



Empowering Gaming Destinations with People Counting Technology



Today's Challenges

Casinos and gaming establishments have found themselves hard hit by today's economic challenges. Markets across the country have struggled with the recent recession as people continue to reduce discretionary spending and risk.

As casinos face external pressures, they also contend with unique internal challenges. Open all hours of the day and night, casinos have more time for sales but also increased needs for staff, services, and materials, all of which can be costly.

To better respond to all of their challenges, casinos need extreme visibility into their operations. Knowing the number of visitors to casinos is key, but additional statistics are also critical. Specific tables and games played, as well as popular attractions, need to be considered. Understanding this data can help casinos better understand where they are successful, where they should invest, and where they can justify expenses for growth.

What is People Counting?

True to its name, people counting is simply the process of measuring visitor traffic in order to make better business decisions. New technologies have enabled quick and accurate means to measure, analyze and report traffic for a wide range of industries.

For casinos, people counting is instrumental to facing today's challenges head on, and it also offers the ability to gauge interest in gaming, assess attractions, compare performance, and allocate resources effectively.





Gauge Interest in Gaming

With people counting technology, casinos have the capability to conduct real-time tracking on a variety of metrics:

Overall visitors: Knowing daily, monthly and yearly volume is powerful information for the business and for stakeholders invested in business results.

Visitors by zone or game: In addition, people counting can help casinos recognize and respond to visitor patterns. With statistics on how many visitors are hitting the slot machine area, blackjack and poker tables, roulette and craps games, and more, casinos can better gauge interest in specific zones within the casino.

Visitors by Period: Tracking casino patrons by the hour, day, week, month, etc. can help gaming establishments with optimizing staffing allocation and facility management.

Ultimately, all of these metrics can help casinos maximize interest and revenue. Visitor traffic patterns can help casinos ensure they have the best layout and an effective (and profitable) mix of slots and table games.



Assess Attractions

Casinos today are much more than just games and gambling. People counting systems can help owners gain visibility into all areas of their business:

Food and beverage sales: Beyond the day's receipts, people counting sensors can pin visitors to specific dining areas as well as other popular locations within the casino. Gaining information on how many people are buying drinks at tables versus in the restaurant can help owners focus their energies.

Attractions: How many people visited the concert hall, pool area, spa, or hotel? How do sales in those areas compare? When do visits to these attractions occur? With people counting, owners can get deeper and more meaningful data on all the other sources of revenue in the casino.

With this data in hand, casinos can learn which areas need more attention and develop marketing and promotions to attract traffic. At the same time, casinos can determine which areas are already doing well and concentrate funds to sustain them.



Compare Chains

For casinos with multiple locations, people counting offers powerful comparative capability:

Traffic: People counting technology provides visitor reports that can be compared by location and region. With this in hand, owners can identify areas for improvement even on the scale of specific games and attractions at each location.

Promotions: How did they advertise a location that turned out higher visitors and visit times for a specific attraction? Identifying areas that drew visitors in one location, and pinpointing what steps were taken to achieve those numbers, can help marketers develop and execute ideas.

Performance: In locations with higher revenue, what were their people statistics? People counting offers new ways to analyze revenue patterns and maximize profit.

Casinos have the power to compare every aspect of their locations and determine the factors behind their success.



Allocate Resources

Non-stop service brings non-stop expense. People counting systems can help casinos determine the best ways to spend necessary money while maximizing profit:

Support staff: Knowing the time of day that each area in the casino is busiest can help owners pinpoint where staff is needed. Having a robust workforce with nothing to do is wasteful spending; analyzing traffic patterns through people counting can ensure labor is allocated wisely and cost-effectively throughout the casino.

Security and safety: Busy times and areas should have more surveillance to keep casino patrons safe as well as prevent cheating and theft. People counting can indicate when and where security personnel should be scheduled.

Maintenance and expansion: With complete metrics in hand, casinos have the capability to point to areas that are deserving of upkeep and justify expenditures. In addition, people counting reports that identify areas performing above and beyond may provide reasoning for expansion.

People counting enables casinos to cut wasteful spending and focus on the areas that need it most.

Summary

People counting technology empowers casinos to gain extreme visibility into their operations. With real-time data provided by unobtrusive hardware, casinos can gauge the true interest in their games, assess the appeal of their other attractions, compare performance with other locations, and put the right resources in the right places.

About Traffsys

From our headquarters and data center in Pittsburgh, PA, Traf-Sys Inc. provides people counting systems, software and support to more than 7,000 locations. We offer a broad range of traffic counting solutions that deliver unparalleled accuracy and reliability. Our people counting solutions solve a variety of traffic monitoring challenges for all types of organizations, including some of the largest shopping centers, retail store chains, universities, libraries and casinos in the United States.

Whether you are trying to measure traffic to support project funding, optimize labor, determine advertising effectiveness, or increase conversion ratios, Traf-Sys provides the tools to leverage key metrics to improve the performance of your business. Our people counting solutions provide actionable information that helps organizations increase profitability and optimize operational efficiency by analyzing visitor traffic to make informed business decisions.

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