

The Video Lottery Terminal Player

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What Do We Know About VLT Players?

- Study performed with Yesawich, Pepperdine, Brown & Russell – ***Portrait of American Gamblers***
 - Surveyed 2,500 casino gamblers
 - Who are they?
 - How do they behave?
 - What do they want?



Who Are They?



Who Are They?

- Women – 62%
- High Percentage Minority – 38%
 - 22% are African American
- Under 39 years old – 57%
 - Baby boomers make up only a small percentage
- Single – 72%
- With household income lower than the average gamer – 50% earn less than \$50K/yr.



How Do VLT and Slot Players Compare?

- Gender
 - Same
- Race
 - Significantly more minorities, especially African American
- Age
 - Younger
- Marital Status
 - More often single
- Income
 - Lower income



Why The Disparity Between VLT & Slot Players?

- Location Considerations
 - Dispersed Geographic Locations
 - Single Facility Orientation vs. Cluster of Facilities
- Facility Attributes
 - Size & Scope Compared To Destination Casinos
 - Absence of Significant Amenities
 - Tax Structure Considerations
- Absence of Table Games



How Do They Behave?



Day Gambling Trips

- Frequency
 - During the last 12 months
 - Mean of 6.6
 - During the next 12 months
 - 69% plan to make the same or more
- Budget
 - Gambling
 - Median of \$100
 - Food & Beverage
 - Average of \$80



What Do They Want?



What Attributes are Important to Them?

- 5 most important attributes
 - Friendly employees
 - Safety and security of gaming facility
 - Satisfaction with service provided by casino employees
 - Safety of the destination/city
 - Hotel room rate
- 5 least important attributes
 - Golf course
 - Adult revue shows
 - Childcare facilities/kids club
 - Boxing
 - Valet parking



What Comps are Important to Them?

- Most important
 - Free hotel room offer
 - Discounted hotel room offer
 - Free tickets to concerts or special events
- Least important
 - Direct contact by casino host
 - Food and beverage offer



What Are Their Leisure Activities?

- Most popular
 - Shopping at the mall
 - Going to the movies
- Least popular
 - Golf (only 21% have played in the past year)
- Most frequently
 - Spend time with family/friends
 - Work around the house
- Least frequently
 - Gamble online
 - Go to a spa



What Should We Remember?

- While younger and less affluent than traditional gamers, VLT players are a strong market
- Service is Important
 - More important to them than slot players
- Frequency Driven
 - Typical “80/20 Rule”
- They are looking for recognition



What Should We Remember?

- The Information is for the Industry as a Whole
- Each Market's Customer Demographics, Preferences & Habits May Differ:
 - Presence or Absence of Competition
 - Gaming & Other Forms of Entertainment
 - Location & Access
 - Facility Scope, Size, Quality & Amenities



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