

Project Management  
and Development

# Business Case

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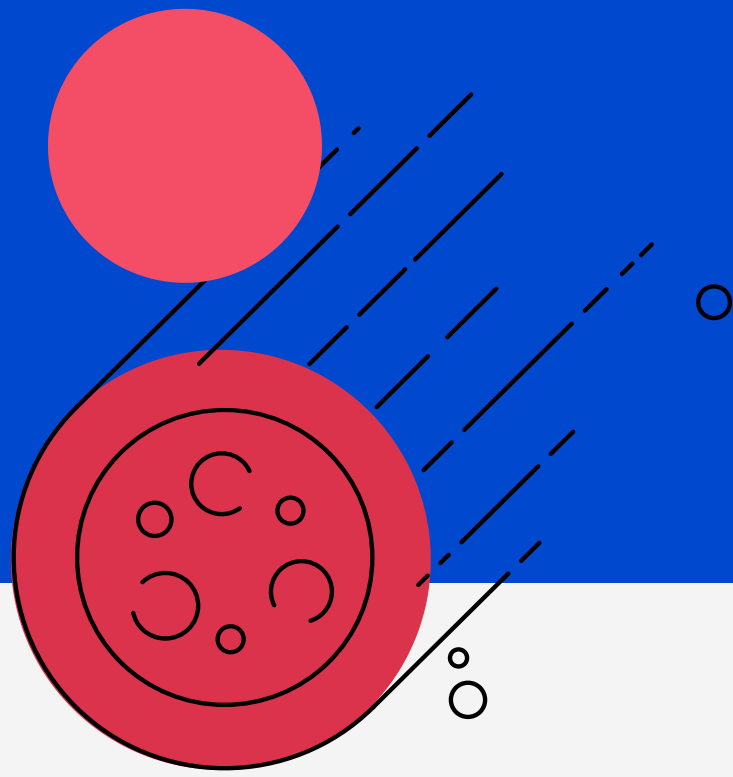
**Caesars Palace  
Casino**

# Caesars Palace

- **Founded in 1966 by Jay Sarno**
  - 3960 Rooms + Nobu Tower (182 Rooms)
- **Hotel Amenities- Spa, Casino, Pools, 18 Restaurants and a food hall**
- **Forum Shops-147 Stores and Services**
- **Fun Facts- Caesars does not have an apostrophe**
- **Hangover Movie Scene was filmed-"Did Caesar really live here?"**

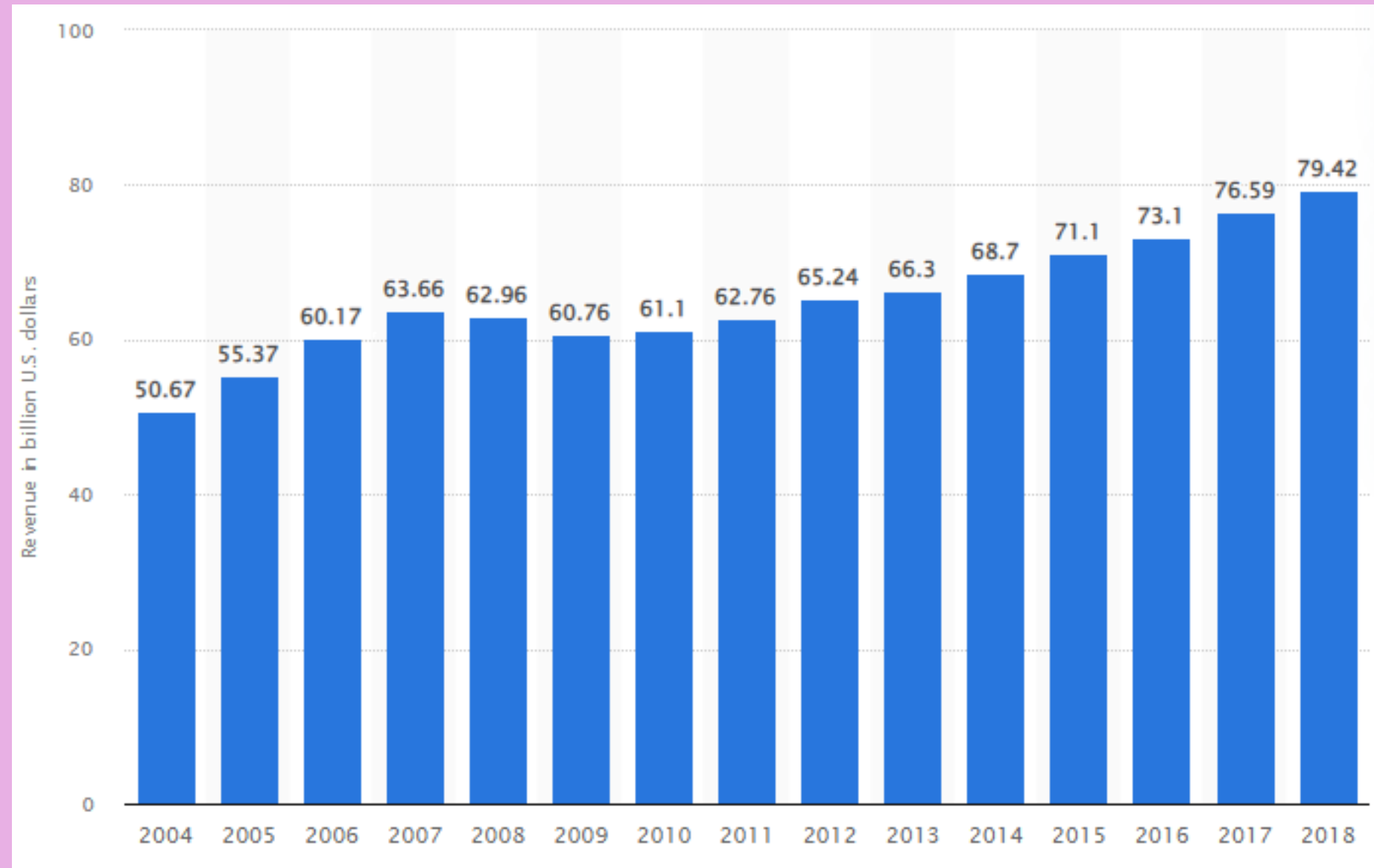


# Problem



- 1 Millennials and GenZ (21+) customers are coming to property they are just not gambling at the casino.
- 2 Gambling at the casino used to be the main revenue at Caesars Palace.
- 3 Young people started gambling at the sports, How can we bring them to the tables?

# Revenue



In 2018, the U.S. gambling market revenue reached 79.42 billion U.S. dollars. Total gaming revenue includes: commercial gaming, iGaming, limited stakes gaming and tribal gaming.

# Targeting Young Adults

Many Casinos Are Reliant on **Slot Machines**

One big problem with casinos' reliance on slot machines is that most millennials aren't playing them. Research shows that just **44% of millennials play slots**, versus **72% from older generations**.

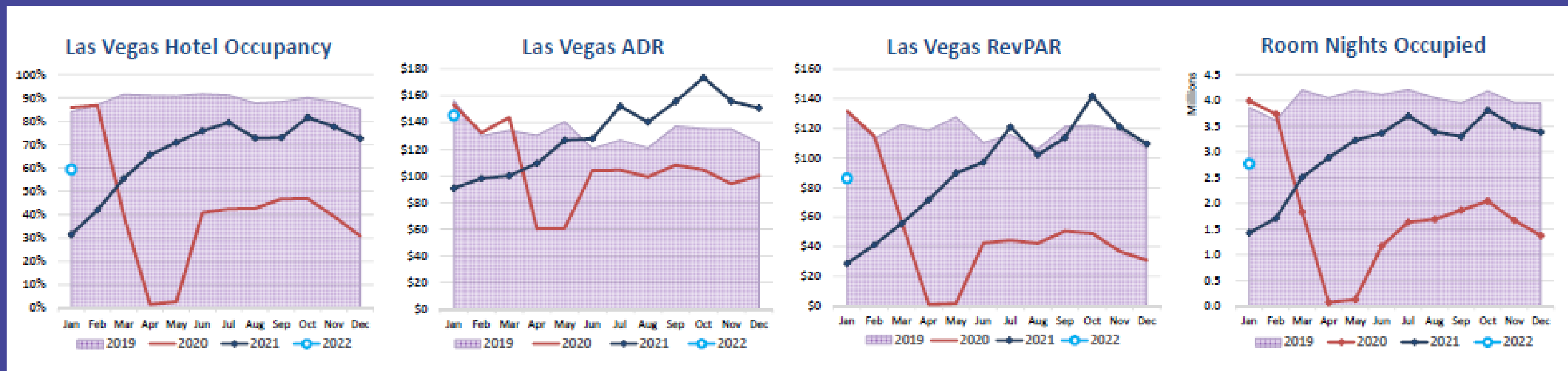
Reason why Millennials aren't interested in slot machines is that they've grown up with **outstanding technology developments**. Everything from the smartphone to advanced console video gaming has set a new bar.

Casinos don't have to panic yet, though, because slots still draw a **large number of Baby Boomers (ages 55-75) and Generation X gamblers (ages 38-54)**.

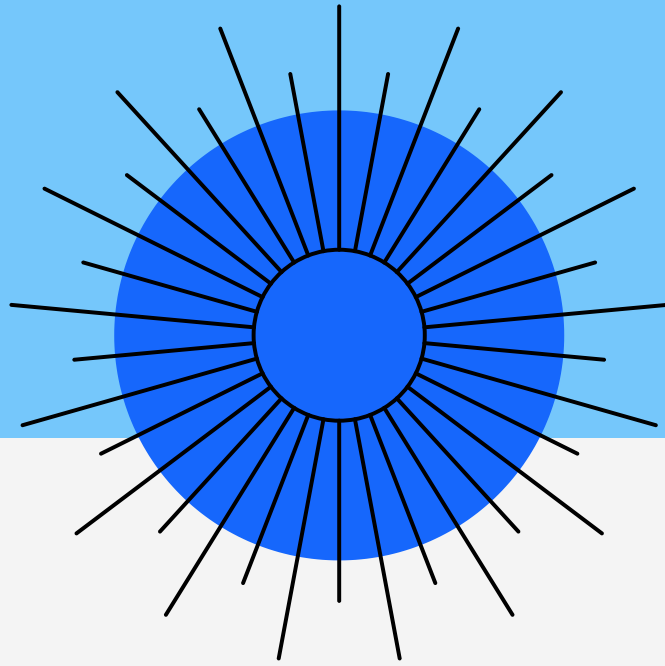
# Facts and Statistic Information

Las Vegas visitation reached 2.47M in the month of January 2022, roughly three-quarters of pre-COVID levels in January 2019 but dramatically higher (+91.2%) than January 2021

Red line = during pandemic  
Blue line = Recovering from pandemic  
Purple line = Pre pandemic



# Solution



**1** Involving a larger presence in social media, focused on the casino.

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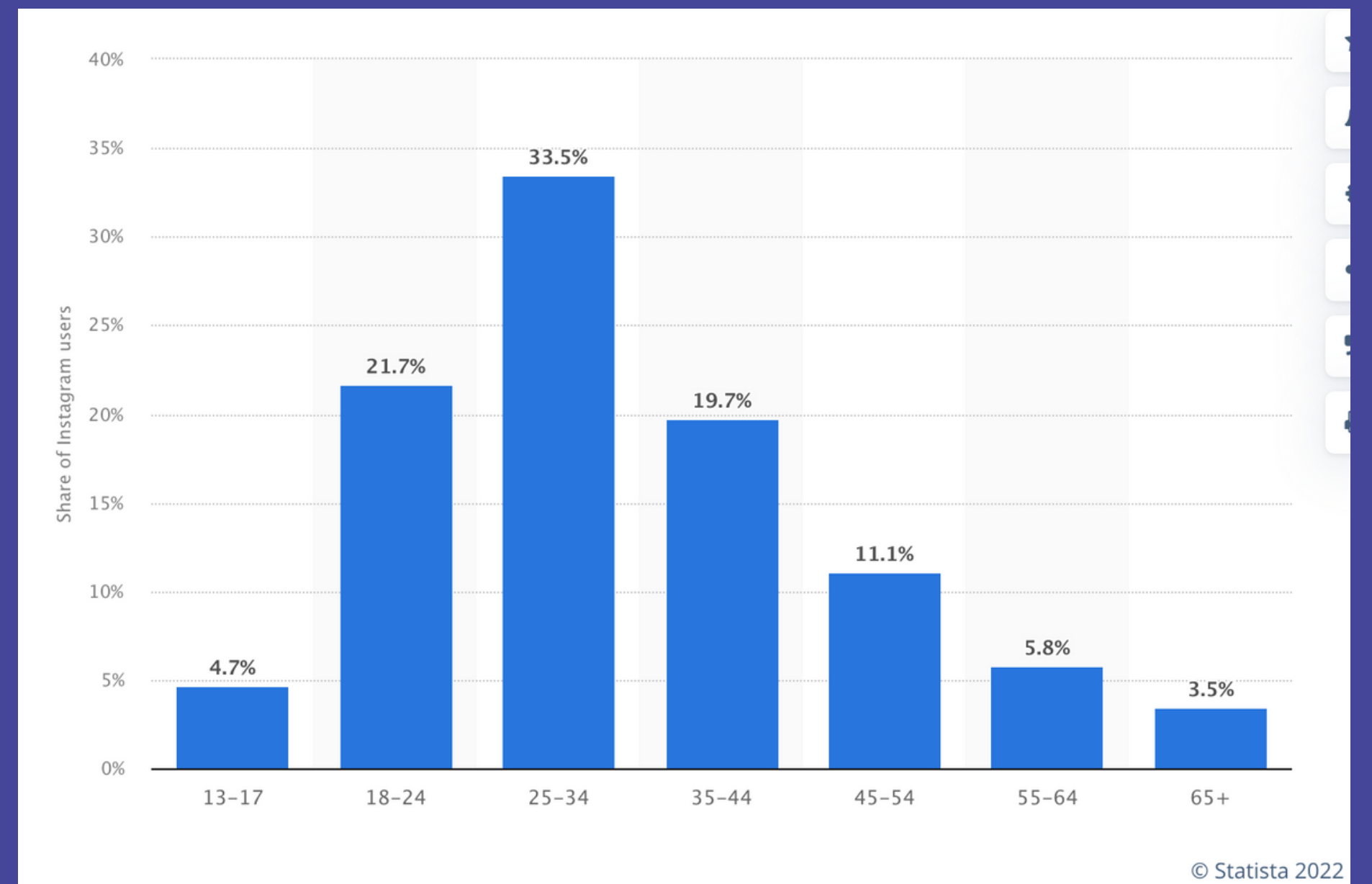
**2** Creating a category of winnings that are presented in the form of experiences, adding value to each game.

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**3** Creating Social events and making casino look like a "celebrity/rich lifestyle."

# Option 1: Larger presence on Social Media

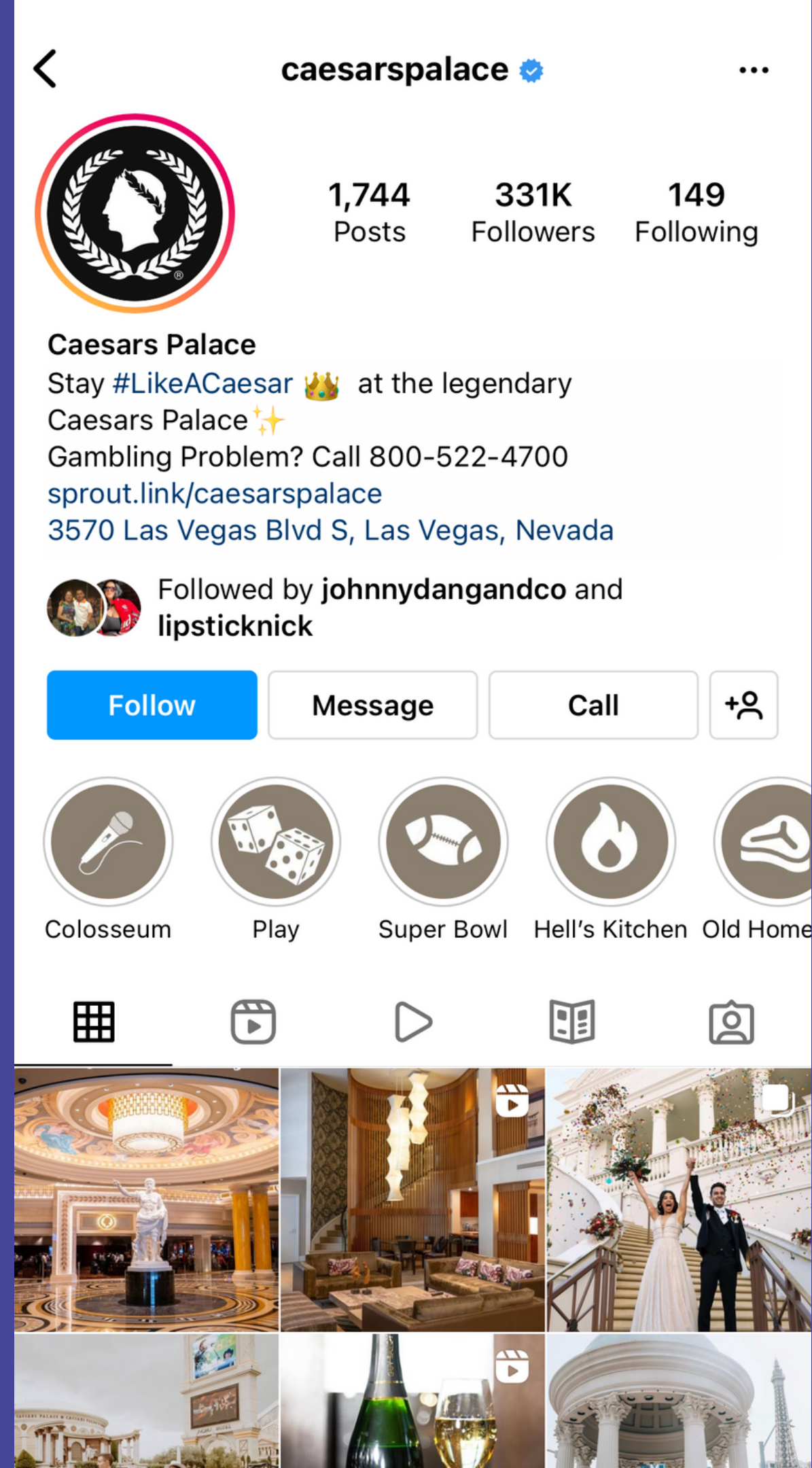
- Millennial's age range 25-40
- Instagram's highest demographic of users is millennials
- Using Instagram more efficiently can allow us to tap into the focused market.





# Instagram

- 331k follower
- Average 1,500 like per post
- low engagement
- Hire a content creator/social media specialist to create content specifically to attract a younger audience.
- Making shareable content is the key.



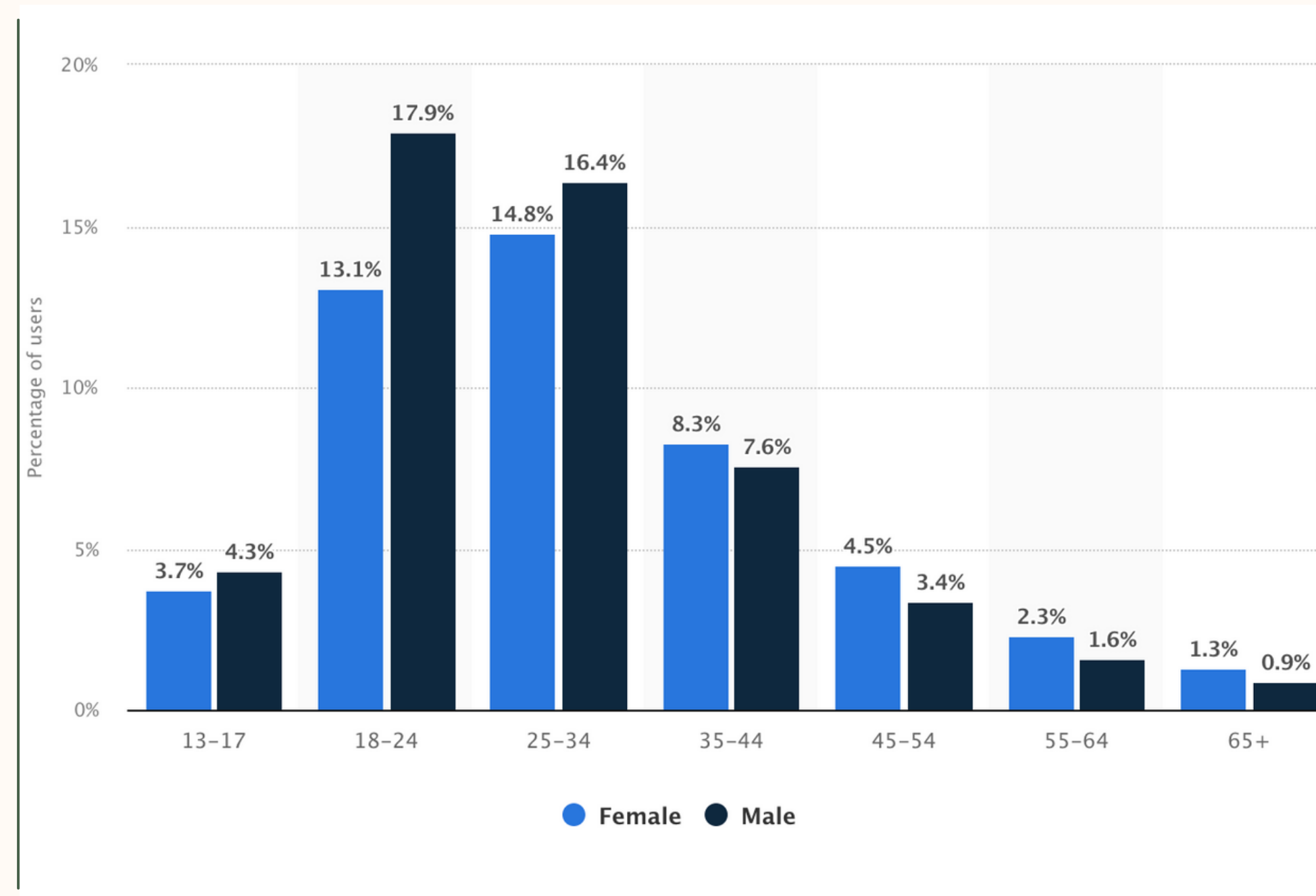
# Gender Statistics

## Male

- Men are 69% likely to participate in gambling
- More younger men are on Instagram.

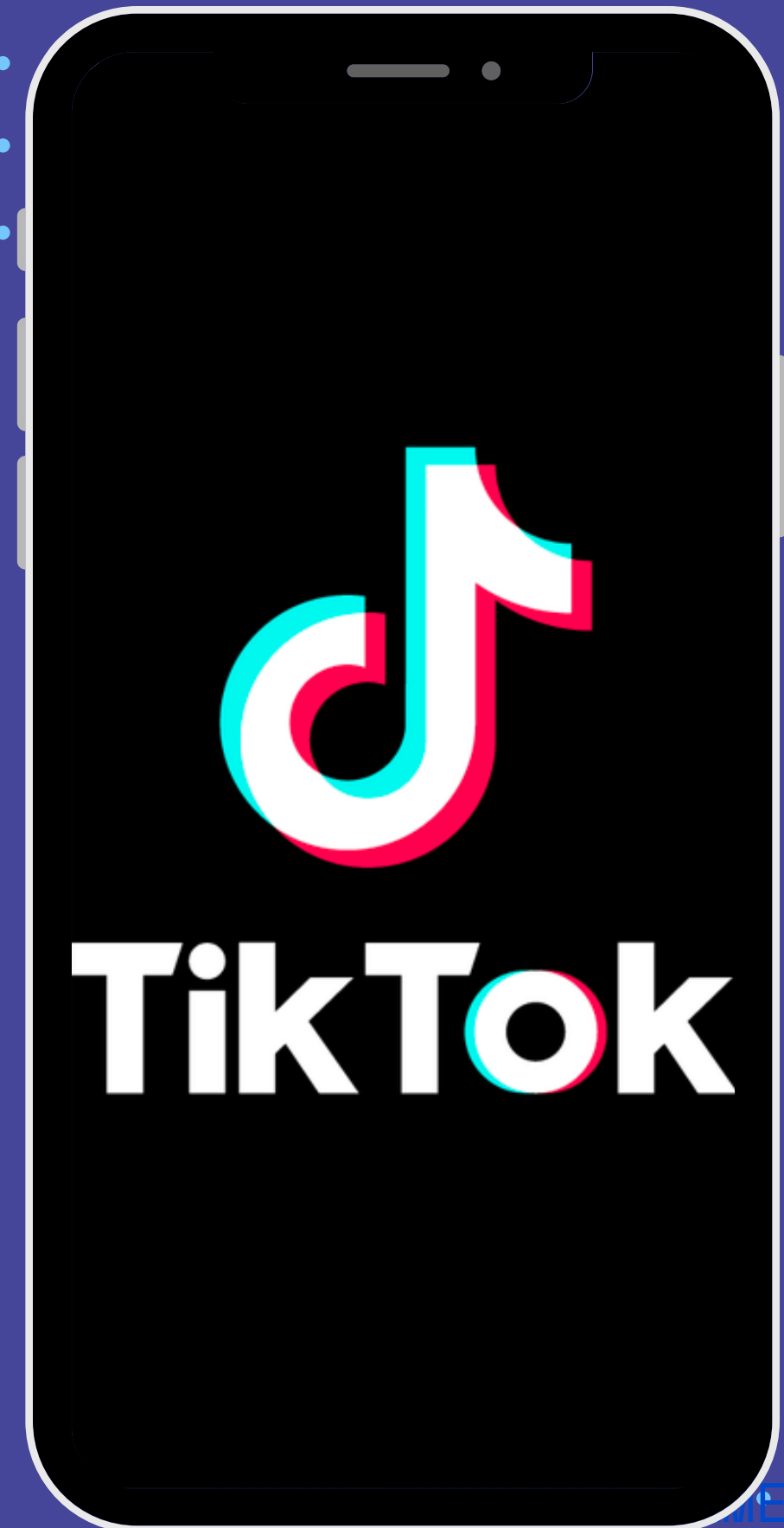
## Females

- Women are 36% likely to participate in gambling



# Tik Tok

- **The hashtag #ceaserspalace has been used 29.6m times.**
- **Ceasars Palace still has not posted on TikTok yet.**
- **20 to 29 = 22.4 % of users**
- **30 to 39 = 21.7 % of users**
- **44.1 % of our age demographic is on TikTok.**



# Change the content

**#1**

**Shift the Instagram content to more casino games instead of lifestyle and food.**

**Benefit**

**This will attract more young men, thereby increasing the portion of young players at Ceasar's palace.**

**#2**

**Using trends can allow Ceasar's to attract a younger audience.**

**Benefit**

**Allow the company to introduce a new generation to what they can offer.**

# Option 2: Experience



## SHOWS

See the most iconic names perform at The Colosseum or take in all the wonder of Absinthe.

[LEARN MORE](#)



## RESTAURANTS

Elevate your dining experience at Caesars Palace, where celebrity chef restaurants reign supreme.

[LEARN MORE](#)



## SHOPPING

Splurge on the world's luxury brands at The Forum Shops inside Caesars Palace.

[LEARN MORE](#)

# Option 2: Experience

## Challenges

**Correct valuations and mutual agreements**

## Benefit

**Two birds one stone, integrated revenues**

## Feasibility

**Things are already in place,  
just need to link them together**

## Risk

**Incorrect valuations can cost Caesars**

# OPTION 3: SOCIAL GAMBLING





# Option 3: Social Gambling

## Challenges

Noise and distractions for concentration on the game will be a challenge to people that get more into the game.

## Benefits

Young costumers might get interested in table gambling once they see an event.

## Feasibility

Can be done after primary research and making sure it will be profitable.

## Risk

if it is not popular can lead to heavy losses.

# Rankings



**Social Media**

**Social Gambling**

**Experience**

# Conclusion

Caesars Palace has an established fan base but it needs to attract the younger generation:

- A.** Increasing social media presence by creating and following trends
- B.** Social gambling
- C.** Provide them with experiences that will psychologically give them a pleasant time to create memories

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