

The Private Gaming Experience at Barona Valley Ranch



by AJ Naff

Barona Valley Ranch Resort and Casino has established itself as one of the premier gaming resorts in California. Featuring an exhilarating casino atmosphere, a full-service spa, an award-winning golf course, and 80,000 sq. ft. of meeting space, Barona Valley Ranch offers something for every guest, whether it is cutting-edge gaming machines or the meticulously landscaped wedding chapel. For its more affluent guests, however, say those holding a six-figure credit line, Barona is also establishing a reputation as the ultimate destination in private luxury gaming.

Picture this: you arrive by helicopter at Barona's private helipad where a limousine awaits you. Within minutes, you're whisked into the marble-floored, unmarked private garage where you are greeted by astounding murals, chandeliers, and



a private butler who will see to your every need. "Whether they're in the suite upstairs or the gaming room, the butler's there with them," said Lee Skelley, the Assistant General Manager of Casino Operations. "If they decide they want something, they can just tell the butler."

You then indulge in an evening of luxury in one of the two 2,000 sq. ft. private gaming rooms, each divided into a plush casino floor and dining room entertainment area. This is the private luxury gaming experience at Barona Valley Ranch if you

rank among the well-heeled legions of celebrities, business moguls and high-stakes players. "Some of the guests would rather be where there are crowds and noise," said Skelley, "but people that play down there don't want to be gawked at while they're gaming."

These two private casinos are located on the lower level of Barona's main casino floor, accessible only through the private garage and a private, key-operated elevator. "The guests can come almost directly from the hotel, crossing minimal public space," said Skelley. "Some of the guests aren't as concerned and like to go for a little walk around sometimes, but others do not want to be seen at all." The rooms can accommodate a party of up to ten guests, making them ideal venues to host intimate parties and gatherings for those guests requiring complete privacy and confidentiality.

Designed with luxury in mind, the décor found in these private rooms is captivating. One of the rooms is filled with deep mahogany woods and rich burgundy accents, creating an exclusive ambience. The other private room is brighter in tone, accented by gold walls, white molding and floral motifs.

Each private gaming room includes up to five dealer-manned table games, where guests can try their hands at essentially any game they wish to play, including blackjack and mini-baccarat. The lavish casino floor also houses 15 high-limit slot machines that allow guests to place up to \$2,000 on a single spin. An opulent in-room cashier area provides guests with convenient access for cashing in chips, placing money on deposit, or obtaining slot machine vouchers without having to venture into the public areas of the main casino floor.

Guests of this extravagant private casino can also transfer their gaming funds by a mere touch of their fingers. The electronic funds transfer system, a patented technology only available at Barona, recognizes guests' fingerprints and allows them to instantly transfer funds from the cage to any game on the slot floor. "Sierra Design Group is the technology firm that designed it," said Skelley. "We paid to have the technology developed and retained the exclusive rights to sell it, and we choose not to sell it. It's only available here." This system



prevents the guests' play from being interrupted, allowing for smoother, more convenient play.

How, you might ask yourself, could a room offering such eccentric comforts and progressive technology possibly be made any more luxurious? The answer to this question is multifaceted. For non-gaming guests looking to simply relax and unwind while family and friends play their hands, the alluring entertainment area offers a wide-screen television complete with cable access and an extensive DVD library. "It's an entertainment and dining center," said Skelley. "Sometimes guests bring with them people who don't want to play, so we provide them with a big-screen TV, access to all of the channels, and a DVD library."

If guests would rather put their feet up and unwind with some tunes, a music center is at the ready with state-of-the-art sound and a library of CDs that includes selections from the latest and greatest as well as guest favorites. "Sometimes guests want their friend to stay with them for a while," said Skelley. "But it gets kind of boring if you're with somebody and you're not a player. You might sit there for an hour or two, but after that you kind of get antsy."

Guests of these opulent surroundings can satisfy a thirst for champagne, caviar or virtually any other culinary delight. The menus from each of Barona Valley Ranch's nine restaurants are conveniently at hand. However, if guests yearn for a dish unavailable on these menus, a private chef is poised to prepare any and every imaginable meal they desire. "There's a main kitchen right next to this private area," Skelley explained. "The butler tells the chef what the customer wants to eat and the chef fixes it."

Keen attention has been paid to the simplest of details. For instance, guests can request their preferred perfume and toiletries in the bathrooms; humidors can be furnished, stocked with guests' favorite cigars; and guests can even request bouquets of their favorite flowers. Additional amenities and

services include chartered helicopter flights; limousine service to and from the resort and around the San Diego area; and rounds of golf at the award-winning Barona Creek Golf Club. Complimentary hotel suites are also provided, including one of the 3,400 sq. ft. El Capitan Grand Suites.

With such uniquely rich surroundings, there is little doubt why Barona Valley Ranch Resort and Casino is able to compete directly with Las Vegas for many of the world's biggest casino players. "I don't want to throw stones at Vegas," Skelley remarked, "but their private room is not the same as our private room." According to Skelley, a number of unattractive restrictions are applied to private gaming in Vegas that don't exist at Barona. One such restriction imposes a minimum \$500 bet for anyone playing in the room, including non-gaming guests.

These upscale, private gaming facilities offer a haven for moneyed guests wishing to escape the bustling casino floors. While guests need not be of celebrity or high-roller status to enjoy their visit to Barona Valley Ranch Resort and Casino, a six-figure credit line unlocks a world of luxury and privilege. ♣

For more information on the gaming experience at Barona Valley Ranch, visit www.barona.com

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