

Solution Brief



Canadian gaming corporation reviews current market conditions to determine possible opportunities and threats



“JSA worked with us and listened to our situation. The results were completely custom to Pure Canadian’s needs.”

“JSA’s interactive and iterative analytics process lead to multiple JSA analysis reports that helped with our strategic planning and for discussions with our stakeholders.”

George Goldhoff, President

Pure Canadian Gaming, Edmonton, AB, Canada

Company

- Multi-property gaming company in Alberta Canada

Challenge

- Maintaining share in a flat/declining market

Solutions

- Gravity models compared market competition and need to improve amenities
- Market breaks analysis indicated where current markets are “at-risk” to competition

Results

- Properties looking to add amenities to better position against new/existing competition