

Checklist for Assessing Casinos for Success

Date: _____ Return % (if available): _____% Name: _____

Section 1: For all slots enthusiasts

Assessment Area and/or Topic	1 (low) to 7 (high)
Convenience of casino location	
Parking facilities including valet, if applicable	
Activity level of players on main casino floor	
Quality of beverage service	
Visibility and activeness of slot attendants	
Courtesy and efficiency of any casino employees you encounter	
Quality of smoking parlor, if applicable	
Cleanliness of rest room	
Personal preference #1:	
Personal preferences #2:	

Section 2: For slots enthusiasts with an Entertainment gambling goal

Assessment Area and/or Topic	1 (low) to 7 (high)
Music entertainment venue, if available	
“Fun” level of players on the main casino floor	
Restaurant-of-interest atmosphere and service level	
Your enjoyment level during this casino’s assessment	

Section 3: For all slots enthusiasts with an Earning Complimentary Gifts gambling goal

Assessment Area and/or Topic	1 (low) to 7 (high)
Efficiency of promotions counter (imagine if there were 200 people in line)	
Players’ club benefits (may require brochure and questioning of others)	
Evaluation of the promotions/club counter after getting a new card	
Do promotional posters scattered about the casino look interesting?	

Section 4: For all slots enthusiasts with a Take-Home Money gambling goal

Assessment Area and/or Topic	1 (low) to 7 (high)
Appearance and general condition of the high-limits slots area	
Player activity level of the high-limit slots area (does it match main floor?)	
Is any casino employee stationed in the high-limit area? (Yes = 7, No = 3)	
Visibility of suited casino employees, i.e., floor managers	

Total Assessment Score: _____ points

Post Assessment (important): Who do you FEEL about this casino?

Most Liked Feature: _____

Least Liked Feature: _____