



HIEROPHANT

INSIGHTS AND STRATEGY

CASINO VISITORS
SAMPLE REPORT

FALL 2022



SAMPLE REPORT

Casino Visitors

What you'll see in the following presentation reflect sample findings and reporting from a recent segmentation study focused on casino visitors. Much of the details and data have been removed to respect the confidentiality of this client project.

THE OBJECTIVE

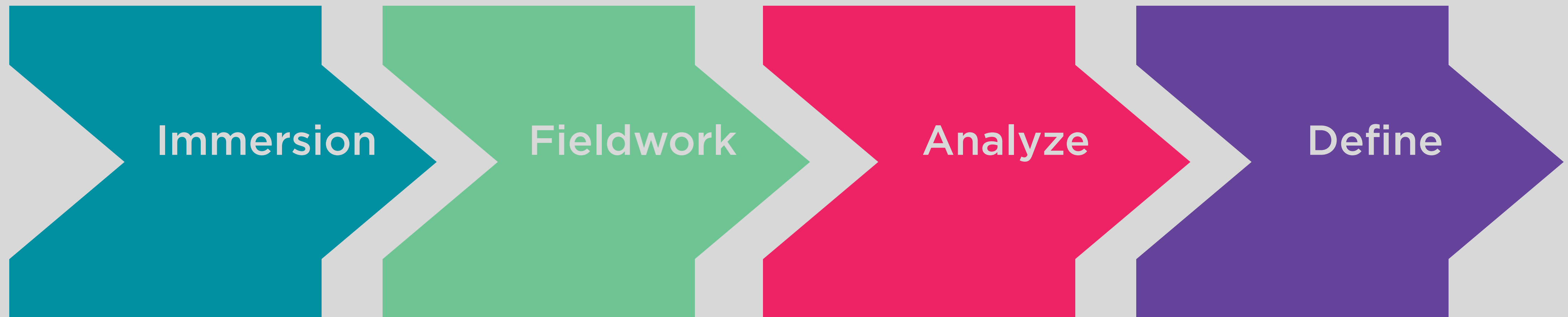
Identify profiles of casino visitors in the upper Midwest area to improve communications and messaging for a local gaming operation.



PROCESS

Review existing visitor data and synthesize key insights.

Conduct classification/ cluster analysis, share insights and recommendations.



Outline a new data collection approach and plan for segmentation.

Finalize 3 audience profiles that represent high-potential growth for the organization.

CASINO VISITOR PROFILES

CASINO VISITORS

AVID GAMBLERS

34%

People who frequently visit regional casinos to play table games and/or slot machines.

SHOW ENTHUSIASTS

28%

People who visit regional casinos primarily to attend live shows + performances.

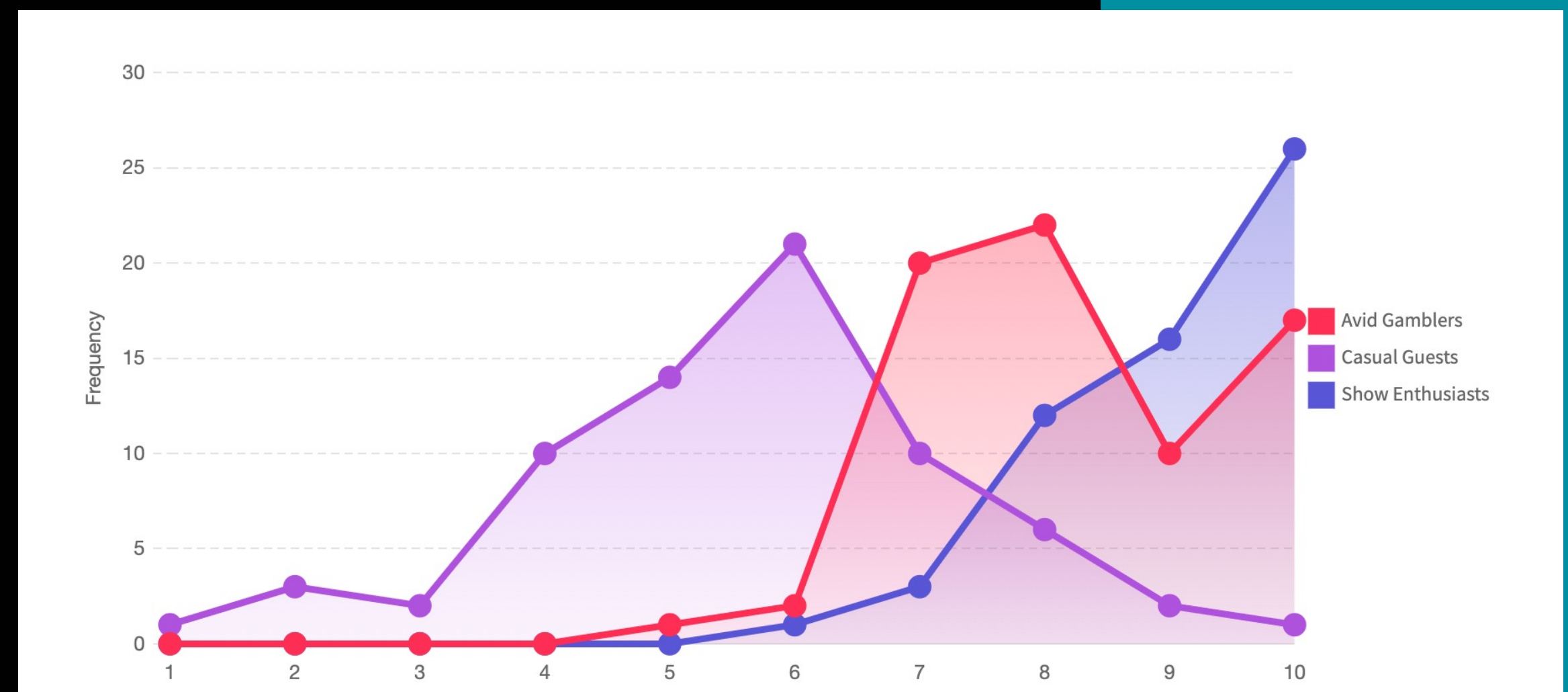
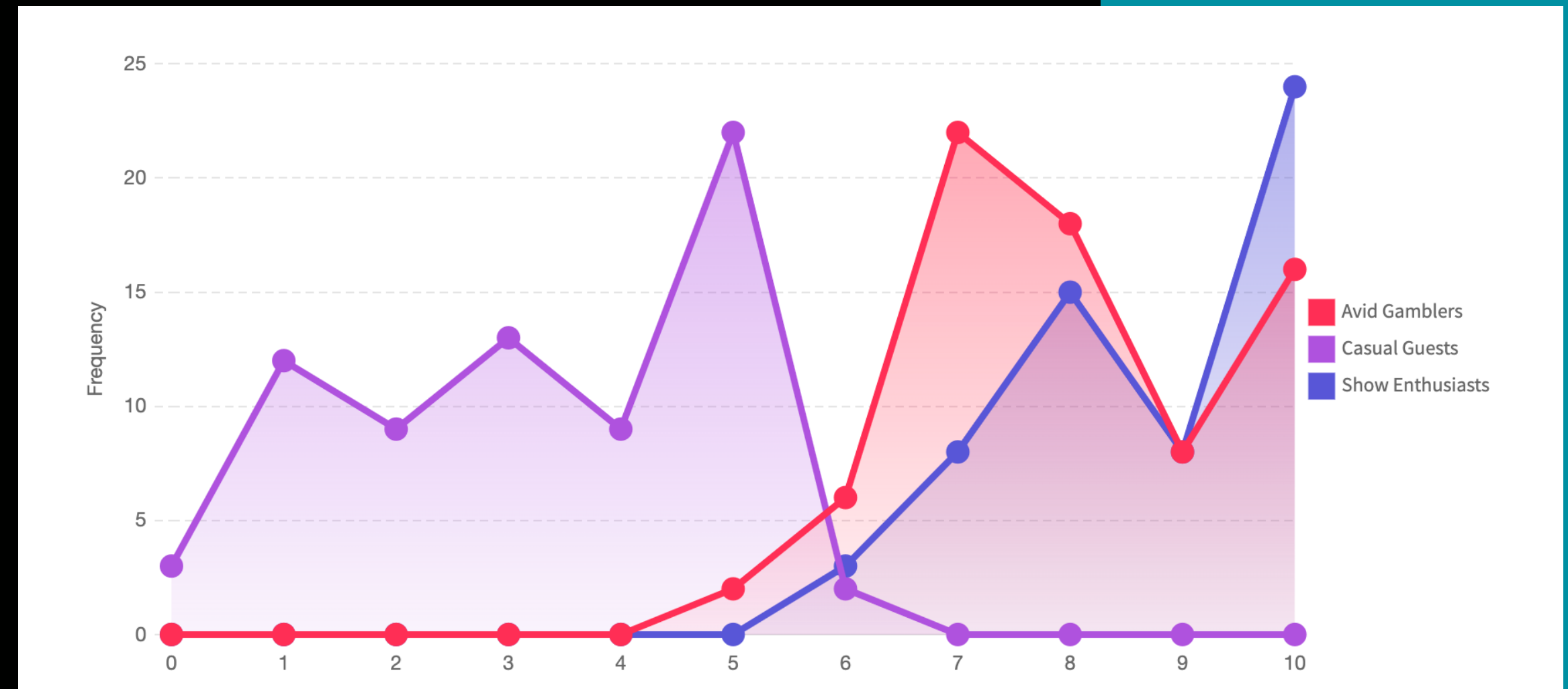
CASUAL GUESTS

33%

Infrequent visitors typically go to the casino with friends for a night out.

HIGHLIGHTS

Both avid gamblers and show enthusiasts enjoy gambling and visiting casinos. Casual guests are less enthusiastic about both activities.



HOW MUCH DO YOU ENJOY
GAMBLING AT CASINOS?

HOW DO YOU FEEL ABOUT
VISITING CASINOS?

PERSONA (SAMPLE)

AVID GAMBLER

WHO THEY ARE

Enthusiastic poker players, blackjack gurus, and slot machine lovers who visit the casino regularly as a primary form of entertainment in their lives.

WHAT MATTERS TO THEM

An environment that is lively, welcoming, and a step above what they are used to ordinarily. They appreciate the details and warmth of a fine hospitality experience.

WHY THEY VISIT


A casino floor experience that makes them feel they have found their “home away from home.”

DEMOGRAPHICS/PSYCHOGRAPHICS

- . Skews slightly female at 59%
- . High representation of high school GED and some college education
- . Income skews slightly lower than national average
- . More adventurous and high tolerance for risk
- . Highly extroverted, social people
- . Spend \$XYZ on average gambling each year

HOW TO REACH THEM

- . Heavy Facebook users who primarily get their news from social media
- . Local broadcast and print new outlets including KSTP, WCCO, and Star Tribune
- . Frequent visitors of shopping malls and large indoor/outdoor concert venues



“I LIKE TO VISIT A SPECIFIC CASINO BECAUSE I HAVE THE BEST LUCK WHILE I’M THERE. IT’S ALWAYS WELCOMING AND FEELS LIKE A SECOND HOME TO ME.”