

Case study  
Hospitality

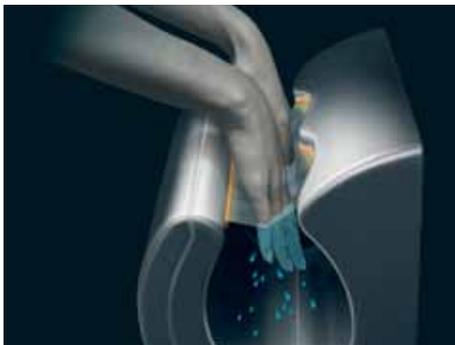
## M Resort Spa Casino



“The Dyson Airblade™ hand dryers are cost effective and have eliminated our resort’s need for paper towels – expanding our environmentally conscious initiatives, a feat for both our property and guests alike.”

Greg Stiles  
Vice President, Facilities

Situated on more than 90 acres at the southern end of the Las Vegas Strip, the M Resort Spa Casino is a Forbes Travel Guide Four Star resort winner. Opened in 2009, the M Resort features progressive architectural style and cutting-edge technology designed to provide guests with the ultimate luxury experience whether they’re visiting for pleasure, business, gaming, or relaxation.



### The Challenge

The M Resort Spa Casino was using paper towels with electronic dispensers in its common area restrooms. With over 270,000 square feet of common area space, the M Resort found paper towels to be unsightly and costly. The facilities team sought a solution that would satisfy both guests and M Resort team members.

### The Solution

Greg Stiles, Vice President, Facilities, researched alternatives and set up a meeting with Dyson to learn more about the Dyson Airblade™ hand dryer. “We knew that Dyson is a respectable brand and were interested in learning more about its hand dryer. Once we saw it, we knew it would be a great fit at our resort. It’s quick and efficient.” The M Resort decided to trial a hand dryer and tested it for a month in the men’s restroom near its award-winning buffet, one of the highest traffic areas of the resort. The trial was a success as the

Dyson Airblade™ hand dryer was well received by the M Resort guests and team member. With the positive feedback, the resort decided to incorporate the dryers throughout its property.

### The Results

The M Resort installed nearly 100 Dyson Airblade™ hand dryers in the common area guest restrooms and team member areas. The overall feedback for the dryers has been positive. “Since completing the installation of the Dyson Airblade™ hand dryers we’ve seen less mess. Since we no longer use paper towels this translates to a cost savings on our paper products,” asserts Stiles.

Through the implementation of the Dyson Airblade™ hand dryer, the M Resort Spa Casino was able to solve its paper towel dilemma while remaining dedicated to providing guests with style and four-star service.

To try the Dyson Airblade™ hand dryer or for more information call or visit:

1-888-DYSON-AB  
[www.dysonairblade.com](http://www.dysonairblade.com)



dyson airblade

The fastest, most hygienic hand dryer.