



BRINGING CONNECTIVITY INTO VIEW AT THE GRAND CANYON RESORT



SUMMARY

Welcome to the Grand Canyon Resort, situated within one of the natural wonders of the world. Those that are fortunate enough to visit can get an aerial view of the Canyon through a glass bridge on the Skywalk, take a white water rafting tour with Hualapai River Runners, take a helicopter or boat tour, soar over cliffs on a zip line, and experience awe-inspiring history.

Today's visitor demands connectivity beyond that with the natural world - and the management and Grand Canyon West was faced with the challenge of keeping tourists from around the world connected and engaged while visiting.

GoZone implemented a comprehensive guest engagement solution and venue intelligence platform, enabling visitors to stay connected while the resort gained a return on their WiFi infrastructure investment.

CUSTOMER PROFILES CREATED IN SIX MONTHS:

112,533

Created at Grand Canyon West

14,437

Created at Hualapai Lodge

“ We are so excited about the marketing potential available to us with GoZone. Since we began using the software to engage with our guests, we have created an entire email marketing strategy to help drive referrals and reviews. ”

*Phylcia Middleton
Director of Marketing
Grand Canyon West*



“ To our surprise, we haven't had a single complaint about the guest WiFi experience since implementing GoZone. In IT, we call that a win! In fact, our guests are pleased to have access to free WiFi, and they can easily keep in touch with us after their visit. ”

*Royal Sipe, Director of IT
Grand Canyon West*



PARTNERSHIP GOALS



Connect visitors in a remote area with poor cell service



Build customer database and analyze trends



Promote referral programs and increase online reviews

THE CHALLENGE

Following a major networking infrastructure investment, Grand Canyon West needed a guest engagement solution that would allow the resort to leverage the WiFi network. With 81 Cisco Meraki APs on property, the IT department was looking for a cloud-managed solution that could easily integrate with the new hardware. Meanwhile, the marketing team wanted to be able to get up and running quickly to start building a customer database.



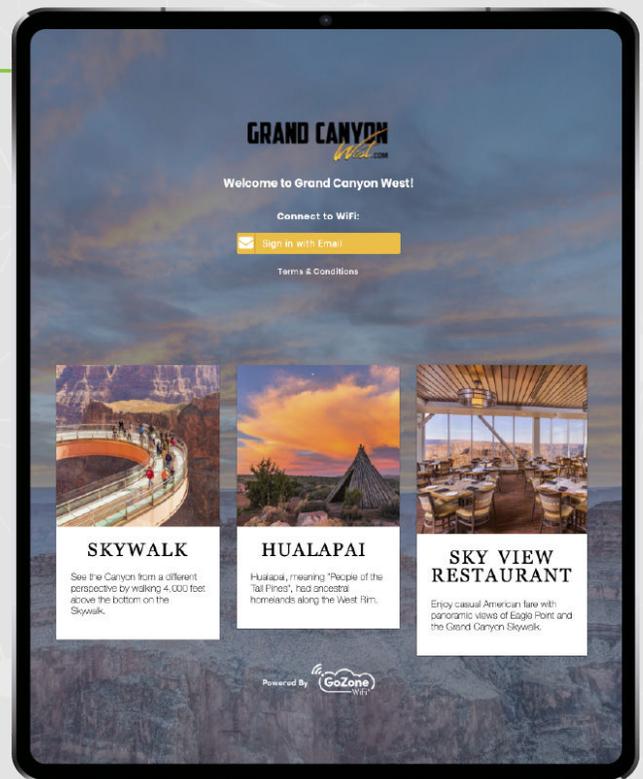
81

Cisco Meraki
Access Points

RESULTS

In six months of partnership, both the IT and marketing departments have solved unique challenges with GoZone. The technical configuration was straightforward, and we had the system up and running with ease in a matter of days.

"We have collected over 127,000 customer records since we started using GoZone. More than 75% of these guests were previously unknown to us, meaning we had no way to engage with them online. With GoZone, we've started building lifelong relationships with our guests."



LOOKING FORWARD

Grand Canyon West is in the process of executing a comprehensive direct marketing strategy built around the data collected through GoZone. The marketing team is excited about growing their referral program and increasing their online presence through reviews and social media.

"We have something truly unique to offer here at Grand Canyon West. We offer experiences that visitors simply can't find at the north or south rim, and we want to make sure visitors to the Grand Canyon that may be looking for that type of experience can find us. GoZone's system has allowed us to bridge the gap between on physical and online presence."



**Are you ready to unlock the power of
Smart WiFi?**

SCHEDULE A DEMO

