

DON'T LET YOUR WHALES SWIM AWAY – IMPLEMENT AN INNOVATIVE PLAYER LOYALTY PROGRAM!



Retain your current players, and attract new ones, by showing them you truly appreciate their business!

- Boost In-House Spending
- Increase Hotel Occupancy
- Keep Players Loyal to Your Casino Properties

Player Loyalty Program Options:

POINTS-BASED LOYALTY PROGRAMS

Reward your players with points for being loyal.

- Can be redeemed for merchandise through catalogs or online platforms
- Can be banked and used at once at special casino events

SHOPPING SPREES

Give players the opportunity to “shop” for their own rewards based on their bank of points.

- Great for tying to an existing loyalty program
- Can be points or certificate-based!

PICK-A-GIFTS

Players have the chance to choose from assorted rewards within a specific value range.

- Great when segmenting the audience into different levels

PROMOTIONAL EVENTS & PRODUCT SALES

Rymax offers bulk sales for special player prizes and merchandise rewards.

- Can easily be run independently by the Casino
- On-site pick-up is recommended for instant player gratification and to encourage increased in-house spending



The Rymax Staff is Experienced in All Aspects of Player Loyalty Events:

- Event Planning
- Program Themes
- Event Staffing
- Event Layouts
- Merchandising/Display
- Registration/Check-In/Check-Out

THE EXPERTS SAY:

- ▶ The more players you keep through active retention efforts and the longer you keep them, the more profitable your company will be.

Source: incentivemarketing.org

It's not about luck, it's about loyalty – call Rymax today to keep your players coming back with a Player Loyalty Program!

Call Rymax today to start a Loyalty Program!
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