



## HIVE OF INDUSTRY

WestSpiel's Spielbank Hohensyburg sparkles once more following a major refurbishment that re-establishes it as one of Germany's most prestigious venues

What is probably the best recognised casino in Germany – Spielbank Hohensyburg in Dortmund – has undergone a major facelift to put it firmly back on the German casino map. The location in Dortmund is excellent, located atop a hillside, offering a panoramic view of its surroundings. The casino was inaugurated in June 1985 and soon became the most successful casino in Germany. Spielbank Hohensyburg belongs to the WestSpiel group, the largest casino group in Germany, which registered a

**DIETER LENNARTZ**, Head of Classical Gaming, **CLAUDIA KÖNIG**, Head of Sales and Gastronomy, interpreter and **REINHARD WEHNER**, Head of the Slot Department.

turnover of €109m in 2011 (which relates to approximately 25 per cent of Germany's entire turnover from casinos). WestSpiel operates seven casinos and two dependencies (slot halls) in Germany.

The new concept in Dortmund is based on four pillars: open architecture with a large mixed gaming area, enhancing the status of classical games, a new 'trendy' weekend club and top gastronomy/catering. The grand opening ceremony, including a VIP Gala for the opinion

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leaders of the region and for the public, took place on August 24.

More than €8m has been invested in a refurbishment that took eight months to complete. The casino remained open during process – highlighting the skilled German planning. The exterior of the casino has remained untouched, but visitors will see dramatic alterations inside the casino. The design of the casino is over three floors, with each floor sporting a different theme. "Spielbank



Hohensyburg is Dortmund's crown jewel," explained Franz Hirthammer, Managing Director at Spielbank Hohensyburg. "In recent years, we have faced serious competition from Internet gaming and commercial AWP gaming. Therefore, we decided on a powerful and highly innovative relaunch to strengthen our market position. This thrilling mixture of countless games, a variety of classy events and a first-rate cuisine is unique."

The former classical gaming area on the

top floor welcomes players with a generous range of mixed gaming: 35 gambling tables and 150 slot machines of the latest generation. The stylish design unites table and slots together. It has been standard in Germany to separate these two forms of gaming in the past. In previous years ID control was necessary only for classical table gaming. Now that ID control is required for all types of gaming, the two can be mixed together. The Horus Bar stands in the middle of this floor, the immediate eye-catcher and

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the natural social meeting point. "It appeals to all our guests, no matter what passions they have," explained Mr. Hirthammer. You enter the new gambling area and face a huge shining bar. It's an ideal starting point to jump from black jack or roulette to the slot machines, observe the games, chat with friends, play the electronic multi roulette, try your luck on the American Roulette close by or simply celebrate your recent win."

The resurgence of classic gaming with 35 gambling tables on level 2 is a striking change. Besides American roulette, black jack, poker, and French roulette; baccarat is enjoying a real renaissance. "Baccarat fans travel long distances to play at Hohensyburg since the game is very rarely offered in Germany. For this special target group, Dortmund becomes a centre of attraction," explained Dieter Lennartz, Head of Classical Gaming. "We feel guests' want classic gambling in proper attire. We want to set benchmarks here."

The former 'Las Vegas World' on the middle level has also undergone a complete redesign. Next to the 150 slot machines on the top level, here another



160 slot machines have been installed. For each of the slot machines more than 1km of cable was laid. The gaming software has been updated and thoroughly tested and new security features installed – essential for a state-controlled institution.

Alongside the slots, a real first for German casinos is the debuting of TCSJohnHuxley's TouchTable MultiPLAY System, an electronic multi-roulette game for up to seven players. "Our goal has been to introduce brand new technologies within the casino refurbishment; to bring the classical and slots closer together. The TCSJohnHuxley touchscreen multi-roulette is the ideal solution and has already proven itself to be very popular. Community gaming is today's trend and

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here the players all place their bets on the same touchscreen. The TouchTable MultiPLAY System unites classical and slots gaming. Players who want to converse with each other like to play on this system. Thus, we have catered to yet another type of player. Our guests can look forward to play slot machines with reels as well as new video slots operated by touchscreen. The highest standards in computer technology including amazing image resolution and lots of interactive features provide real fun for our players," said Reinhard Wehner, Head of Hohensyburg's Slots Department.

"We have been delighted with the performance of MultiPLAY HD Auto since being installed," commented Tim Klok, Senior Business Development Manager,



TCSJohnHuxley. "While delivering the many benefits of electronic gaming, such as increased profitability and reduced time between games, MultiPLAY does not strip away the core essence of live gaming that players enjoy. This makes it the perfect product for the German market as it increases its focus on innovative electronic gaming products."

Spielbank Hohensyburg is the first casino in Germany to site the Organic G4 from Interblock. This 30 position electronic multi-roulette system takes a dominant position in the elegant slots area on the top floor. This is a major installation for Interblock in the German casino market and the casino management is very pleased in relation to the integration of the Organic design with the new casino



theme. It's a highlight that has been coupled with a unique jackpot system for the Organic. The 'Mystery Plein Jackpot' was developed by Mr. Wehner.

To date it is standard in German casinos to payout 35 times the win on plein – as the stake itself stays with the house. Casino Hohensyburg has taken part of the plein and invested it into the 'Mystery Plein Jackpot'. Every player who wins plein on the Organic G4 system has the chance to win this jackpot, which is paid out at least once per day. "This brings even more added excitement to what is a very eye-catching and premium design," enthused Mr. Wehner.

The entrance area (lower level) of the Hohensyburg Casino has been

transformed from an electronic casino to a vibrant weekend club with integrated gambling, offering a varied programme like live gigs, DJ performances or theme-related events. Gaming entertainment is provided by 60 slot machines and on two black jack and two roulette tables (playable with small bets).

The culinary highlight of the casino is the highly awarded restaurant 'Palm Garden', noted as being one of the best restaurants in the whole of Germany. In the open kitchens, the locally well-known 25-year-old chef, Michael Dyllong, celebrates 'Fine Dining' par excellence - a light menu of freshly prepared seasonal and local ingredients. Spielbank Hohensyburg is an excellent location for special events and parties (e.g. weddings). It has

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numerous rooms of differing sizes to cater for small to large events. These facilities have also undergone refurbishing. For example, the main event room has had new sound technology invested to the sum of €250,000 to create a very special environment for visitors.

The refurbishment of Spielbank Hohensyburg has added fresh sparkle to the German casino market. The interaction between different types of catering and events and the amalgamation of table and slots gaming sees management enthused about the future of this dynamic gaming location. The hope is that the casino will quickly return to the forefront of German casino gaming and the evidence suggests that it will.