

Las Vegas Convention Center helps visitors find their way with indoor Google Maps



About Las Vegas Convention Center

The Las Vegas Convention and Visitors Authority is the official destination marketing organization for Las Vegas, which owns and operates the Las Vegas Convention Center. The LVCC is the third-largest convention center in the United States. It is divided into three main halls—north, central, and south—with 3.2 million square feet of total space, 1.9 million square feet of the exhibit space, 144 meeting rooms, and movable walls to divide the main halls into 16 individual halls.

- www.lvcva.com
- Las Vegas, NV, US

Challenge

The Las Vegas Convention and Visitors Authority (LVCVA) is constantly working to ensure that the Las Vegas Convention Center (LVCC) provides a productive and efficient experience for over one million visitors that use the facility every year. The LVCVA continually makes improvements to maintain its status as a premier convention facility.

Despite continually upgrading their facilities and technology, guests at the LVCC still face challenges in finding their way around the center. The strategically placed signage and directory touch screens throughout the 155-acre campus do not provide enough resources for visitors to find their way around.

“Finding your way is always an issue. We named the buildings North, Central, and South. [Visitors] get off of an international flight and have no idea what ‘north’ or ‘south’ is...It’s confusing. The three different buildings are grouped together and we have signs on them trying to help people, but it’s still difficult. It’s a big complex.”

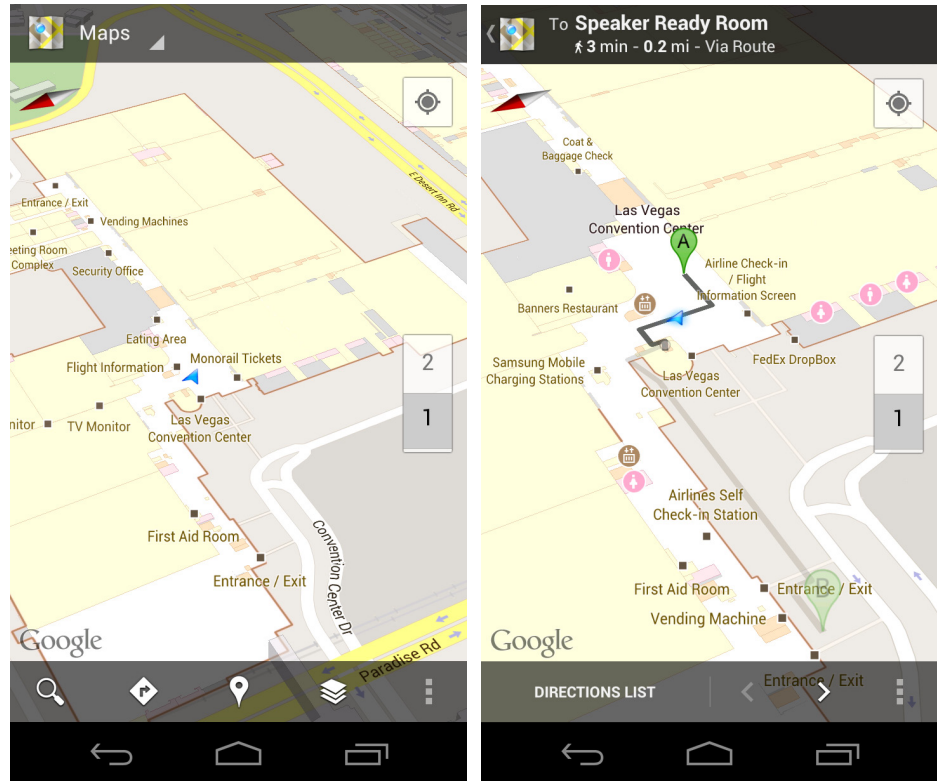
--Hugh Sinnock, director of customer experience, LVCVA

“Using indoor Google Maps to see where you are in the building--like what [Google Maps] did for [Consumer Electronic Show], where you could see the whole floor plan, where you were in the hall and who was near you--just seeing that floor plan on there was really valuable.”

--Hugh Sinnock, director of customer experience, Las Vegas Convention and Visitors Authority



Exterior photo of the Las Vegas Convention Center



Las Vegas Convention Center on Google Maps, my location (left) and walking directions (right) with indoor floor selector

Solution

The Las Vegas Convention and Visitor Authority partnered with Google Maps to create indoor maps for the Las Vegas Convention Center. The availability of indoor Google Maps adds a layer of convenience for the 1.6 million guests that pass through LVCC yearly. The application is the perfect tool for a community that is operating on a schedule and has a finite amount of time on their visit. Indoor Google Maps allows visitors to be self-reliant and orient themselves to better allocate their time and efforts.

“We can see the value [of indoor Google Maps]. Seeing that McCarran [International Airport] had it, and a big shopping center like Fashion Show, we knew that it would work in our building too. We thought this would be valuable for the clients and customers that come through our door.”
 --Hugh Sinnock, director of customer experience, LVCVA

Indoor Google Maps allow visitors to see floor plans, get indoor walking directions, as well as switch between floors within a building to see the respective layouts. For a more complete indoor Google Map experience, visitors can opt-in to the My Location feature to turn on the “blue dot” icon to get a live reading of where they are on the map, within a few meters.

