

MGM Resorts works with Uber to offer guests ride vouchers to its world-class shows

Company leverages Uber Vouchers to drive awareness of its Las Vegas entertainment offerings

Vertical: Entertainment

Primary use: Ticket and ride offers

The business need

MGM Resorts is known for its iconic destinations that line the Las Vegas Strip such as Bellagio, ARIA, MGM Grand, Mandalay Bay, and The Mirage. Its portfolio spans many of the best known brands in town. The company also hosts some of the hottest acts in Las Vegas, including six Cirque du Soleil productions and artists ranging from Lady Gaga and Aerosmith to Bruno Mars and Janet Jackson.

Given its large footprint and expansive entertainment offerings, the company turned to Uber for ways to enhance its transportation options and help guests benefit from the entire MGM Resorts experience across its portfolio of properties.

The solution

MGM Resorts is currently rolling out Uber Vouchers across its portfolio and are testing it for various offerings. Not only do vouchers for a ride with Uber help remove the burden of driving, navigating, parking, or even scheduling transportation, they also enable guests to enjoy their overall stay more.



A global entertainment company with best-in-class hotels and casinos, state-of-the-art meetings and conference spaces, incredible live and theatrical entertainment experiences, and an extensive array of restaurant, nightlife and retail offerings.

“As we looked for a need-based, on demand tool to promote our fabulous entertainment options to guests, it became clear that Uber Vouchers was the perfect solution”

Stephanie Cloud
Director of Online Sales and Partner Marketing,
MGM

MGM Resorts staff is currently using vouchers to curate memorable experiences for their guests by:

- Providing guest vouchers for rides between properties to keep them within the portfolio
- Creating awareness of current entertainment options
- Only paying for the ride vouchers that are redeemed

Uber and MGM Resorts have enjoyed a strong partnership for several years. The MGM Resort properties have had designated Uber drop off and pick up locations as well as unique offers and promotions in an effort to make it easier for their guests to get around while visiting their properties. Uber provides an on-demand transportation solution available for all MGM Resorts guests.

The benefits

MGM Resorts knows that a satisfied customer is a loyal customer. By collaborating with Uber, MGM is able to offer their guests a way to seamlessly move between its properties and experience more of its entertainment offerings during each stay.

“With Uber Vouchers, we can set different parameters for entertainment-related campaigns and expose guests to a wide array of shows located at different properties,” says Stephanie Cloud, Director of Online Sales and Partner Marketing, MGM Resorts.

“This level of customization is exactly what is required to effectively manage these offerings.”

With Uber Vouchers, MGM Resorts is aiming to have the following impact on its business:

- Increase show ticket sales
- Strengthen its relationship with guests through this added perk



For more information
about Uber Vouchers, visit:

uber.com/vouchers