

The Results Of Raving's Third Annual Indian Gaming National Marketing Survey: Learning From Industry Trends

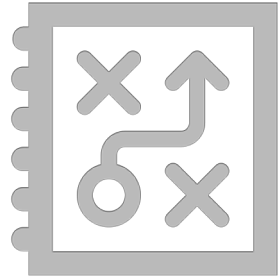
Moderator: **Deana Scott**, Raving CEO

Panelists: **Deb Hilgeman, Ph.D.**, Senior Raving Partner, Market Research;
Mark Astone, Strategic Raving Partner, Branding, Advertising and Media
Services and CEO, Catalyst Marketing Company; **Steve Neely**, General
Manager, Rolling Hills Casino

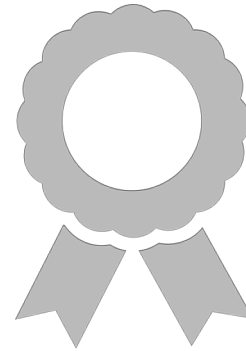
Survey Objectives



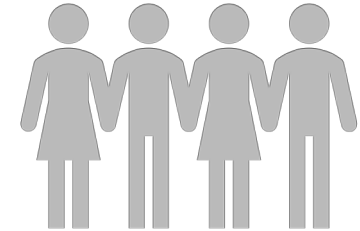
Assessment



Challenges



Opportunities

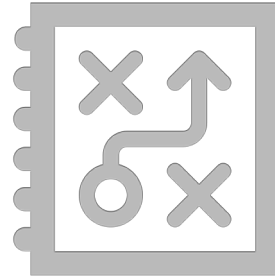


Trends

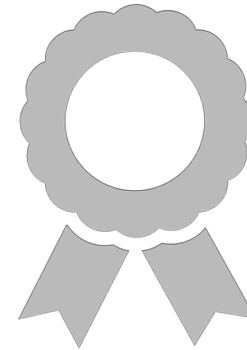
Survey Objectives



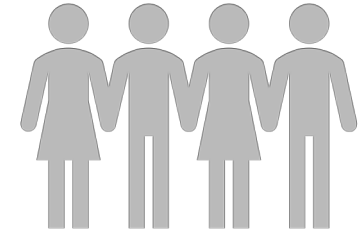
Assessment



Challenges



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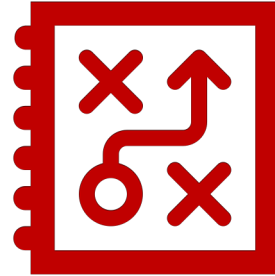
Trends

Determine what casino marketers are doing and how they rate effectiveness of activities.

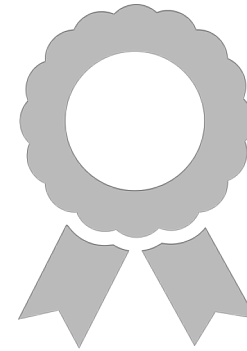
Survey Objectives



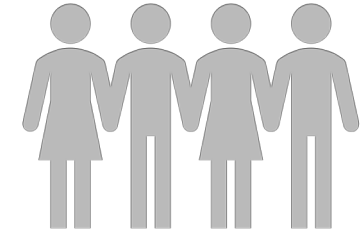
Assessment



Challenges



Opportunities



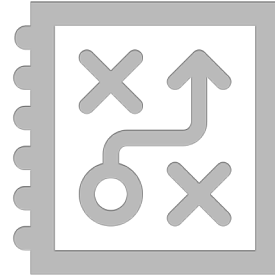
Trends

Understand the challenges facing casino marketers in Indian Gaming.

Survey Objectives



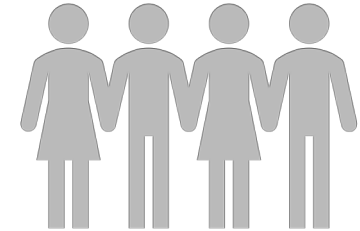
Assessment



Challenges



Opportunities



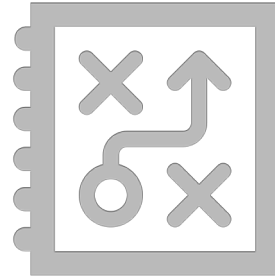
Trends

Identify opportunities that will help casino marketers perform more effectively.

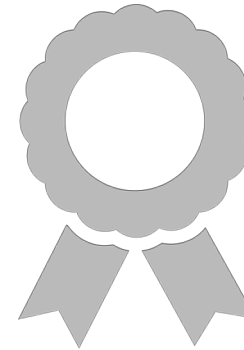
Survey Objectives



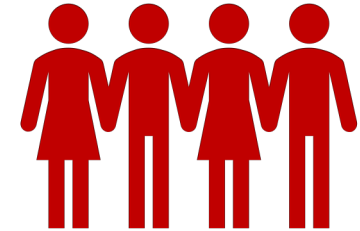
Assessment



Challenges



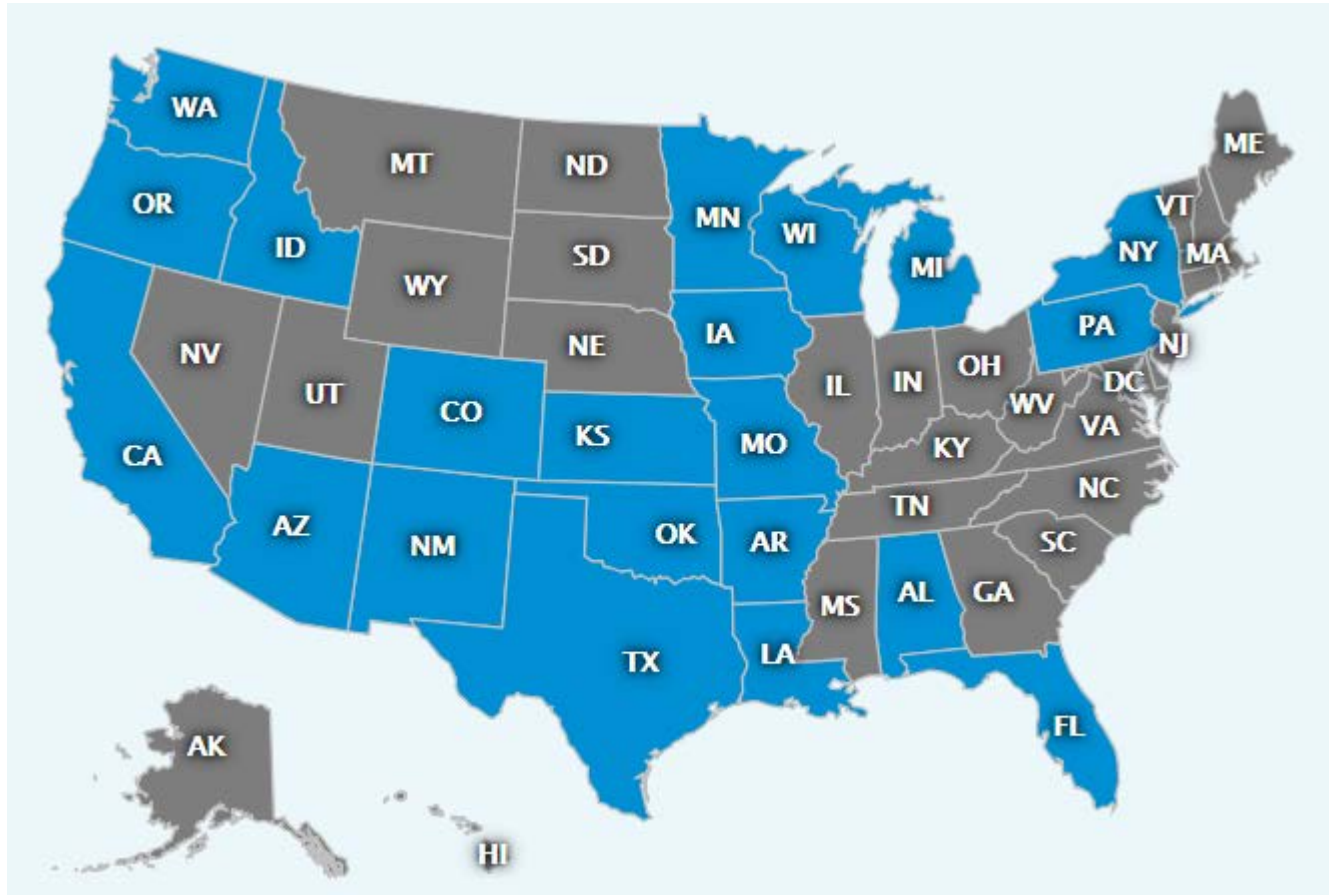
Opportunities



Trends

Gain insight into trends of Indian Gaming marketers.

Response Distribution



- **RESPONDENTS FROM 21 STATES**
- **83 TRIBAL CASINOS COMPLETED AT LEAST PART OF THE SURVEY**
- **65 TRIBAL CASINOS COMPLETED THE SURVEY**
- **COMPRISING 18% OF ALL TRIBAL CASINOS IN THE U.S.**

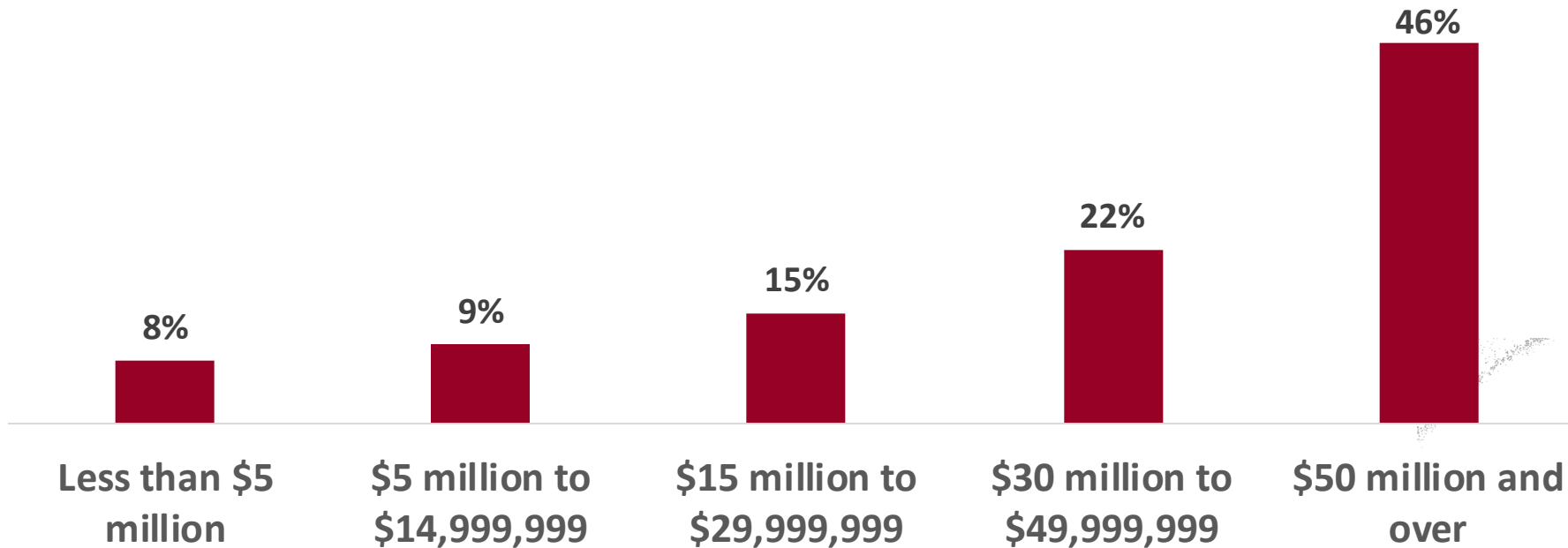
Survey Content

- ✓ **Composition of Tribal Casinos**
- ✓ **Competitive Environment**
- ✓ **Research & Analysis**
- ✓ **Players Clubs**
- ✓ **Host Departments**
- ✓ **Entertainment Programs**
- ✓ **Promotions**
- ✓ **Advertising & Communications**
- ✓ **Target Markets**
- ✓ **Respondent Profiles**

The full report will have all of this content.

Today's presentation features an overview and key findings from the survey.

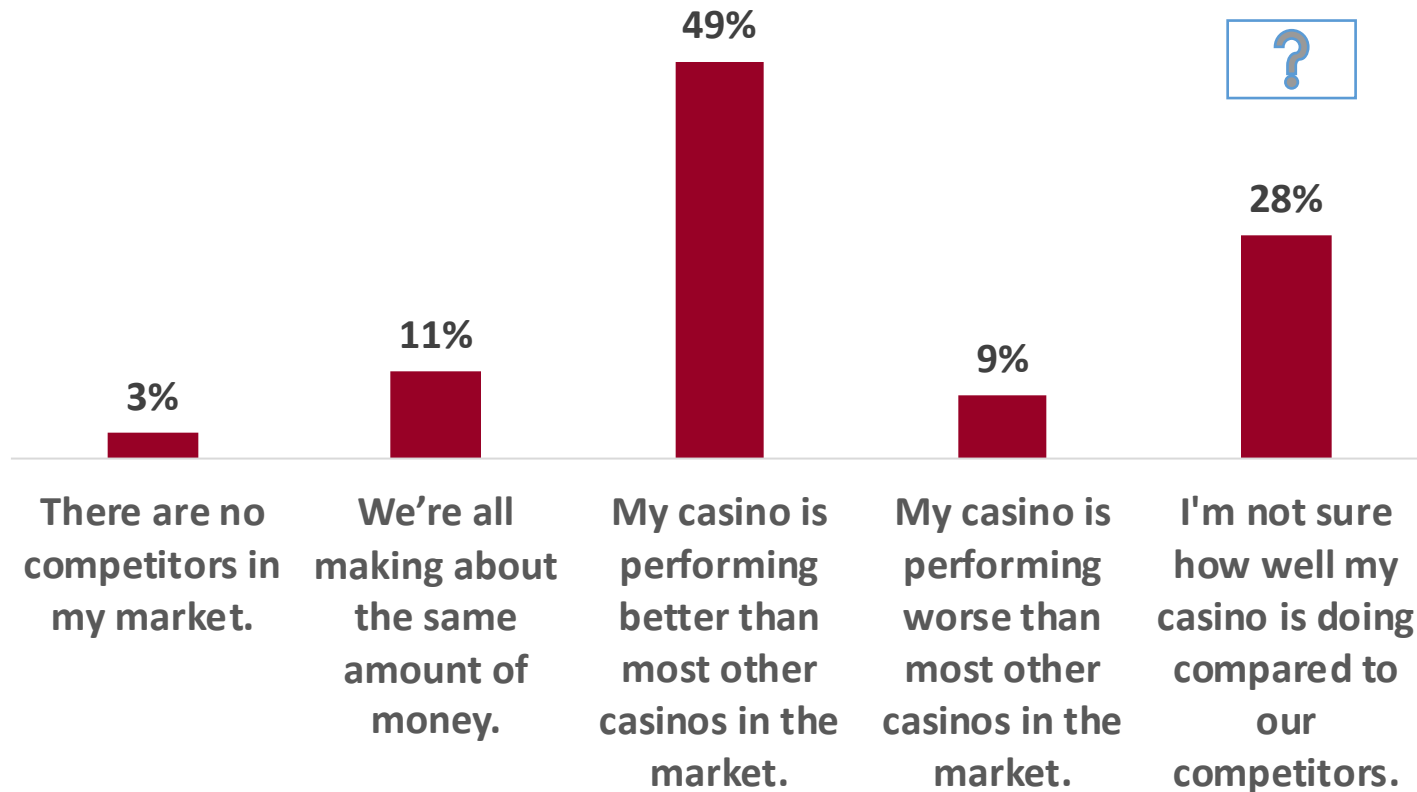
Total annual gross revenue including gaming and amenities



N=54



How your casino is doing financially compared to competitors: three-year trend



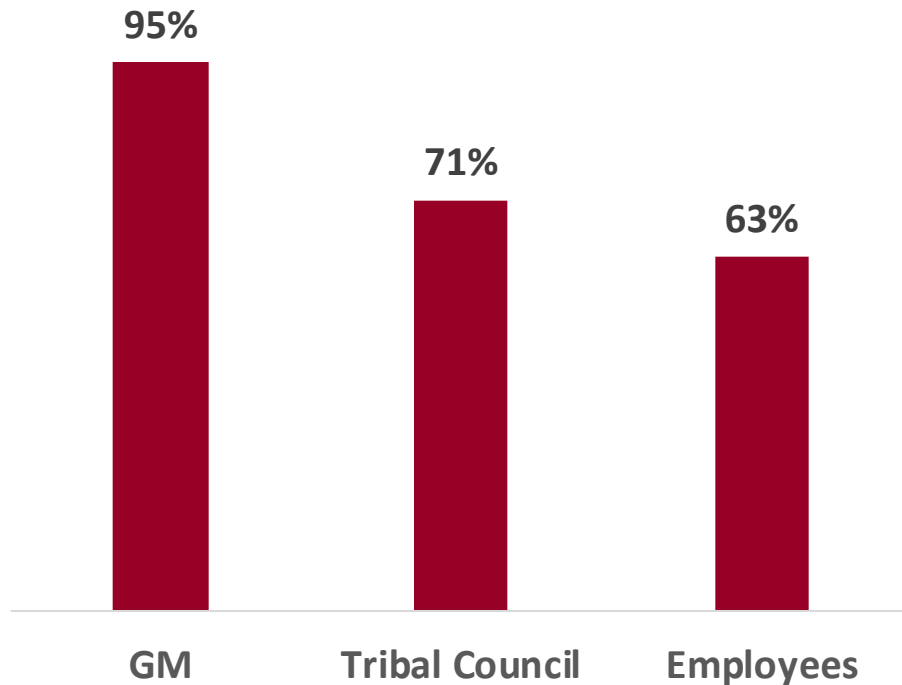
Just over a quarter of tribal casinos are not sure how well their property is doing compared to competitors.

This is the same amount as last year.

In year one, that percentage was 37%.

N=71

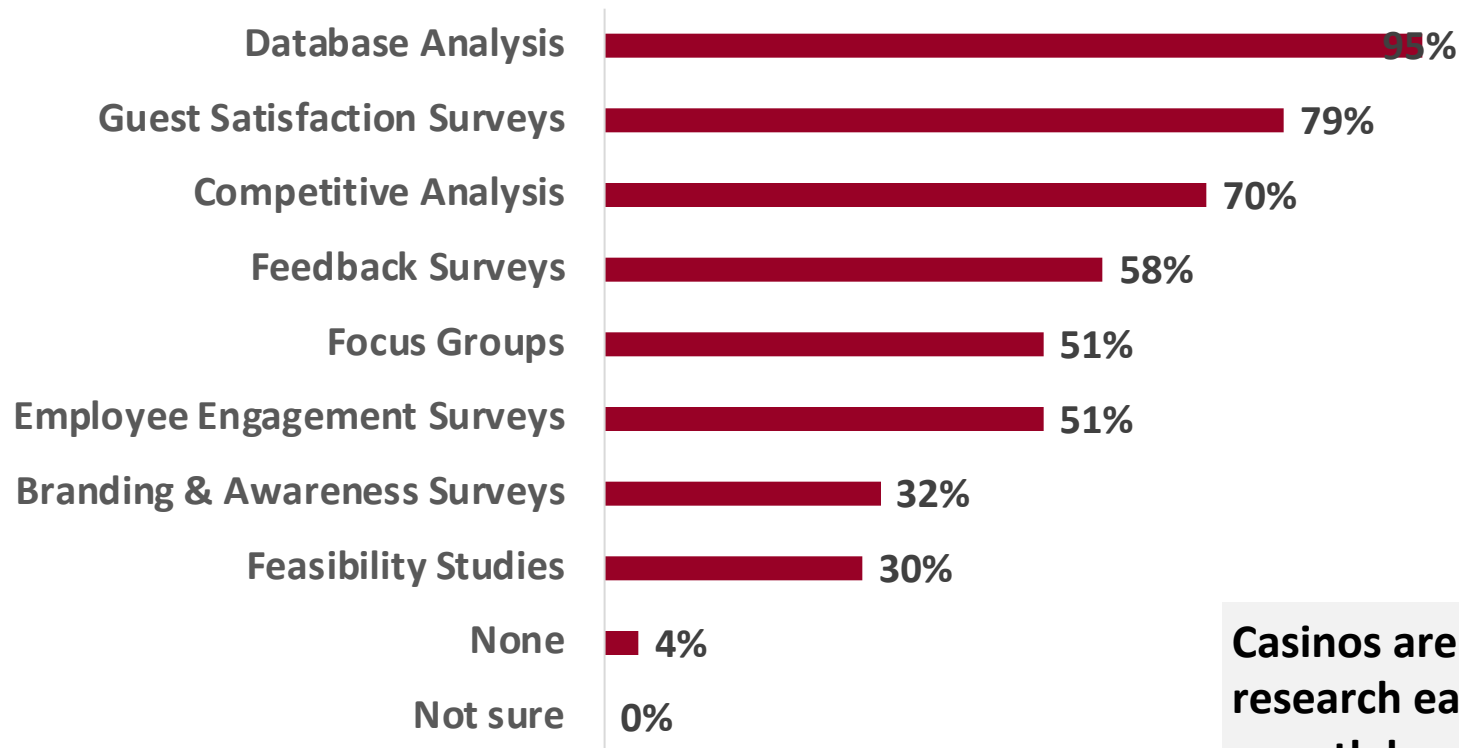
Level of support for marketing: three-year trend



For the third straight year, the highest level of support for marketing is from the GM, and the lowest is from Employees.

N=77

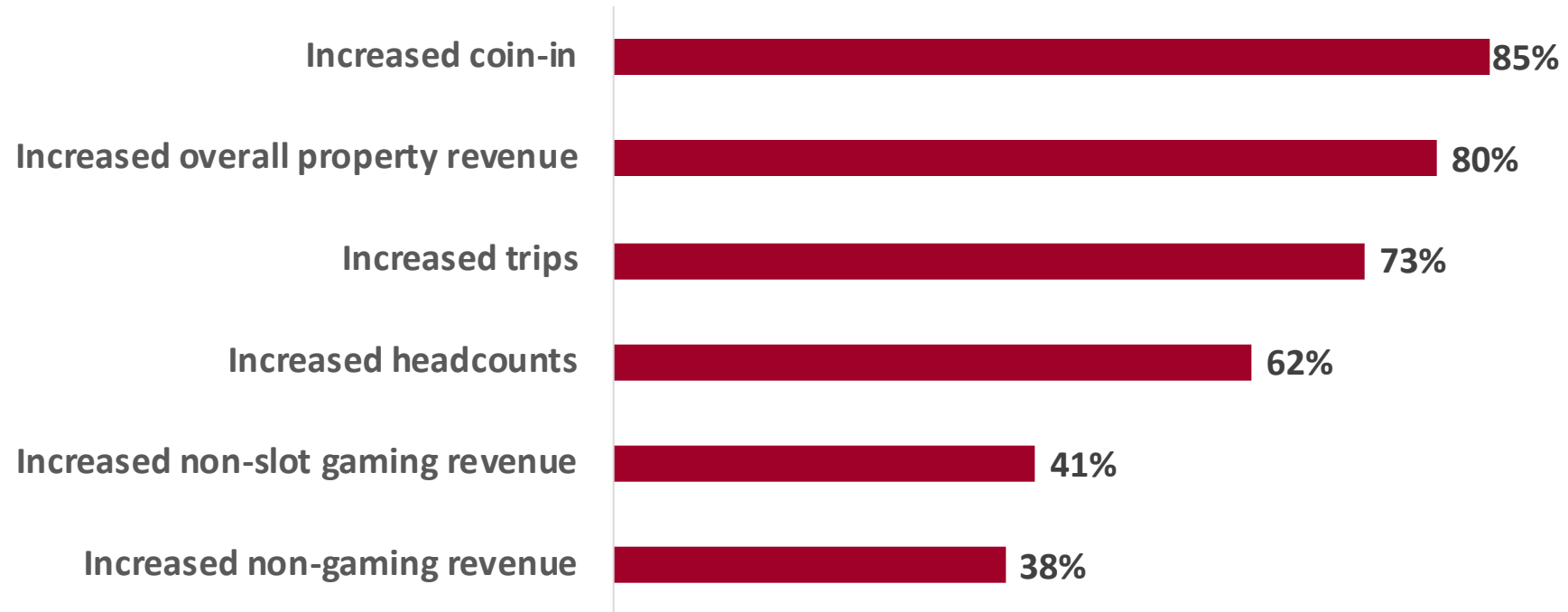
Types of research being conducted by tribal casinos: three-year trend



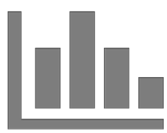
Casinos are conducting more research each year, although growth has been slow.

N=76

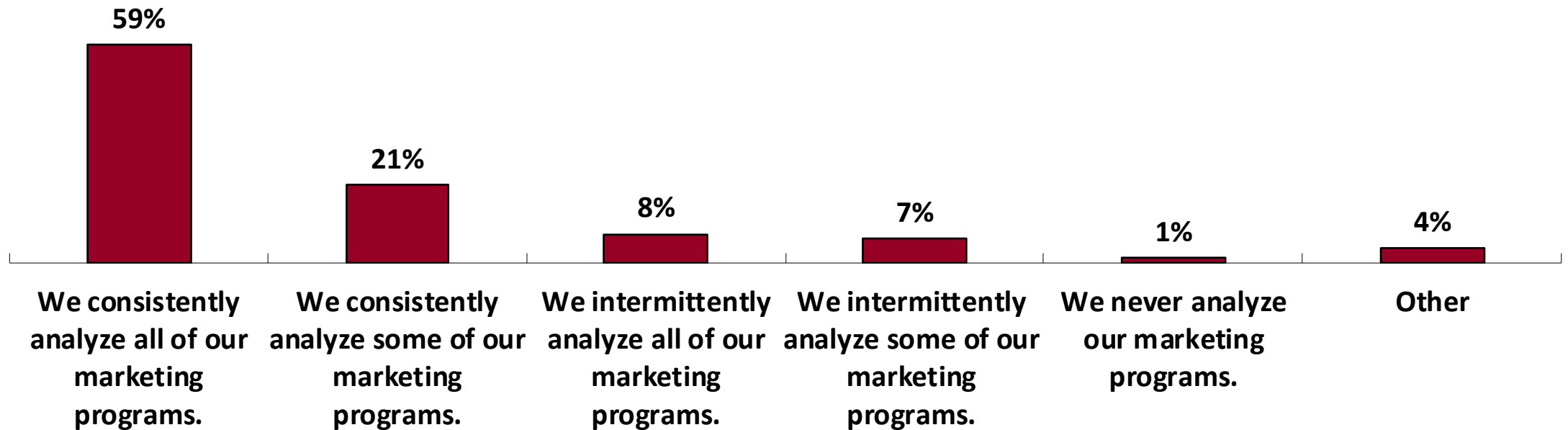
KPIs (key performance indicators) most often used to measure success of marketing programs

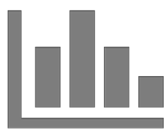


N=66

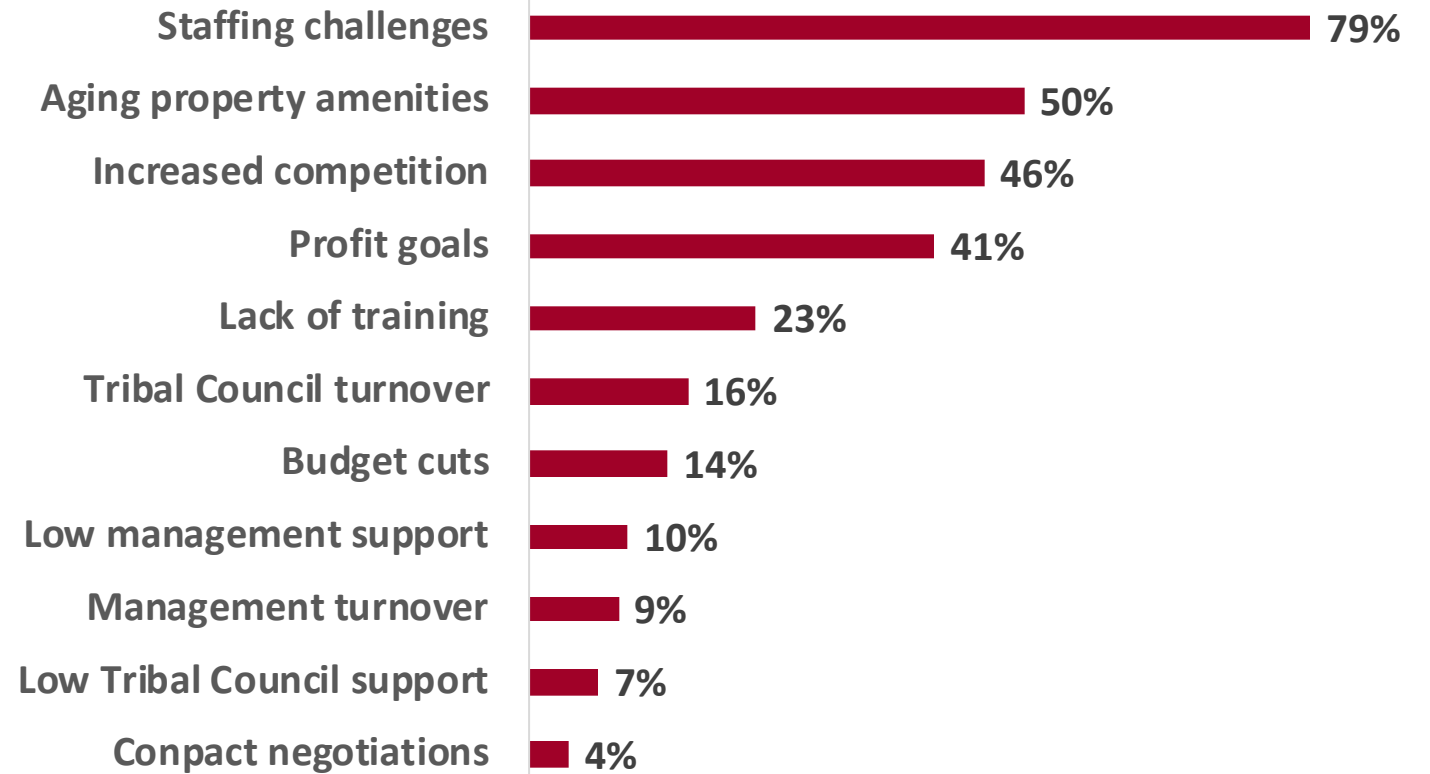


How much marketing program analysis casinos are doing



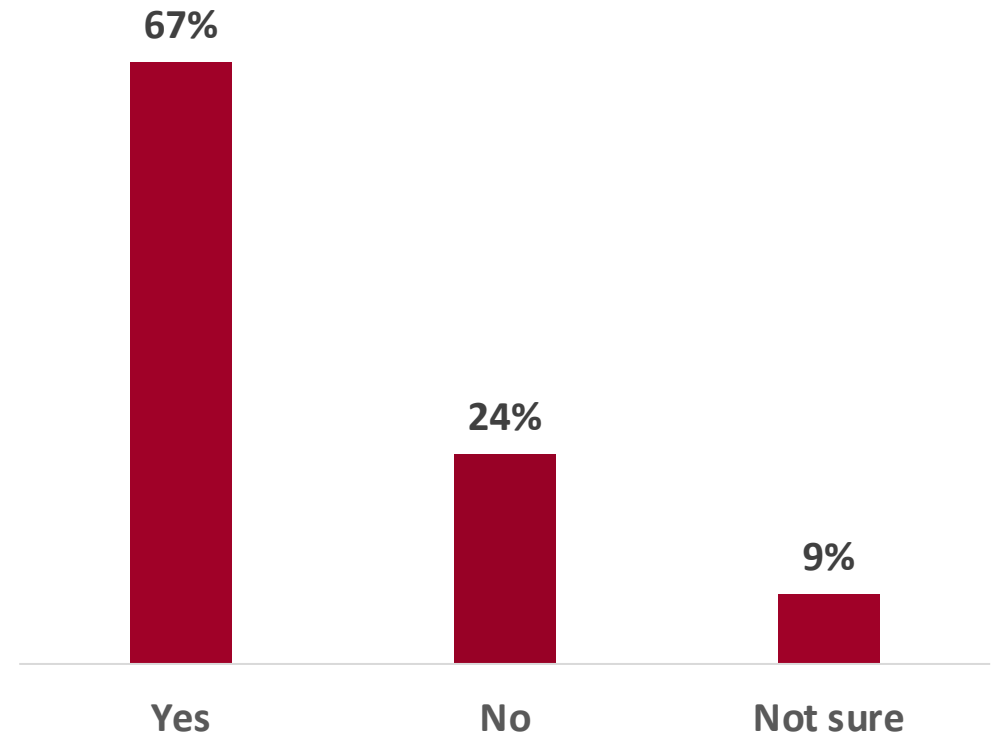
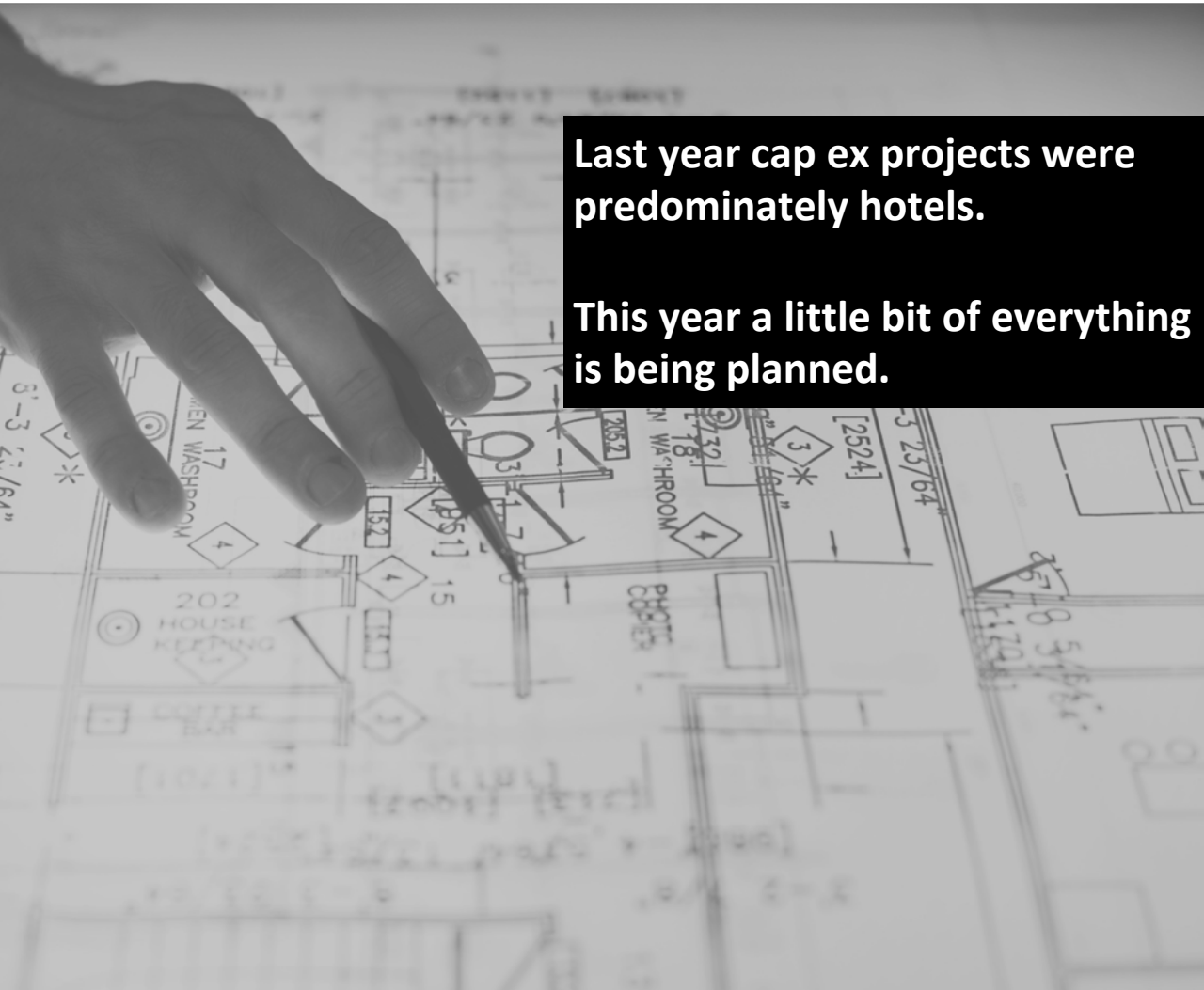


Biggest challenges casinos will face in 2019



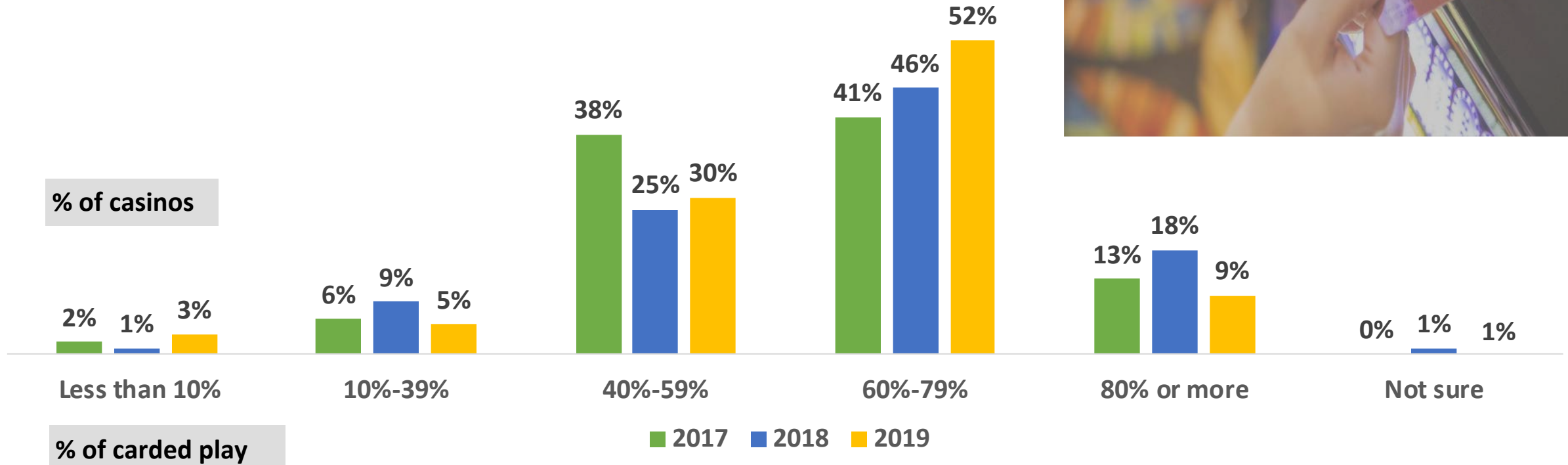
N=70

Percent of casinos planning capital projects in 2019



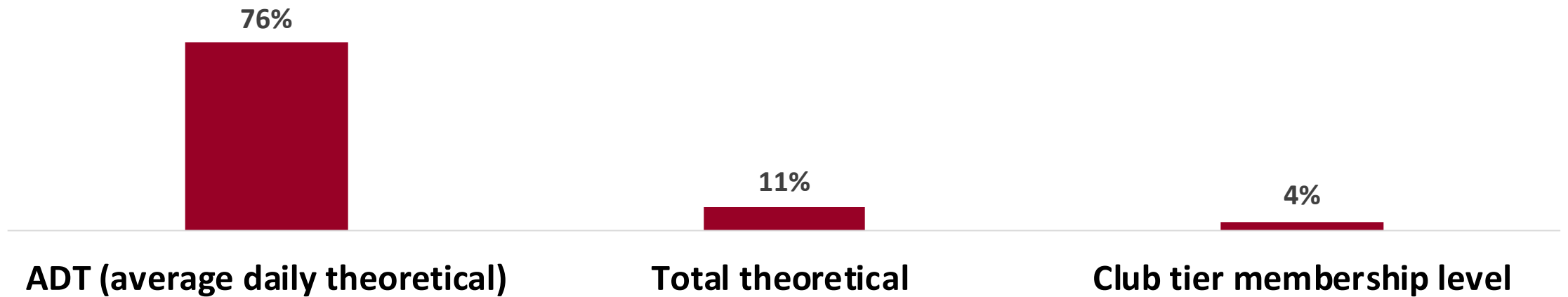
N=70

Percent of carded play: three-year trend



N=66

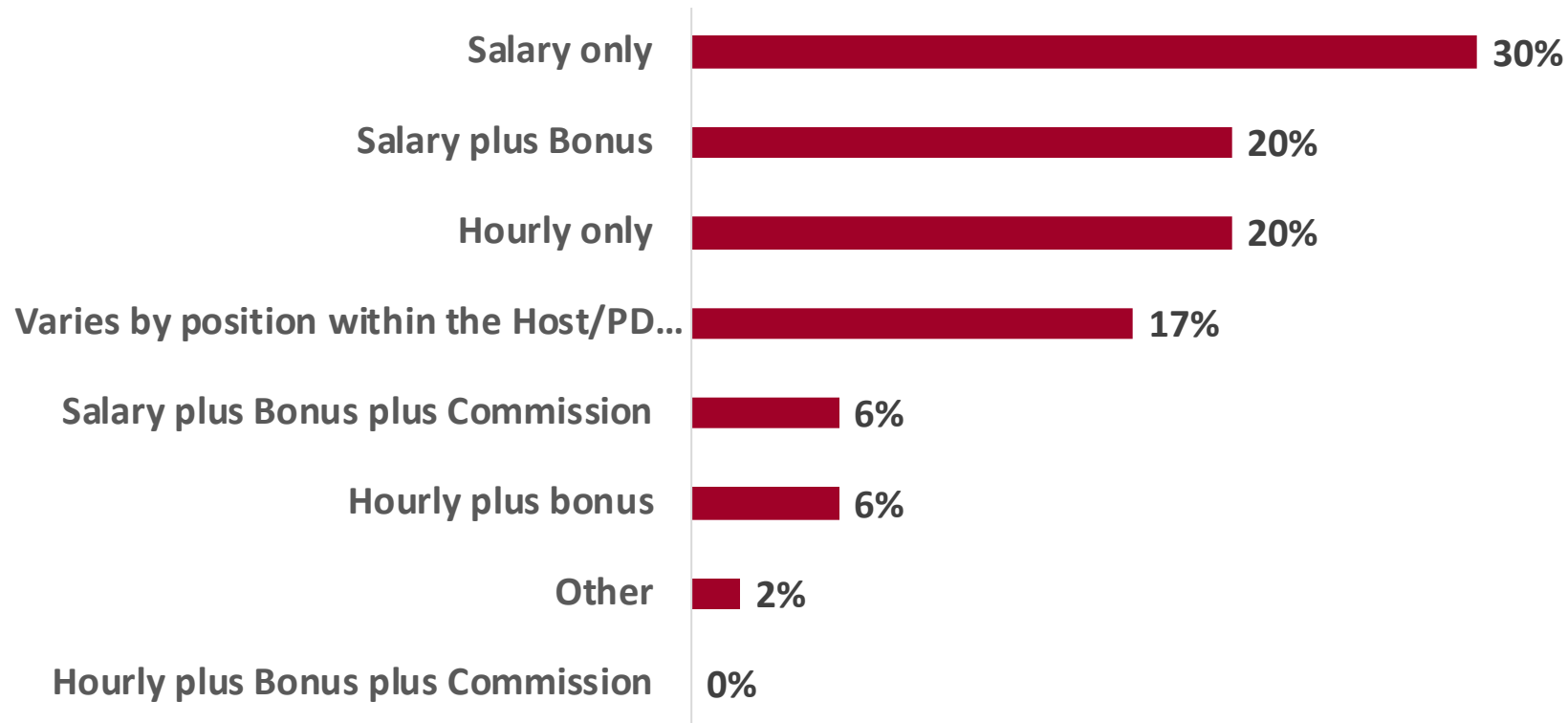
MOST important factor used to determine value of offers to club members



N=53



Casino PD/host compensation models



N=54

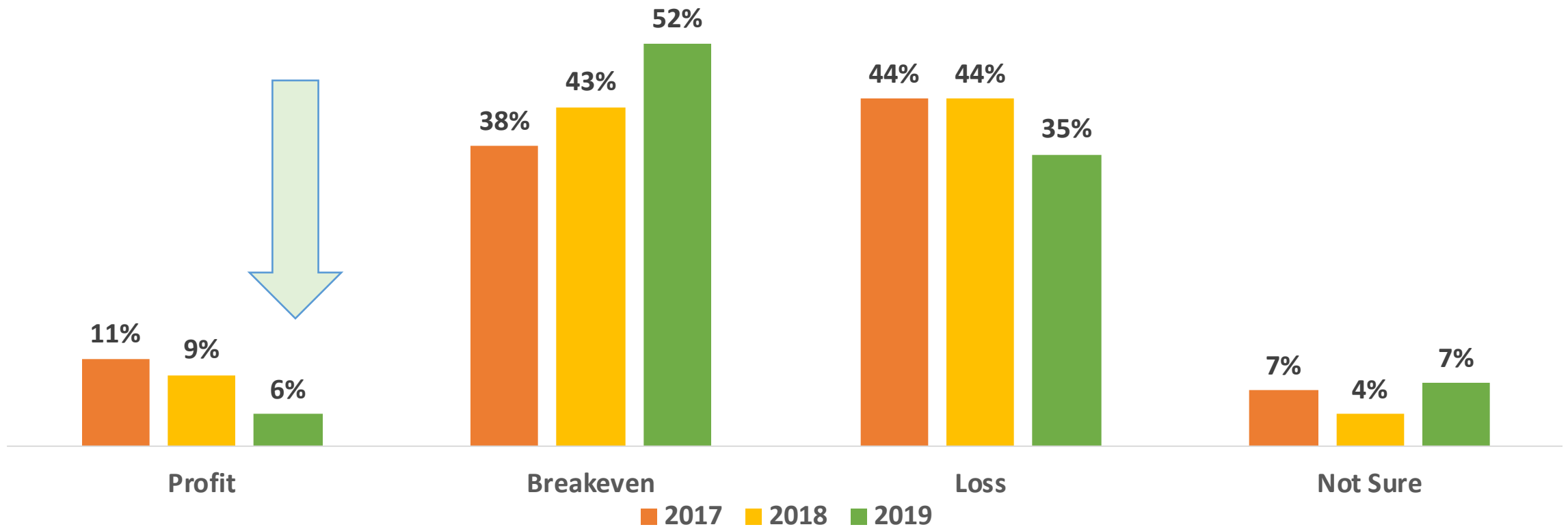


Entertainment programs: three-year trend



**83% of casinos offer entertainment.
This has not changed much over the past three years.**

Entertainment program performance: three-year trend



N=54

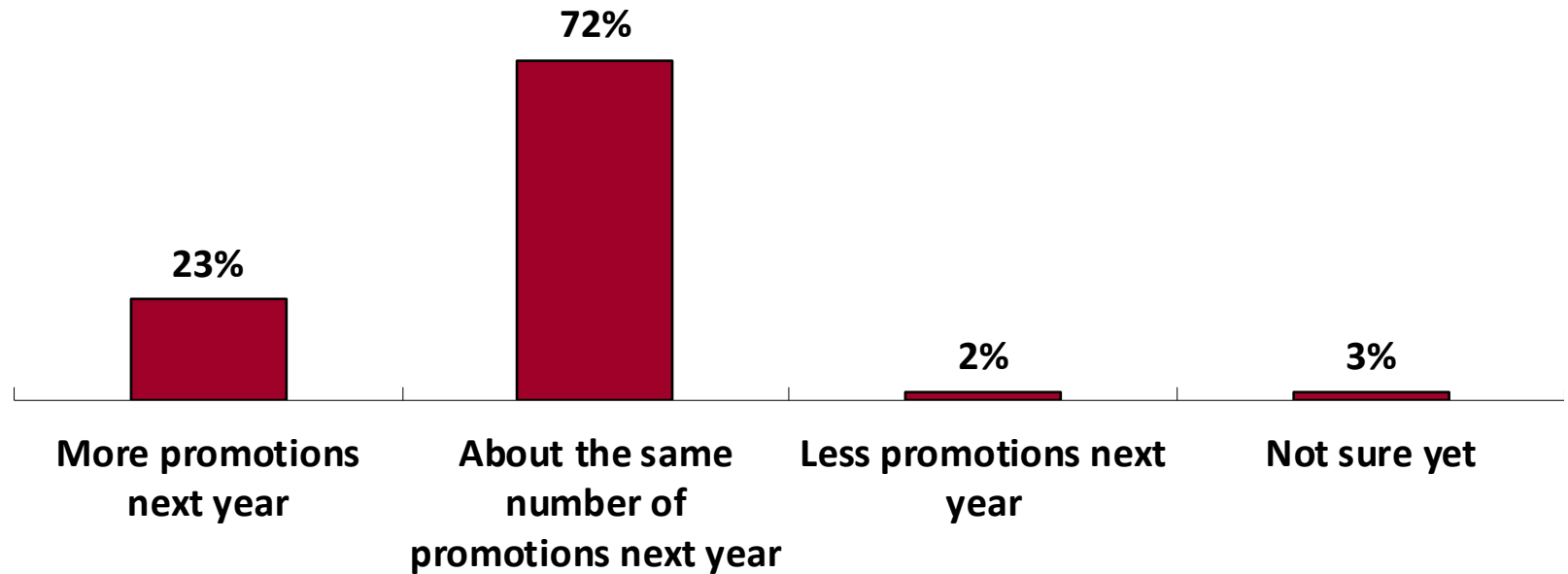
Promotions: three-year trend

Three years ago, 7% of casinos said they would be decreasing promotions.

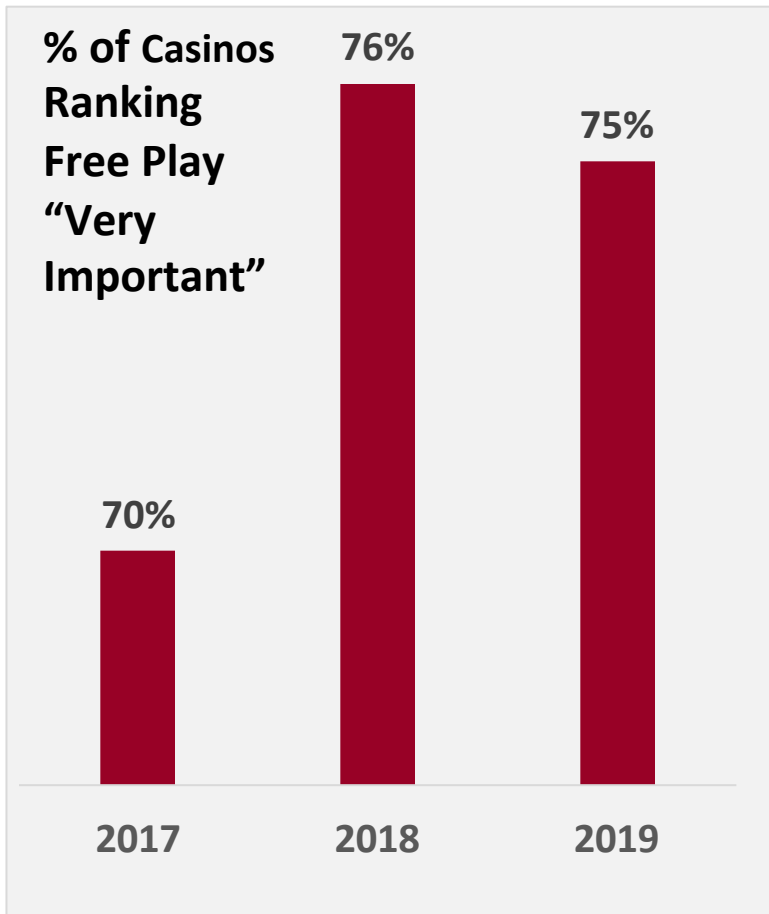
Last year, 3% were going to decrease promotions.

This year, 2% of casinos say they'll do fewer promotions.

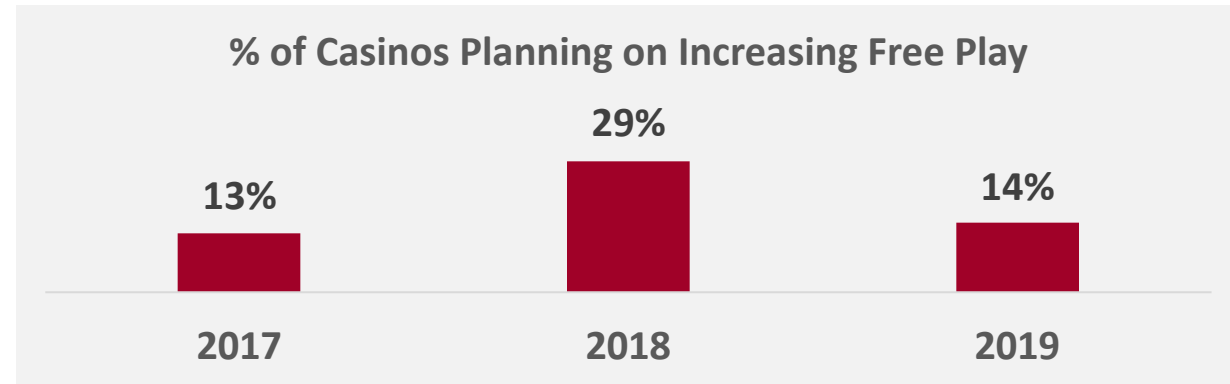
If you cut back on promotions in 2019, your competitors may pick up the slack, according to this data.



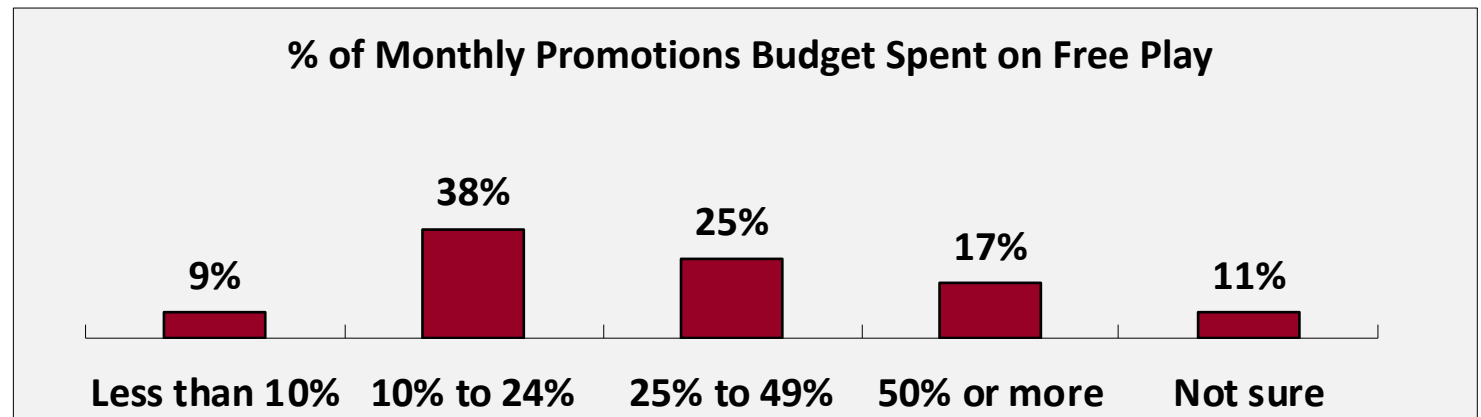
Free Play: three-year trend



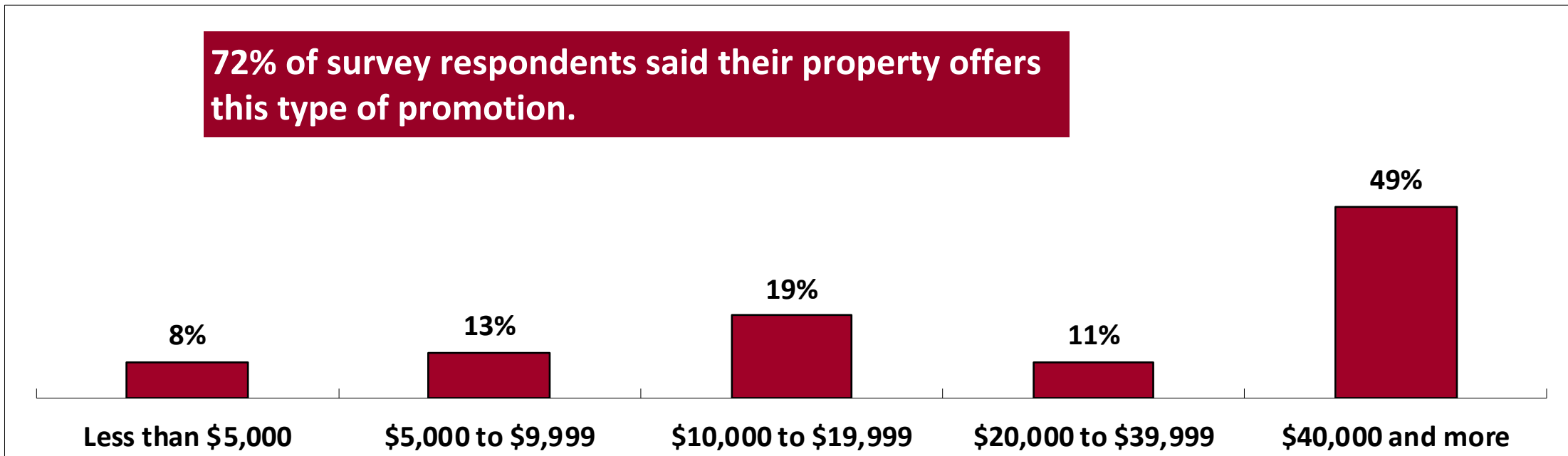
N=65



NEW!

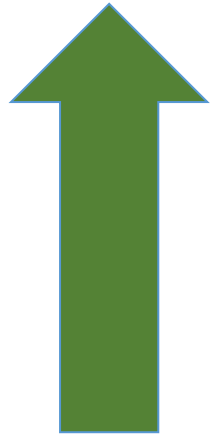


Approximate monthly merchandise cost for continuity/gift-of-the-month programs



N=65

Advertising channel changes in 2019



**Increases (10% and over,
percent of casinos
planning increase):**

52% Email
52% Social Media
51% Digital/Internet
46% Mobile Marketing
42% Website
29% Direct Mail
25% Texting
18% TV
18% Billboard
15% Radio



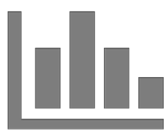
**Decreases (10% and over, percent of
casinos planning decrease):**

48% Print (Newspapers/Magazines)
14% TV
11% Radio

For the past two years, TV was ranked as the most effective way to reach potential new customers.

This year, TV was tied with Digital/Internet at 23%.

Direct Mail is still ranked #1 with 77% of casinos saying it is the best way to reach existing customers.



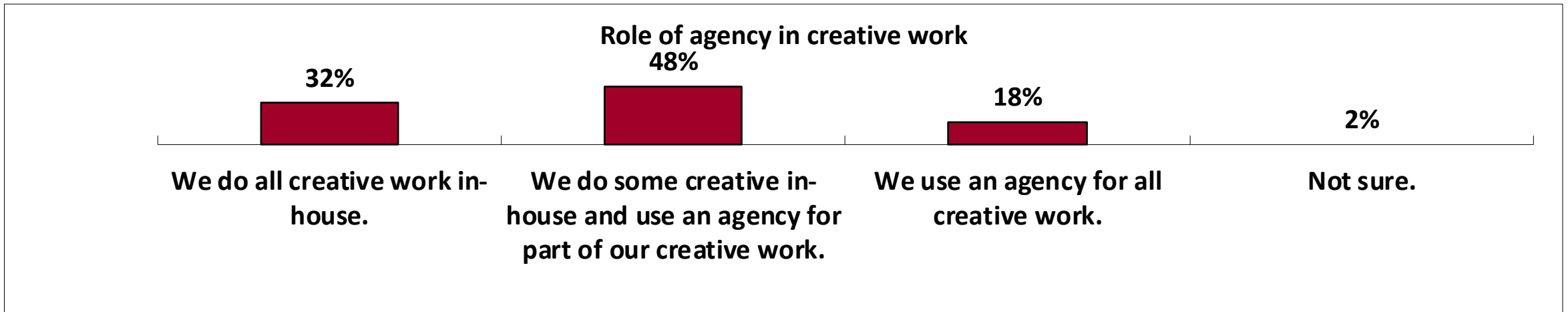
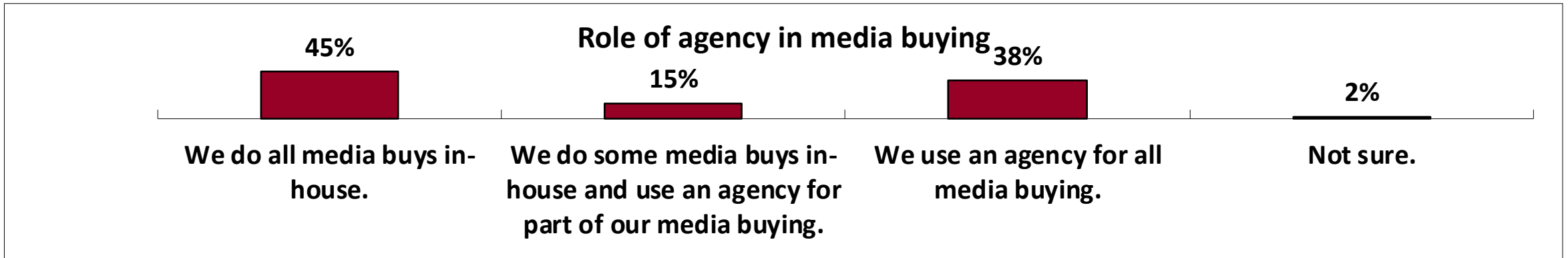
Percent of advertising budget allocated to each category shown below

Column figures show percent of casinos that spend in each category

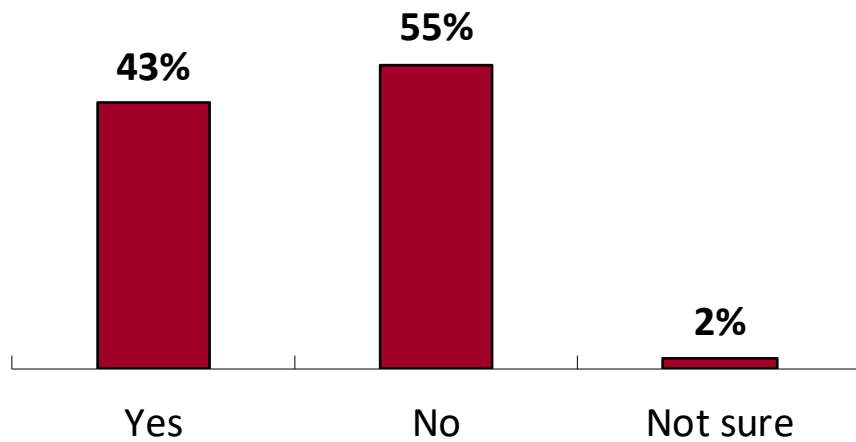
	Less than 10%	10%-19%	20%-29%	30%-39%	40%-49%	50% & over
Print	37%	35%	22%	5%	0%	2%
TV	20%	26%	31%	17%	5%	2%
Radio	6%	35%	42%	11%	3%	3%
Billboard	14%	43%	26%	6%	6%	5%
Internet	15%	37%	31%	8%	8%	2%

N=65

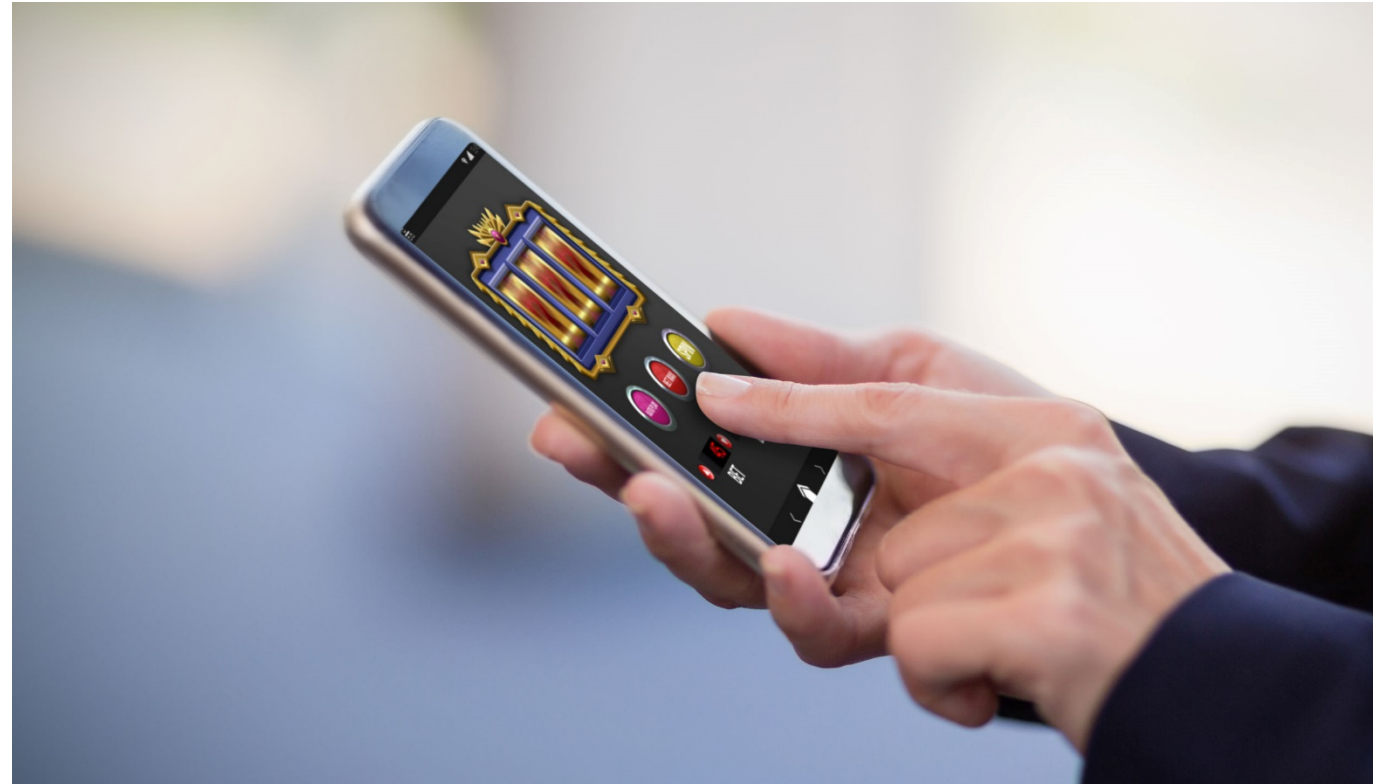
Role of advertising agencies



Percent of tribal casinos that have developed and launched a phone app for their property



N=65



Percent of marketing communications sent using email: three-year trend

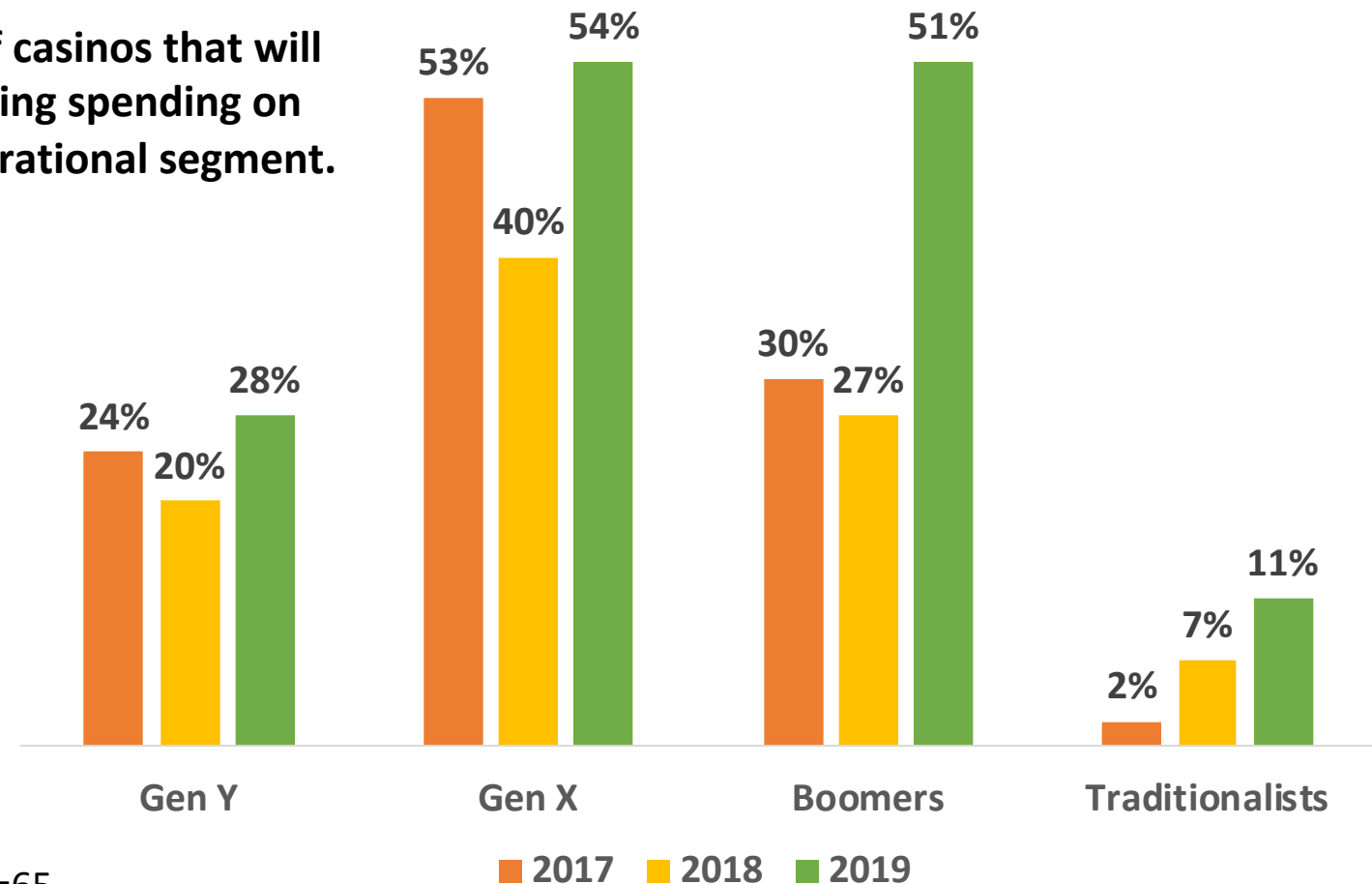
% of Email Messaging	2017	2018	2019
0%	13%	10%	9%
1% to 24%	56%	55%	46%
25% to 49%	19%	23%	28%
50% to 74%	9%	10%	15%
75% to 99%	2%	2%	2%
100%	2%	0%	0%

When comparing the percent of marketing communications sent by email vs. paper mail, there is a small but continuing increase of casinos sending between 25% and 74% of emails as a percent of total messaging.

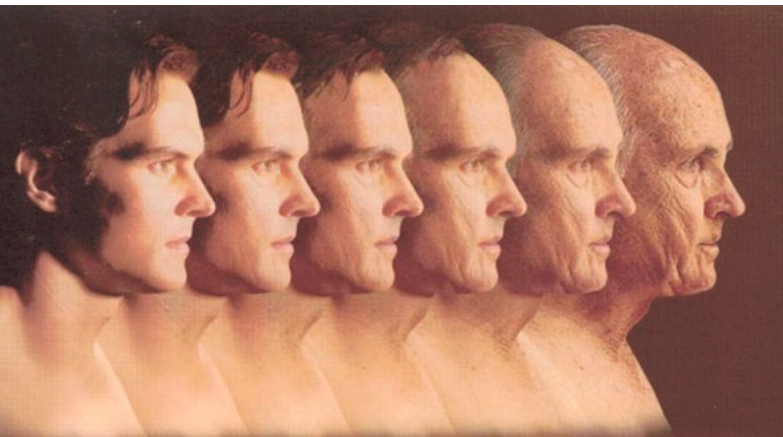
N=65

Planned marketing increases by demographic group: three-year trend

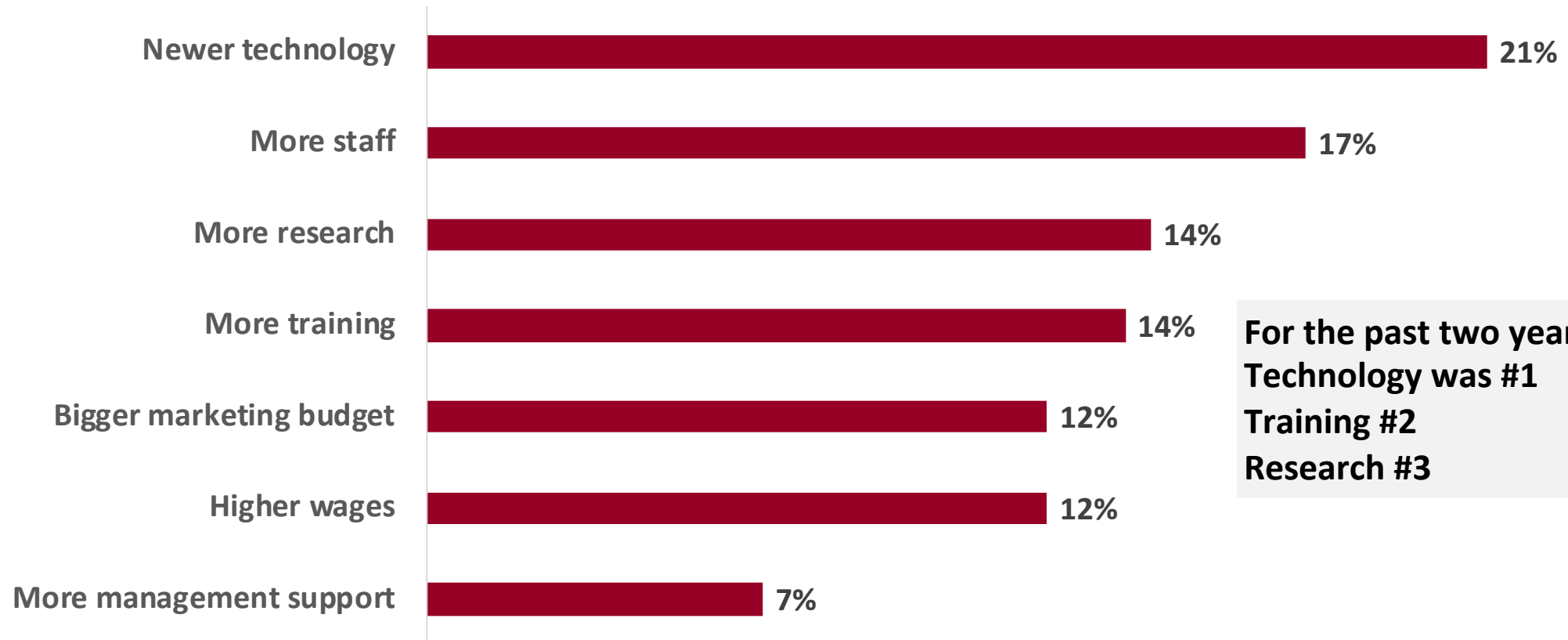
Percent of casinos that will be increasing spending on each generational segment.



N=65



How to best improve job performance: three-year trend



For the past two years:
Technology was #1
Training #2
Research #3

N=65

Observations and Analysis



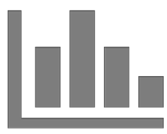
Steve Neely
General Manager
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Deb Hilgeman, Ph.D.
Senior Raving Partner
Market Research



Thank you!

To receive a copy of the full report and to participate in next year's survey, please drop off your business card or email

deanascott@ravingconsulting.com.