

on our slot floor. This is certainly the feature the players are speaking about this year. Even though downloadable promotional and point redemption at the slot machine is not necessarily a new technology, it continues to be a great asset to both the player as well as the operators.

Our players are definitely more budget conscious when they are playing today's slot machines. They are taking advantage of various point multiplier promotions and I feel they are also being much more conservative on their per coin/per line bets.

AT G2E: This year at G2E will definitely be a price conscious event. I think I can speak for many operators across the country in the fact that our spending budgets have been reduced. We as operators are looking for some price concessions from all of our vendors. I am continually pushing all of my vendors for better pricing, and this will be even more so this year.

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Donovan York, Director of Slot Operations Santa Claran Hotel & Casino in Espanola, NM www.santaclaran.com



Donovan York



By creating wider, more defined paths from our entrances to our amenities, traffic flow is far less congested, and our guests can now navigate our slot floor without having to wander aimlessly through the traditional sea of slot machines. We've also livened up our casino with highly interactive, high-hit-frequency games. We've created a uniquely diversified slot floor with product our competitors currently don't offer. We've also made some fairly bold changes that allow us to offer our guests more time on device.

We recently brought in the new "Bonus Box" by Gaming Support USA. This product allows us to feature a bonus prize in addition to the pre existing, traditional progressives, free spins, and bonus rounds. We can showcase a prize, such as an iPod, digital camera, or iPhone, and present it at the player's eye level at the game. The prize can be awarded when the game reaches a predetermined coin-in threshold, or the prize can be linked to a specific pay combination. The "Bonus Box" is a truly innovative, unique, and a fun way to offer bonusing to our players.

Thanks in large part to our recommitment to providing superior, seamless guest service, we're seeing year over year slot head count growth of over 30%. Our coin in is up nearly 35% year over year. We've developed and instituted a hard core approach to guest service, and we've spent countless hours training our employees so that they are better able to build strong relationships with our players and create a family like atmosphere. So far, it's working.

AT G2E: I'll be most interested in seeing what's new in the operating systems realm. Our property is currently utilizing an older version of a popular system, and as solid as that system is, we still face many challenges. Having an older system forces us to be more creative in our marketing approach, but a new version, or an entirely new system for that matter, would obviously allow us greater marketing capabilities. ♣