



# Cruise Prizes Winning Combo in Vegas!

"The bottom line is it Improves our profitability. Gamers stay on the floor and play more.

We like to do this incentive in soft occupancy periods before the American Thanksgiving holiday, pre-Christmas periods and also in January when it's slower."

Mae Russell, Fitzgeralds® Casino Hotel, Las Vegas

## PROFILE

Fitzgeralds® Casino Hotel prides itself on a friendly, welcoming atmosphere for clients to stay and play their favourite table games and slots. Many of Fitzgeralds repeat guests drive in from the Los Angeles area. There is a comfort zone within Fitzgeralds that you won't find at the huge hotels on the Las Vegas strip.

## PROMOTIONS PART OF THE GAME

It is up to the Database Marketing Manager to continuously find exciting prizes and promotions to keep patrons returning to Fitzgeralds for their fun and games. Mae Russell connected with Odenza Director of Business Development Casey Jones for several dozen 3-day Carnival Cruises to Mexico, with airfare for a variety of promotions.

"These cruises are a great incentive for the market we have. They attract our value-oriented gamers and help to keep them loyal to Fitzgeralds," Russell says.

**Frequent Visitor/High Roller Rewards** – A cruise is awarded to gamers who spend more than \$250 daily for three days and who make at least three visits a year to Fitzgerald's.

**Cruise a Day Giveaway** – This prize is open to anyone who uses the ClubFitz players card. While building up points, gamers also receive entries for the daily cruise prize draw.

**Cruise and Poker Tournament to Promote the New "Fitzpoker Room"** – Winners receive a cruise plus \$500. "It's nice because we've been able to tie this event in with an employee promotion," Mae Russell says. "With each five hours of gaming, staff receive an entry for a monthly employee cruise draw. It's good a morale booster."

## Fitzgerald's Hotel & Casino Satisfaction "Definitely 10/10"

"You guys have literally made it so easy to run the promotions. Casey Jones is friendly, prompt and he works to find the right travel products to fit our goals. I like him because he's not pushy or irritating. That's why I've worked with him for so long."

Mae Russell, Database Marketing Manager, Fitzgeralds® Casino Hotel, Las Vegas



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