
Native American casino reverses declines & generates 3 straight years of increases



“We quickly reversed our prior year declines and went on to generate 36+ consecutive months of accounts, trips and revenue increases while maintaining profitability.”

“I continued to expand JSA’s role year after year because they helped me and our teams succeed.

Rodney E. Ferguson –

CEO, Spirit Mountain Casino, Grand Ronde, OR; GM, Isleta Casino & Resort, Albuquerque, NM.

Company

- Native American Casino in Albuquerque, NM

Challenges

- Declining accounts, trips and revenue
- Limited staff to structure marketing programs

Solutions

- Detailed segmented analysis pin-pointed issues
- Provided coordinated programs and optimal segment growth plans
- Quarterly wrap-up/knowledge transfer sessions

Results

- 36+ consecutive months of growth in accounts, trips, revenue and profit increases
- Rated play went from middle 30% to over 50%