



# Proposal for the Seminole Hard Rock Hollywood

By Unified Experience Group for Bo Guidry



# Refresher

You met with Jordan and Lloyd at Rise on May 10.

The meeting aimed to explore how enhanced guest experiences could drive revenue in and between the many destinations within the Seminole Hard Rock Hotel Hollywood.

We learned about the inner workings and complexity of owned versus third-party managed destinations and specific underperforming destinations that could benefit from a refreshed strategy.



## The Opportunity

Bridging siloed destinations and teams within the Hard Rock is worth millions in revenue.

## The Solution

Coordinating unified experiences that live up to the legendary Hard Rock brand will drive guests to increase their enjoyment and desire to spend.

### Key Audiences

- Local Regular Non-Gaming Spenders
- High Ticket Room Spenders
- High Ticket Dining Spenders
- Large Parties



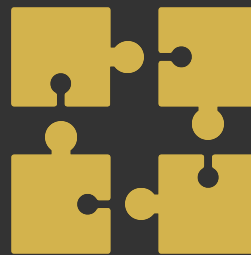
## What is Unified Experience Group (UXG)?

An internal team dedicated to coordination and cross-selling destinations and events to create unique, high-value experiences within the Seminole Hard Rock Hotel & Casino around the clock for on and off-property guests.



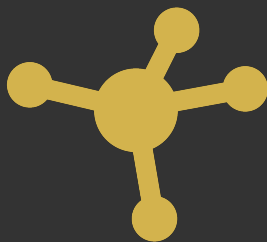
### Cross-Selling

Create stacked experiences for guests, increasing their enjoyment from one destination to the next.



### Coordinating

Communicate with teams at and between destinations, facilitating curated guest journeys.



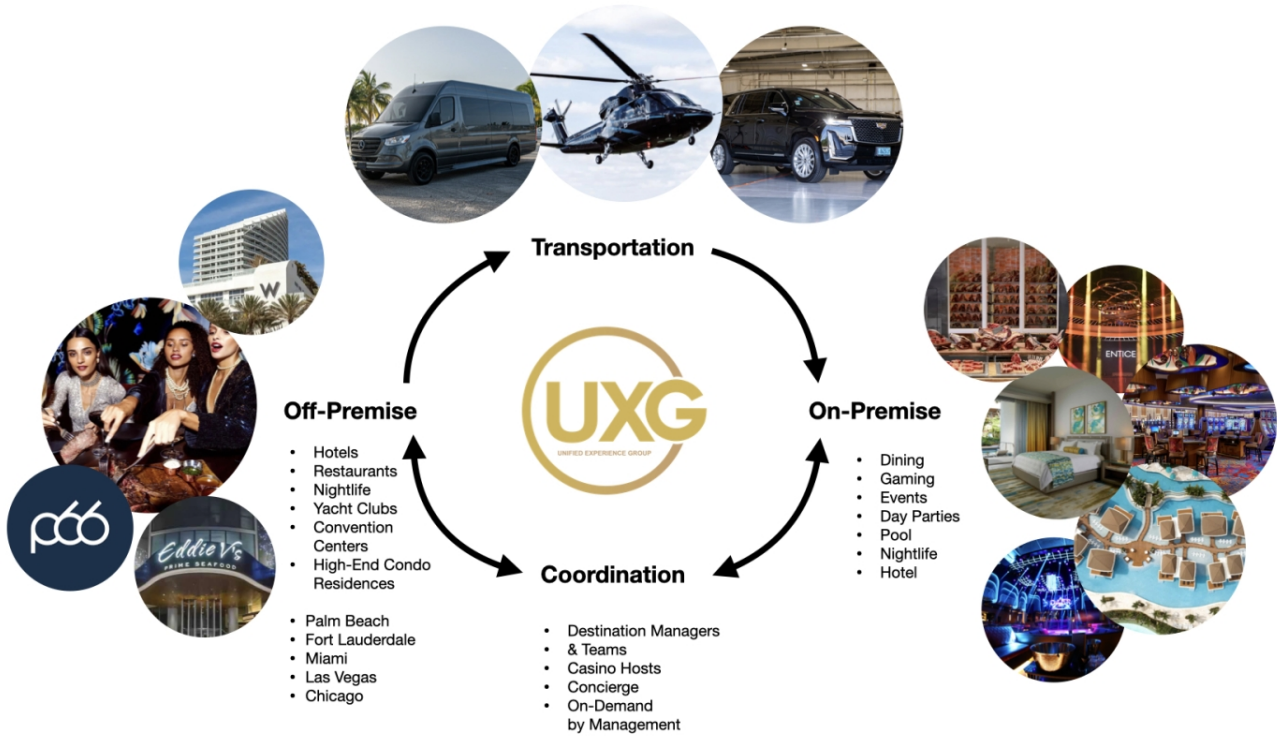
### Liaising

A neutral, frictionless, and seamless force between teams and destinations dedicated to delivering experiences in keeping with the legendary Hard Rock brand



### Advising

Gathering insights from guests, on and off-property sources to create better experiences and more revenue per guest.



# Investment

## Team Structure

### **Team Lead**

Responsible for strategy, execution, Liaison management, and success reporting to Hard Rock management.

### **(2) Off-Premise Liaisons**

Responsible for off-property relationships with hotels, restaurants, clubs, and other partners to coordinate inbound traffic.

### **(2) On-Premise Liaisons**

Responsible for facilitating and curating guest transitions between on-property destinations.

## Investment

To reinforce UXG's neutral role between destinations, we recommend sharing the investment between the key teams to increase buy-in and minimize friction.

- Team Compensation (1099s)
- Performance Bonuses
- Off-Premise Marketing Budget



# Questions for Next Meeting

- What key performance indicators (KPIs) do you currently use to measure success across destinations, and how should we incorporate them into our plan?
- Is the organization already executing any of the strategies above? Are they successful? If not, why?
- Are there any gross marketing constraints that we will have?
- Is there an existing budget for the UXG Team to market to off-property destinations?
- What operational systems or technologies are currently in place, and how can we leverage them to support unified guest experiences between destinations?
- How do you handle coordination and conflict resolution between different venues and partners, and how can our unification services assist in this process?
- How do you see the unification of operations and communications contributing to the long-term success and sustainability of the Hard Rock brand?
- Are there any long-term initiatives or goals we should align with as we develop our unification plan?

## Schedule Our Next Meeting

Use this link to book our next meeting: [Meet with Lloyd](#)

