



Mid-Week gaming views with cookies

The 'Walmart-Casino' Model.

For some of you, they could be 'right around the corner' and next to your favorite bar or family restaurant. Or just minutes away from you house driving in your car. Hey, you might even know its employees and managers by name!!

They have been called 'slots-in-a-box', 'casino-barns', 'convenience -casinos' and, 20 hours ago on USA Today, 'Walmart-Style Casinos'. For some operators and local communities they seem to work.

Just like Konbinis in Japan, they do not have too much attraction for the big corporations and really do not want to compete with 'integrated resorts' and other development models. But, to some degree, they do seem to get something which every casino operator works hard to get: **'Higher customer's Loyalty'**, very good frequency of visits and earned-bucks. They also provide good ROI to their investors.



Helped by regulations and controls, 'Walmart-Casinos' offer affordable entertainment, familiarity, social interaction and 'fun' while also supporting cities with taxes and jobs. Many of them offering state-of-the-art slot machines and good traditional table games and, while the term have been recently applied to some PA.'s casinos with some sort of "unreasonable negative implications' to the industry, you can see the same type of operations in many other countries, tribal casinos and other States. One thing is for sure, they have taken away big chunks of revenue from other large investments and costly operations and I think they are here to stay.

Cheaper to run, with much less advertising needed, more customer oriented, high productivity, easier control and management and possibly better adapted to a community. Customers like to say *'I feel known and recognized, I do not have to wear fancy clothes and I am not a number on a player's card'*. Without doubt, opinions like these could get you far, At least in small and traditional markets.



Of course, while this model will not attract the 'big bucks earners', they can still provide value to many of our cities and their promoters. They can still provide **revenue by 'kissing' (Keeping it Simple and Stupid)**

Like some years ago, Company Downsizing became the big-money idea. Maybe some casinos could also consider this. Would you? Or is it just me looking at the roads ahead?!



AGL360CG, SRL is a gaming consulting company addressing its services to the Caribbean and LatAm areas and with strong emphasis on gaming and marketing analytics studies, metric and KPIs development to be used by Management to support sound decisions.

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