



MGM Grand at Foxwoods Resort Casino Pre-Built 3D Space Rendering

Introduction

Foxwoods Resort Casino in Connecticut recently underwent a \$700 million expansion - building a new addition The MGM Grand at Foxwoods. While construction was taking place, Foxwoods wanted to market and sell meeting spaces and guest rooms prior to opening.

Sales Needed

A way to bring their expansion project to life before construction was completed. They wanted to show clients a detailed view of the completed MGM Grand. This would let clients get a true feel for the property. It would raise clients' comfort level in booking events before actually seeing the building. Planners needed to feel they experienced and understood the hotel and meeting spaces.

This was a key to pre-selling event space and associated guest rooms.

Project

VisionaryFX addressed these challenges by creating a 3D Architectural Visualization. Using blueprints and interior design specifications, we created a visualization that showed the MGM Grand building as it would appear when finished. This photo realistic tour shows aerial views of the exterior, a virtual tour inside the building, and includes accurate details such as actual carpeting patterns. The visualization helped Foxwoods bring their new expansion to market pre-opening.

VisionaryFX –
Your Vision. Our Talent.

3D RENDERING & ANIMATION
ARCHITECTURAL VISUALIZATION
VISUAL EFFECTS



Marketing Objectives

- Create a virtual tour that accurately showed what the new building would look like upon completion.
- Show the versatility of the new MGM Grand, from private hotel rooms, to function space, to leisure activities available.
- Support pre-opening sales to potential customers and meeting professionals.
- Provide planners a level of comfort with a realistic view of amenities and event spaces.

Target Audience

The target audience was meeting professionals and potential guests who wanted an idea of what the property would look like upon completion. While the audience was worldwide, planners within the United States were targeted with website presentations and DVDs.

Research, Planning and Implementation

VisionaryFX used its extensive background in hospitality to effectively show an event experience from start to finish, while keeping consistent the MGM Grand brand.

To build the visualization, blue prints and design specifications were acquired and reviewed in detail to model and create each shot. Aerial videography captured existing Foxwoods buildings and surroundings. To show the completed expansion, motion tracking and rotoscoping produced a computer version of the MGM Grand building which was overlaid on the aerial footage of the existing property. The result was a photo realistic movie that showed the property as it would be when finished.



Visit www.Facebook.com/VisionaryFX to view 3D rendering video samples.

Message and results:

The key message of visualization was “You can take a virtual tour of our new hotel, see what it has to offer, and consider reserving space now for when we open.”

The visualization showed exactly what the MGM Grand at Foxwoods would look like from the building in its surroundings down to intricate details. It was created solely from blueprints and interior design specifications. This placed strong visual collateral in the hands of resort sales. It let them show potential and existing customers an exact vision of the completed hotel and helped them bring their expansion to market before the doors were open.

Conclusion

While construction was taking place, resort sales wanted to show clients details of what the MGM Grand would look like upon completion. VisionaryFX supported this effort by creating a 3D Architectural Visualization that dynamically showed what the completed MGM Grand would look like while accurately portraying the experience of a meeting professional.

For more information
call us 603.610.1650

Or visit us online
www.VisionaryFX.com

VisionaryFX
195 New Hampshire Ave. Suite 250
Portsmouth, NH 03801
United States of America
Telephone: +1 603 610 1650

