



CASINOS

WEATHER IS MORE THAN JUST
A ROLL OF THE DICE





For Casinos, Weather is More than Just a Roll of the Dice

The high rollers might not care, but for the average person who visits a casino for entertainment, weather plays a big role, just like it does for most other activities. When the weather is gorgeous, outdoor activities can lure customers away. When the weather is bad, people can view casinos as a comfortable escape – unless the weather is so bad that nobody wants to leave the house. [Ohio casinos](#), for example, attributed a January 2015 bump in revenue to mild weather – too cold for outside activities, but not so cold as to keep people cooped up at home. Himbert Sinopoli, general manager of Hollywood Casino’s facility in Columbus, told Columbus Business First that weather definitely has a noticeable effect on revenue. “Any time the temperature drops below 20 degrees,” he said, “people just don’t want to leave their house.”

And it’s not just temperature fluctuations and typical precipitation. The more extreme weather events, while rarer, definitely have an impact. Casinos in areas impacted by heavy snow or ice could find themselves hosting stranded travelers, while casinos near coastal areas might experience an influx of residents fleeing a hurricane. The good news is that once casino operators understand that weather impacts traffic, they can use that knowledge to influence traffic. Utilizing weather-based email triggers, casinos can engage customers with customized content that deploys to their subscribers, based on their immediate or forecasted weather conditions – all the way down to the zip code level. The beauty of this strategy is that it can be set up in advance with seamless automation. What kind of messages could casinos send? Just about anything that refers to local weather



conditions. With the deluge of marketing messages most people receive, the ones they notice are the ones that are personalized.

So messages could include things like:

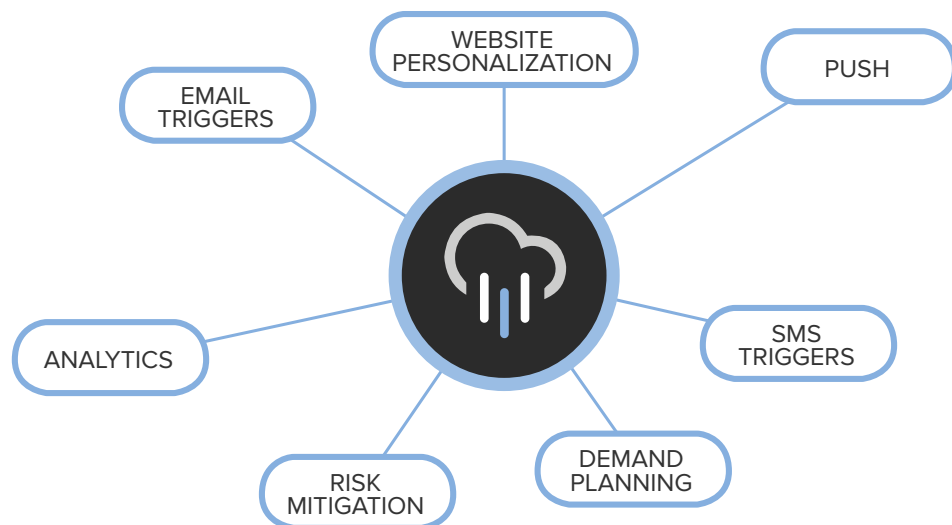
- “Tired of the heat/cold/rain? The perfect escape is waiting just across town – no plane tickets necessary. Whether your game is poker, blackjack, or slots...”
- “Need a staycation to avoid the weather? Enjoy our warm, cozy rooms, top-notch restaurants, and the best games in town.”
- “Escaping the storm? Find your happy place and winnings at XYZ Casino.”

Those are just a few examples of how weather-triggered messaging can drive traffic. But there’s an even more creative option available to casinos where sports gambling is legal. Weather can have a profound effect on the [outcome](#) of games:

- In soccer, for example, rain tends to favor teams that like to play a passing game. If the field gets too waterlogged, however, the ball slows down, which can work as a disadvantage. And, when it comes to betting on total goals, a slippery ball can have a huge effect on a goalie’s ability to stop a ball. Rain can even impair the goalie’s ability to see a ball coming their way.
- In football, rain tends to slow the game down, which can narrow a skills gap between teams. Rain can also affect the quarterback’s ability to throw the ball. Wind, on the other hand, gives an advantage to teams that like to play a rushing game while hindering teams that prefer to pass the ball.

- An easy way for casinos to build trust with sports gamblers would be to send out messages with tips on how the current weather conditions might affect upcoming games.

Skymosity's leading technology and expertise can help casinos turn weather into a competitive advantage. With seamless integration with top email service providers (ESPs), Skymosity's weather-based email triggers allow brands to target their subscribers truly maximizing the power of big weather data. Tracking subscribers down to the zip code level, with every weather condition and temperature range available, including over 100 different emergency alerts, Skymosity offers brands the tremendous ability to execute campaigns that go out to the right subscribers at the right time with the right message.



About Skymosity

Skymosity is the leading Weather Targeting™ Platform, powering advanced weather-based technology for some of the world's biggest brands. With patent-pending solutions for SMS and Weather-Based Email Trigger™ automation, plus website personalization and analytics based on weather, the Skymosity Weather Marketing Cloud™ helps businesses seamlessly leverage big weather data.

For more information, visit www.skymosity.com.

