

You Want What? Practical Reinvestment and Comp Strategies for Hosts

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Dealing With The Pandemic: Significant Issues

- **Reduction in host reinvestment tools (lack of amenities, events, shows, promotions, etc.)**
- **Social distancing and occupancy limitations**
- **Player fears and health concerns**
- **Financial constraints**
- **Others?**

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Typical Response to Issues

- **Heavy reliance on non-social rewards (free play, match play, kiosk promotions)**
- **Reduced sales effort (nobody wants to come so why bother)**
- **Overreliance on rewards to replace recognition (loss of social connection)**

Addressing the Issues: Getting Back to Basics

Back To Basics: Our Sales MANTRA

The More Touches You Make ...

... The More Theo You Generate

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Touch Types

- **Retention Touch**
- **Growth (Sales) Touch**

Touch Categories

- **Reward Touch**
- **Recognition Touch**

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Two Types of Incremental Income

- Trip – Increase trips to property
- Theo – Increase spend while on property

Touches and Theo – The Connection

- Growth (sales) touches drive trip (primarily reward touches)
- Retention touches drive theo (primarily recognition touches)

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Reinvestment and Comp Guidelines:

- 1. Recognition trumps reward: always has, always will.**
- 2. Sales campaigns are not for politicians (plan the work, work the plan).**
- 3. Include a mix of retention and growth touches in your plan.**
- 4. Focus on recognition as the dominant touch.**
- 5. Whenever possible, use free play to extend play time while on property as opposed to driving a trip upfront.**
- 6. Offer social connection via amenities to drive trips (lunch, dinner, coffee, gift giving, etc.).**

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Significant Steps and Strategies

1. **Take an inventory: WHAT ARE ALL the tools, offers, etc. at your disposal?**
2. **Fill the Holes: Create new offers, amenities, recognition tactics to fill in the holes.**
3. **Refocus on filling in player profiles: What don't you know about your players that you were too busy to learn before the crisis?**

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Significant Steps and Strategies

- 4. Old school techniques: not all touches are phone or text free play offers (the handwritten note, the personal gift, the flowers in the mail, etc.).**
- 5. Be creative ... I just happened to be in the neighborhood ... no reason ... just because you're you, ahhhhh!**
- 6. Stay on point (it's not about you or what you can offer, it's about the player, and what they care about).**

Q & A

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