



inmarket insights

Summer 2017  
Loyalty Report:  
**Casinos**



# Overview

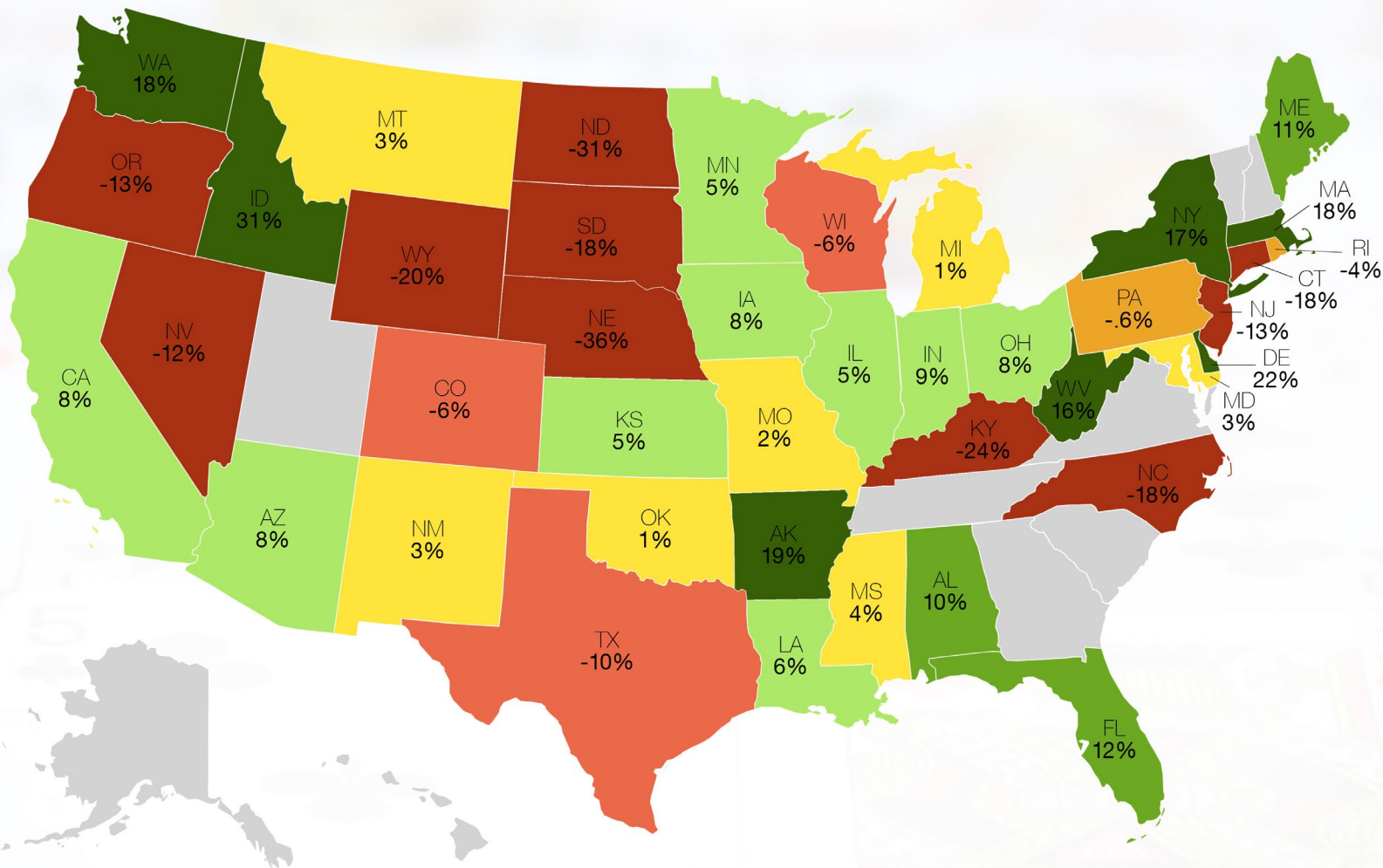
At inMarket, we analyze location trends from over 50 million mobile devices per month. This first-party data powers our suite of location-based ad products that segment, retarget and recover patrons for our partners. It's also very useful for predicting business performance based on location/store foot traffic over time — and for understanding customer retention.

In this Spring 2017 Casino Loyalty Report, we're utilizing inMarket Location Data to uncover visitation trends at U.S. casinos from January through June, 2017. Locations are ranked by repeat visit percentage above category average, and are separated to two distinct buckets: Casinos in Las Vegas, and all other locations. Las Vegas is a unique setting because of the sheer number of tourists who visit the city -- many only for a few nights. According to inMarket Location Data, while they might see more visitation overall, **the average Las Vegas casino attracts repeat players 18% less frequently** than casinos anywhere else in the U.S.

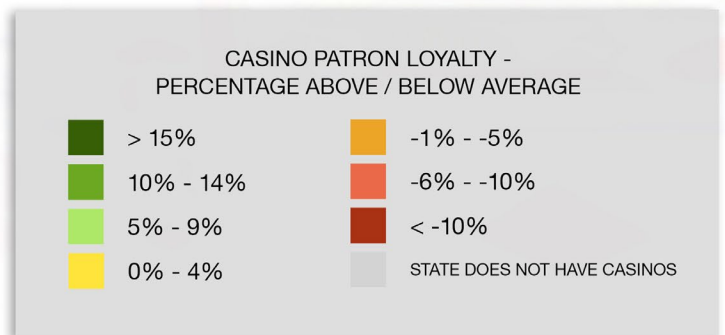
If you're interested in how inMarket ranks other business categories (like restaurants or retail) for loyalty, please visit [inMarket inSights](#). If you have any questions about the Spring 2017 Loyalty Rankings for Casinos, or would like to learn your business's loyalty score, please [contact us today](#).



# Ranking U.S. States by Repeat Casino Visits



Idaho's casinos are attracting the most repeat visitation from players in the U.S., according to inMarket Location Data thus far in 2017. Patrons visit Gem State casinos 28% more frequently than average. Despite this success, some Idaho lawmakers have attempted to [limit tribal gaming](#) in the state.

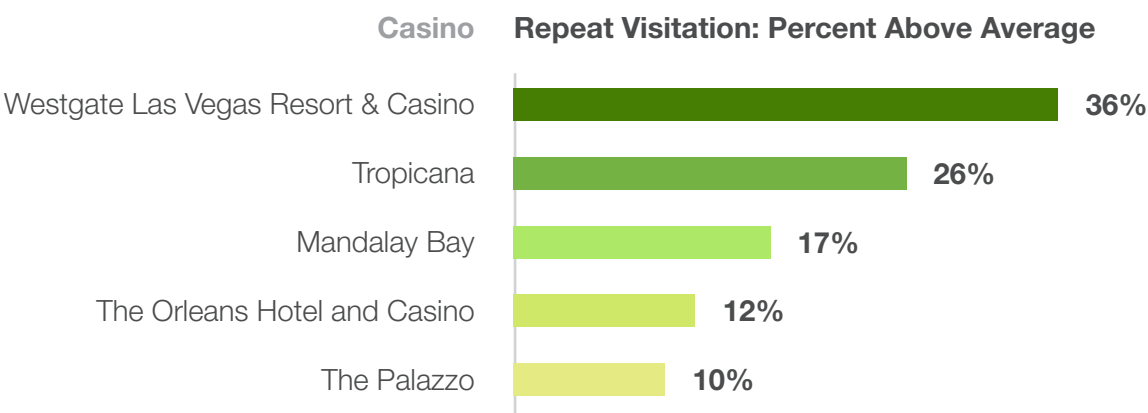


Toward the bottom of the list, Nevada -- which is often synonymous with gaming -- ranks just 32nd in terms of loyalty at its casinos. This is likely due to its status as a major tourist destination and the huge influx of visitors who visit infrequently compared to drive-distance casinos in other states.

Connecticut, ranking 35th out of 42 eligible states, announced a drop in revenue for the [ninth straight year](#) in April. This could be due in part to neighboring states New York and Massachusetts, ranking 5th and 6th respectively, drawing players more effectively and regularly than the Constitution State.

North Dakota and Nebraska casinos are both struggling to attract repeat patrons, with both performing more than 30% below average for repeat visitation so far this year.

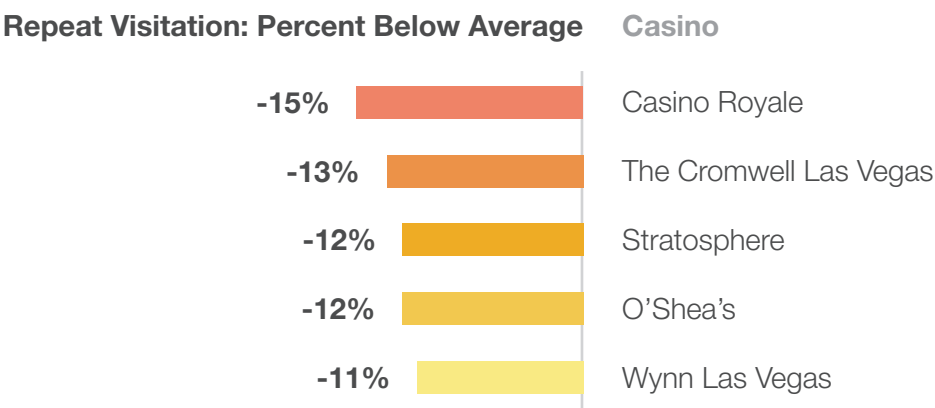
# Patron Loyalty at Las Vegas Casinos: Top 5



The Westgate Las Vegas Resort & Casino ranks first overall for player loyalty in Las Vegas -- performing 36% better than category average. This is particularly interesting because the Westgate sits opposite the Las Vegas Convention Center -- which likely plays a factor in attracting repeat business travelers to the casino.

The Tropicana, with typically favorable rates, ranks second for loyalty -- while Mandalay Bay, The Orleans and The Palazzo are all performing more than 10% above average for the Las Vegas casino category.

# Patron Loyalty at Las Vegas Casinos: Bottom 5

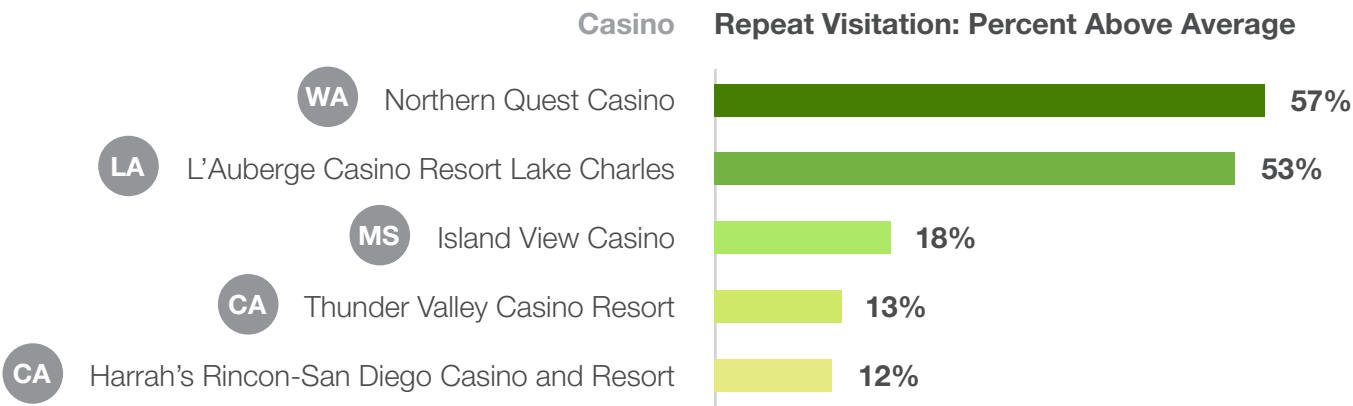


Casino Royale -- a Best Western Plus property described as “straightforward” -- ranks last for player retention in Las Vegas, performing 15% below average for the category. The Cromwell Hotel Las Vegas -- owned by Caesars Entertainment -- also ranks poorly for loyalty so far this year, despite its location in a high-traffic area. Stratosphere, O'Shea's and Wynn Las Vegas round out the bottom five, performing worse than 10% below average on the year.



# Patron Loyalty at U.S. Casinos: Top 5

(excluding Las Vegas)



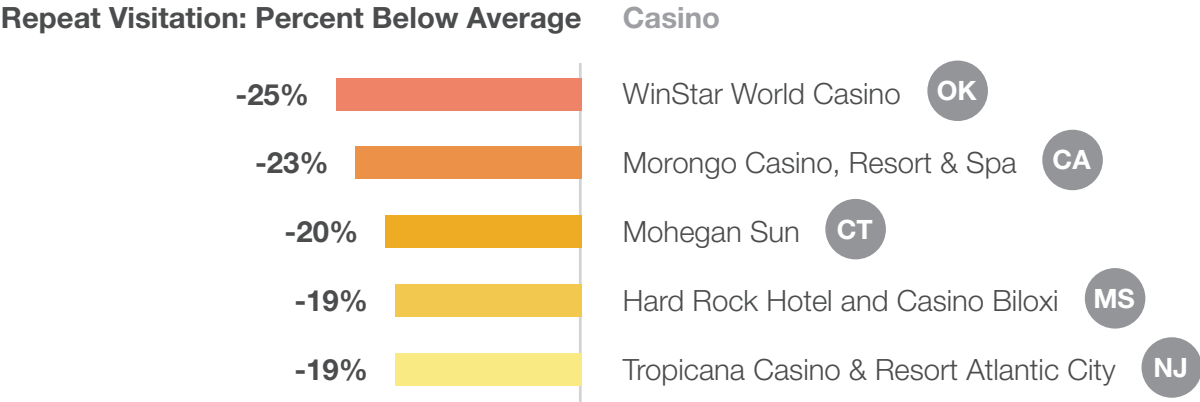
Outside of Las Vegas, many casinos are thriving as loyal patrons continue to visit. Northern Quest Casino near Spokane, WA attracts the most fiercely loyal patrons in the U.S., drawing repeat visitation 57% higher than category average. Northern Quest features popular music acts ranging from Flo Rida to Toby Keith, which could contribute to patrons coming back again and again. Louisiana-based L'Auberge Casino Resort Lake Charles also ranks significantly higher than average for loyalty, performing 53% above average in 2017.

Mississippi-based Island View Casino ranks third, demonstrating alongside L'Auberge that casino loyalty is not limited to the west. Two California casinos round out the top five: Thunder Valley (Sacramento) and Harrah's (San Diego).



# Patron Loyalty at U.S. Casinos: Bottom 5

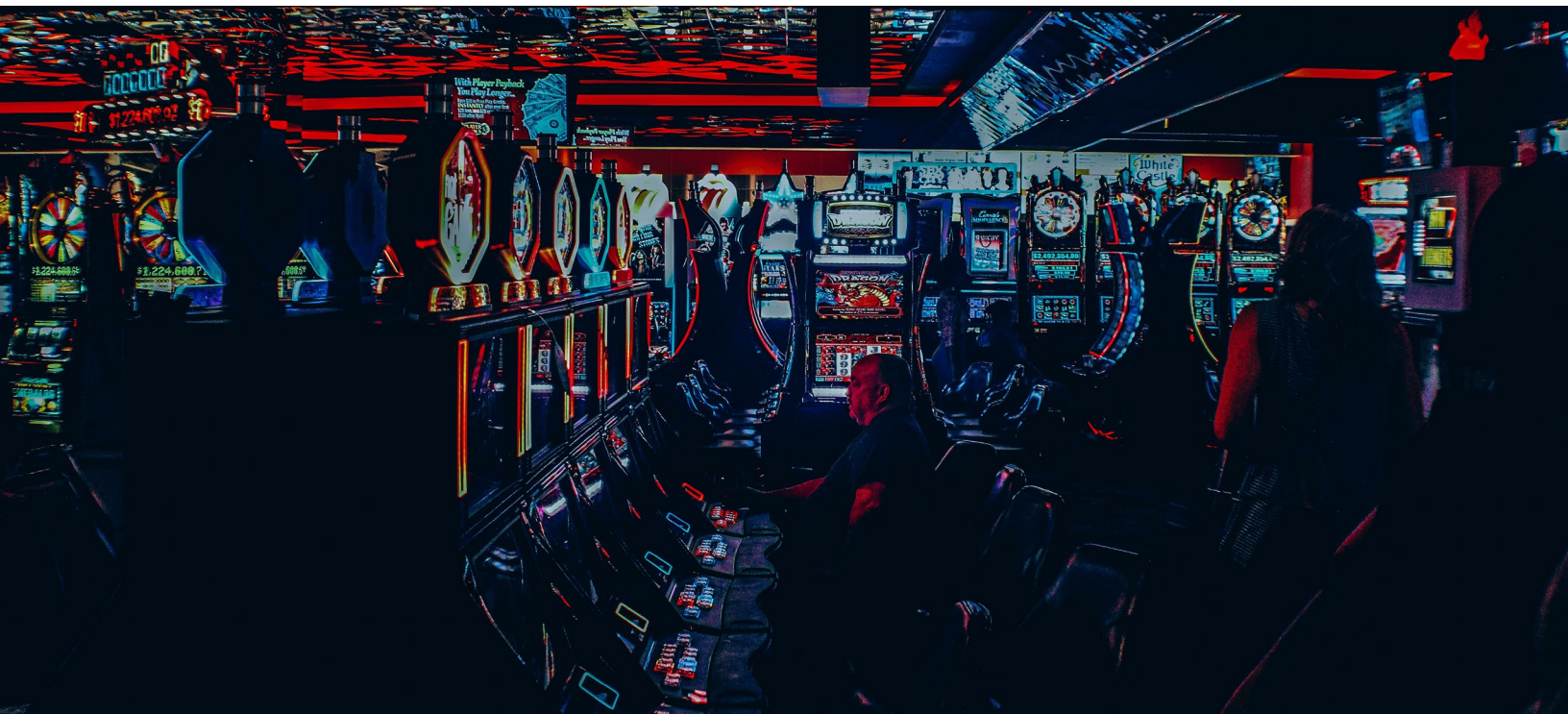
(excluding Las Vegas)



With 500,000 square feet of gaming floor space, Oklahoma’s WinStar World Casino is the largest in the U.S. It also ranks last for patron loyalty in 2017 according to inMarket Location Data, performing 25% below average. While the casino appears to have positive reviews on social media sites, perhaps distance is a strain on repeat visitation: WinStar is located 80 miles north of Dallas, TX, and 127 miles south of Oklahoma City.

CT’s Mohegan Sun, attracting repeat players 20% less frequently than average, seems to provide further evidence that the state is struggling with nearby competition. Hard Rock Hotel and Casino Biloxi is performing 19% below average, perhaps in part due to the success of Top 5-ranked Island View, located just 25 minutes west.

While Las Vegas’ Tropicana is ranked #2 overall for loyalty, Tropicana Casino & Resort Atlantic City is not enjoying the success of its western sibling -- attracting repeat visitation 19% below category average.







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