

THE AGING ENTERTAINER

In our casino business we speak about the ageing 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. The Generation X and the 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 we have been relying on since the 1990's is also ageing out. The days of Wayne Newton, Debbie Reynolds, Don Rickles and other older entertainer plus all of your favorite bands out of the 60's & the 70's are also ageing out.

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

Simply put, you have to do your research. The trends being set in Las Vegas all lead to developing younger entertainers. No longer are casinos considered the place entertainers go to end their careers. Today's casinos are jumping in with both feet and bringing in rising stars, and Artists who are on their way up not on their way down. Properties are partnering with local radio in the tertiary market places where radio is still relevant, to bring in new artists. The relevance of FaceBook, YouTube, Twitter, 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 to 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. Country music today is probably more popular than any other genre. 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 & pop charts. This is a big deal for you and radio loves current Artists. The current TV line up 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 customer 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.

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