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Late Breaking News, Compelling Ideas, Just Plain Good Stuff for the Gaming Industry!

We worry about our casino customers "aging out."

What about our favorite entertainers who are disappearing as well?

[By Guest Contributor Kell Houston, Raving Partner, Gaming Entertainment](#)

In our casino business, we speak about the "aging out" of our core customer. The slot player has been the main revenue stream for casinos for years. In Indian Country, the discussion has been building about how to attract and develop the next generation of customers. How do we attract and retain the younger generation? The youngest Boomers turned 50 last year. Generation X and Millennials are now becoming very relevant. They are the target for properties today, in order to keep building and retaining their customer base.



So, all of this time is being spent on the customer, what about the entertainment? The tried and true entertainers who we have been relying on since the 1990's are also "aging out." The days of Wayne Newton, Debbie Reynolds, Don Rickles and other older entertainers, plus all of your favorite bands from the 60's and the 70's, are also "aging out."

What does this mean for the entertainment that you bring to your property?

Simply put, you have to do your research. The trends being set in Las Vegas all lead to developing younger entertainers. Casinos are no longer considered the place where entertainers go to end their careers. Today's casinos are jumping in with both

feet and bringing in rising stars, along with Artists who are on their way up, not on their way down. Properties are partnering with local radio stations, in the tertiary marketplaces where radio is still relevant, to bring in new Artists. The relevance of Facebook, YouTube, Twitter and Instagram all give you access to the younger generation. Those avenues also give you access to the new Artists and new trends. Many Artists today are using these digital channels to connect with the world. So casino marketing/entertainment people have to be actively entrenched and on the cutting edge technology-wise.

Today, casinos are bringing in current stars, when affordable. Current Country music is probably more popular than any other genre today. To make things even better, Country knows how to develop new Artists, and there are many opportunities for you to find a "hot" Country Artist with songs on the Country and Pop charts. This is a big deal for you, and radio loves current Artists. The current TV lineup of *American Idol*, *The Voice*, *America's Got Talent*, and others are breaking new stars every day. These are great opportunities for your property to explore.

The point of this is that the development of your younger generation customers cannot be overlooked. Explore your options and look outside the box for unique Artists and events. These are not as expensive as you may think, but you need to do the research.

Don't miss Kell's workshop, "Rethinking Your Entertainment Budget for 2015: Surpassing Challenges and Preconceptions," at [Raving's 17th Indian Gaming National Marketing Conference](#), tomorrow at Harrah's Resort Southern California.

The Raving Flash! Report is compiled weekly by [Christine Faria](#), Raving's VP of Marketing, and is designed to be a "quick read" covering everything from interesting casino promotions to gaming news. See our archived reports and newsletters by [clicking here](#). Got an interesting promotion or news item? Contact Chris at 775-329-7864.

