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## **California: Morongo Casino launches new mobile app for patron services**

By Charlie Vargas

There's now a digital way for guests to experience the perks of Morongo Casino Resort & Spa in Cabazon.

The new Morongo Casino app, available for download on the Apple App Store and Google Play Store, provides guests with new ways to earn and check their rewards, get exclusive discounts and presales on concert tickets, check into their rooms, book reservations for a room, poolside casita, spa treatment and dining restaurants.

“We wanted to make it easier for guests to experience Morongo,” said Simon Farmer, executive director of marketing at Morongo Casino Resort & Spa. “It’s a less is more approach with less time waiting in line, potentially being on hold for a reservation, searching for your favorite slot machine and more time doing the things you enjoy.”

In conjunction with the release of the mobile app, Morongo is giving away iPhone 14 Plus phones to 18 guests who download the app between Sept. 1-3. Winners will be drawn from guests who link the app to their free-to-join Morongo Rewards account. Anyone who downloads the app will also have a chance to win a free two-night Morongo getaway during a drawing every day in September.

When the app was in development, the developer and the casino team considered aspects of user traffic and how guests utilized the Morongo website. It resulted in five quick link tabs based on popularity, which users can find at the bottom of the app screen. The tabs include a home, promotions, account, hotel and wayfinder section.

Users can also access a familiar side menu that resembles the website, where they can view gaming, entertainment, dining, and attractions and use a valet feature that allows them toggle to request their car ahead of the lines. The app can be toggled between Morongo Casino Resort & Spa and Casino Morongo next door to see a map and other promotions exclusive to that casino.

App users don't need to be signed up with Morongo Rewards; they can join to receive exclusive app offers. Non-rewards members will still receive app offers such as offer codes for discounts on entertainment tickets, 10 percent off at restaurants and weekly promotions and social media promotions.

Morongo Rewards members will have those offers in addition to others, such as complimentary hotel stays, discounts on spas and resort credits earned using the rewards program. Morongo

Rewards members can also remotely sign up for any raffles and drawings without having to go to the promotions counter.

“The thing that our rewards members, in particular, have been asking us for a long time is direct access to their Morongo Rewards accounts and to see what offers and incentives they have available with convenience,” Farmer said.

The app’s wayfinder tab is one of the more valuable tools that can help guide guests to what they’re looking for. The wayfinder tab pulls up a property map and helps guests pinpoint ATMs, cashiers, table games, restrooms and several slot machines.

“Morongo is a large casino with almost 3,800 slots, and as a result, we often have to rearrange our floor and move games around, so on the one hand, while it helps our guests find new games, it also creates a situation where your game may not be located at the same place every visit,” Farmer said. “The wayfinder piece is the all-in-one map and helps guests find exactly what they’re looking for.”

While the app is currently available for download, the team at Morongo is already thinking about how the app could further enhance the experience at their properties. Features such as cardless room keys and using a digital wallet to connect to their Morongo accounts are already in motion for development.

“We know technology plays a big role in how people experience everything nowadays, but in particular to us, the modern casino resort destination is increasingly integrating new technologies and this is what this app does for Morongo to really bring it to your fingertips,” Farmer said.

