

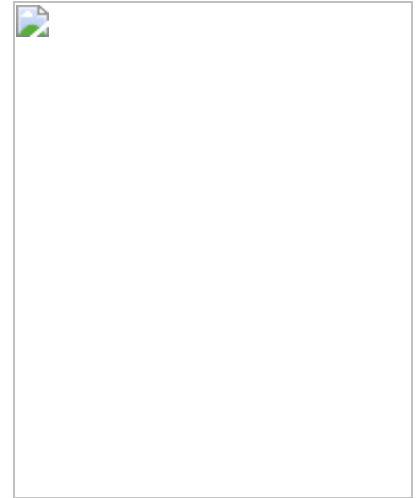
DAILY NEWS

Casino Players Club Programs Evolving into True Loyalty Programs

Jim Tierney January 22, 2014



Consumers' expectations of the casino players' club programs exceed what many casinos are currently offering, according to a new study conducted by Phoenix Marketing International. What's more, the study indicates that many players' club programs need to be modified to better reflect customers' wants and needs.



But the study found that many of the casino players' club programs, which were once used to simply track players' frequency of play and award free play credits, are evolving into true loyalty programs.

The Phoenix study titled, "Casino SCORES," includes interviews with 3,000 people from the Mid-Atlantic region who belong to at least one casino Players Club program and visit a casino to gamble a minimum of three times a year.

When asked the importance of numerous features and benefits of the program, not surprisingly the amount of free play offered, dining discounts, and complimentary rooms topped the list. But, casino patrons also place a high priority on free self-parking, complimentary access to casino events, early check-in/late check-out, and special bonuses and promotions based on tier levels achieved.

When asked to rate the value of Players Club program partners, the establishments that came out on top are restaurants, hotels, gas stations, grocery stores, and other casinos.

So which casino Players Club programs are currently doing the best job of meeting their players' needs?

In terms of membership, of the 43 casinos and their respective programs evaluated, the Connecticut casinos lead the pack followed closely by a few well known players in Atlantic City. The top three Players Club programs cited in the study were: Mohegan Sun-Mohegan Sun Players Club; Foxwoods Casino Resort-Foxwoods Rewards; and Total Rewards (includes patrons of Harrah's, Bally's, and Caesar's)

However, among those Mid-Atlantic residents that are members of each respective program, the Akwesane Winners Club in upstate New York and Rivers Casino in Pittsburg, PA were cited as the best.

The study was conducted in December, 2013 among 3,000 individuals residing in New York, New Jersey, Pennsylvania, Connecticut, Delaware, Maryland, Rhode Island, and Massachusetts. Completed interviews were conducted in proportion to each state's population and all counties within each state were represented. To qualify for the study, respondents must have gambled at a casino or racino three or more separate times in 2013 and belong to one or more casino Players Club programs.

The study evaluated 43 separate casinos and racinos located in those states and their respective Players Club programs.