

## Theoretical Win

This is very important to us because for most casinos, this is used to determine our commission. This number represents the long-term value of a player.

### **ADT x TRIP DAYS**

This equation lets the casino know how much money, over the term, that they can expect to win from a guest. Remember, every trip and player will be different. Some will win, some will lose, and some will break even. However, at the end of the year the casino wants to make their percentage of take.

So, let's use the example from ADT of Guest 1.

Guest 1

ADT (360)

If it's a 7-Nights cruise, it would give us a Trip THEO of \$2520

This number is super important. This gives casinos a black and white, straightforward number that they can use. This lets the casino know that if this guest sails, they have a chance to win \$2520.

This also helps decide if they want to give this guest a cabin based on this amount. For example, if the cabin retails for \$4K, mostly likely the cruise line will pass on this player and hope for a stronger one.

However, if the cabin retails for \$1800 the cruise line would most likely accept this and give the guest the cabin comped.

This number is also very important because it lets us know how much the casino is willing to split with as commission.

In this scenario, our guest has an ADT of \$360 and a Trip Theo, if they sailed for 7-nights, of \$2520

Guest 1

Commission earned-\$252

CPC Host Commission 151.20

For our purposes, and the casinos we service, this is a lower-level player. We will not turn away a guest based on these numbers if we can still get them comps somewhere.

MOST of our players are lower to middle range players. There are certainly bigger players out there and there are certainly smaller players out there. But you could see from our example, if you had several of these smaller players sailing each month the commission builds up!

Also, a player like this may have friends, family, co-workers that are much bigger players. This is why it is so important to treat everyone with respect and care. You have no idea who they know!

These examples give you the knowledge and power to understand the math behind casinos and the knowledge to help your guests.

**Please do not assume or guess if you don't understand. Ask questions until you understand completely. There is always help available and never be afraid to ask!**

**If we tell customers incorrect information we are doomed. A company cannot survive when customers do not trust them.**