



CASE STUDY
Casinos



YAAMAVA' RESORT & CASINO, HIGHLAND, CALIFORNIA



CHALLENGE

A world-class event venue, hotel and gaming facility, the Yaamava' Resort & Casino, built by the San Manuel Band of Mission Indians, embodies the tribe's long-term thinking. The Southern California resort features more than 400 guest rooms and spacious suites, an elevated pool deck and a lavish full-service spa and salon, all designed and engineered to last far into the future.

Yaamava' employees pride themselves on making sure guests leave remembering a great time in a luxurious setting, as the tribe knows that strong word of mouth and repeat business are crucial and they want the resort to be around and generating income for their descendants for generations to come. And while glamorous gaming halls, great food and big-name entertainers are what they want guests to remember, they also seek to provide an elevated experience across all aspects of their guests' stays.

During the pandemic, the resort and casino installed more than 200 hand sanitizing stations, but the plastic dispensers and bottles detracted from the elegant look so carefully curated throughout the complex.

As the pandemic became endemic, the leaders at Yaamava' Resort & Casino looked for a permanent solution for hand hygiene, which is particularly crucial in casinos where guests frequently touch cards, chips, slot machine handles and more.

SOLUTION

Leaders at Yaamava' discovered Vaask® touchless hand sanitizing fixtures at a conference and immediately knew they would complement the elevated experience they had infused throughout the resort and casino. Made of cast aluminum and steel, Vaask also epitomizes the built-to-last philosophy that's so important to the tribe.

"Vaask is innovative and pleasing to the eye," said Samuel Ramos, assistant director of environmental services. "You don't expect to see it just anywhere, and you have a real sense of luxury."

Ramos' team installed Vaask fixtures throughout high-traffic areas, including the hotel lobby and spa entrance, as well as near the resort's elevators.

"Vaask elevates the areas and starts conversations. From the design to the lighting to the actual product, it's something people haven't experienced," Ramos said, adding that the customization options allowed the resort to perfectly match fixtures in each area.

Regarding installation and maintenance, Ramos' team has found Vaask to be a welcome improvement over traditional plastic dispensers.


And the guests can't get enough. "They love the scent of the sanitizer gel and that it's so easy on their hands," Ramos said.

Everyone who uses a Vaask fixture returns again and again, just as intended by the leaders of a casino and resort focused on creating lifelong memories.



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