

2015 AND BEYOND - CASINO ENTERTAINMENT CHALLENGES

My company is very active across the country with many casinos. There are several common entertainment challenges that all casinos are facing going forward.

- **What are we doing with our entertainment program to develop the younger generation of customers and still keep our older customers happy?**
 - o Every property is dealing with this dilemma. The younger entertainers tend to run your older customer out of the casino. The solution is your casino needs to separate these people. Aim for a Friday night for your younger crowd and start the show no earlier than 9pm. For your older crowd, we have had a lot of success with matinees on just about any day of the week. Your older crowd usually does not like driving at night so the matinee idea really appeals to them, especially tied to a buffet special.
 - o Saturday can be a blended day where you can attract the couple's crowd both old and young. Just keep in mind your younger people will stay much later and want activities after the show. The older crowd will come for dinner and play before the show and tend to leave after.

- **How do we handle our comping program when so many times we are left with empty seats in the front when the players don't pick up their comps**
 - o This is always a challenge and a property in California came up with a good solution. Your guest is notified that he has the comps, but they cannot be picked up until the day of the show and only picked up on site. You can then start the juggling process prior to the doors being opened to see who has picked up tickets and who has not.
 - o Additionally, guests are reminded that they could lose their privilege of getting comps if they continually are no shows.

- **Our ticketing company isn't able to provide all the data about our players that we are hearing is available.**
 - o There are several good ticketing companies out there that are "state of the arts". Always look for the one with high quality customer service and ease of contact. We deal with a couple that do a terrific job and are constantly upgrading their product with current technology
 - o Beware of companies trying to bundle all sorts of services into their agreement with you. Their fees are hidden and their product is not that good

- **Today we are spending more money on some of our concerts but we are getting less in return from ticket revenue.**

- o This is a very common issue and it is an indicator of where live entertainment is going. There are too many options and you need a savvy buyer to really help you make better choices for your shows.
 - o The glamour acts, the ones you see on all the award's shows are not going to be affordable generally speaking. There are so many groups that have tons of hits and just aren't as sexy to book. But they will do a great job and their older fans will come to see them.
- **We are hearing about different kinds of entertainment like Tribute Shows, Game Shows, Magic Shows, Comedy Shows, TV Reality stars and more.**
- o The power of TV is very real and the number of different kinds of stars and programs out there today for you to consider is tremendous.
 - o The challenge is finding how to reach them and knowing which ones are qualified for your guests and which ones would be a bad choice.
 - o The Tribute world is full of millions of marginal acts. Every band discovered if they did a tribute show they could make more money, so the rush was on.
 - o Comedy – you get what you pay for. Don't look for the cheapest acts, look for the best quality.
 - o Hypnotist shows and magic shows can do very well. Make sure you check references and see if they have played any other casinos