



**Sam's Town Tunica Casino Resort**  
**Re-Open Competitive Analysis Report**  
**May 31, 2020: 7:30am – 8:45am**

### **Casino Re-Opening Summaries:**

The following details outline our recent visit to Sam's Town Tunica on May 31, 2020 regarding the re-opening of their casino. Areas of observation include main entrance procedures, gaming floor activity, hotel policies and food & beverage standards. The property's scheduled reopening was May 21.

### **Key Highlights:**

#### On-Site Observations

- **Arrival:**
  - o Page 3 and 6, elevators at the parking garage had signage limited the number of people to four, and floor stickers placed for social distancing.
  - o Page 4, shows employee stationed at the entrance to check guest temperatures as they arrive.
- **Slot Area:**
  - o Page 7-8, every other slot machine on the floor was disabled and chairs were removed to provide social distancing. Signs were placed on the disabled machines informing guests that it was closed for safety.
  - o Page 9 shows an employee cleaning a slot machine after use.
- **Table Games**
  - o Page 11 and 14, shows table game seating reduced to three per table. Stanchions placed around the pit to prevent any spectators from getting too close.
  - o Page 12, shows a craps table with stools placed around it to identify available player positions. Since craps is not a game players normally sit at, it is unclear if guests are supposed to stand between the stools or sit. Other properties have used floor stickers for this purpose.

- **Dining and Beverage**

- o Page 15 -17, self service beverage stations were closed; restaurant que lines with floor stickers were placed and paper single use menus were provided.
- o Page 18-19, lounge bar had signage stating that it was closed at 10pm due to regulations. Many of the tables were removed and the remaining ones were placed far apart for social distancing.

- **General Property:**

- o Page 27, shows a public restroom where all the sinks, stalls, and urinals available. We have seen other properties closed off every other one to allow for social distancing.
- o Pages 33-34, shows ATM's and kiosks side by side with both active and available to use. Many other properties are turning off one of the machines to allow for social distancing.
- o Page 37, shows two employees wearing masks, however, they are not consistent in type or color. We have seen other properties provide their employees with standard sometimes logoed masks for uniformity and a more professional image. We have talked to many guests at the properties we have visited about the requirement for guests to wear masks and the feedback is quite negative. Many guests complain that the mask is uncomfortable and difficult to breathe while on. Many also said they were reducing their play time because of them.

Arrival:



Elevators in the parking garage with floor stickers placed to promote social distancing.



Arrival:



Employee at entrance to check guest temperatures as they arrive.



Arrival:



Line que outside with floor stickers placed for social distancing.

Arrival:



Signage at the parking garage elevators informing guests that the max occupancy per elevator is four people.

Slot Area:



Two slot machines disabled, only one with a sign. Sign informs guests that the machine is disabled for their safety.



Slot Area:



Slot bar top games with every other one disabled and chairs removed for social distancing.



Slot Area:



Employee cleaning slot machine. We have seen many properties with large cleaning staff cleaning slots promptly after use and when guest requests.



Slot Area:



Slot banks with configurations that allowed for social distancing where all machines were available for play.



## Table Games:



Table game with only three seating positions. Stanchions placed around the pit to prevent spectators from getting too close for social distancing.



## Table Games:



Craps table with betting positions identified by stools. Craps players for the most part do not sit during a craps game, unsure if guests are supposed to stand in-between the stools or sit at them. Other casinos have used floor stickers to inform guests of betting spots.



Table Games:



Roulette table with only three seating positions.



Table Games:



Another view of the stanchions around the pit to prevent spectators from getting too close.



Food and Beverage:



Self service beverage station closed. This is something we have seen many properties do. If they are open, they usually have staff present to assist guests.

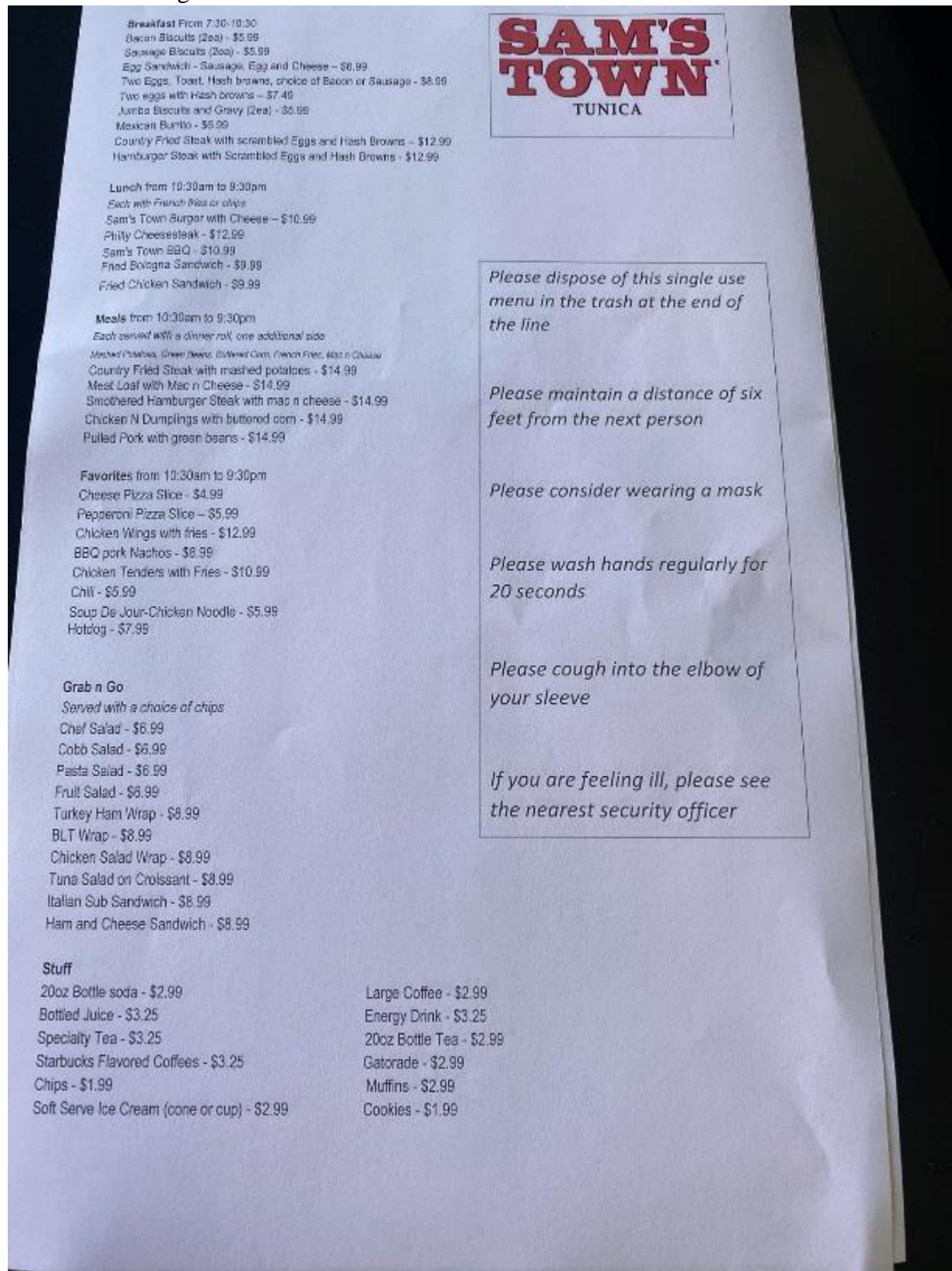


Food and Beverage:



Food outlet with que line stanchions and floor stickers placed to separate guests.

## Food and Beverage:



Single use paper menus being used in the restaurants.



Food and Beverage:



Signage informing guests that the bar will be closed at 10pm due to COVID 19 regulations.

Food and Beverage:



Many tables removed and remaining separated for social distancing.



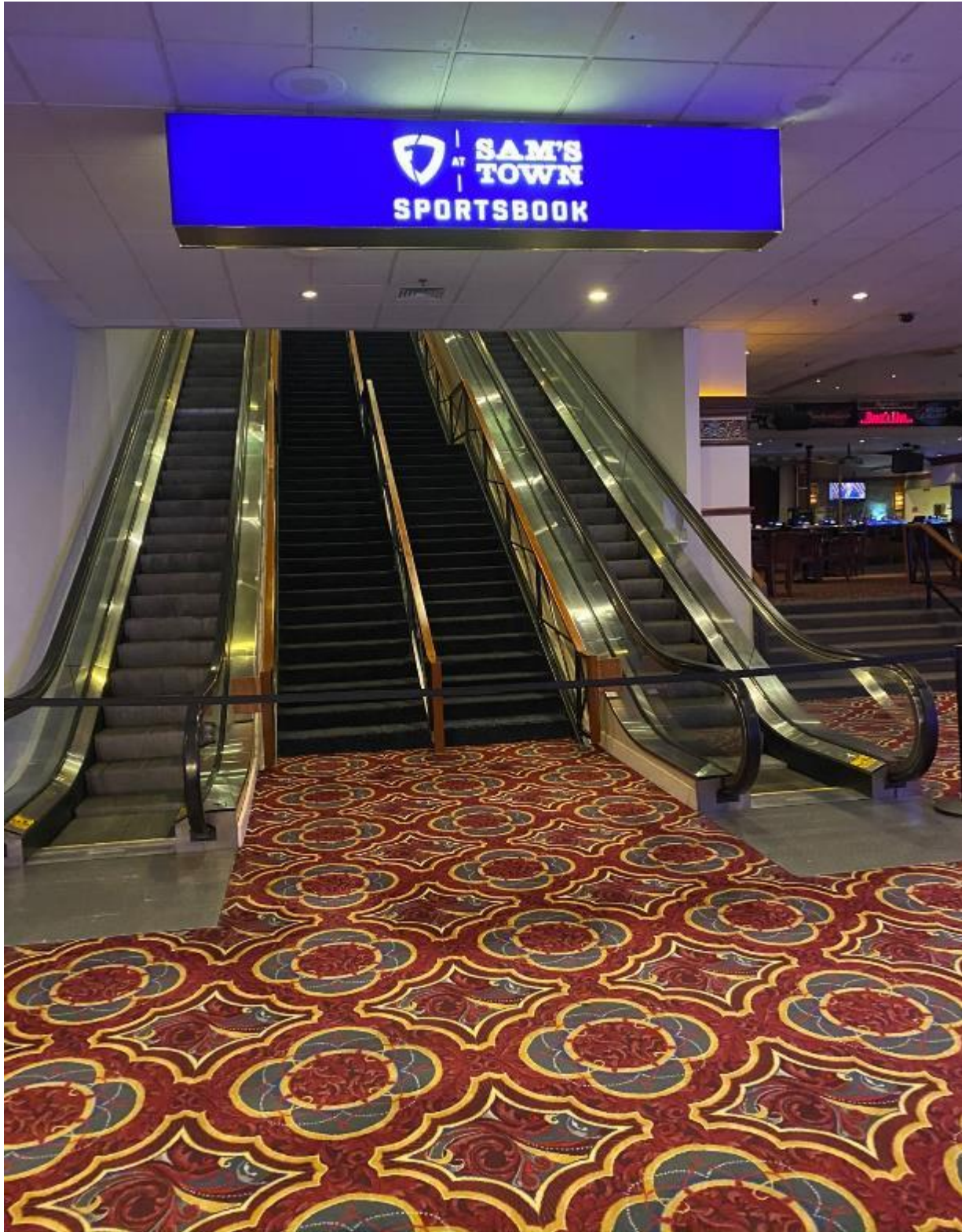
Food and Beverage:



Employee cleaning tables and chairs in restaurant outlet.



Sportsbook:



Sportsbook closed currently, no date indicated for reopening, Stairs and escalators roped off.

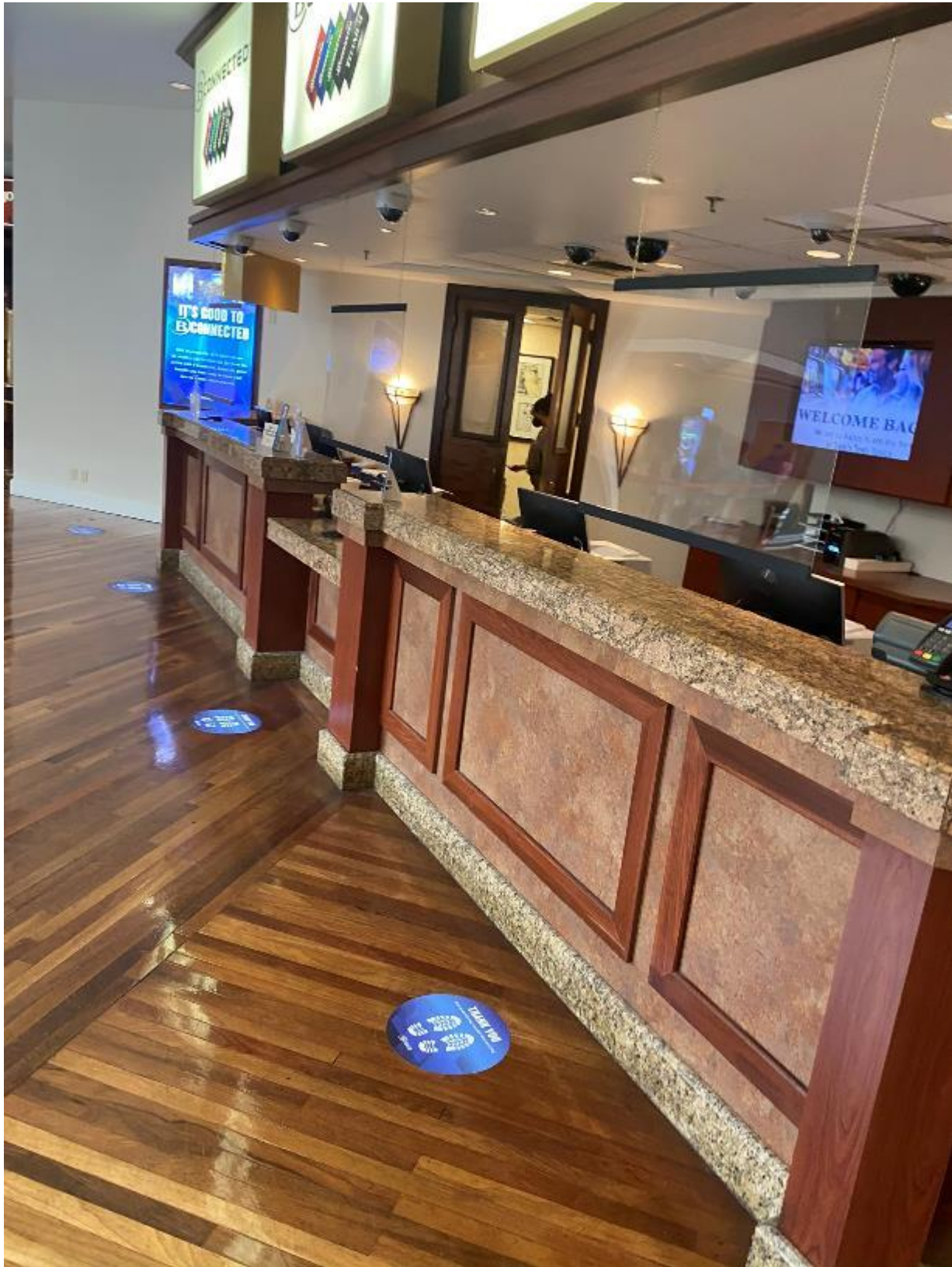


Players Club:



Players club desk with plexiglass installed and floor stickers placed to promote social distancing for guests waiting in line.

Players Club:



Another view of the hanging plexiglass installed at the Players club.



Hotel:



Plexiglass installed at the front desk, and floor stickers placed for social distancing.

Hotel:



VIP check-in line for the top three card levels. During this time of limited capacity, we believe it is crucially important to take extra care of the top players. We recommend adding VIP entrance lines as well to make sure properties can accommodate the best players during times of peak capacity.



Hotel:



Hotel elevators with floor stickers for social distancing and signage informing guests that there is a max of four people per elevator.

General Property:



Public restroom where all sinks, stalls and urinals are available for use. We have seen several properties block off every other one for social distancing.



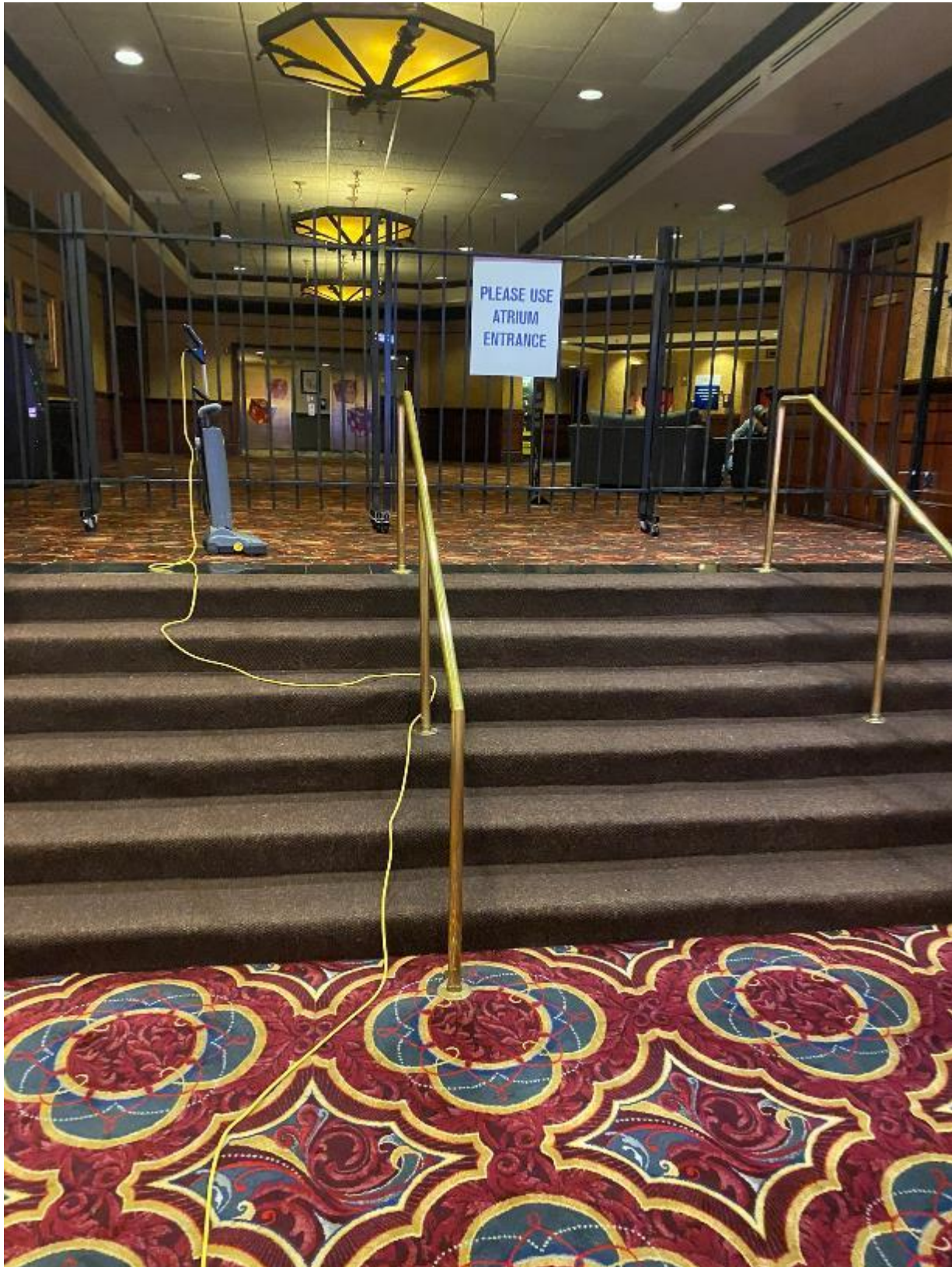
General Property:



Hand sanitizing station outside the restroom.



General Property:



Entrances to casino blocked off, forcing guests to use the atrium entrance where they can be checked before entry.



General Property:



Cashier cage with plexiglass installed and floor stickers for social distancing while waiting.



General Property:



Another view of the cage que line with floor social distancing stickers.



General Property:



ATM machine disabled. Signage informing guests that the machine is down due to social distancing and directing guests to visit the cage for assistance.

General Property:



Two ATM's side by side, both active. Unsure why one was not disabled at this time.



General Property:



ATM and promotions kiosk side by side with both machines active. At other properties we have seen one of the machines disabled in cases like this to allow for social distancing.

General Property:



Guest hand sanitizing station.



General Property:



Signage informing guests of the symptoms of COVID 19.

General Property:



Two employees wearing masks; however, they are not consistent type/color. We have seen other properties provide their employees with standard, sometimes logoed, masks. This projects an image of uniformity and professionalism.





Signage directing guest to sanitize before playing.

General Property:



Signage reminding guests to maintain social distancing.



General Property:



Outside sign for the property.

## Hotel Rates:

| MONTH            | SUN                  | MON                  | TUE                  | WED                  | THU                  | FRI                   | SAT                   |
|------------------|----------------------|----------------------|----------------------|----------------------|----------------------|-----------------------|-----------------------|
| MAY 2020         | 31<br>MAY<br>USD 79  | 1<br>JUNE<br>USD 59  | 2<br>JUNE<br>USD 49  | 3<br>JUNE<br>USD 49  | 4<br>JUNE<br>USD 49  | 5<br>JUNE<br>USD 119  | 6<br>JUNE<br>USD 129  |
| <b>JUNE 2020</b> |                      |                      |                      |                      |                      |                       |                       |
| JULY 2020        | 7<br>JUNE<br>USD 59  | 8<br>JUNE<br>USD 59  | 9<br>JUNE<br>USD 59  | 10<br>JUNE<br>USD 59 | 11<br>JUNE<br>USD 59 | 12<br>JUNE<br>USD 129 | 13<br>JUNE<br>USD 129 |
| AUGUST 2020      |                      |                      |                      |                      |                      |                       |                       |
| SEPTEMBER 2020   |                      |                      |                      |                      |                      |                       |                       |
| OCTOBER 2020     | 14<br>JUNE<br>USD 59 | 15<br>JUNE<br>USD 59 | 16<br>JUNE<br>USD 59 | 17<br>JUNE<br>USD 59 | 18<br>JUNE<br>USD 59 | 19<br>JUNE<br>USD 129 | 20<br>JUNE<br>USD 139 |
| NOVEMBER 2020    |                      |                      |                      |                      |                      |                       |                       |
| DECEMBER 2020    |                      |                      |                      |                      |                      |                       |                       |
| JANUARY 2021     | 21<br>JUNE<br>USD 59 | 22<br>JUNE<br>USD 59 | 23<br>JUNE<br>USD 59 | 24<br>JUNE<br>USD 59 | 25<br>JUNE<br>USD 59 | 26<br>JUNE<br>USD 129 | 27<br>JUNE<br>USD 129 |
| FEBRUARY 2021    |                      |                      |                      |                      |                      |                       |                       |
| MARCH 2021       |                      |                      |                      |                      |                      |                       |                       |
| APRIL 2021       |                      |                      |                      |                      |                      |                       |                       |
| MAY 2021         | 28<br>JUNE<br>USD 59 | 29<br>JUNE<br>USD 59 | 30<br>JUNE<br>USD 59 | 1<br>JULY<br>USD 59  | 2<br>JULY<br>USD 69  | 3<br>JULY<br>USD 179  | 4<br>JULY<br>USD 209  |
| JUNE 2021        |                      |                      |                      |                      |                      |                       |                       |
| JULY 2021        |                      |                      |                      |                      |                      |                       |                       |

The hotel is open and available to book online. Above is a rate calendar for the month of June.

Any questions you may have regarding the information in this report, please feel free to contact me at any time.

Greg Mullen  
 CDC Consulting  
 Telephone: 775.721.5890  
 Email: [greg.mullen@compdance.com](mailto:greg.mullen@compdance.com)