
LAS VEGAS CASINO TWITTER USE

MAY 2012 REPORT

CENTER FOR GAMING RESEARCH, MAY 2012

Executive Summary

Nearly all Las Vegas casinos use Twitter. This report contains statistics on how long they've used the service for, how often they tweet, and how many followers they've attracted. In general, casinos make uneven use of Twitter, with some using the service a great deal, some not at all, and most in the middle. Strip casinos tend to have more followers than Downtown and Locals casinos, but there is not much correlation between a property's size or level of amenities and its number of followers.

Background

This report surveys all known primary Twitter accounts for Las Vegas casinos.

This report does not rate the quality of Twitter interactions by casinos, nor does it offer any guide to return on investment for Twitter use. It only lists each known casino with an account, the date that account was activated, and the number of Tweets since activation.

Some casinos make frequent use of the social media service; others do not. In general, Casinos on the Strip use Twitter the most: the first casino to have an address not on Las Vegas Boulevard is the Palms at 13. The first casino without a presence in the Strip corridor, the joint account for Station Casinos, was the 16th most frequent Tweeter. The highest-ranked Downtown property, The D, is at 18. Fifteen properties Tweet an average of less than once a day.

There are clear patterns to how casino Twitter followers are distributed. Casinos in the Strip corridor have, on average, more followers than their counterparts Downtown or among locals' properties.

FOLLOWERS PER CASINO BY AREA

Area	Average Followers
Strip	47,964
Locals	4,525
Downtown	2,575

Most followers

One gauge of effective use of Twitter may be the number of followers an account has.

TOTAL NUMBER OF FOLLOWERS

Casino	Followers
Wynn Las Vegas	444,400
Luxor	80,044
MGM Grand	75,652
The Cosmopolitan	67,702
Caesars Palace	64,283
Palms	63,209
Aria	62,670
Monte Carlo	60,801
Casino Royale	60,524
Excalibur	49,078
Hard Rock Hotel	44,403
Planet Hollywood	38,927
Bellagio	35,345
Mandalay Bay	35,068
Venetian	28,757
The Mirage	28,124
LVH	27,517
Rio	26,990
Palazzo	21,825
Treasure Island	19,874

Top Tweeters

Another gauge of effectiveness may be the number of times a casino uses Twitter. To date, these are the Las Vegas casino accounts that have had the highest tweet per day ratio:

TWEETS PER DAY

Casino	Tweets/Day
The Cosmopolitan	27.28
Casino Royale	13.10
Tropicana	10.66
M Resort	9.69
Caesars Palace	7.79
Luxor	7.77
Planet Hollywood	6.79
Wynn Las Vegas	6.70
Monte Carlo Casino	6.44
The Mirage	6.29
Bellagio Las Vegas	6.29
MGM Grand	5.89
Palms	5.58
Riviera Las Vegas	5.56
LVH	5.50
Station Casinos Vegas	4.98
Hard Rock Hotel	4.61
The D	4.59
Excalibur	4.46
Rio	3.67

Longevity

These ten properties have been on Twitter the longest:

TEN OLDEST CASINO TWITTER ACCOUNTS

Casino	Twitter Join Date
Luxor	2-May-08
MGM Grand	6-May-08
Circus Circus	12-Jul-08
Aria	12-Jul-08
The Mirage	12-Jul-08
Monte Carlo	14-Jul-08
Station Casinos	10-Nov-08
Hard Rock Hotel	15-Jan-09
El Cortez	19-Jan-09
Palms	16-Feb-09
Caesars Palace	17-Feb-09
Treasure Island	3-Mar-09

And these are the latest properties to join:

TEN NEWEST CASINO TWITTER ACCOUNTS

Casino	Twitter Join Date
The D	23-Feb-12
Rampart	9-Dec-10
Bellagio Las Vegas	2-Aug-10
The Cosmopolitan	29-Apr-10
Casino Royale	15-Apr-10
4 Queens	25-Feb-10
Gold Spike	17-Feb-10
Las Vegas Club	20-Jan-10
Plaza	15-Jan-10
Harrah's Las Vegas	3-Nov-09

Full data set follows.

Full Data Set

Casino	Twitter Handle	Joined Twitter	Tweets	Tweets/Day	Followers
Luxor Hotel & Casino	LuxorLV	2-May-08	11,374	7.77	80,044
MGM Grand Hotel	MGMGrand	6-May-08	8,595	5.89	75,652
Circus Circus	CircusVegas	12-Jul-08	2,974	2.14	10,456
ARIA Resort & Casino	AriaLV	12-Jul-08	3,894	2.80	62,670
The Mirage	TheMirageLV	12-Jul-08	8,756	6.29	28,124
Monte Carlo Casino	MonteCarloVegas	14-Jul-08	8,945	6.44	60,801
StationCasinos Vegas	stationcasinos	10-Nov-08	6,327	4.98	16,903
Hard Rock Hotel LV	hardrockhotellv	15-Jan-09	5,551	4.61	44,403
El Cortez Las Vegas	ElCortezLV	19-Jan-09	2,106	1.75	7,025
Palms Casino Resort	Palms	16-Feb-09	6,551	5.58	63,209
Caesars Palace	CaesarsPalace	17-Feb-09	9,126	7.79	64,283
Treasure Island	Tlvegas	3-Mar-09	1,639	1.42	19,874
Green Valley	GreenValleyLv	26-Mar-09	1	0.00	1,039
South Point Hotel	southpointlv	31-Mar-09	2,388	2.11	7,646
Palazzo Las Vegas	PalazzoLasVegas	3-Apr-09	3,392	3.01	21,825
Venetian Las Vegas	VenetianVegas	3-Apr-09	3,323	2.95	28,757
LVH Hotel & Casino	LVHHotelCasino	3-Apr-09	6,193	5.50	27,517
Golden Nugget	GoldenNuggetLV	10-Apr-09	156	0.14	6,790
Stratosphere Hotel	LVStratosphere	13-Apr-09	3,107	2.78	4,877
Wynn Las Vegas	WynnLasVegas	14-Apr-09	7,481	6.70	444,400
PH Las Vegas	phvegas	15-Apr-09	7,576	6.79	38,927
Tropicana	TropLV	27-Apr-09	11,759	10.66	14,220
Excalibur Las Vegas	ExcaliburVegas	11-May-09	4,862	4.46	49,078
Main Street Casino	mstreetcasino	21-May-09	184	0.17	750
Fremont Casino	fremont	21-May-09	223	0.21	1,404
California Casino	thecalcasino	21-May-09	205	0.19	539
Orleans Hotel Casino	orleanscasino	21-May-09	823	0.76	3,685
Gold Coast Casino	goldcoastcasino	21-May-09	638	0.59	2,084
Suncoast Casino	suncoastcasino	21-May-09	682	0.63	1,391
Sam's Town	samstownlv	21-May-09	330	0.31	1,470
Jerry's Nugget	JerrysNuggetLV	10-Jun-09	306	0.29	650
Rio Las Vegas	RioVegas	13-Jul-09	3,770	3.67	26,990
M Resort Spa Casino	MResort	24-Jul-09	9,831	9.69	12,889
Flamingo Las Vegas	FlamingoVegas	21-Aug-09	3,617	3.66	17,460
Red Rock Las Vegas	redrockcasino	2-Sep-09	1,856	1.90	8,997
O'Sheas Las Vegas	osheaslasvegas	8-Sep-09	2,022	2.09	12,707
Riviera Las Vegas	RivieraLasVegas	9-Sep-09	5,380	5.56	5,110
Mandalay Bay	MandalayBay	14-Sep-09	1,763	1.83	35,068
Boulder Station	boulderstation	1-Oct-09	39	0.04	648
Bally's Las Vegas	BallysVegas	5-Oct-09	1,604	1.70	5,674
Paris Las Vegas	ParisVegas	5-Oct-09	3,150	3.34	14,011
Imperial Palace LV	imperialPalace	29-Oct-09	1,955	2.13	6,055

Casino	Twitter Handle	Joined Twitter	Tweets	Tweets/Day	Followers
Harrah's Las Vegas	HarrahsVegas	3-Nov-09	1,960	2.15	10,378
Plaza Hotel Casino	PlazaLasVegas	15-Jan-10	326	0.39	960
Las Vegas Club	VCLasVegas	20-Jan-10	20	0.02	55
Gold Spike	goldspikevegas	17-Feb-10	1,297	1.61	3,448
4 Queens	4QueensLV	25-Feb-10	337	0.42	461
Casino Royale	CasinoRoyaleLV	15-Apr-10	9,824	13.10	60,524
The Cosmopolitan	Cosmopolitan_LV	29-Apr-10	20,076	27.28	67,702
Bellagio Las Vegas	BellagioLV	2-Aug-10	4,030	6.29	35,345
Rampart	RampartCasino	9-Dec-10	2	0.00	21
Fitz Casino Hotel LV	theDLASVEGAS	23-Feb-12	326	4.59	2,014
Golden Gate	GoldenGateVegas	5-Aug-09	141	0.15	602

Preferred citation:

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Questions? Contact the Center for Gaming Research at (702) 895-2234 or special.collections@unlv.edu