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♣ **DEADLY SINS** ♦
♥ OF BOOKING CASINO ENTERTAINMENT ♠



Is your casino missing out on significant gaming and non-gaming revenues due to these common entertainment-booking oversights?

If your casino is executing its current entertainment program without properly strategizing and measuring key metrics on customer retention, community profile acceptance, and sustainable growth, you may be leaving a significant amount of money off the table. This free eBook outlines the top 7 “deadly sins” that casinos commit when booking entertainment.



1. STRATEGY

The first question you should be asking yourself when you consider your casino's entertainment program is: Do you have a strategy? If not, you and your team need to craft one that will achieve your entertainment goals and make your casino a key player in the local social scene. Create clear-cut goals in which the results can be measured through aspects like ticket sales, increased guest engagement on social media, media reach, hotel and restaurant reservations, and so on. It's also important to create a strategy early on that will move the energy of your event to the casino floor, and ensure you are enticing your clientele to stay for more than just the entertainment. Marketing your casino as an all-inclusive venue that not only provides entertainment, but attractive dining options, hotel, social opportunities and gaming as well.



2. DIVERSITY

Casinos often draw a crowd that lands in the 44 to 55-year-old age demographic, but it can be too easy to focus on booking entertainment that only attracts that audience. If one of the goals outlined in your entertainment strategy is to draw in different types of audiences—Gen X, Gen Z or Millennials, for example— then you'll need to diversify your entertainment. Nostalgia acts are abundant at casinos, and while those certainly have their merit, it can be beneficial to expand on the types of acts you book to include different genres or types of entertainers, such as comedians or magicians. If your casino can show that it is able to book relevant, exclusive and enticing acts, new guests are more likely to visit. And the more you can show that your casino is able to host consistently strong events, the more likely guests are to come back and become familiar with the casino's other amenities.



3. MARKETING

When you create a marketing strategy for your casino entertainment, consider the six channels: public relations, print, radio, television, digital and activations. Develop a realistic budget for entertainment marketing that will be equally divided between all six channels. Each channel has different merits, for example, television has the added benefit of audio and visual elements paired with projecting familiar faces to audiences, while print spreads the word to a publication's already-dedicated readership. Don't forget about public relations and earned media through social sharing, which is essentially online word of mouth advertising that comes in the form of mentions, retweets or shares. Craft clear, consistent messaging to spread the word about your entertainment events, and build media targets that will help you reach that and measure your success.



4. COMPATABILITY

While it can be tempting to set your sights on the biggest acts around, it's important to consider how well entertainers match your venue and your strategy. There are many factors that can impact your overall ticket sales—which can be one of your strategy's measurable goals mentioned earlier, so you need to make sure that the act you are booking is compatible with your strategy, your venue and your intended audience. Your budget should also match your vision, and vice versa.



5. CONSISTENCY

One or two successful events will provide a spike in revenue and guest traffic, but you need to keep bringing in those types of numbers for your casino to be successful in the long term. By creating a strategic approach to your casino's entertainment, you will be able to create a more consistent entertainment program that your clientele will be enticed by, and bring in increased revenue. Curate and maintain a consistently strong roster of entertainment—ranging from up-and-coming acts to larger household names—that attract different types of guests. Consider hosting Throwback Thursday nights—nostalgia has proven to be an effective marketing tool—or ladies nights, coupled with appropriate entertainment for each event.



6. REPORTING

Remember, even though ticket revenue is a key component of your casino's event program, you need to measure other aspects of the business as well. Conduct head counts throughout the evening in all areas of the casino: gaming floor, food and beverage rooms, entertainment venue and any associated hotels. The numbers you are able to pull from the event day should be compared with a 10-week average on the same day (a Thursday, for example) that does not have any events scheduled—the idea is to knock those measurements out of the park! Since the idea is to generate business for all aspects of your casino, not just the event itself, consider creating set menus at all food and beverage outlets for the evening of the show. This will minimize lineups and make it simpler to track revenue brought in from those areas of the business. Each ticket to your event has value, including those reserved for your VIP host. There is a tendency to provide those tickets as comps, but it may be more beneficial to sell them to the VIP host through their department budget instead and allow them to handle and distribute them. You need to be able to track your total income post-event in order to see if you've reached your monetary goals, and it's easier to do that if all of your available tickets are generating revenue.



7. OVERPAYING

It's critical that your entertainment is paid a fair wage, but if you are working with a talent buyer it's also imperative that they are getting you the best possible prices. Set a budget for entertainment, and ensure that your buyer is aware of it and abides by it. The buyer should work with their colleagues in other markets to best route entertainment—such as having a musician stop at your casino on a scheduled tour—in order to save on artist fees. Ideally, your entertainment buyer should be part of an entertainment or casino organization, which means they have the right relationships with agents, managers and industry stakeholders. Ensure they have the buying power you need to secure the right type of entertainment, they have sound knowledge of all the logistics needed to do this, and are always working in **YOUR** best interest.

In summary, an entertainment program can attract new customers, increase the length of stay, boost customer spending, improve customer satisfaction, and provide competitive advantage, all of which can increase a casino's non-gaming revenue. We offer unique pricing models that allow you to save money on fees, if you need any guidance on your current casino entertainment program or would like to learn more with a free consultation, please reach out!



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