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Revel casino policy may go up in smoke

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BLOG BY JOHN BRENNAN

[John Brennan on sports business news, including horse racing and casinos]

The folks at Revel Atlantic City made a series of blunders that left the \$2.4 billion casino filing for Chapter 11 reorganization in U.S. Bankruptcy Court less than a year after the doors were opened last May.

But one that perhaps did not have to be on the list was the no-smoking policy – one that Revel executives are now reconsidering.

I found this “gamble” intriguing, because there seemed to be an opportunity to lure in more high-roller non-smokers than it drove away high-rollers smokers.

But as the article notes, this approach has to be marketed aggressively.

Why? Because smokers find out rather quickly that they can't smoke on the grounds – and many then don't return.

But the non-smokers staying at other casinos in the city likely have no idea about Revel's policy – a marketing miss, because some of those people would be more likely to stay at Revel (or at least visit for shopping, drinking and dining).

If Revel isn't prepared to make a no-smoking policy an aggressive part of a revamped ad campaign, then maybe they are better off just joining the other casinos in town with limited smoking areas. At least that way those high-roller smokers won't be checking out after their first night anymore.

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