



RED  
CIRCLE

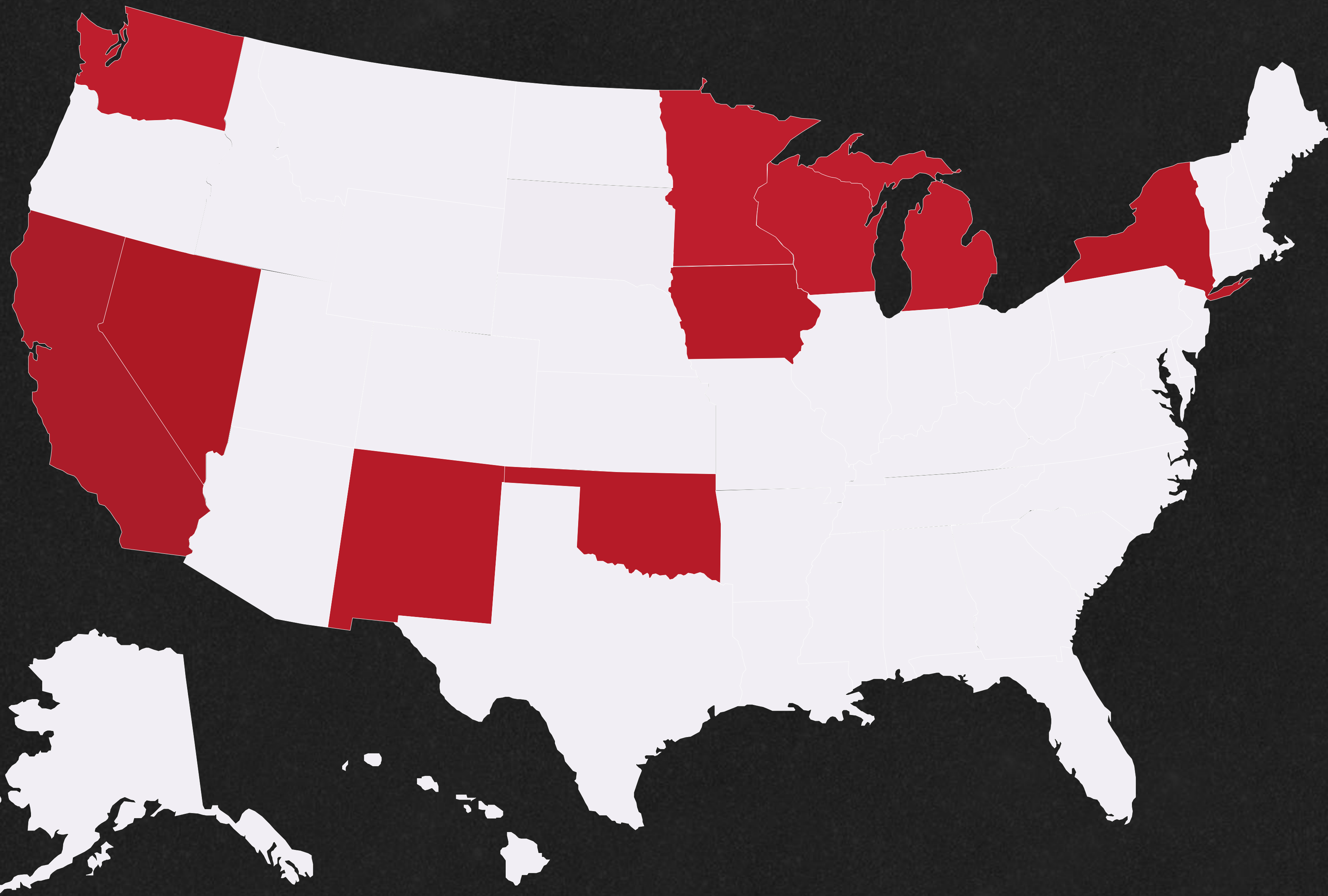
# CV-19 Casino Player Behavior Study

Data Sample: June 1 - 30, 2021



Mission: To provide a source of continually updated, player behavior information and trending in the light of CV-19's ongoing industry impact. Made possible by Red Circle's **RECON** casino intelligence software system.





**Data Sample Set:**

- ▶ 10 States
- ▶ 19 Casinos
- ▶ 286,025 Players
- ▶ 769,000 Visits
- ▶ \$85,300,000 Theo Win



# Definitions:

Baseline 1 : June 1 - 30, 2019

Baseline 2: Average performance of March - May, 2021

Rate of Return: Players who played in May and the month/year of their previous play date



# Executive Summary

—

Over the past several months we have been comparing year over year data in this report. In May of 2020 all properties were closed for some portion of the month, and we have turned to two different baselines to chart progress.

Using the 2021 over 2019 baseline, when we compare **June of 2021** to **June of 2019**, we saw a **loss of 22.7% in players** and an **increase of 5.4% in theo win**.

We also created a baseline using the average of the last three operating months, and based on that comparison we see a **9.7% increase in players** and **7.5% increase in theo win**.

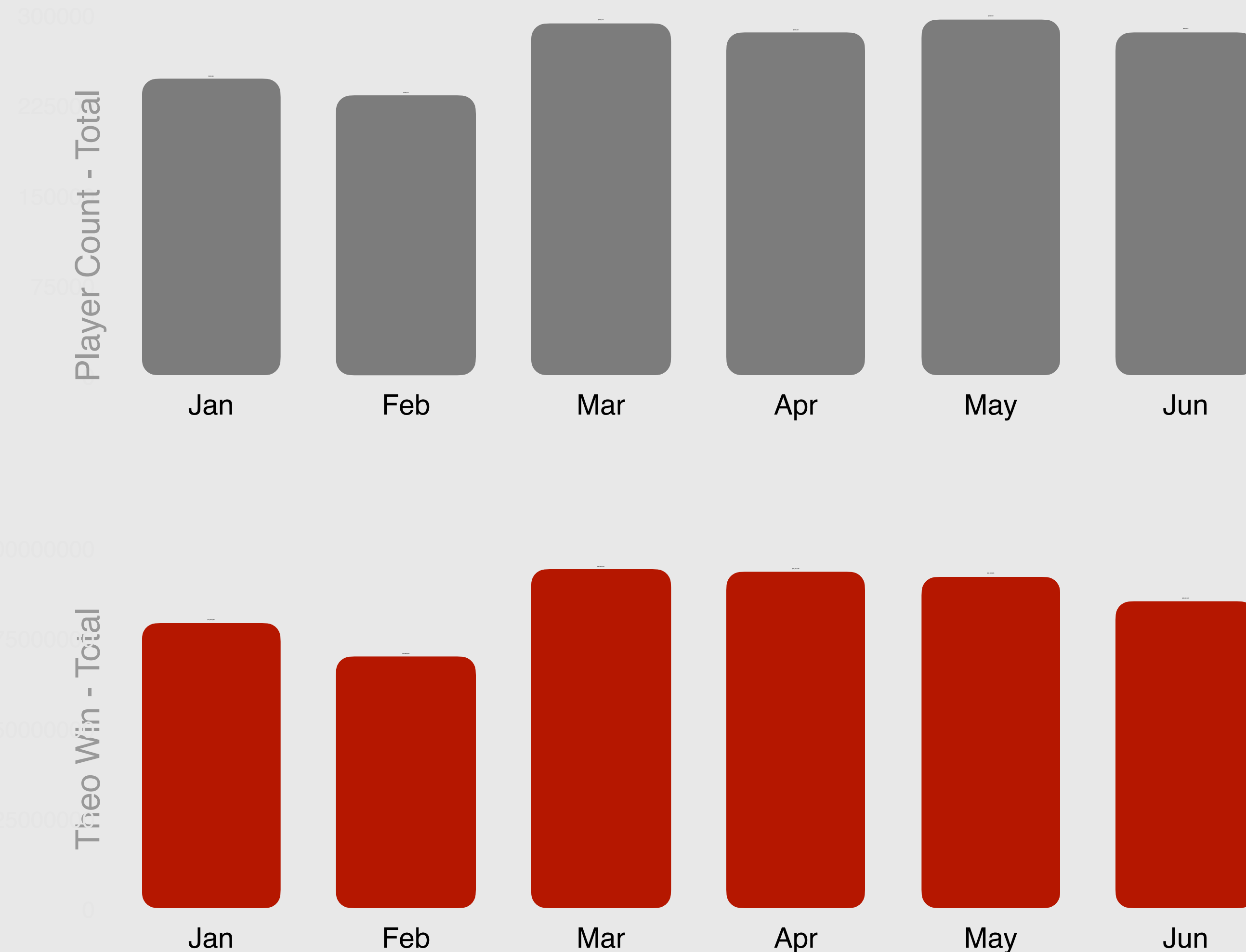




# **Player analysis, demographics and revenue impact**



# 2021 Totals Trend



Looking at total player count and the win from the first six months of 2021.

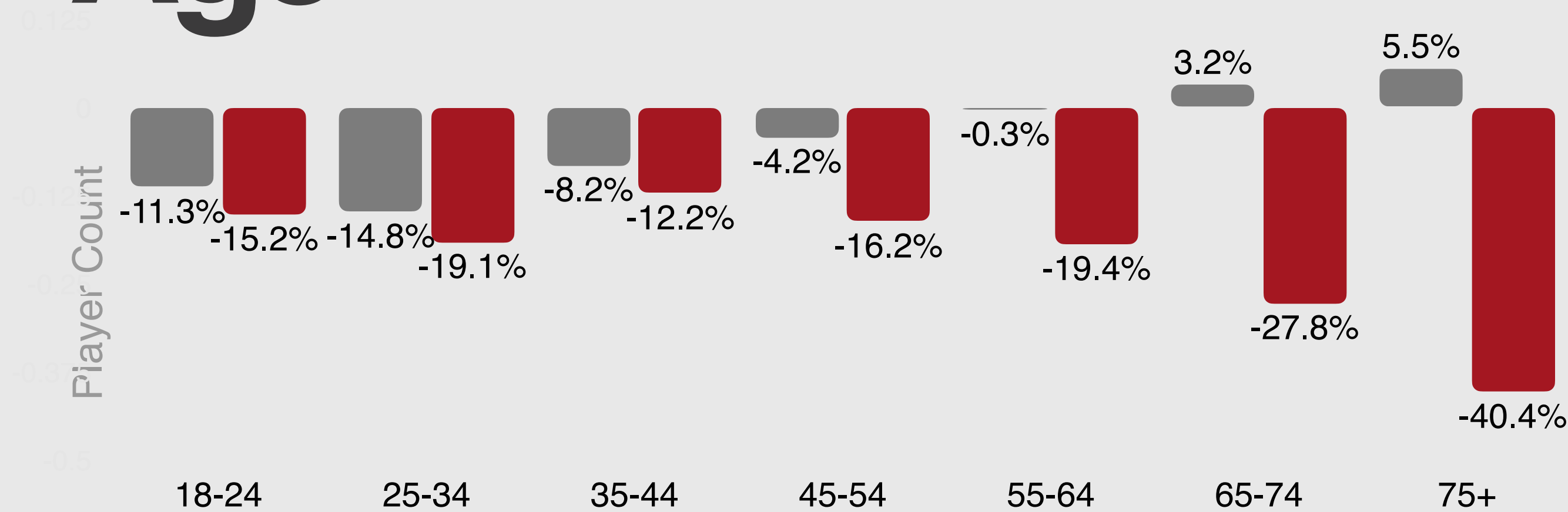
Both metrics show a positive trend starting in March and then a bit of a plateau.

If we think of how April generally performs compared to March, it is safe to say this is not a plateau. For many properties March is one of the best months of the whole year. To have an April and May perform similar to March is a very positive indicator.

Another historical trend presenting itself is the decline of June compared to May.



# Age



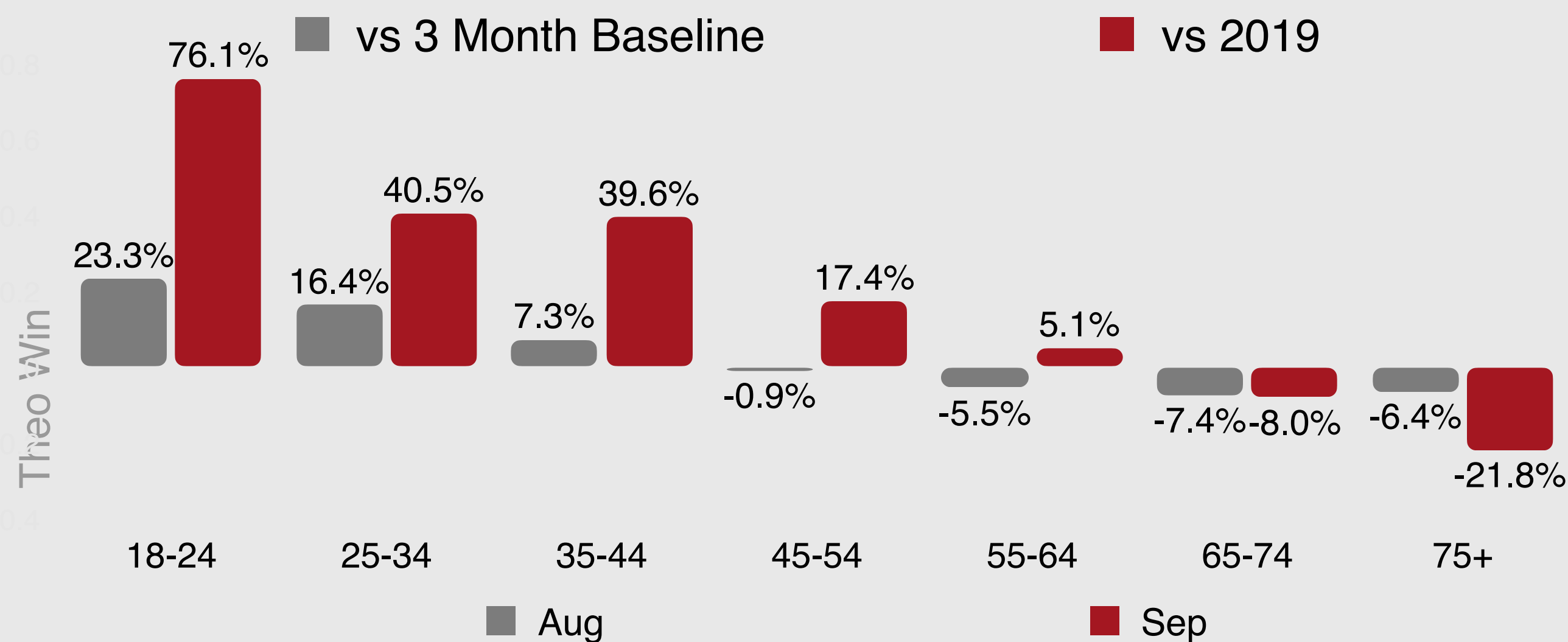
As **players 55+** represent the a significant amount of play, we have watched these groups closely.

In April of 2021 players 55+ increased to 60% of players and 64% of the win.

In May of 2021 players 55+ have increased to 61% of players and 66% of the win.

Now in June of 2021 players 55+ have increased to 64% of players and 68% of the win.

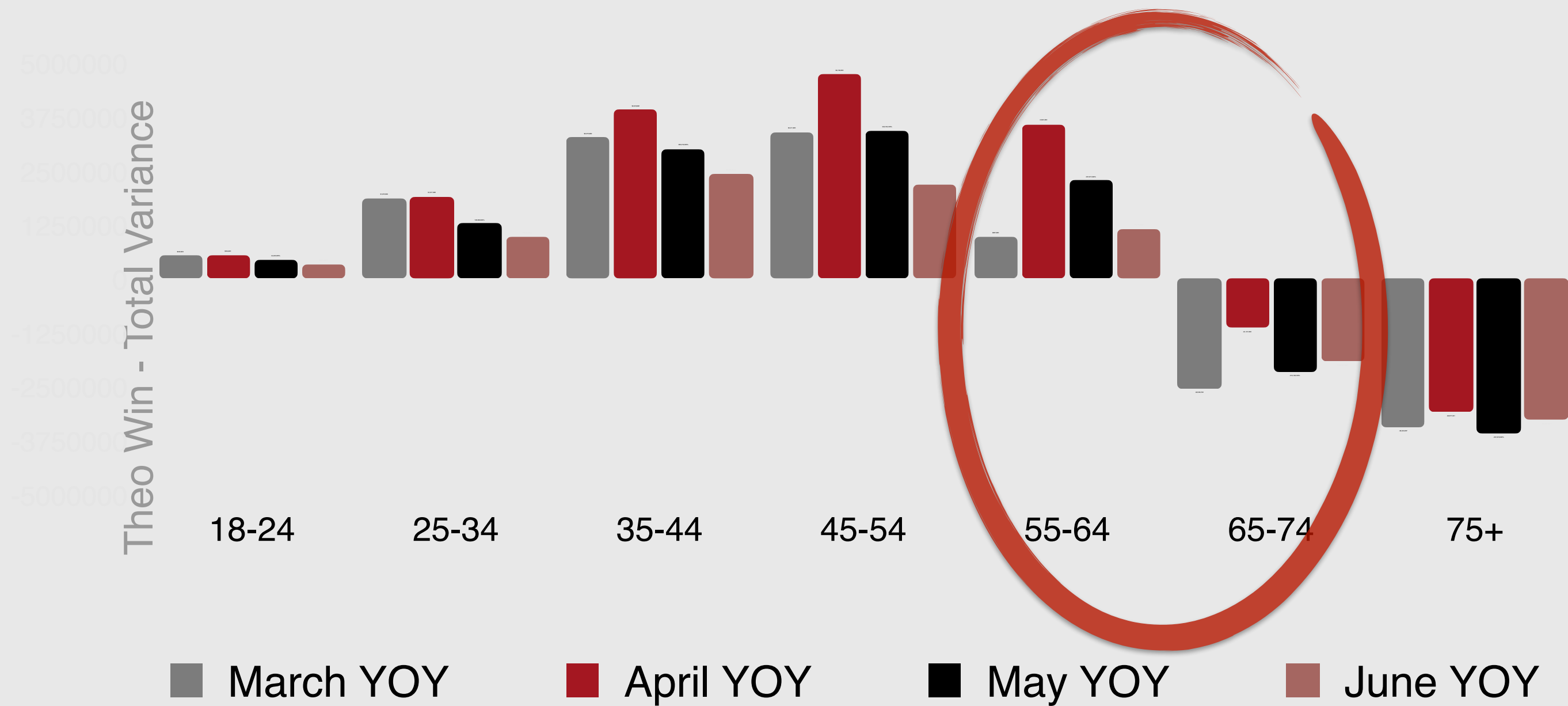
When we look at June of **2021** compared to June of 2019, players **55+** are **down \$3,900,000**. Players **under age 55** are up **\$5,900,000**.







# Age



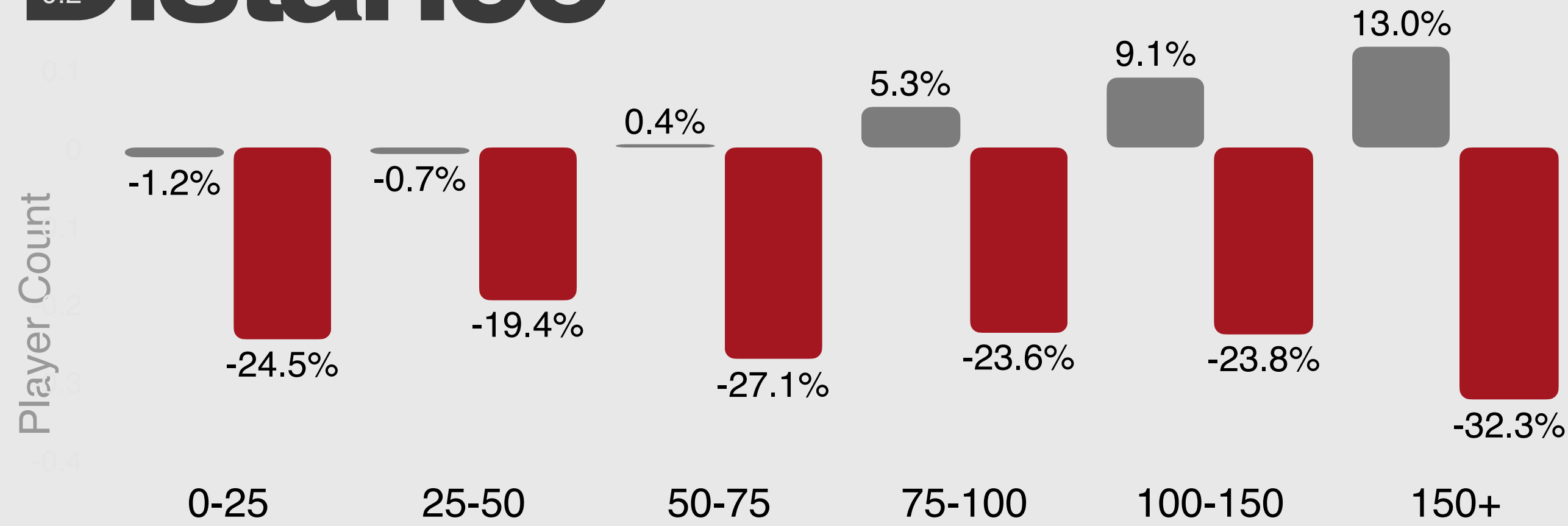
This chart graphs the variance of 2019 total theo win to total theo win in 2021 across the aggregated data set.

The decline in play from those 75+ continues, but June shows stronger performance from players 55 - 64.

While June was not as strong as May, we recognize the calendar impact that May's 5 Saturdays and Sundays + a Holiday weekend had on its performance.

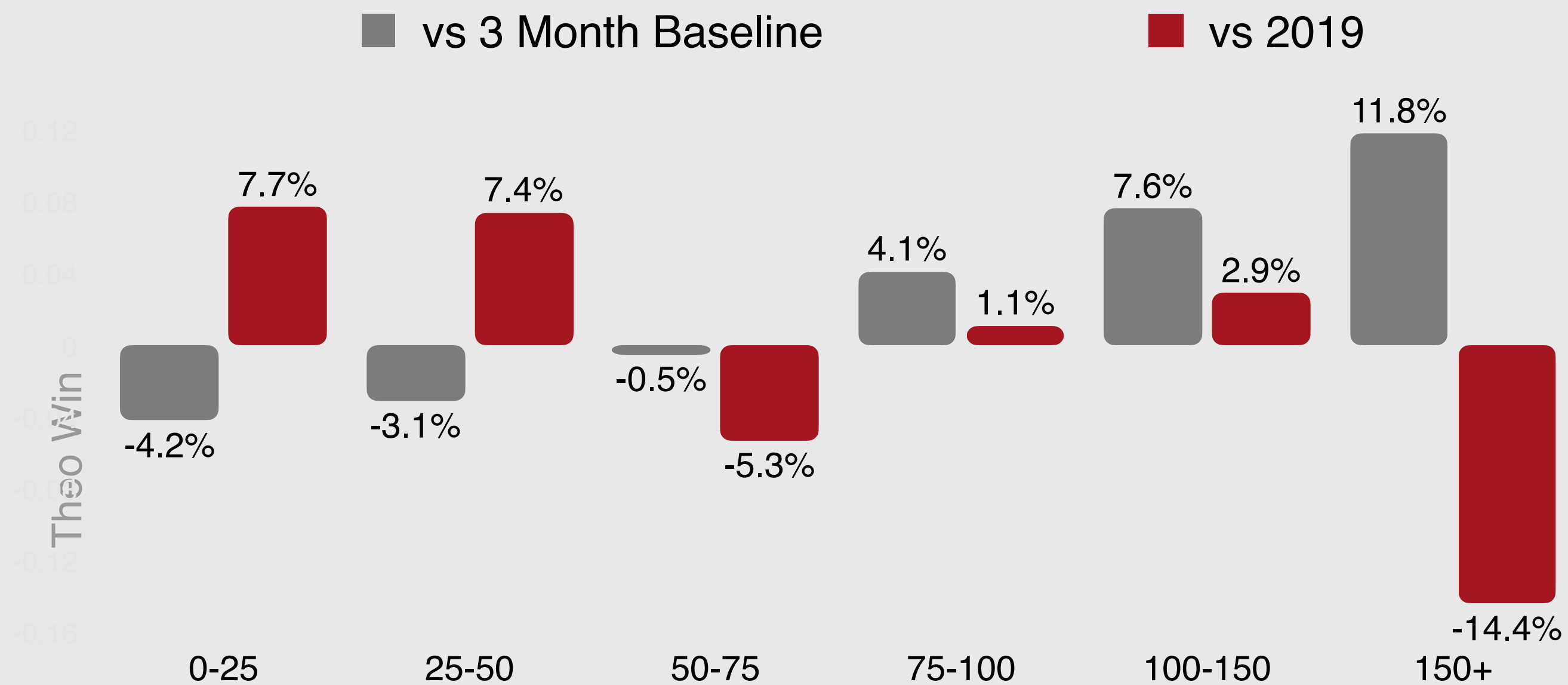


# Distance



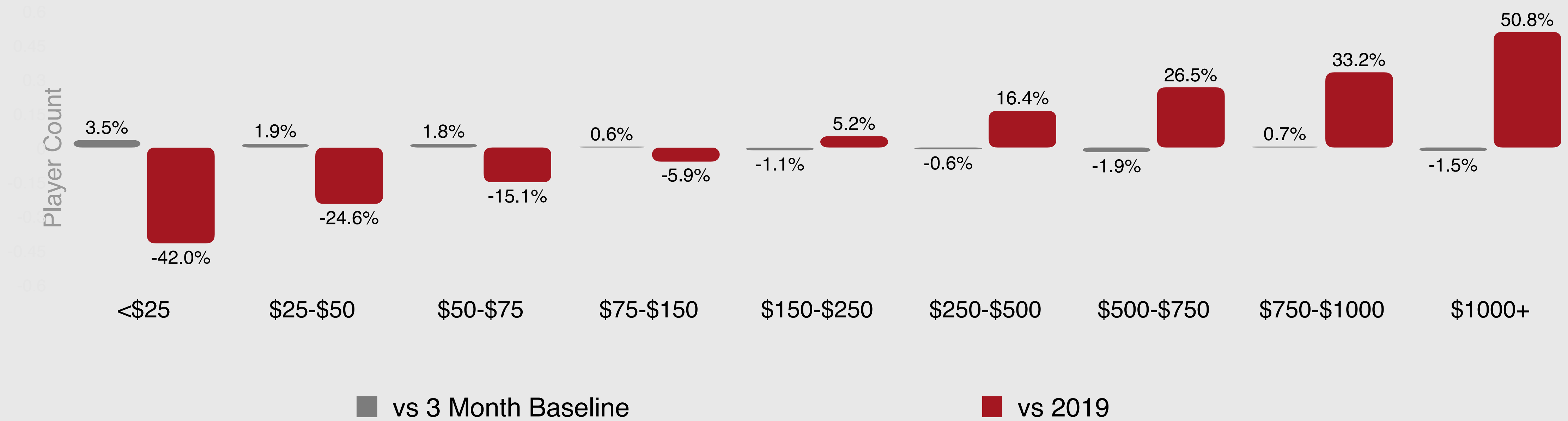
The impact to each distance range is directionally consistent within each baseline comparison.

Markets within a **50 mile radius of properties contribute 60% of the total revenue and 51% of players.** The increase in these markets are driving the **positive performance we are seeing in June**, when compared to 2019 and the decline in the 3 month baseline comparison.

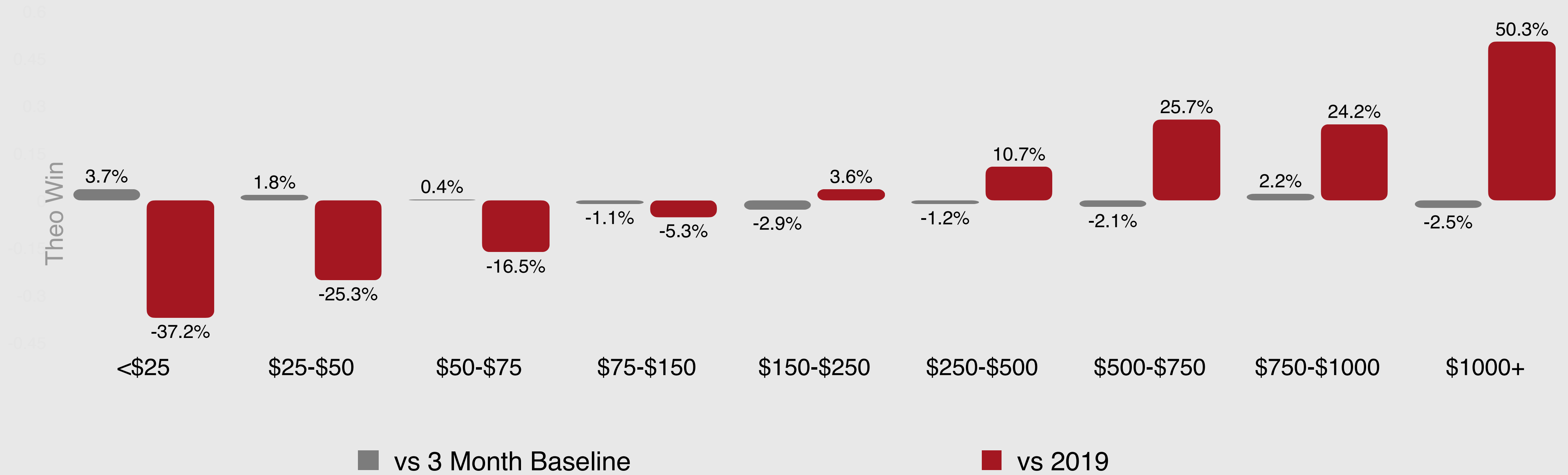




# ADT









# New Players



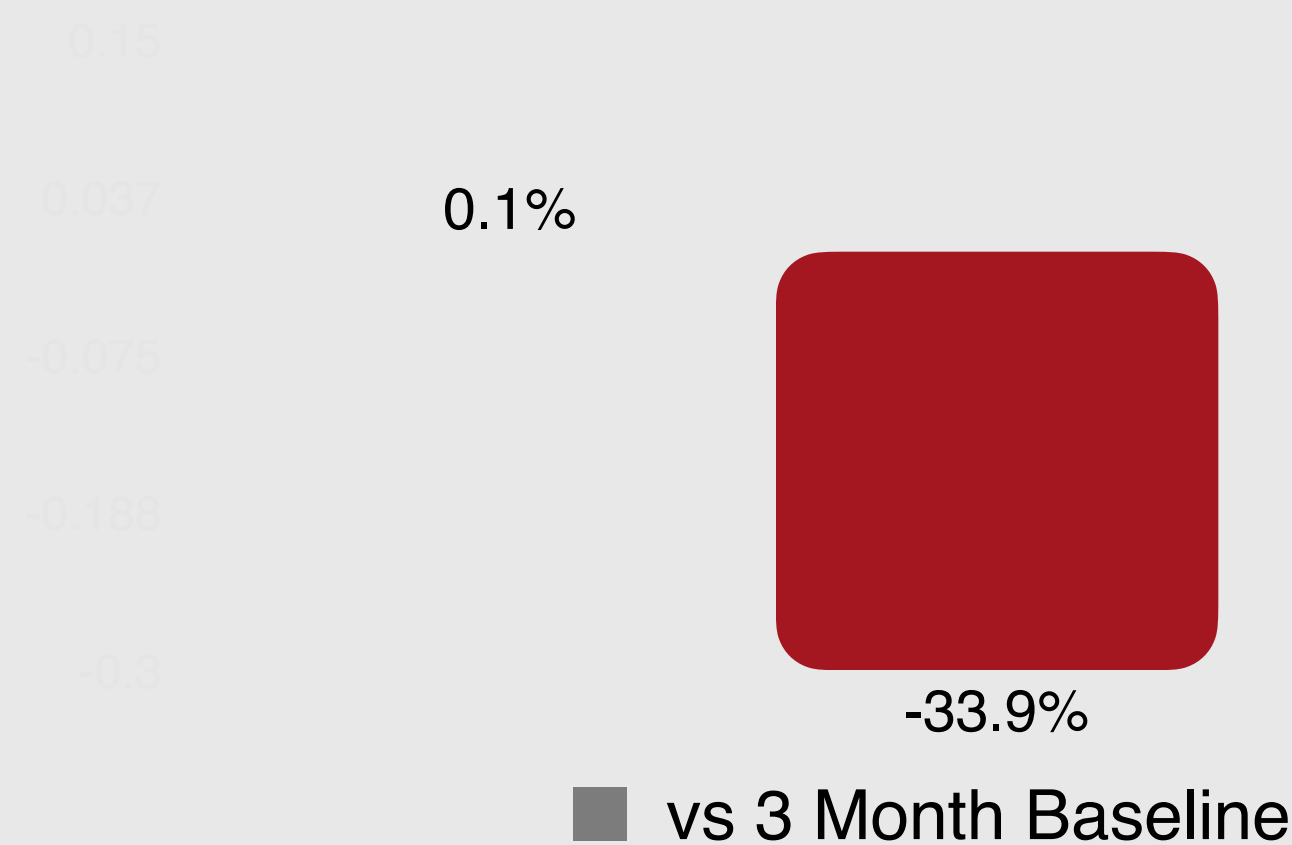
**Are new players coming into properties?**

Compared to the previous few months, results are flat. Compared to 2019, by volume, we are still down substantially.

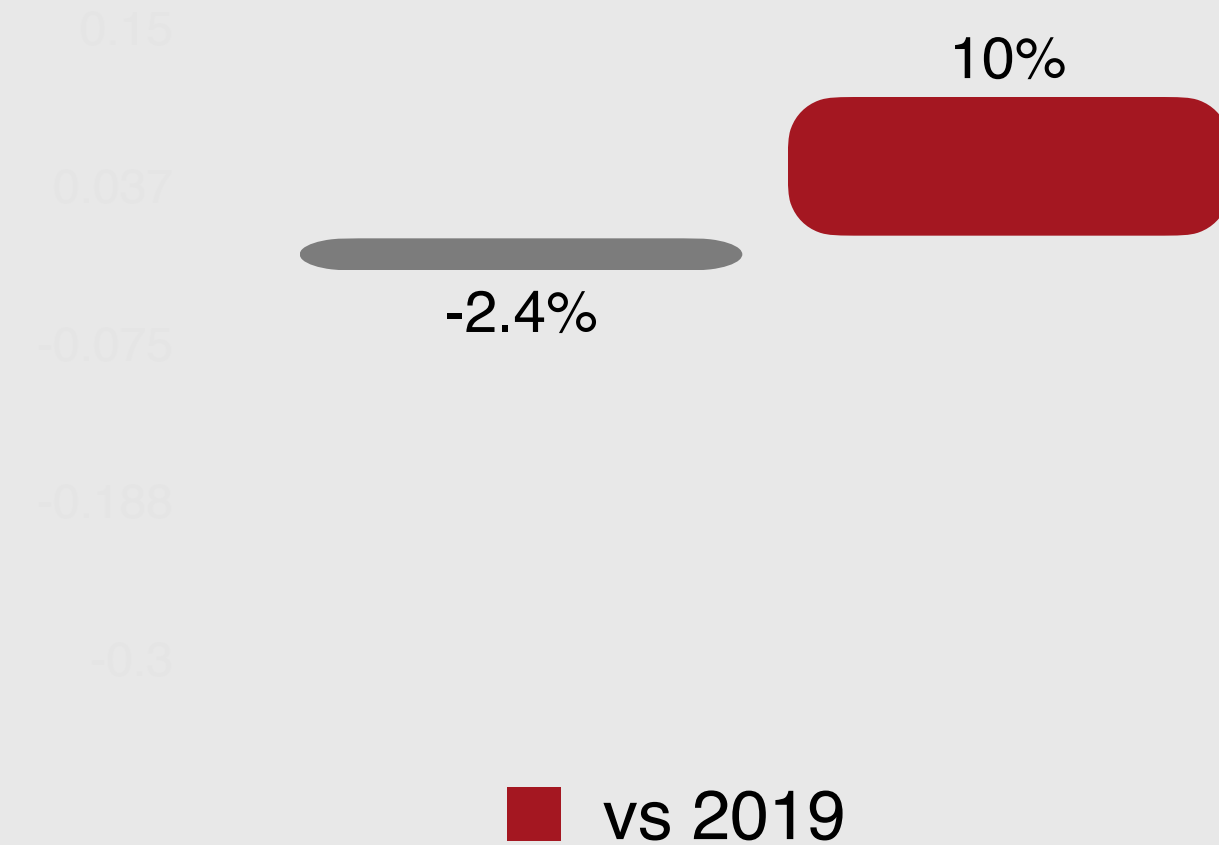
In June new players had the same ADT as the average of the last three months, \$59.

When we compare that ADT to new members in June of 2019 we see a \$23 increase in ADT.

Player Count



Theo Win





**We know that player count is down,  
are players still returning from  
March of 2020?**





# Return of Players

## June 2021

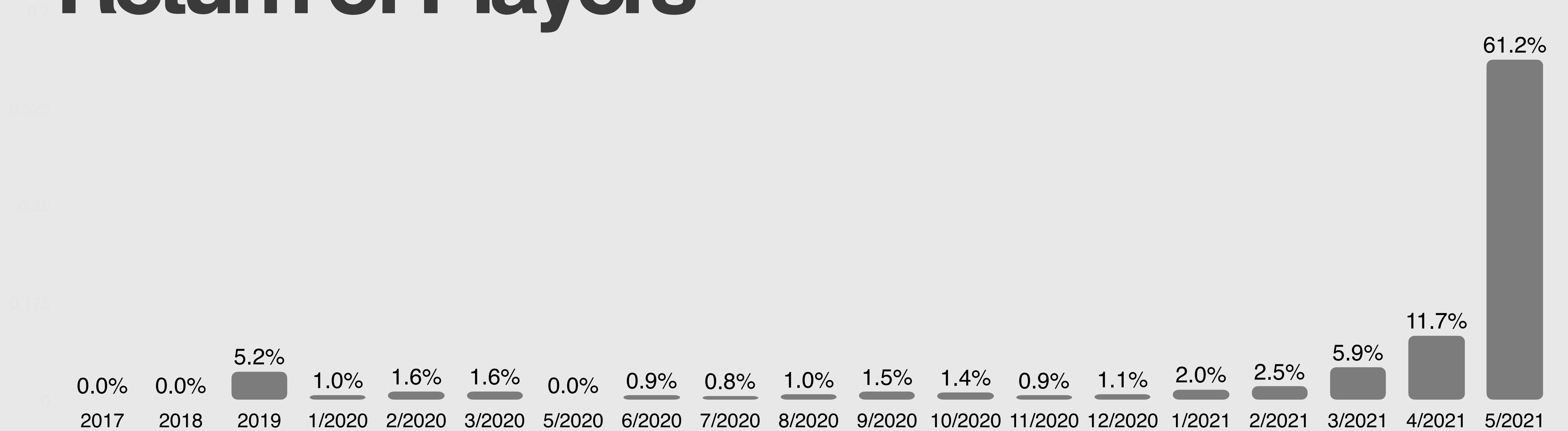
—

Players are returning at their own rate, and we were curious what that looked like. We compared the first gaming day of all players who played in June of 2021 to the timing of their last visit.

The results are somewhat predictable. Players who played in June most likely played in the last 60 days. **But if we dig deeper, we see a spike in players still returning from February and March 2020.**

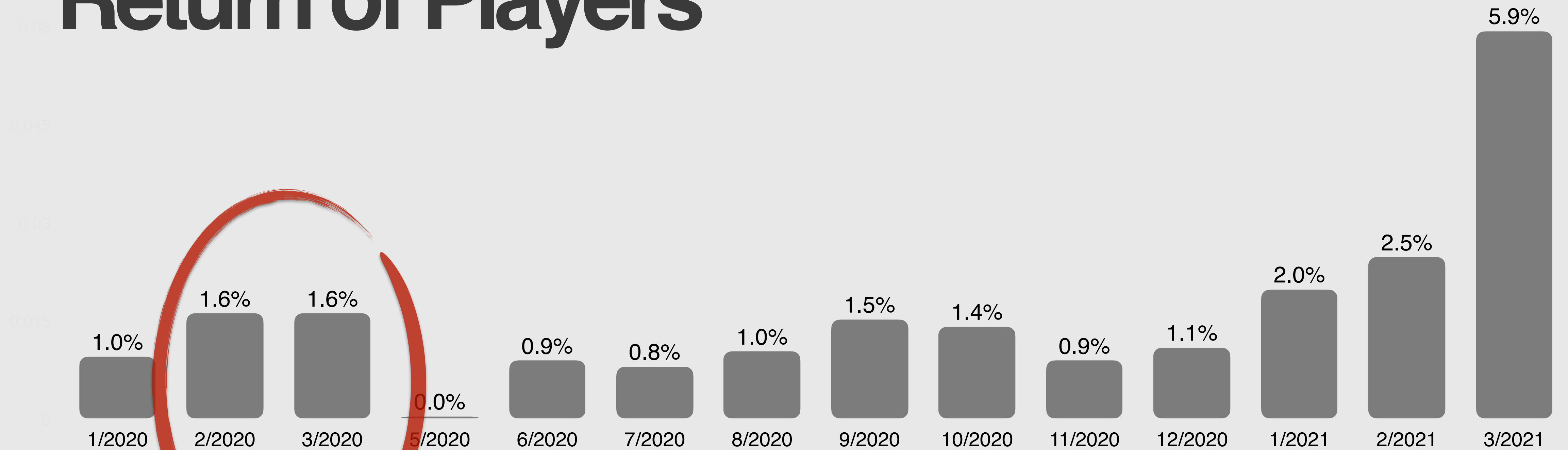


# Return of Players





# Return of Players







**With a variance range of a 53.2%  
loss to a 72.6% gain in theo win,  
who is doing well right now?**



# <or> 1,000 Machines

—

As with all casino data, there are many ways segment the information. One of the trends we discovered lead us to organizing the properties into two categories; **those with more and less than 1,000 machines.**

Machine count provides an indication or overall size and offering of a property.

Let's look at the results.



# < or > 1,000 Machines



For this analysis we are using the June 2019 as the baseline for comparison.

In June 2021 properties with **less than 1,000 machines** continued to outperform the baseline with the **strongest gain this month of 41.4%**.

Over the last seven months properties with more than 1,000 machines have **shown volatile performance**.

**December** - 24.7% decline in revenue YoY

**January** - 1% decline

**February** - 21.9% decline

**March** - .8% decline

**April** - 5.4% gain for properties > 1,000 machines

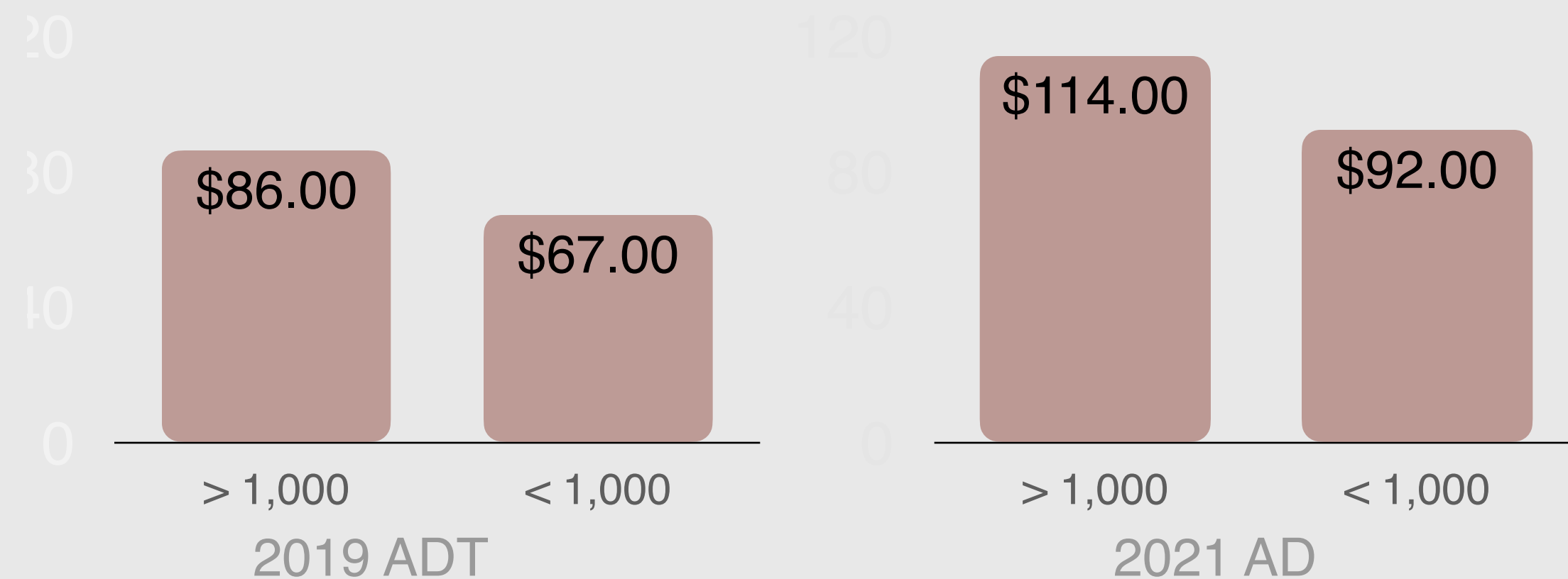
**May** - these properties had a 4.1% gain

**June** - 2% decline.





# < or > 1,000 Machines ADT Spend



While the overall performance looks different for those over and under 1,000 machines, the average spend has a similar trend.

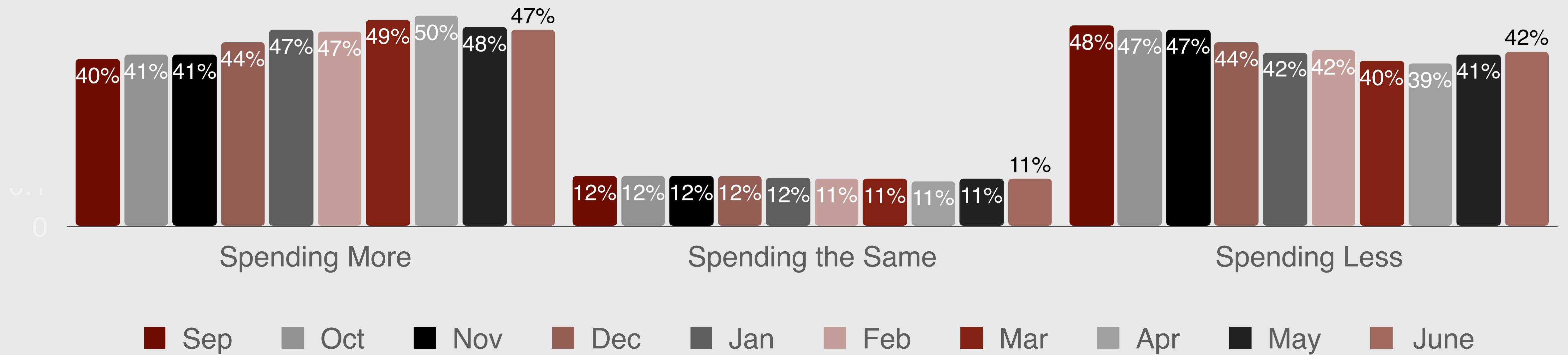
The ADT for properties with over 1,000 machines grew 31% while those properties with less than 1,000 machines is up 36%.



**Player Behavior, Less, more  
or the same?**



# Spending Patterns





# Some Players Are Spending More

**46.94% of players are spending more** than they were in the 3-months before the shutdown. These players are currently contributing **50.22% of casino revenue.**

Short-term programs should be utilized to capitalize on this opportunity, as their behavior will likely change. **This is the largest percentage of players to have displayed an increase in spending since this report started.**

**We also recognize the impact that the stimulus may have on peoples behavior.** If this level of play is an outlier, then it should be excluded from future analysis as it doesn't represent predictable future revenue.





# Some Players Are Spending The Same

—

**11.31% of players are spending the same** as they were in the 3-months before the shutdown.

These players are currently contributing **13.50% of casino revenue**. The contribution from these players has remained consistent for the last 11-months.

Direct mail reinvestment levels should be closely monitored as this suggests that only **11.31% of players** are currently exhibiting their typical behavior.



# Some Players Are Spending Less

—

**41.75% of players are spending less** than they were in the 3-months before shutdown.

These players are contributing **36.27% of casino revenue.**


**A return to pre-COVID normal will take time.** Continuing to monitor and adjust will be key to maximizing revenue.



# What Next?

For the first time in recent memory historical player data may **not be the best predictor** of a player's future worth. In addition, having no year over year data complicates analysis.

The last three months of 2021 has shown many significant trends. While uncertainty still exists, the players are indicating that they are returning and we should be prepared with promotions and making sure we are top of mind. We hope that the trends we are starting to see building in this report assist with planning for the future.





**Now more than ever, nothing  
should be “Set it and forget it.”**





Look for this Red Circle player behavior study each month. Adjust your business practices as each report reveals new trends.



# Red Circle's Mission & Purpose

—

We want to advantage our clients in the marketplace, to help them make **data-driven decisions that are more efficient, more effective.**

- ▶ Casino-experienced staff
- ▶ Proprietary casino marketing software systems



# Red Circle, Built To Deliver Value

—  
Casino-only, full-service creative + media specialists, 9 former in-casino marketing staff in full-time positions

Unique value-driving casino marketing technology

Celebrating our 20th Anniversary

50 people, offices in Minneapolis, MN,

125+ casinos

Native-owned

# CHAD GERMANN

**FOUNDER  
OWNER / CEO**

—

MILLE LACS  
BAND OF  
OJIBWE

—

CASINO  
MARKETING  
DIRECTOR  
4 YRS

—

CASINO  
MARKETING  
25 YRS

[chad@redcircleagency.com](mailto:chad@redcircleagency.com)

(c) 612-670-1606



**Miiigweech**

**Thank You**

