

The World's Major Entertainment Destination within a Mouse Click's Reach

Customer Profile

LasVegas.com (www.lasvegas.com) is a partnership of Mandalay Resort Group and Caesars Entertainment, owners and operators of Las Vegas hotels, casinos, restaurants, shops, and a variety of shows and attractions recognized around the world.

Uniting all the renowned city has to offer, LasVegas.com provides the most direct route to the 36 million visitors to Las Vegas annually, for content and booking capability to 140 hotels, 300 restaurants, 160 tours, 100 shows, 40 wedding chapels, 30 top spas and major golf courses. The travelers enjoy the convenience of one-stop access to all of Las Vegas' travel components through a single dedicated site, without the tedious effort of researching multiple web sites.

Situation

Originally, the Las Vegas site was not geared towards its current target audience. In 2001 the new owners of the LasVegas.com domain name understood that Las Vegas needs to steer its own identity by providing visitor-access to critical, up-to-date information to repeat as well as new travelers. In order to best promote the fast-pace of information change in Las Vegas (with new rooms, themes, entertainment, events, facilities, and incomparable resort services), LasVegas.com decided to create a new website offering the ability for visitor to research, plan and book amenities across the region and to make reservation process quick and ubiquitous.

It was natural that the name remains the same, but it is the approach to the way the information is presented and gathered as it reaches the audience that has been radically changed.

The owner company needed a new system to manage content as well as a booking engine for on-line reservations.

Solution

To support the LasVegas.com portal, EPAM has successfully completed the custom EPAM Content Management System implementation and integration with several third party web services.

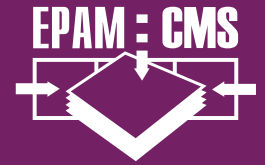
CMS core development included:

- Site story boards creation
- Category scheme definitions creation
- Presentation templates creation
- Dynamic content elements development

Integration services spanned:

- Content publishing system setup
- Integration with Datalex Booking Engine
- Integration with ListServ mailing lists software
- Integration with online Marketing Database for producing dynamic reports
- Data Transformation services and content feeds setup
- Content publishing (to one or several different target web sites)
- Content feeds from 3d-party content providers

EPAM Content Management System Case Study: LasVegas.com



Results

www.LasVegas.com was re-launched in November 2002 and is now the major online Las Vegas representation promoting all the excitement and glamour of the city, as well as its unparalleled recreation opportunities. The net result has brought tremendous value to the city through increased ease of tourism, new employment opportunities and profits.

EPAM Content Management System, together with its valuable plug-ins, were crucial to the successful website launch and made it possible to electronically consolidate diverse content from a number of sources under LasVegas.com and to augment the information provided by hotels, restaurants and attractions. By using EPAM CMS, management of daily content updates to the 5000+ page site can be handled by a staff of a few non-technical resources. The technical support for this portal is provided by a dedicated team of EPAM specialists.

LasVegas.com is a noteworthy example of a destination marketing website that utilizes advanced technology and a user-friendly design to deliver on the promise of 'One City', 'One Site'. All that combined with the innovative marketing methods enables www.LasVegas.com to deliver versatile and extensive destination content and unprecedented values to online travel consumers.

www.LasVegas.com was the largest travel portal deployment in 2002.

"EPAM's Content Management Solution gives us the ability to easily update site content and integrates seamlessly with our booking engine to form the most consumer, supplier and operator friendly site in travel."

Peter Simon, SVP
The Mandalay Resort Group



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