

CREATING THE ULTIMATE DESTINATION

BETSON

STEIN ERIKSEN LODGE DEER VALLEY

AMENITIES THAT BRING CUSTOMERS BACK

Executive Summary

Stein Eriksen was looking for a partner to help build out their 3,500-square-foot entertainment room, titled Champions Club, which included arcade games and a restaurant.

Challenges

Dan Bullert and the team from Stein Eriksen were looking for a way to add value for visitors by enhancing their amenities.

One of the challenges was to add a game room that kept a balance between luxury and practicality and vintage and cuttingedge gaming equipment.

“Our sales rep was confident and able to help design a plan based off our needs and space. We could not have made it to the starting gate without Steve’s help.”
Dan Bullert, VP - Hotel Operations



How Betson Helped

The Betson team worked with the layout to determine the best mix of games that would fit the Stein Eriksen customer.

Some of the games that were placed include:

- World's Largest Pac-Man
- Jurassic Park Arcade
- Stern Pinball Games
- Quad Air
- Pac-Man Arcade Party



Results, Return on Investment and Future Plans

The team at Stein Eriksen were very pleased with the way the room turned out. The arcade games are complimentary and designed as a hotel amenity which will increase hotel growth overall.

The 3,500-square-foot entertainment room, titled Champions Club, includes arcade games and a restaurant, so guests will be able to participate in different activities than what has typically been offered.

