What is the ongoing hardware maintenance burden (battery replacements, device management) at the scale of your property?
- Does the platform support seamless indoor-outdoor transitions for properties with parking structures, pools, and valet areas?

ANALYTICS AND DATA OWNERSHIP

- Does the platform provide spatial analytics (heat maps, traffic flow, dwell time, search trends) — not just page views and session counts?
- Can you export all data via API? If you leave the platform, do you retain your map, routing, and analytics data?
- Can analytics be segmented and shared with convention exhibitors, F&B partners, and retail tenants for lease and partnership conversations?

SCALABILITY

- Can the platform handle multi-building, multi-level routing within a single property — including floor changes, skybridge connections, and adjacent hotel buildings?
- Can you manage multiple properties or brands from a single admin instance?
- Has the vendor demonstrated performance at casino-resort scale (1M+ sq ft, high-volume events, complex layouts)?

IN-MAP MONETIZATION

- Can the map surface geo-targeted promotions to guests based on their current location?
- Can tenants and partners manage their own listings, deals, and event promotions through the platform?
- Does the platform support revenue-generating capabilities (order-ahead, reservation links, sponsored placements) natively — or does it require third-party add-ons?

ACCESSIBLE WAYFINDING

- Is the platform fully WCAG 2.2 Level AA compliant — or is accessible navigation a paid add-on?
- Does wayfinding include accessible routing options (elevator-only paths, step-free navigation, ramp-preferred routes)?
- How many languages does the platform support for visitor-facing content? (Look for 40+ for international casino resort guests.)

The platform you choose will be the spatial foundation for your entire property — guest experience, operations, security, marketing, and partner management all reading from the same map. **Choose a platform, not a point solution.**



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.

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