

## Paul Ryan - Fantasy Springs Resort Casino's General Manager

Fantasy Springs Resort Casino General Manager, Paul Ryan, has a rock and roll attitude and, if you look around the resort, it shows. Paul Ryan took the helm of the resort nearly four years ago. In those four years, he has helped the Cabazon Band of Mission Indians, the tribe that started it all for Indian gaming, transform Fantasy Springs Resort Casino into a destination resort that meets and exceeds guests' expectations of a true oasis in the desert.

Ryan came to the Palm Springs area in February 2006 from the Trump properties in Atlantic City. There he served as president of Trump Marina, a Five Diamond property



encompassing 14.6 acres on the Jersey shore. Following that, Ryan took over as Vice President of Hotel, Food and Beverage for all three Trump properties in Atlantic City. This immense undertaking included running 38 restaurants and fast food outlets, countless bars, three spas and thousands of hotel rooms.

None of it went unnoticed. The Travel Channel quickly picked up on the buzz emanating from the Trump properties. The Deck, an outdoor nightclub overlooking the ocean at Trump Marina and an innovation of Ryan, quickly spawned The Beach Bar at Trump Plaza. The network shot several segments at the hotel/casinos, even naming the Beach Bar one of the 21 sexiest beach bars in the world.

When an opportunity arose to become General Manager of the Fantasy Springs Resort Casino property in the Palm Springs area, Paul Ryan jumped at the chance. Indian gaming, still a growing and developing arena, piqued his interest and presented a challenge. Ryan eagerly anticipated a move to Southern California where winters are mild and temperatures historically never dip below the

freezing mark. Upon his arrival to the General Manager post at Fantasy Springs Resort Casino, Ryan quickly became an instrumental figure in the successful completion of Fantasy Springs Resort Casino's multi-million dollar expansion in 2006.

Additions to the property included a 250-room and suite hotel, three new restaurants, the now acclaimed Eagle Falls Golf Course, a 4,000-seat Special Events Center, a multi-story parking garage (essential for guests in the desert summer heat) and the Velvet Palm nightclub. The expansion and remodeling of many areas weaved traditional Native American décor and earth elements into its modern design. The new amenities helped solidify Fantasy Springs Resort Casino's place on the destination resort map of Southern California.

Ryan, a musician and rock and roll connoisseur, took the resort a step further, etching an upscale, yet edgy brand into the property. He sought to inject the resort with the aura of "cool." He succeeded in building and establishing "The Rock Yard" outdoor concert venue shortly after the resort's major expansion. Now in its most successful summer season, the Rock Yard features live bands every Friday and Saturday nights drawing thousands of fans each weekend. Many of the bands that perform at the Rock Yard are the most authentic tribute bands in the country to popular acts such as U2, Van Halen, Prince, Michael Jackson and more. Warm



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summer nights in Palm Springs provide the perfect ambience for outdoor concerts. Crowds also appreciate the fact that Rock Yard shows are free.

The CEO surrounds himself with guitars in his office. A few he received as gifts, others he accumulated over the years, but he still plays nearly all of them. Perhaps they are inspiration to him for delivering a higher caliber of entertainment to Fantasy Springs Resort Casino. Acts such as Fergie, Chris Rock, Kelly Clarkson, Diana Ross, The Gipsy Kings and more have graced the Fantasy Springs stage. Appearing this month are classic rockers Lynyrd Skynyrd and Crosby, Stills & Nash.

“There’s definitely a loud hum in Palm Springs about all the entertainment, dining and casino options we have here at Fantasy Springs Resort Casino,” said Ryan. “We’re offering entertainment value that no one else has right now.” Those values reach into the casino as well. Paul Ryan and his marketing team recently rolled out a brand new players club – Fantasy Rewards. In order to do that, the old club, its image, brand, even the offers and incentives, had to be scrapped and rebuilt. Many competitors saw it as a risky move in the middle of a recession.

“Our players now enjoy a club that is bigger, offers more and better perks, and even better service than they had before,” explained Ryan. “The goal was not short sighted. We wanted to better position our casino to compete right now, and for the long term and we accomplished that. Guests are getting more incentives and they tell us they have a better overall experience on the casino floor as a member of Fantasy Rewards.”

Customer service ultimately drives Fantasy Springs Resort Casino. “A majority of the people we host as guests here, come back to the casino resort at some point during their trip to Palm Springs, or during the next trip they make to the desert. We believe they come back in large part because of

the outstanding and friendly service they receive,” said Ryan. Fantasy Springs Resort Casino guests have more choices for entertainment than at other resorts around the area with options such as casino excitement, golf, fine and casual dining, live music, nightclub dancing, lounging at the pool and more.

As for the future, Ryan and the Cabazon tribe plan for their guests to have even more entertainment possibilities. Realizing a need for more nightlife in the Palm Springs area, plans are in motion at Fantasy Springs Resort Casino for a new, ultra-cool casino level nightclub, and a modern ice cream soda shop with 50s flair. Completion dates have not yet been announced. Ryan is looking far beyond the reaches of the current recession so that with the guidance of the Cabazon tribe, Fantasy Springs will continue to shape the resort and entertainment landscape of the Palm Springs desert. ♣

*For more information about Fantasy Springs Resort Casino, visit [www.fantasyspringsresort.com](http://www.fantasyspringsresort.com).*

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