



WESTIN KIERLAND RESORT FLOWRIDER® Scottsdale, AZ

CHALLENGE

The Westin Kierland Resort & Spa, located in the popular destination resort area of Scottsdale, AZ was looking for an attraction that would set them apart from the other resorts. In addition to fitting in with the style of their upscale property and brand, the FlowRider® was the perfect fit to generate appeal to the lucrative family and teen demographic, entice repeat visitation and increase length of stay and facilitate ROI through events and incremental sales of F&B and retail.

SOLUTION

The Westin Kierland decided to install a FlowRider® by ADG. A proven winner with the teen market, the FlowRider®, a skill based attraction that offers a different experience every time, was the perfect addition to attract guests, generate repeat visitation and increase length of stay. Ideal for enticing participants and spectators alike, it serves as the perfect setting for additional F&B locations, hosting events and relaxing on adjacent deck areas.

RESULT

F&B sales at the Westin's Pool Bar & Grille increased by 12% in year one after installing the FlowRider®, and grew to more than 50% in year two when they increased deck capacity to meet growing demand. In year one, more than 1,000 room nights were attributed to the popularity of the FlowRider®.

"Results have so far exceeded our expectations! The FlowRider® has created a point of differentiation between our property versus the competition. The leisure traveler and families are rewarding us for our differentiation, as are our core group customers."

-Bruce Lange, Managing Director



