Raving NEXT

Worksheet

BREAKOUT SESSION

Free Play: What Is It Really Costing You?

By Michael Minniear, Raving Partner, Data Analytics
mminniear@betravingknows.com

Given: **Myx Casino 2 – 2019**
Annual Theoretical Win = $1,120,000M
Annual Actual Win = $1,100,000M
Annual Free Play = $100,000
Annual Slot Drop (Cash Buy-In) = $400K
Slot Hold = 10%

Find: Cash Hold %

Free Play Cost %

Notes:

Raving NEXT

Worksheet

Given: **VIP Bob at Myx Casino 2**
Rating Period 6 Months
$10,000 In Win
$1,000 in Free Play Used
10 Trips

Find: Bob's Actual Win (after Free Play)

Bob's ADW after Free Play

How much Free Play to give Bob a 10% *actual* cost reinvestment rate

Notes: