FOR IMMEDIATE RELEASE

Grand Casino Mille Lacs and Grand Casino Hinckley Select Travel Outlook to Elevate Guest Service and Drive Revenue Growth

High-volume call handling and precision performance help capture more bookings, increase conversion, and reduce missed revenue opportunities

Santa Fe, NM — Tuesday, August 4, 2026 — Travel Outlook, the premier hotel call center™, announced that Grand Casino Mille Lacs and Grand Casino Hinckley, owned by the Mille Lacs Band of Ojibwe has partnered with Travel Outlook to provide call center services for its casino resort operations. "Travel Outlook delivers a high-performance voice solution that integrates advanced AI technology and exceptional hospitality expertise, and Grand Casino has chosen Travel Outlook to deliver concierge-level service across every guest interaction — from reservations and promotions to dining, entertainment, and group inquiries. Travel Outlook has committed to help Grand Casino enhance guest communications, improve operational efficiency, and strengthen VIP loyalty through world-class voice and digital engagement.

“Grand Casino Mille Lacs and Grand Casino Hinckley has always been recognized for its exceptional guest experience,” said John Smallwood, President of Travel Outlook. “By leveraging Travel Outlook, Grand Casino will gain access to AI-powered tools and expertly trained hospitality professionals who understand the unique needs of casino operations — helping to drive loyalty and revenue while honoring community values.”

As part of the partnership, Travel Outlook will provide:

- 24/7/365 multilingual coverage
- VIP call routing and AI-driven call scoring
- Simple, transparent pricing with scalable options
- PCI DSS 4.0, SOC 2, and gaming commission compliance

“At Grand Casino, we’re always looking for ways to make every guest interaction exceptional,” said Tracy Sam, General Manager, Grand Casino Mille Lacs. “Partnering with Travel Outlook helps us deliver a more seamless reservation experience while ensuring every guest receives the level of hospitality they’re accustomed to at Grand Casino.”

Travel Outlook’s involvement with Grand Casino also involves support for the Mille Lacs Band of Ojibwe community by creating career paths for tribal members. Through structured training, mentorship, and modern technology, Travel Outlook can offer call center service positions to tribal members.
Whether guests are planning a weekend getaway, a concert, a golf trip or a gaming experience, Grand Casino Mille Lacs and Grand Casino Hinckley is committed to making every interaction easy and welcoming. By partnering with Travel Outlook, Grand Casino is enhancing the reservation experience so guests can spend less time planning and more time enjoying everything we have to offer.

For additional information on Travel Outlook, the premier hotel call center™:
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About Grand Casino:
Grand Casino operates two premiere gaming and hospitality destinations in Minnesota, owned by the Mille Lacs Band of Ojibwe. As a mission-driven enterprise, Grand Casino exists to generate sustainable economic opportunity for the Mille Lacs Band while delivering exceptional guest experiences. With its naming rights to Grand Casino Arena, Grand Casino continues to expand its impact across entertainment, sports, and cultural connection. Learn more at grandcasinomn.com

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About Travel Outlook, the premier hotel call center™:
Travel Outlook is an innovative, custom off-site central reservations office (CRO) service that serves as either a primary or overflow reservations

department for hotels. Travel Outlook utilizes industry-leading talent combined with hospitality-specific AI-powered technology (Annette, The Virtual Hotel Agent™) to enhance customers' voice channels and increase conversion rates.

Given its progressive approach to the voice channel – in terms of performance, training, transparency, testing and the tools used to measure performance – Travel Outlook, the premier hotel call center™ is the leading voice reservations team in hospitality. Travel Outlook's valued client list includes Grand Casino Mille Lacs and Grand Casino Hinckley, Viceroy Hotel Group, Curator Hotels and Resorts, Outrigger, Proper Hospitality Group, MakeReady Experience, Pechanga Resort Casino, Ocean Edge, Shanty Creek, Sage Hospitality, Noble House Hotels, HEI Hotels, and many others. Travel Outlook's team and approach increases sales conversion and helps to create more effective voice communication between hotels and their guests, resulting in improved social scores in addition to increased voice channel revenue.
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