



Gold Strike Casino Resort (MGM Resorts Property) – Tunica
Reopen Competitive Analysis Report
May 31, 2020: 7:30am – 9:00am

Casino Re-Opening Summaries:

The following details outline our recent visit to Gold Strike Casino Resort (Tunica) regarding the re-opening of their casino which took place May 31, 2020. Gold Strike's reopen date was May 25, 2020. Areas of observation include main entrance procedures, gaming floor activity, hotel policies and food & beverage standards. *Approximate competitive shop between the hours of 7:30am – 9:00am.*

Key Highlights:

- **Arrival:**
 - o Page 8 -10, no thermal scanners used to check guests' temperatures along with no handheld temperature gauges used either. Asked employee at entrance and the direct response was, "We do not have the equipment for it."
 - o Numerous signage out front directing guests who might feel sick or have any type of listed symptoms to not enter building.
- **Health & Safety:**
 - o Pages 16 and 30, highlights the tremendous cleaning job performed by the 3rd party contracted by Gold Strike. Employees were quick to sanitize each area after guest transactions. (*See hotel front desk and hotel elevator pictures*)
 - o Large hand washing station on casino floor. Very convenient for both guests and employees to use along with helping to prevent the spread of viruses.
- **Slot Area:**
 - o Pages 40 - 46 slot machine banks had every other machine disabled and the chairs removed. Zero plexiglass installed for any slot bank.
- **Table Games:**
 - o Page 51 - 59, majority of table games had plexiglass installed with guests able to touch cards and chips. Gold Strike had the most plexiglass installed on table games compared to other casinos we have visited.
- **Food and Beverage:**
 - o Plexiglass installed across dining outlets along with enforcing social distancing with respect to table layouts in restaurants.
 - o Page 75 shows how guests can scan QR code to join a virtual waitlist.

Gold Strike Casino Re-Opening Summaries:

Entrance Procedures:



Stanchions set up outside entrance to Gold Strike.

Entrance Procedures:



Social distancing stickers placed throughout entrance lines.

Entrance Procedures:



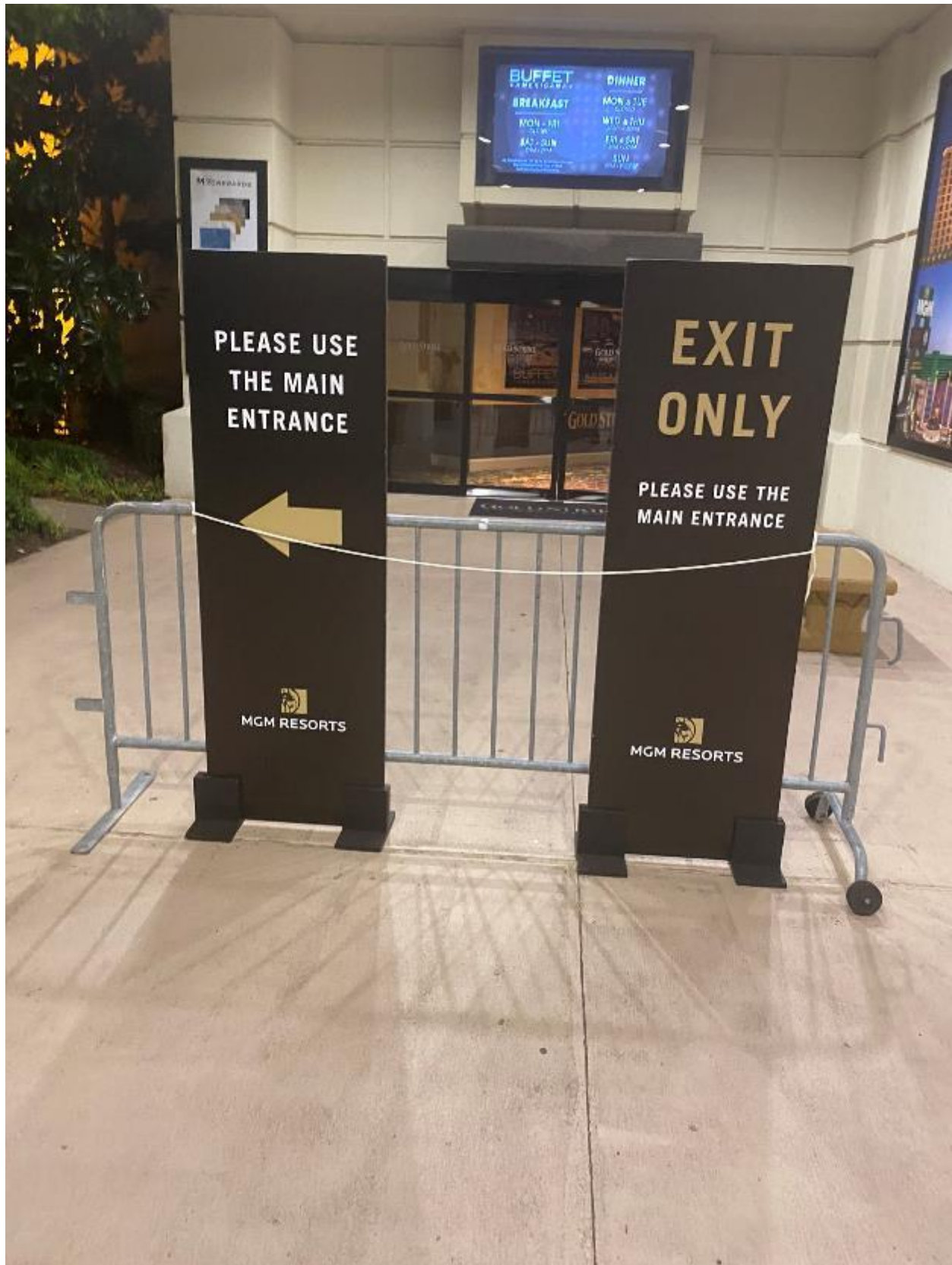
Safety signage outside entrance with health questions for guests to answer.

Entrance Procedures



Safety signage outside entrance with health questions for guests to answer.

Entrance Procedures:



Directional signage to use main entrance with gate blocking these doors.

Entrance Procedures:



Safety signage outside entrance with health questions for guests to answer along with hand sanitizer station available.

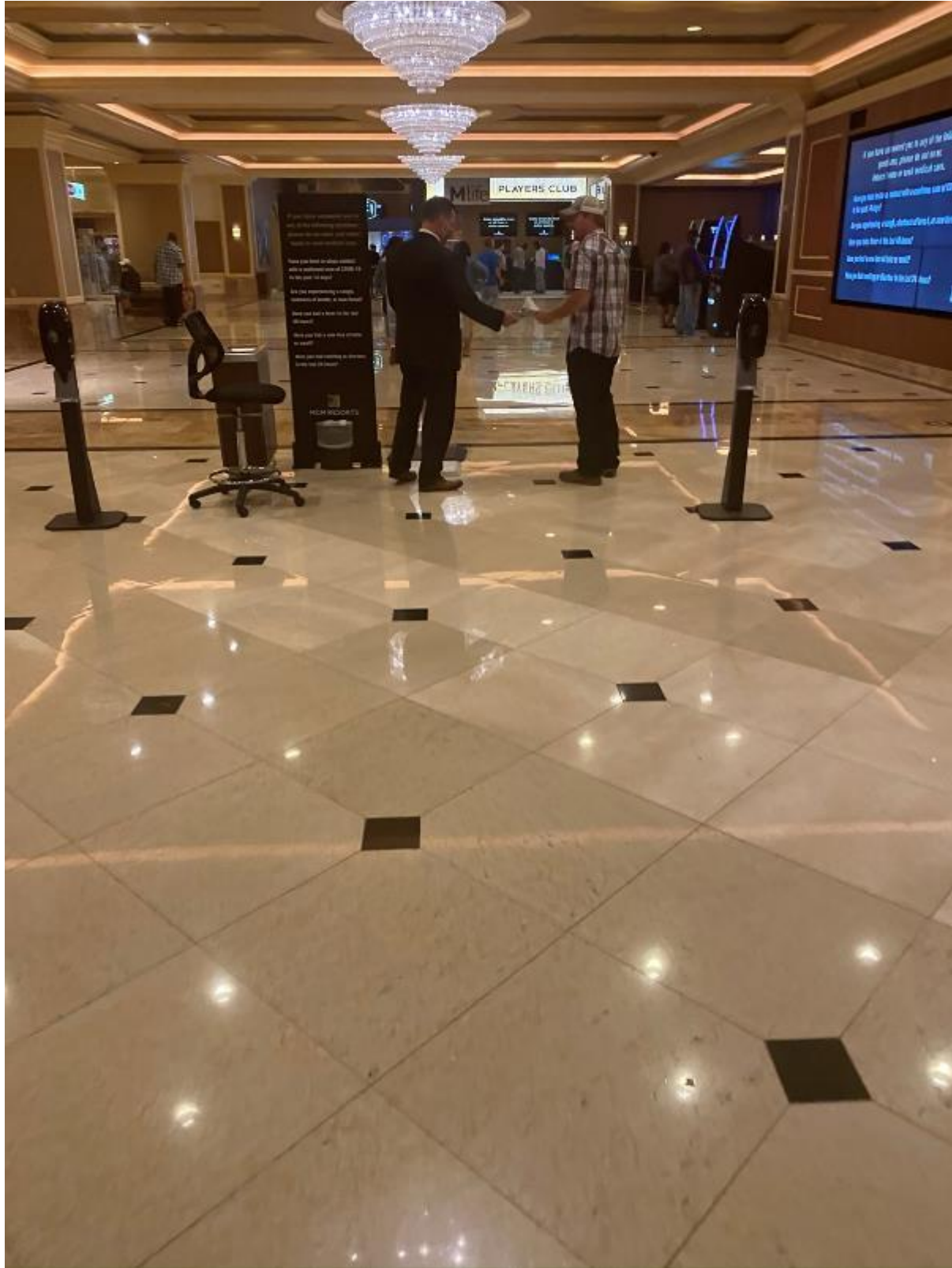
Entrance Procedures:



Main entrance with employee providing masks upon guest request.

*Note: No thermal scanner or handheld temperature gauges used. As notated above, when guest asked if they check temperature, response was “We don’t have that equipment for it.”

Entrance Procedures:



Main entrance with employee providing mask to a guest. Hand sanitizer stations on either side.

Entrance Procedures:



Large signage next to entrance station with health and safety information.

Entrance Procedures:



Employee providing masks with similar set-up to main entrance station.

Hotel Operations:



Hotel front desk employee assisting guest with mask.

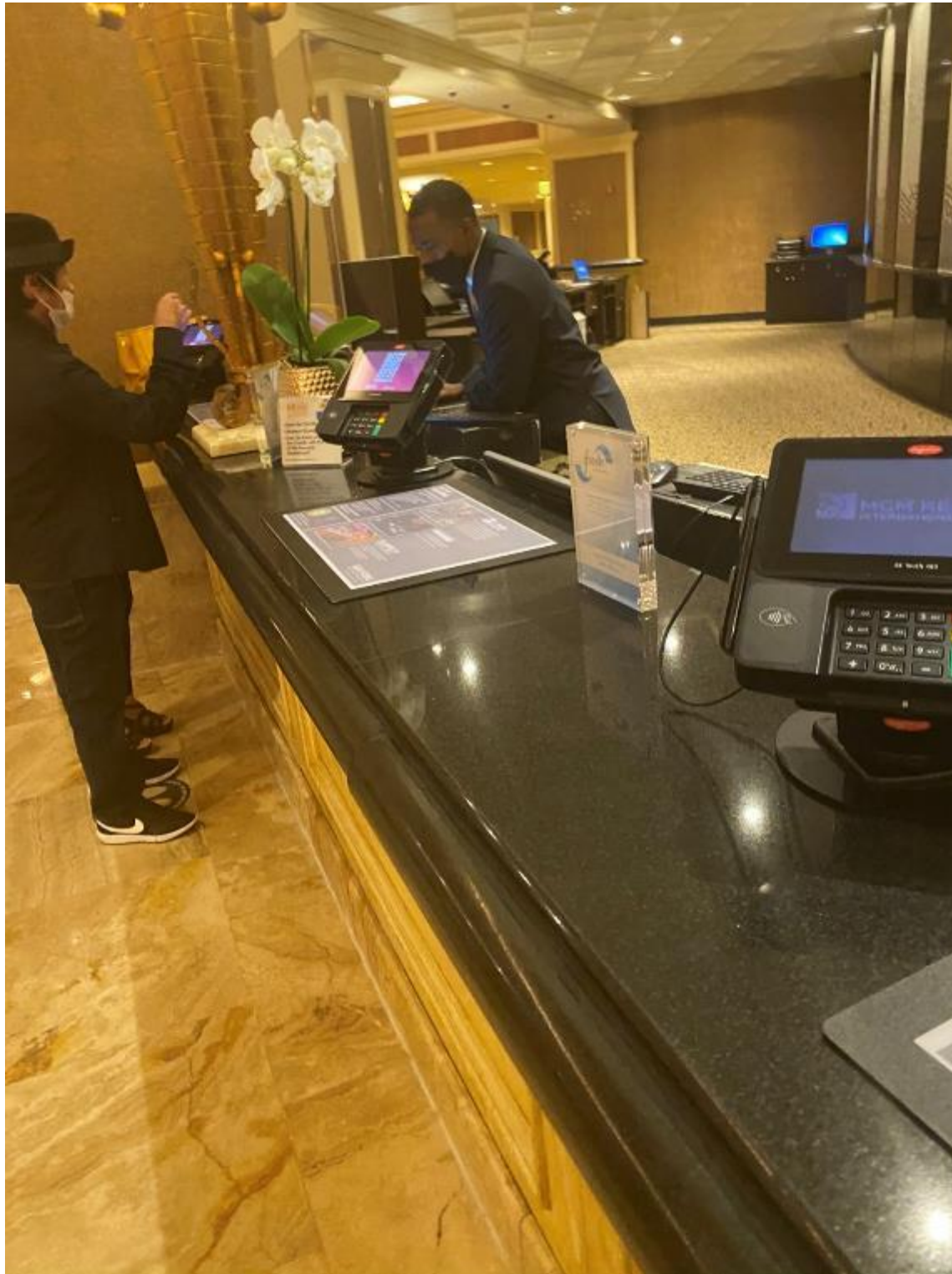
Plexiglass installed at each front desk station.

Hotel Operations:



Gemalto smart card reader used by front desk staff.

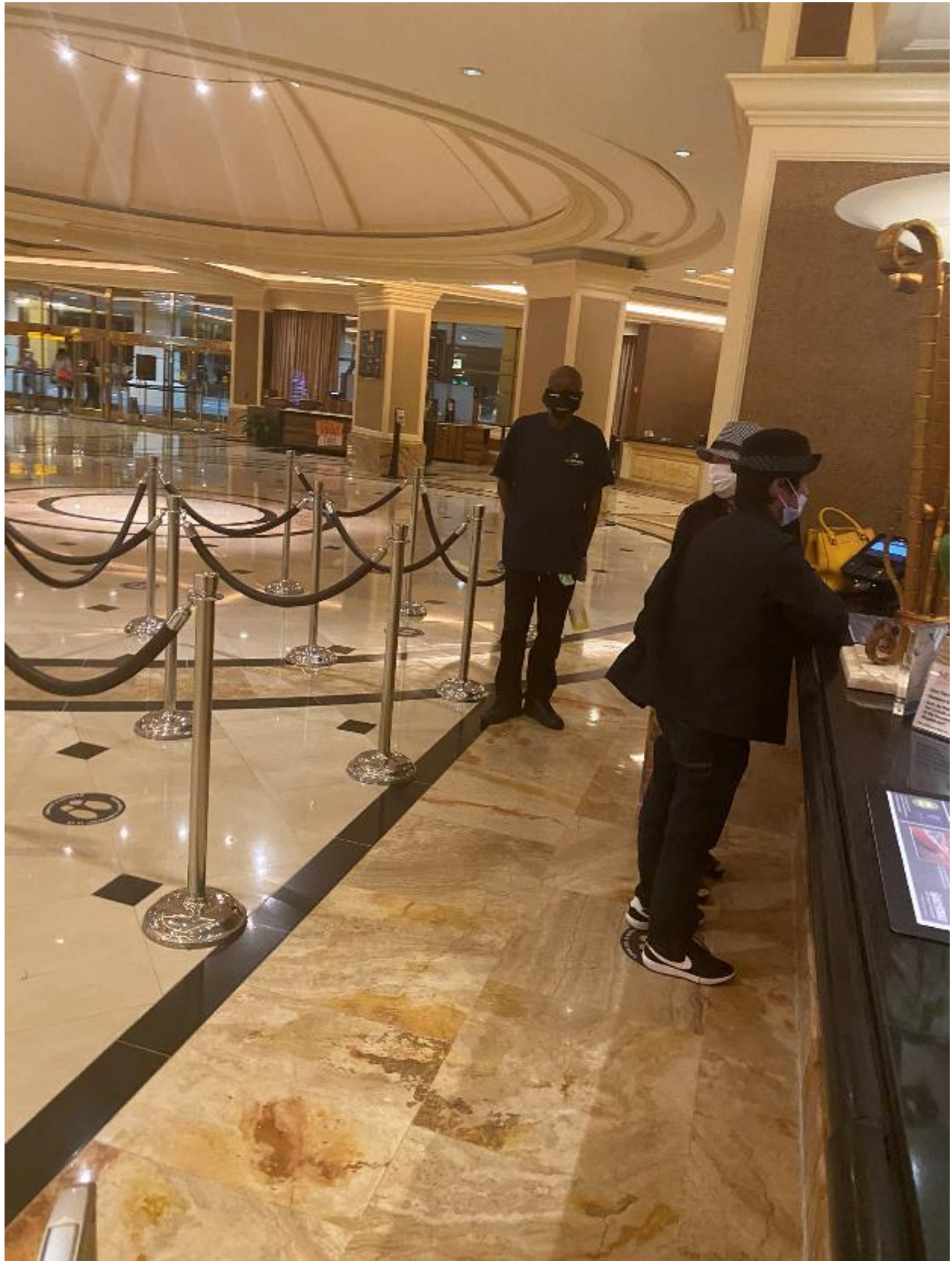
Hotel Operations:



Hotel employee assisting guest.

*Note: Employee wearing a black mask compared to a blue mask worn by the other hotel employee. No standard mask worn by all employees compared to other properties we have seen.

Hotel Operations:



Employee ready to sanitize area once guest transaction is completed.

Hotel Operations:



3rd party cleaning employee sanitizing and wiping down entire area where guest transaction occurred.

Hotel Operations:



Social distancing stickers at hotel front desk.

Hotel Operations:



Concierge and Bell Desk available with plexiglass installed. Bellman wearing mask with luggage cart alongside desk.

Hotel Operations:



Elevator safety signage stating that guests who do not wear a mask should wait for a private elevator. Only (4) guests per elevator car.

Hotel Operations:



Hand sanitizer station located next to hotel elevators.

Hotel Operations:



Executive floor with non-smoking signage.



Tape placed on hotel room door which indicates that MGM Resort's seven-point safety plan has been implemented and that the room is cleaned for the guest.

Hotel Operations:



Hotel room which included Keurig coffee machine, ice bucket and mini fridge.

Hotel Operations:



Hotel Operations:



Iron and ironing board in hotel room. We have seen multiple hotels remove these items and require guests to call for these to be delivered.

Hotel Operations:



Bathroom toiletries and presentation.

Hotel Operations:



MGM Resort's cleaning protocol sign in hotel room.

Hotel Operations:



Social distancing stickers located outside elevators.

Hotel Operations:



Social distancing signage on elevator door with a limit of (4) guests per elevator car.

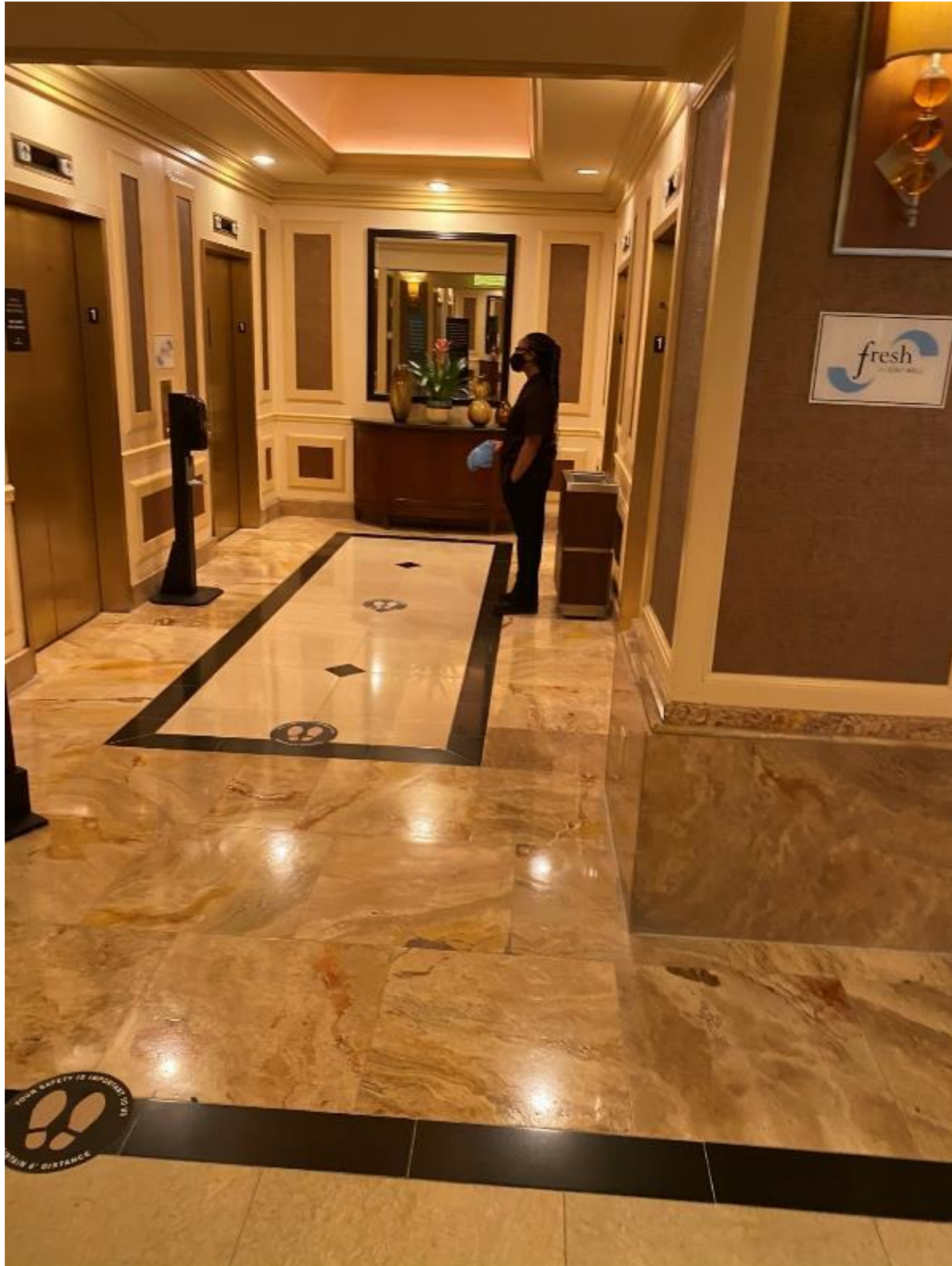
Hotel Operations:



3rd party cleaning employee wiping down elevator buttons.

*Note: Excellent cleaning and sanitizing practices at Gold Strike. Extremely impressed by the attention to details from hotel front desk to the elevators.

Hotel Operations:



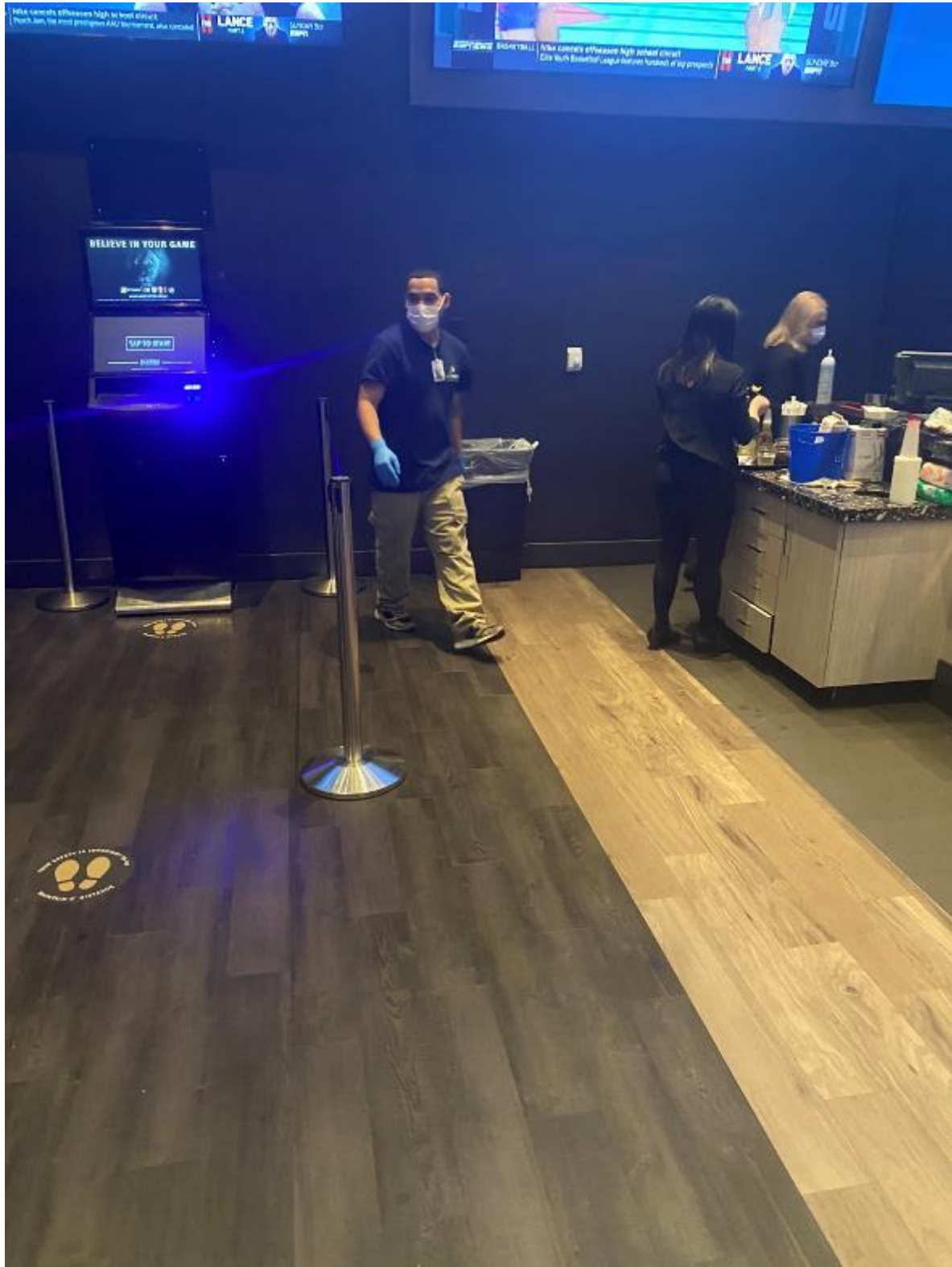
Employee waiting in elevator lobby to sanitize buttons. Numerous Fresh by Stay Well health and safety signage throughout the property. *(See details about Fresh at the end of report)*

Health & Cleaning Policies:



Large health and safety precautions on reader boards.

Health & Cleaning Policies:



3rd party cleaning employee wearing mask and employee identification/badge.

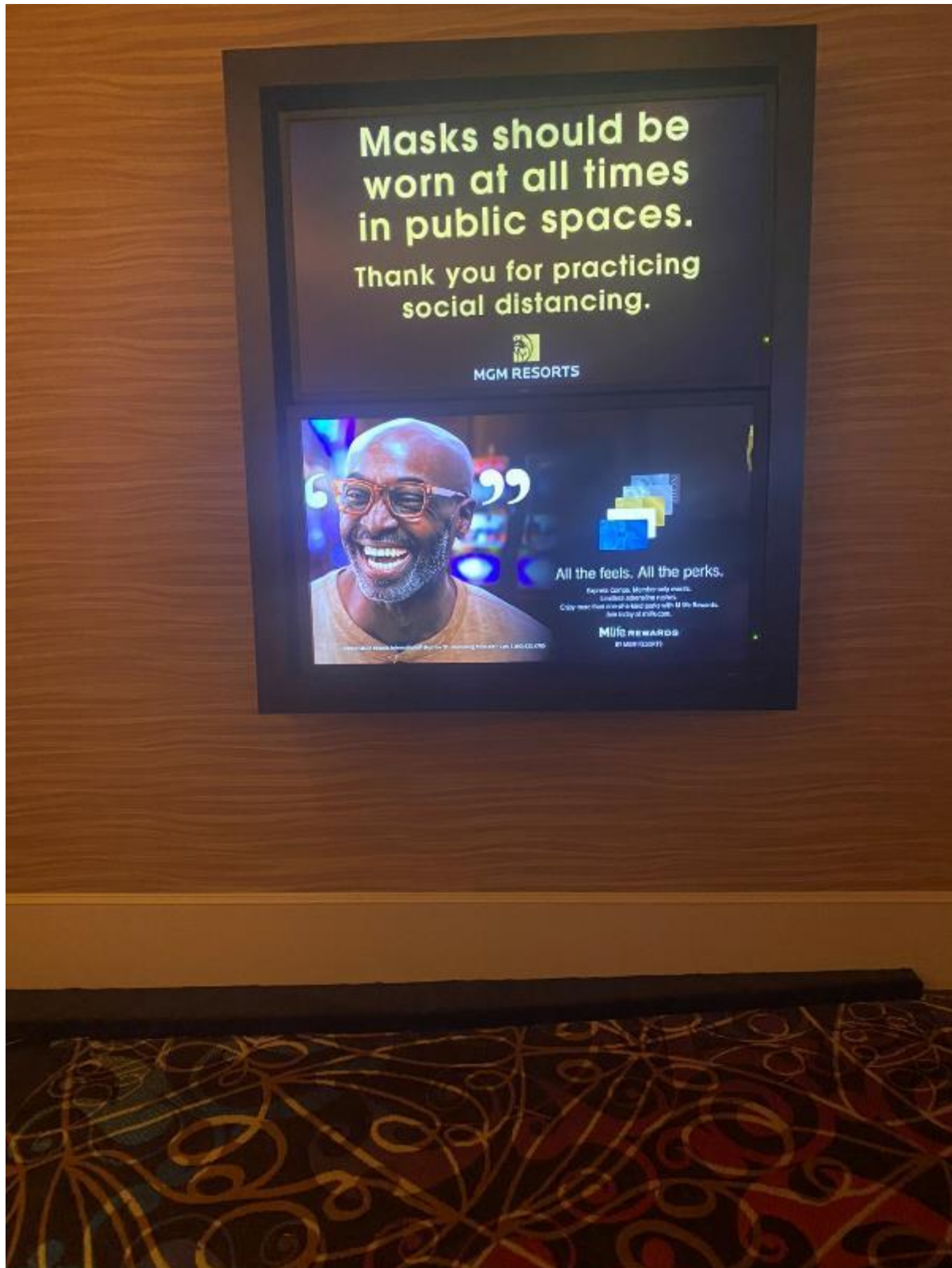


Large hand washing station on casino floor.

*Note: First hand washing station we have seen across all casinos visited. Witnessed numerous guests and employees using this safety measure.



Gold Strike employee using hand wash station.



Large signage stating that masks should always be worn in public spaces.

Health & Cleaning Policies:



Health and safety signage on mirrors in restroom. All sinks and urinals available for guests to use with no social distancing practices in place.

Health & Cleaning Policies:



Health & Cleaning Policies:



Gaming Floor – Slots:



Zero plexiglass installed on slot machines. Slot bank above has (2) machines disabled with chairs removed. Out-of-service signs read “disabled for your safety”.

Gaming Floor – Slots:



Social distancing enforced with disabled slot machine and chair removed.

Gaming Floor – Slots:



Rounded slot bank with no need to have any machines turned off as distance is not an issue.

Gaming Floor – Slots:



Every other slot machine disabled.

Gaming Floor – Slots:



Two machines next to one another both disabled with chairs removed.

Gaming Floor – Slots:



Machines disabled with chairs removed.

Gaming Floor – Slots:



Two machines next to one another both disabled with (1) chair removed.

VIP Lounge – Bar Top Machines:



Every other machine disabled on bar top with chairs removed.

Bar Top Machines:



Every other machine disabled on bar top with chairs removed.

Bar Top Machines:



Bar closed with all bar top machines disabled and chairs removed. Plexiglass installed on bar counter. All plastic served with the exception of glass beer bottles.

Gaming Floor – Table Games:



Table game with plexiglass installed and maximum (3) per table. Dealer wearing a mask.

*Note: Plexiglass installed along with dead tables between each table game as part of their social distancing policies.

Gaming Floor – Table Games:



Plexiglass on table along with dealer wearing a mask. See pit supervisor behind dealer wearing mask and gloves.

*Note: After talking with guests, they understand the plexiglass on table games but 95% of guests are against this. Guests really do have distain for the plexiglass while playing.

Gaming Floor – Table Games:



Plexiglass installed on craps table with (6) guest limit on game.

Gaming Floor – Table Games:



Craps table in which guests are standing and sitting while player. We have seen guests stand for the most part.

Gaming Floor – Table Games:



Roulette table with no plexiglass installed.

Gaming Floor – Table Games:



Cleaning chips and dice using tongs with sanitizing supplies on casino floor.

Gaming Floor – Table Games:



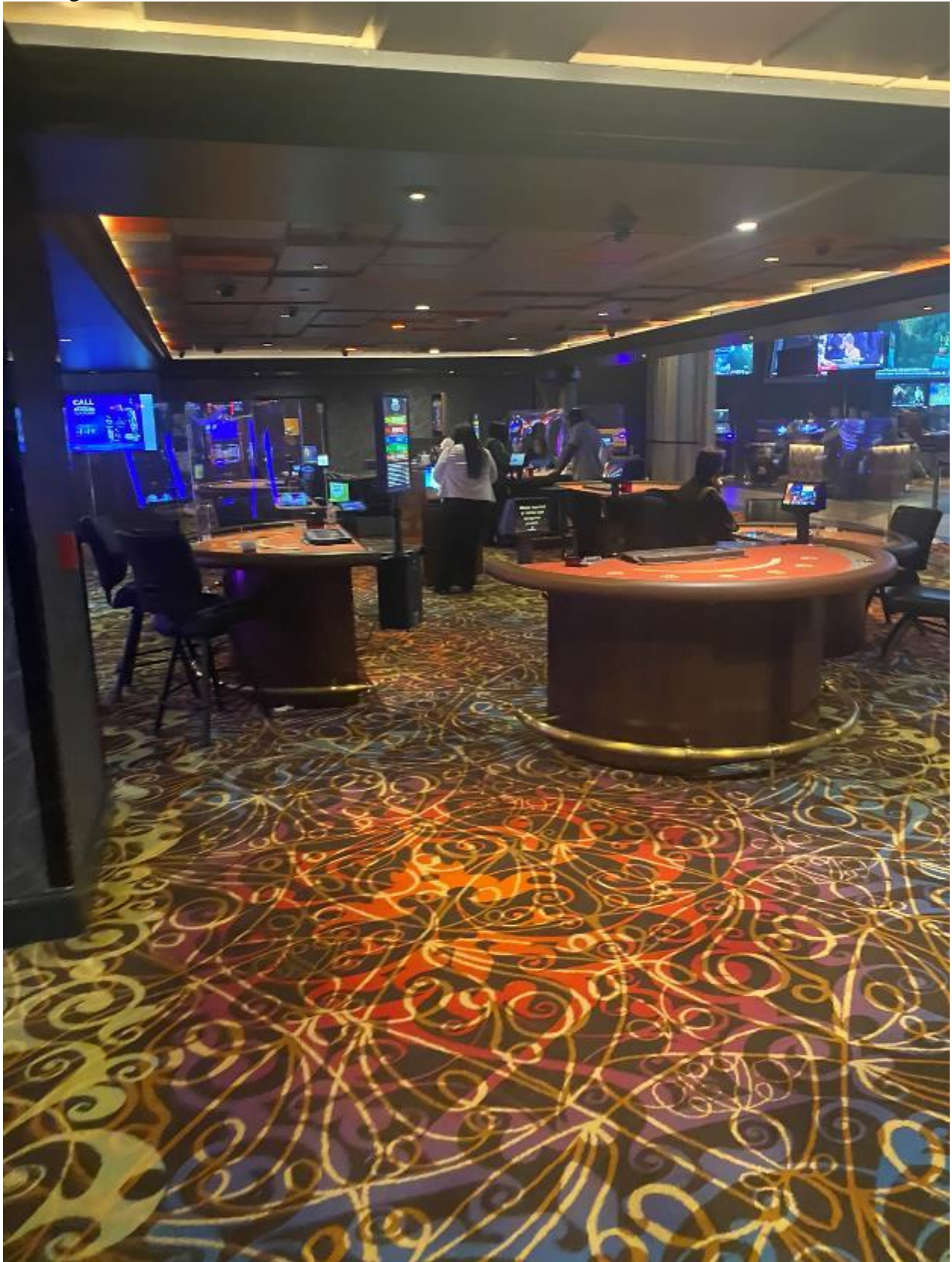
No plexiglass on baccarat table with (3) guest maximum.

Gaming Floor – Table Games:



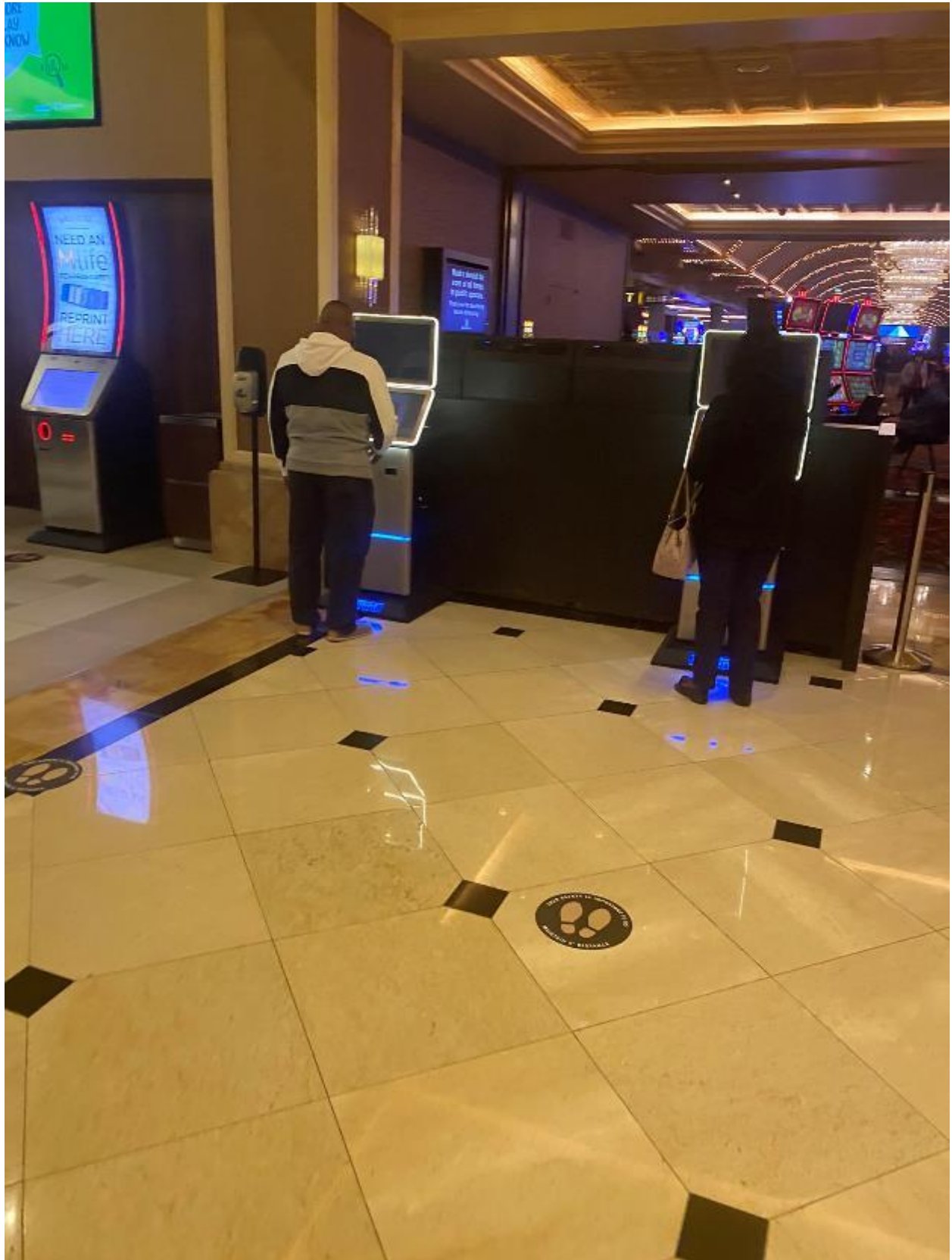
High-limit tables with plexiglass installed and (3) guest maximum.

Gaming Floor – Table Games:



Unavailable table games with no plexiglass installed and chairs removed.

Kiosks:



Social distancing enforced with (2) kiosks far apart with stickers on ground for waiting guests.

Reprint & Sign-Up Kiosks:



Kiosks far apart along with social distancing stickers on ground.

*Note: Great incentive to give players the ability to reprint cards or sign-up to relieve stress on the player's club or cage.

Player's Club:



Player's club closed with large signage explaining that guests can use the kiosks or visit cage.

ATM Machines:



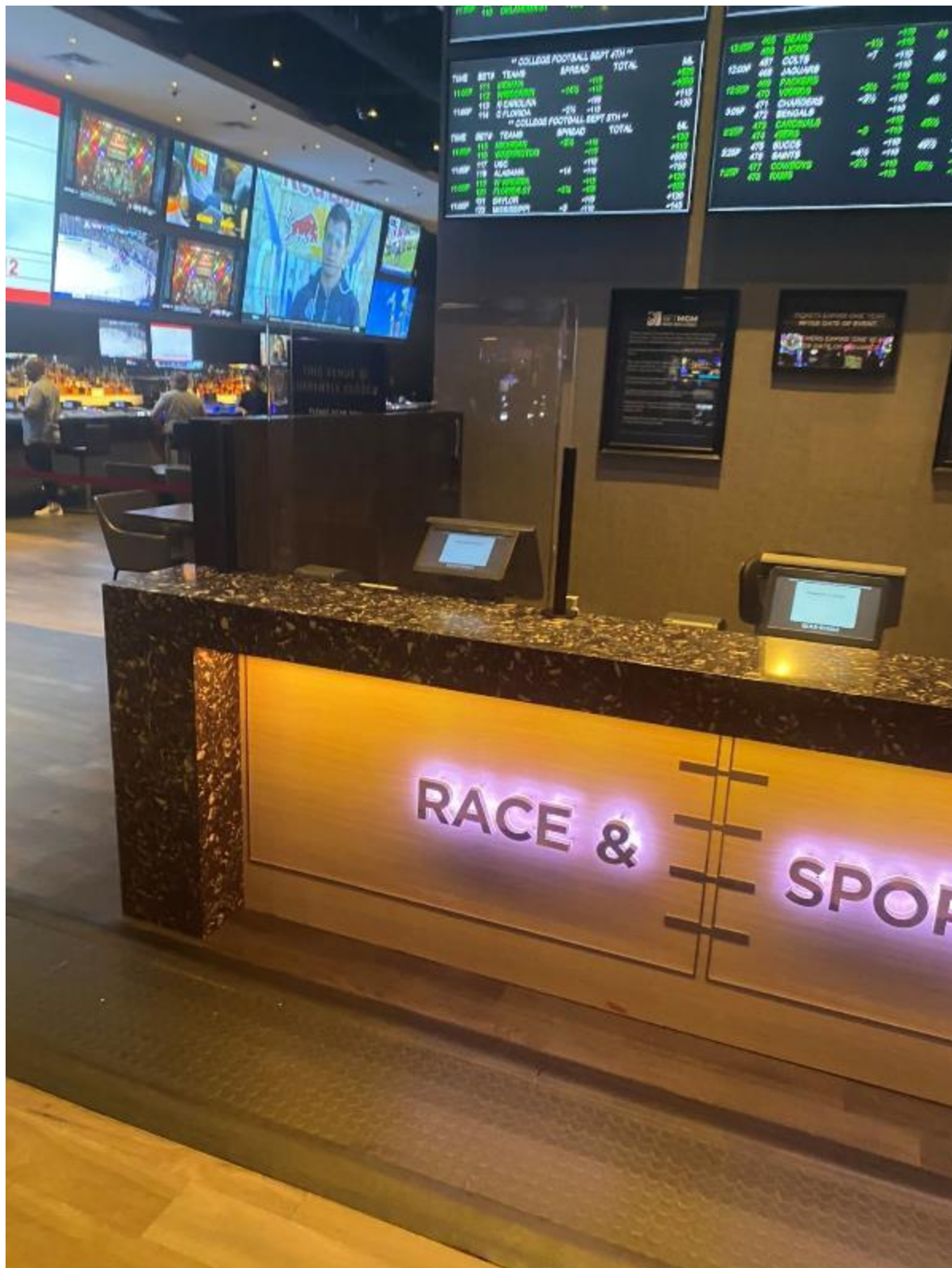
Social distancing with (1) ATM available; however, this ATM had an error.

ATM Machines:



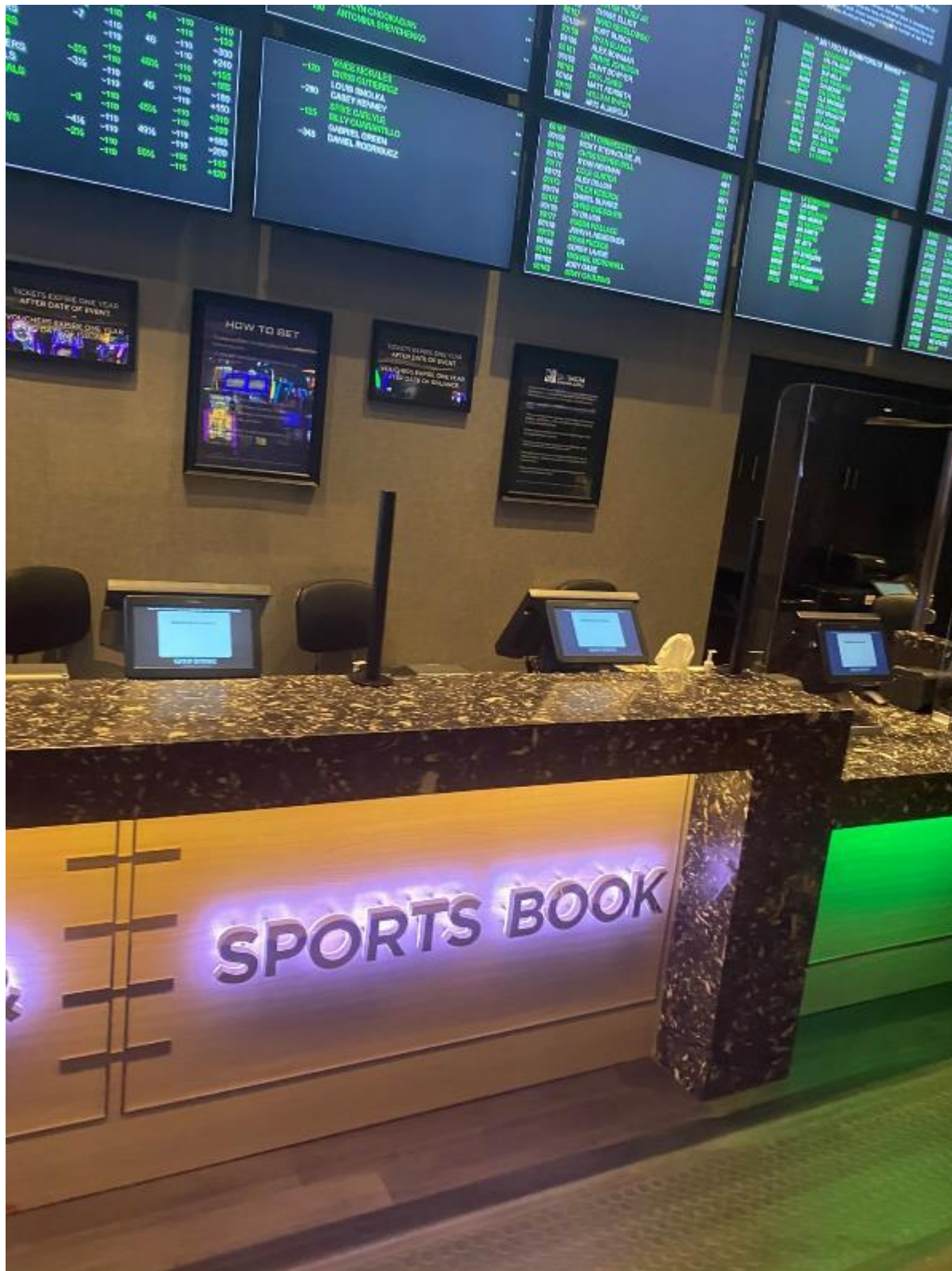
Middle ATM disabled due to social distancing.

Race & Sports Book:



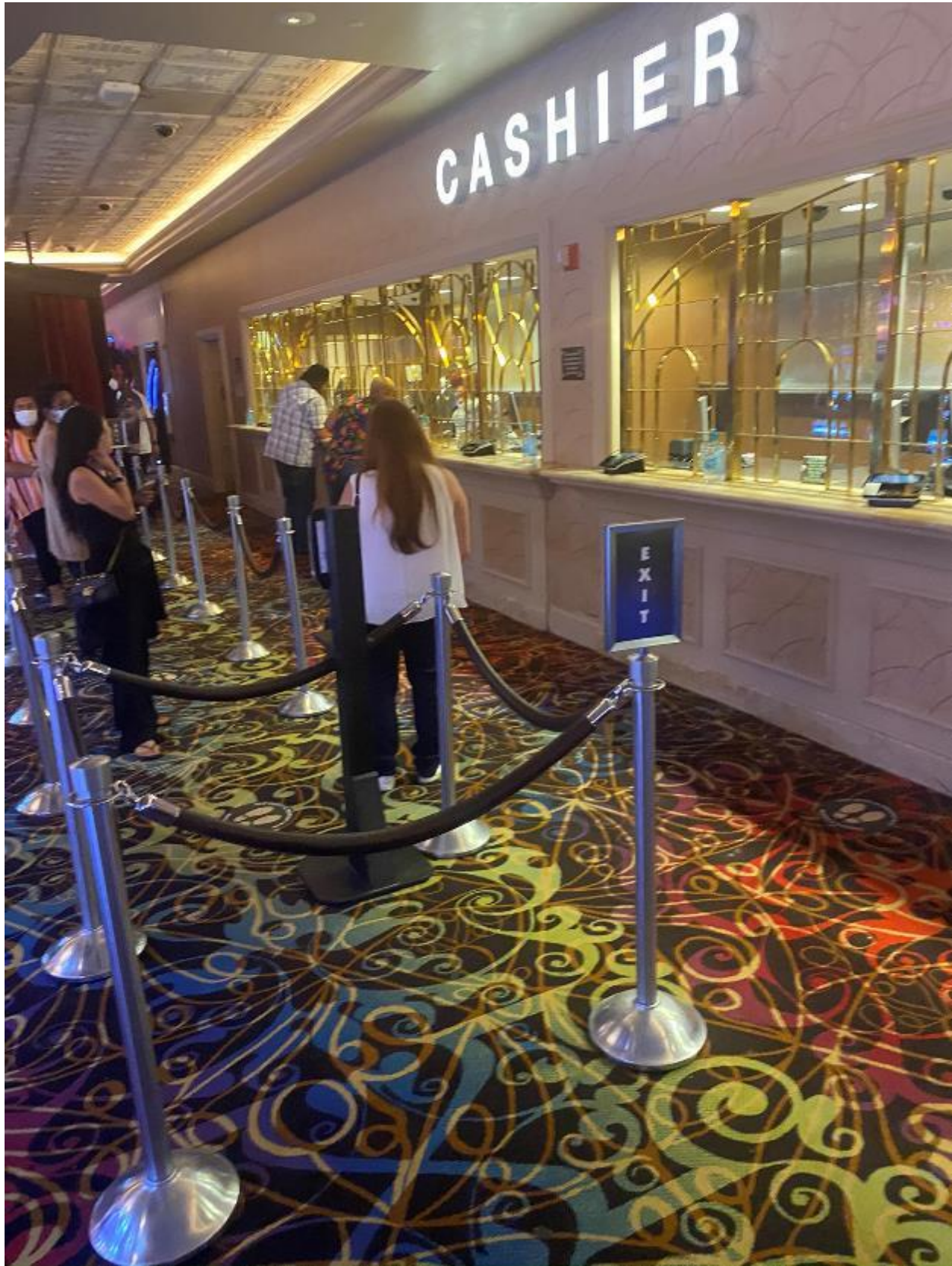
Plexiglass installed on parts of the race and sports book desk.

Race & Sports Book:



Entire desk not covered with plexiglass and appears that poles have been installed which might mean that they have not finished adding the plexiglass yet.

Cashier:



Plexiglass installed at cashier which also serves as a temporary player's club.

Casino Host Offices:



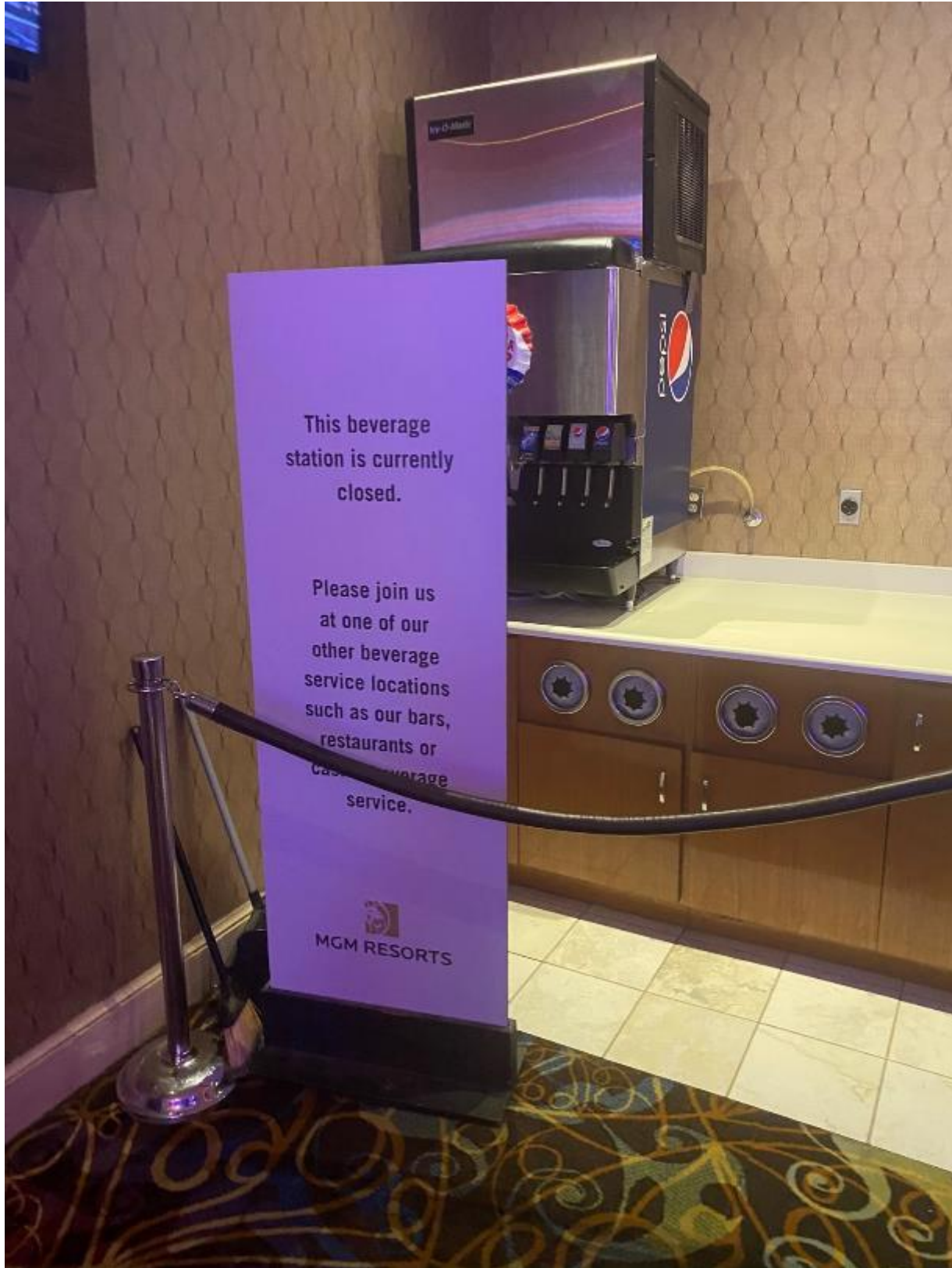
Host office closed with plexiglass installed.

VIP Lounge:



Seating area in VIP lounge arranged to comply with social distancing.

Food & Beverage:



Self-serve beverage station closed with large signage directing guests to bars or restaurants.

Food & Beverage:



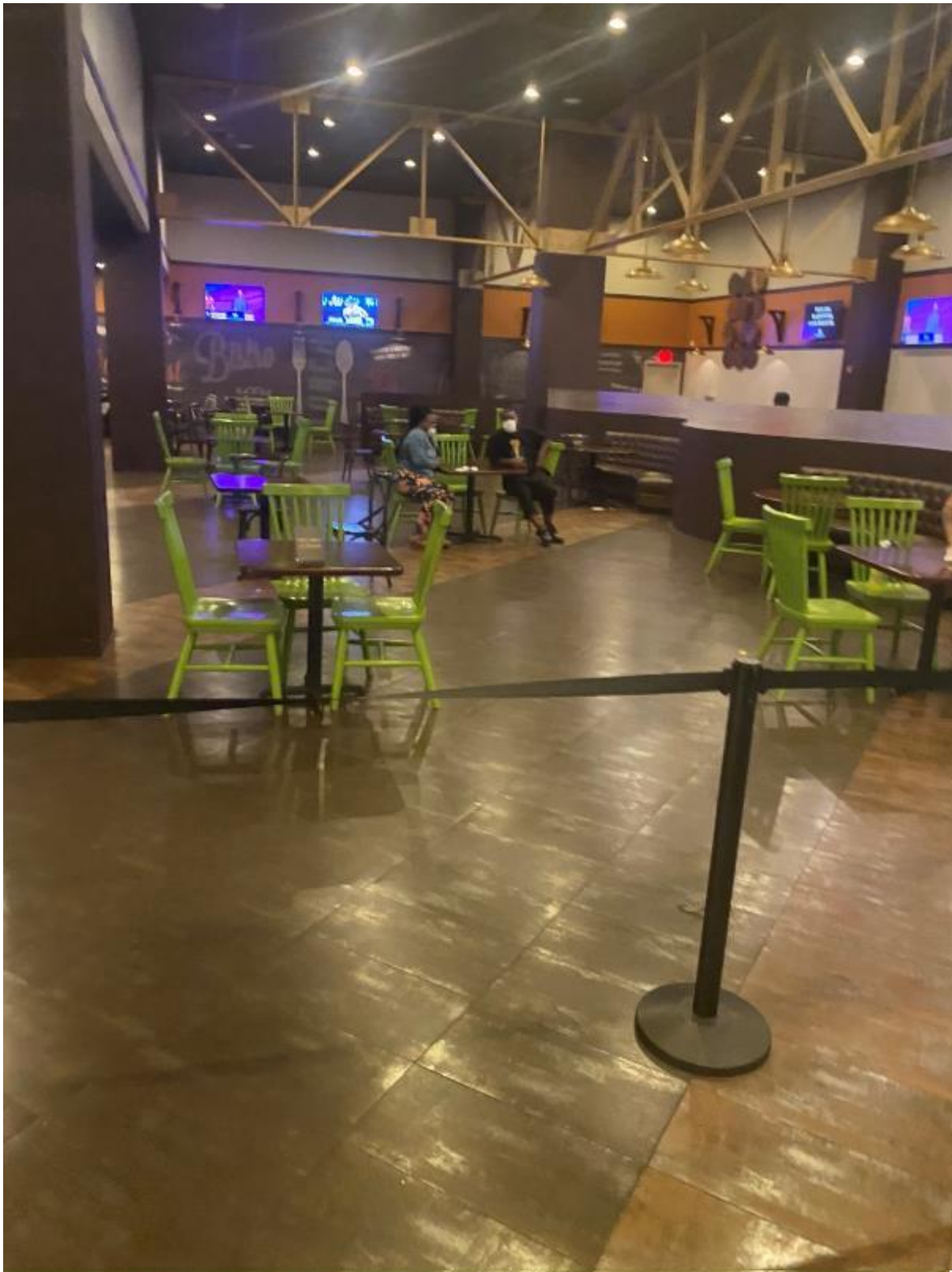
Coffee outlet with plexiglass installed.

Food & Beverage:



Social distancing stickers on ground with plexiglass installed at dining outlets.

Food & Beverage:



Social distancing enforced in food court with the arrangement of tables and chairs.

Food & Beverage:



Plexiglass installed at buffet counter.



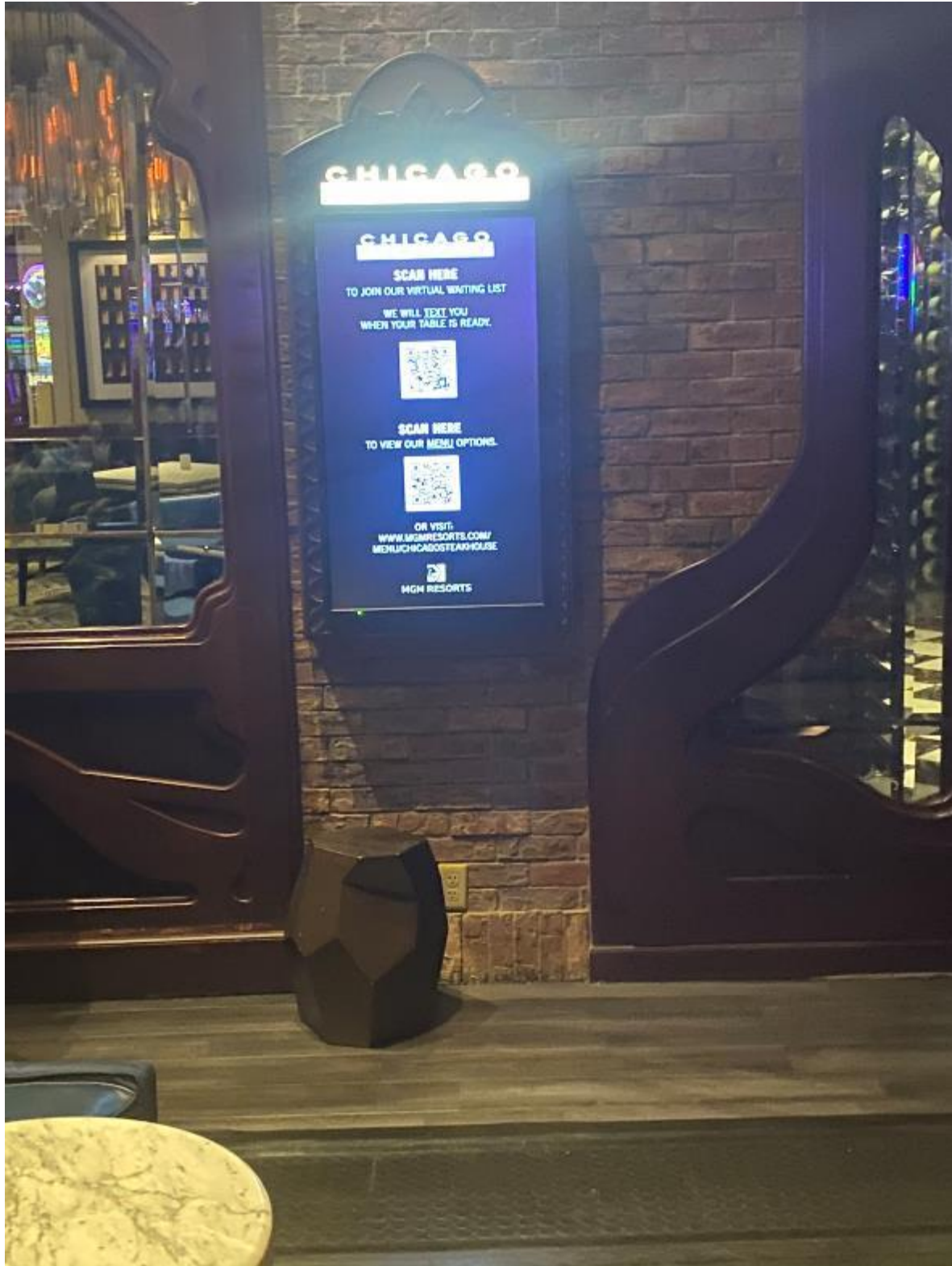
Hand sanitizing station at entrance to buffet.



Signage outside of Buffet with a QR code to scan for guests to join virtual waiting list.



Another sign for guests to scan and join virtual waiting list.



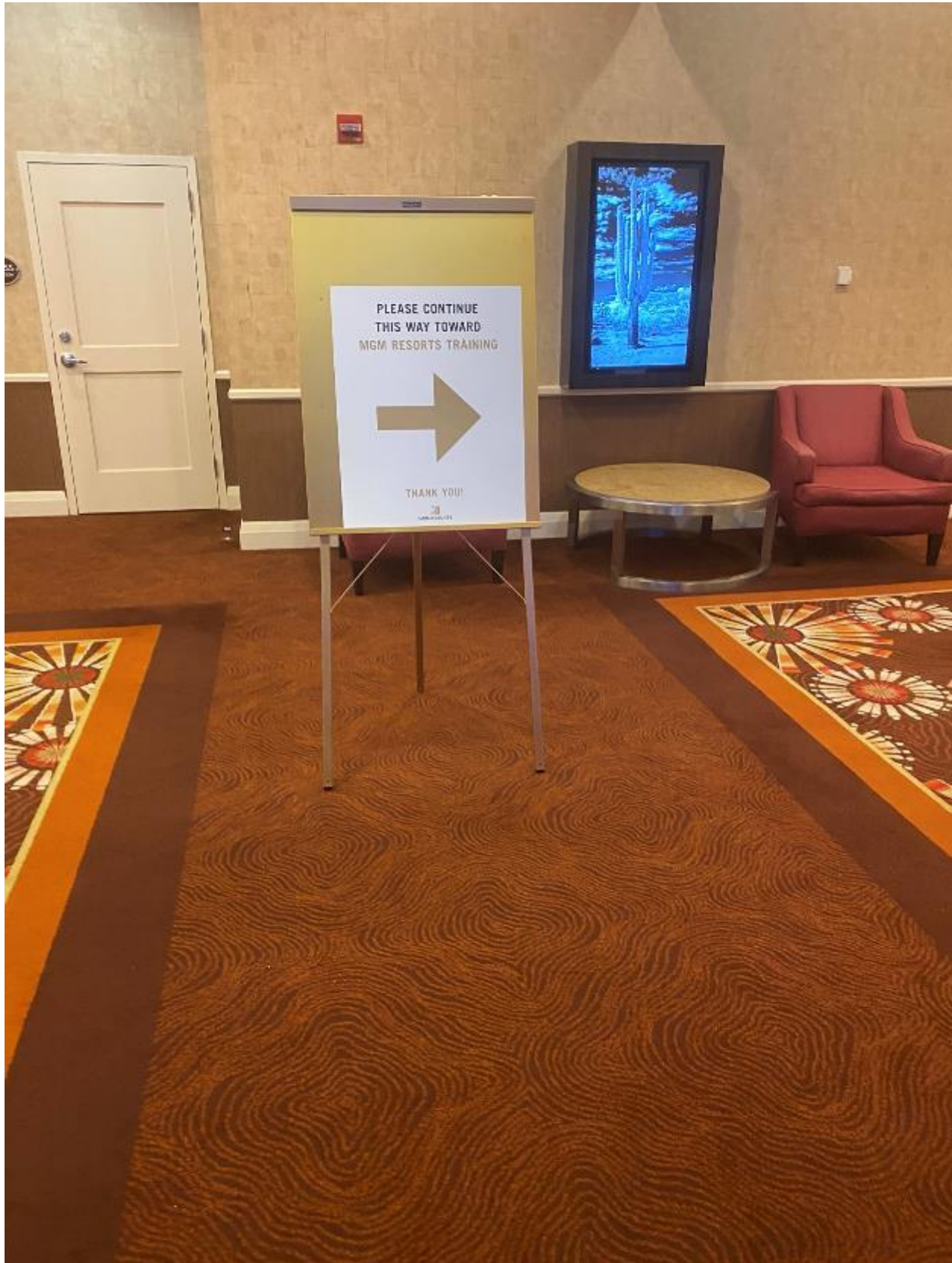
Virtual waiting list and menu available for guests who scan QR codes.

Food & Beverage



Social distancing enforced with arrangement of tables and chairs in restaurant.

On Property Observations:



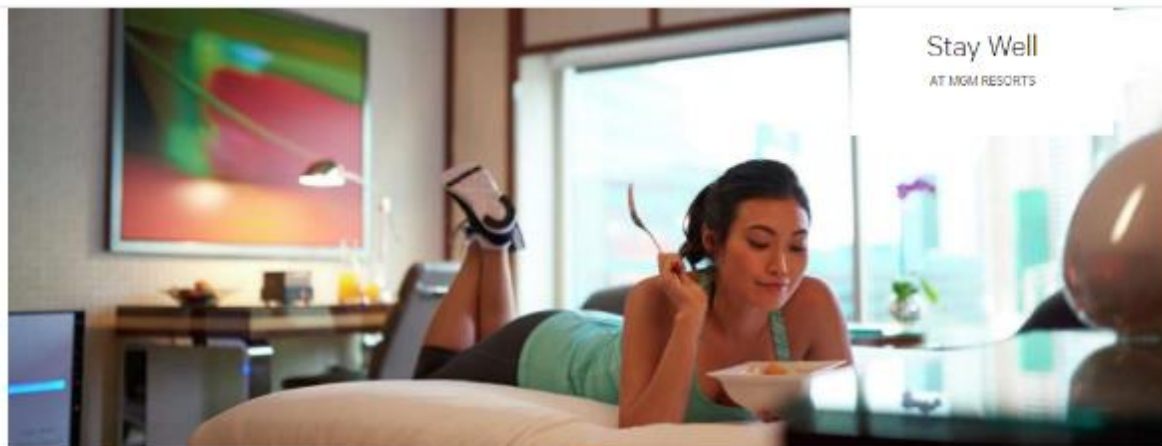
Directional reader board for MGM Resorts employee training.

On Property Observations:



Numerous chairs stacked in the corner of hallway for guests to see.

MGM Resorts Stay Well Details:



Stay Well

AT MGM RESORTS

STAY WELL

Stay Well Experience at MGM Resorts

Kind sanctuary in a room designed to renew, recharge and refresh, our stay well rooms combine the latest wellness technologies from Delos, the Cleveland Clinic and Dr. Deepak Chopra—all to help make your stay everything you want it to be. To enjoy a complete wellness hotel experience, stay well.



Dr. Deepak Chopra

Follow Stay Well



”

Stay Well Rooms are built on many individual features, which when combined, have an unprecedented positive health impact for the traveler.

Fresh By Stay Well Hotels

Fresh by stay well™ is a select group of features that create a unique guest experience to provide accessible wellness while you are traveling. Maximize your experience and minimize the impact that travel has on the body with fresh by stay well™.

Mileage Plus Sign In Guest Services My Itinerary

1. SELECT DATES
2. SELECT ROOM
3. REVIEW & BOOK

DATES
JUN 1, 2020 - JUN 2, 2020
GUESTS
2 Guests
FILTERS
All Room Types

IATA / TA #

Enter IATA / TA #

Select Room Rate:

Daily Room Rate
Rates starting at
\$89.00* Avg/night

More Offers
Explore additional rates
[View More](#)

*Plus \$15 daily resort fee plus applicable taxes.

Daily Room Rate

Book direct with Gold Strike.
[Terms & Conditions](#)

Deluxe Non-smoking 2 Queen Beds

1 NIGHT STAY

Daily Room Rate
Book direct with Gold Strike.
[View Offer Details](#)

Offer total \$99.00 \$89.00
\$89.00 Avg/night
Plus \$15.00 daily resort fee plus applicable taxes. [Learn More](#)

352 Square Feet | 4 Max Occupancy | 2 Queen Beds | 1 Bathroom

VIEW ROOM DETAIL

Deluxe Smoking 2 Queen Beds

1 NIGHT STAY

Daily Room Rate
Book direct with Gold Strike.
[View Offer Details](#)

Offer total \$99.00 \$89.00
\$89.00 Avg/night
Plus \$15.00 daily resort fee plus applicable taxes. [Learn More](#)

352 Square Feet | 4 Max Occupancy | 2 Queen Beds | 1 Bathroom

VIEW ROOM DETAIL

Deluxe Non-smoking King


1 NIGHT STAY

Daily Room Rate
Book direct with Gold Strike.
[View Offer Details](#)

Room Subtotal \$99.00
\$89.00 Avg/night
Plus \$15.00 daily resort fee plus applicable taxes. [Learn More](#)

352 Square Feet | 2 Max Occupancy | 1 King Bed | 1 Bathroom

Gold Strike Welcome Back Online Details:




Welcome Back

Now Open

Gold Strike is excited to be opening with enhanced protocols for guest and employee health and safety through our [Guest Room Safety Plan](#). Additionally, we have enhanced the guest experience with technological enhancements. While we are eager to welcome you back, please be aware that occupancy restrictions will be in place to maintain a safe environment.

[Reservations are being accepted.](#)



Casino

Following regulatory guidance, the enhanced gaming floors are open with new protocols based on physical distancing and cleaning. Per Mississippi Gaming Commission guidelines, a 50 percent capacity restriction will be enforced and table games and slot machines will be configured to allow for appropriate physical distancing. [BooMGM Book Bar & Grill](#) is open and sports betting can also be done through [BooMGM](#).


Concierge

The concierge desk will be open from 10 am - 6 pm.

Restaurants and Bars

Please note some dining establishments have limited hours. Please check the restaurant's detail page for the latest information.

- [Chicago Steakhouse](#) (Dinner only)
- [Pickle & Jam](#) (American)
- [WINGS Bar](#) (Bar service only)
- [BooMGM Book Bar & Grill](#) (Closed for food service, bar service and poker machines available).



Reservations

888-245-7829

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Any questions you may have regarding the information in this report, please feel free to contact me at any time.

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