

GAMING EXPO UPDATE

LAKE TAHOE, NEVADA – NOVEMBER, 2009

For Today's Casinos, It's Back To The Basics

Casinos Place New Emphasis on Promoting Gaming

“The truth of the matter is that we have to create an entire new market of people who are interested in playing in our casinos. The players of old are gone. The days of frivolous spending are behind us and we have to address the new consumer attitude of conservative spending,” declares Mike Jones, Director of Operations at the Mont Bleu Resort & Casino in Lake Tahoe, Nevada.

One of the encouraging factors is that though today's casino customer might be more frugal, there still seems to be interest in having fun, getting away and in “getting a good deal.”

Many casinos are responding to this consumer ‘Demand For Deals’ by accommodating these requests with lower room rates, discounts on food, entertainment and gambling.

A new emphasis on promoting the casino and its live games has prompt-

TEACHING BEGINNERS THE BASICS

The increasingly popular WIN CARDS Program has proven effective in attracting and developing new players in casinos all over the world.



Pam Butler, Gaming International Marketing Director and Ted Gottlieb, Gaming International President



Customized Win Cards for Royal Caribbean Cruise Lines

ed many major casino properties to enlist the WIN CARDS Program to assist their efforts in attracting, developing and enticing people to their live table games.

“For us, the WIN CARDS Program is ‘square one’ in our efforts to rebuild the live table games player base. The WIN CARDS Program allows us to move from passive to ‘proactive’ in making our table games more accessible to new players,” continues Mr. Jones.

After its first year of operation at the Mont Bleu and the establishment of a “track record,” the WIN CARDS are poised to be customized with

special card sets that feature the casino's advertising, artwork, logos and website information.

“Many more people have tried out our table games than we had expected. It is remarkable just how many people simply do not know how to play our live games. The major task that we face is how to revive and promote the games of Craps and Roulette,” reports Mr. Jones.

Casinos in California and Arizona do not offer the games of Craps and Roulette in their traditional format. This gives casinos in Nevada a distinct marketing advantage if these games are properly and actively promoted.

The design of the WIN CARDS Tri-pack, featuring handy plastic dial cards with simplified instructions for Blackjack, Craps and Roulette naturally lends itself

to assisting the casino's efforts in acclimating new players to these games.

At the Luxor, where sales of WIN CARDS have recently increased dramatically with the introduction of additional signs and promotion of their \$30 for \$20 plus a free set of WIN CARDS deal, it was reported that 'it's like these people were never asked to play before.'

"There seems to be a 'sub-culture' of casino visitors that simply do not play table games. These customers, who are not 'pre-disposed' to play on the live games have really responded to the enticing nature of the WIN CARDS Program."

Providing \$30 in casino chips and a set of WIN CARDS for only \$20 seems to be just the proper incentive to get those on the periphery involved.

On the ships of the Royal Caribbean, the latest major cruise line to enlist the WIN CARDS Program in their casino's marketing mix, the WIN CARDS are utilized during their free gaming lessons. Passengers are taught with samples of the WIN CARDS and, in order to "close the sale" and get these people playing, they are offered the opportunity to buy their \$30 for \$20 WIN CARDS 'deal.' The offer is strictly limited to one per person per cruise.

The whole point is that these WIN CARDS increase a person's affinity to the table games and the objective of the promotion is to get these card sets into the hands of people that are interested, or might be interested in learning and playing the casino's live table games.

Many of those who take cruises are not 'gamblers,' per se — even

fewer are table games players. Even our free gaming lessons face competition. Many passengers are occupied with other shipboard activities than gaming lessons. The WIN CARDS in this case provide self-service, easy to follow gaming lessons, available on a 24/7 basis.

FREE Casino Chips* and Instructional WIN CARDS™

Learn how to play

Blackjack
Craps
Roulette

\$2000
Gets You
\$3000
in casino chips*

Plus
A **FREE** Set
of the Fabulous
WIN CARDS™

APPROVED
by the
GAMING
COMMISSIONS
of Nevada, New Jersey
and Rhode Island

TRY YOUR OWN TO LEARN THE FINE
CRAPS • BLACKJACK • ROULETTE

Please Fill Out Reverse and
Present at the Cobalt Club

When our dealers see someone with the WIN CARDS or the special chips, they know that this is someone who might require assistance in getting acclimated to the live game.

"It is really our dealers and supervisors that have made this promotion a success. Their support and enthusiasm has been essential

in making this program work for us," reports Andy Murphy, Royal Caribbean's Casino Operations Manager.

Customized WIN CARDS will be available on all Royal Caribbean ships by early 2010!

And, domestically, talk about longevity. In Nevada, the Excalibur, Circus Circus, and the Four Queens have all been utilizing the WIN CARDS Program to help them attract, develop and entice new table games players for over ten years!

Now in its 23rd year, the WIN CARDS Program is the one and only marketing program for casinos to use in introducing new players to the live games. Over 10 million of these card sets have been distributed in over 175 casinos, cruise ships, riverboats and tribal casinos worldwide.

Whether a casino is large or small, on land or sea, the WIN CARDS Program has been proven effective in assisting the efforts of casinos in promoting the live games.

For more information on how to arrange a 90-day trial at your casino, please contact Gaming International, Inc. at (775) 588-4222, or visit our websites: wincards.com (for consumers) or wincards.com/casinoexec (casino operators site).

WIN CARDS will be on exhibition, once again, at the Global Gaming Expo '09, November 17-19 in Booth #1196.

Reprinted courtesy Gaming Today,
November, 2009 issue

