

## Counting Matters: Casino Edition

### Why Count in Casinos?

In the quest for maximized return on investment, high levels of performance and efficiencies are prerequisites for every business. Every opportunity for growth needs to be embraced to ensure continued prosperity and sustained market share. To not capitalize on opportunity may lead to commercial suicide.

This need for maximized performance has driven the requirement for effective evaluation within casinos. Various casinos around the world have incorporated this additional information into traditional evaluation methodologies in order to ensure their competitive advantage is maintained at the highest levels possible.

Accurately counting and understanding patterns and trends of visitors has become a key aspect of performance evaluation where income is ultimately driven by "the spend" of those visiting the casino. Counting, understanding and evaluating these movements is a fundamental aspect of measuring the effective increase or decrease in performance of the casino and its related business as a whole. It drives objective based decision making.

No longer are measurement tools perceived to be "nice to have" when they are providing critical insight into the micro-dynamics of the venue and forming part of the evaluation of the asset as a whole. The visibility of change provided by measurement tools allows for opportunity to capitalize on any potential that exists, and this is only possible when the change is measured and managed in the casino itself.

### Accuracy Matters

Knowing and understanding the patterns and trends of visitors on a day to day basis creates the platform for measuring the performance of a casino investment. Nothing else can be determined or confirmed prior to this point and thus is fundamental in evaluating the general performance of the casino as a whole. HeadCount Systems is the first equipment supplier to specify the capability and accuracy of its counters, which has been verified by Deloitte & Touché and PriceWaterHouse & Coopers.

Accuracy of count data is vital in order to ensure integrity and reliability which further ensures that management decisions are made with the utmost confidence. In addition, the value that will be produced by the analysis and presentation of the collected data is of extreme importance to the customer; for instance, how the data will ultimately translate into increased revenues for the asset as a whole.

### Advanced HeadCount Solutions for Casinos

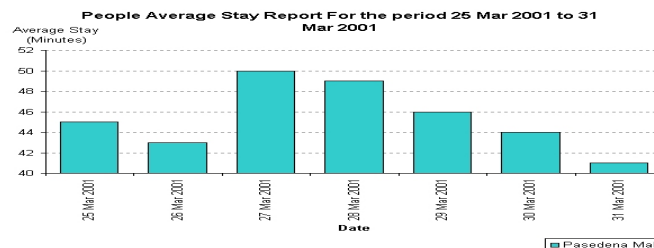


The HeadCount system provides for greater opportunity to increase revenues by offering insight into levels of visitor trends not provided by standard counting systems. It is in this analysis and presentation of data that the HeadCount System creates a tremendous amount of value when the data supplied is appropriately interpreted and implemented. In each newsletter, we will be highlighting a key report that is created through the use of the HeadCount System.

#### Average Stay Report

For any operation that derives income from visitors spending money in the complex, time on-site equates to money in the bank. Knowing the "Dwell Time" of visitors and understanding how to change this creates an opportunity for increased revenues at the end of the day. Actual objectives and programs can be set for marketing so as to provide for increased stays leading to increased income.

In the sample report shown below, Tuesday, Saturday and Sunday are target areas



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### Did You Know?

HeadCount Systems has over 350 installations around the world. The first permanent commercial installation was in November 1998 at Tygervalley Shopping Centre in South Africa. It is interesting to note that the original hardware is still running today. To date, HeadCount holds a 100% customer retention record, a sure sign of its commitment to providing world-class solutions supported by world-class service.