

Las Vegas Casino Twitter Usage
 Industry Averages, Definitions, and Raw Data
 Based on June 2010 Pilot Project Data Set

Industry Averages and Percentages

Averages

Overall number of tweets per casino per day: 6.54

Hashtags per tweet: 1 hashtag per 3.5 tweets

Followers:¹ 11,823

Percentages

PUSHING OUT INFO (Total):	35.51%	INTERACTING (Total):	64.48%
Advertisements, Multi (AM):	2.18%	Retweet, Positive (RT+):	18.65%
Advertisements, Gaming (AG):	6.54%	Retweet, Affiliate/Sister Prop (RTA):	3.76%
Advertisements, Hotel (AH):	3.96%	Interaction, Positive (INT+):	35.51%
Advertisements, F&B (AF):	10.71%	Informational (INFO):	5.35%
Advertisements, Other (AO):	5.35%	Interacting, negative, complaints (INT-):	0.19%
Third-Party Endorsements (3P):	1.98%	Personal (PER):	0.99%
		FF (FF):	0.79%

¹ Because Wynn has roughly three times the followers of all other casinos in this survey, it was excluded from this category as an outlier

Notes and Definitions

This analysis is based on a pilot study of casino twitter feeds, conducted in June 2010 by Dave Schwartz at UNLV's Center for Gaming Research. It is my first attempt to discover industry benchmarks for various Twitter metrics—particularly the ratio of advertising tweets to interactive ones.

After an analysis of casino Twitter patterns, I developed two major categories—with 14 sub-categories—for all casino tweets. Below is a description of the categories.

I also tracked the number of hashtags used. Hashtags can help users find posts, but many readers find them annoying, particularly when they dominate the text of the tweet as opposed to being added to the end of the tweet.

In addition I included data on each casino's total number of followers and tweet count, to get an idea of the time that the casino had been tweeting and the impact that these tweets have.

Percentages may not total to 100% due to rounding.

Categories:

PUSHING OUT INFO (blue on the chart)

Essentially advertising copy or other promotional material. This can be informative and useful, particularly when it's letting followers know about time-sensitive promotions or contests

This category includes several sub-categories:

Advertisements, Multi (AM): Copy promoting several departments—restaurants, gaming action, hotel, etc—in one tweet

Advertisements, Gaming (AG): Copy promoting gaming action or promotions; includes jackpot alerts, other time-sensitive material

Advertisements, Hotel (AH): Copy promoting hotel bookings/features, including special Twitter rates and time-sensitive specials

Advertisements, F&B (AF): Copy promoting restaurants, bars, and nightclubs, including food/drink specials

Advertisements, Other (AO): Copy promoting special events or pool/spa facilities

Third-Party Endorsements (3P): Links to 3rd-party articles, pictures, or endorsements of any aspect of the casino, past, or upcoming special events

INTERACTING (red on the chart)

These tweets also promote the property, but they are generated in response to tweets by other users

Retweet, Positive (RT+): Retweets, with minimal added comment, of guests' tweets describing the property, events, etc, favorably.

Retweet, Affiliate/Sister Property (RTA): Retweets from casinos under the same corporate umbrella, or facilities at the casino itself with their own Twitter presence, i.e., Wynn Las Vegas RTing a tweet by the Encore Beach Club

Interaction, Positive (INT+): Friendly response to a positive tweet. For example:

GUEST: Can't wait to get to @LVCASINO this weekend

LVCASINO: Glad you're coming. Check out our gr8 dinner specials in our steakhouse (in reply to GUEST)

Informational (INFO): Casino response to factual inquiry, as for nightclub hours of operation, length of promotional offers, directions, etc

Interacting, negative, complaints (INT-): Responses to negative tweets or customer complaints

Personal (PER): Tweet about the tweeting employee's personal plans, dining habits, or musical preferences

FF (FF): FF (Follow Friday) posts, or thanks for FF mentions by other tweeters

Total (TOT): All tweets for the period in question

Hashtags (HT): Total number of hashtags used in all tweets

Followers (FO): Number of followers, as of reporting date

Tweets (TW): Number of tweets, as of reporting date

Raw Data: Casino Tweets for Week Starting June 1

Casino	AM	AG	AH	AF	AE	AO	3P	RT+	RTA	INT+	Info	INT-	PER	FF	TOT	HT	FO	TW
Aria	3	1	2	1	1					1					9	6	4,500	238
Caesars Palace		8		3	3	3	3	5	3	12	7				47	14	27,962	4,352
Casino Royale	8	15	6	20											49	34	2,665	766
Excalibur			4	10	1	1		6	3	21	2		3	3	54	4	5,683	1,079
Hard Rock Hotel			1					20	2	2					25	1	16,668	1,341
Las Vegas Hilton			4	2	2	7		3	2	6					26	46	25,544	4,091
Mirage		1	2	3				42	3	59	8	1		1	120	7	6,267	2,084
Planet Hollywood		5		2	4	1	2	3	1	21	8		2		49	5	15,191	3,785
Station Casinos		2	1	1	5	1		8		7					25	15	5,544	1,421
Venetian				10	8	6	5	6		4	1				40	9	8,204	775
Wynn Las Vegas		1		2		8		1	5	42	1				60	3	341,076	3,470
All	11	33	20	54	24	27	10	94	19	175	27	1	5	4	504	144	459,304	23,402

All tweets for above properties, June 1-June 7, 2010. Follower and tweet data as of June 8.

See previous pages for definitions.