

# IDENTIFYING ACQUISITION AND RETENTION STRATEGIES FOR ENHANCING MARKET SHARE AND CUSTOMER LOYALTY – REPOSITING LAND-BASED CASINOS IN AUSTRALIA

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Land-based casinos operate in a competitive environment intensified by ongoing development, online gambling, and other gambling venues. Although land-based casinos are gaming entertainment establishments, they are also hospitality service providers and potential tourism drivers. Despite being considered as one-stop-shop entertainment resorts, casinos are still overshadowed by hard-core gambling perceptions and practices. Moreover, casinos marketing practices are inclined towards the gaming market; it is unclear how these marketing practices effectively capture and satisfy the needs of the non-gaming market— local and international tourists, leisure market, residents, and the wider community.

Therefore, this research aims to examine the acquisition, reactivation and retention strategies practised in the casino industry, investigate their relationship and effectiveness to visiting and re-visiting intentions, customer loyalty, customer engagement, casino positioning, and motivations among current customers, both gaming and non-gaming customers and potential casino market. This research intends to provide recommendations to industry practitioners on shifting the market position of casinos towards capturing the travel and leisure market along with the gaming market and as a hospitality and recreation benefits provider to the non-casino visitors and society.

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