

The background of the slide is a blurred photograph of several horses in a grassy paddock. The horses are in various colors, including brown, white, and grey. The image is intentionally out of focus to create a sense of motion and activity. The text is centered over the image.

THE
**SYMPOSIUM
ON RACING**
& Gaming

Racino Goers are Good Food and Beverage Patrons

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Racino goers spending on F&B

- The average amount spent by racino patrons on food is \$48.
- This is less than gamers in general (\$56)
- 47% spend more than \$30, but 21% don't spend anything



Top 5 Cuisine Preferences

1. Italian
 2. Chinese
 3. Mexican
 4. American
 5. Japanese
- 47% chose Italian
 - 20% chose Chinese
 - Very little interest in non-traditional ethnic cuisines



Cuisine Demographics

- Italian is more preferred by males and on the east coast (65%)
- Chinese is the most popular in the South(65%)
- Mexican is the most popular cuisine in the Mountain region (57%)
- Pacific coast and Midwest follow the national average
- Ethnic preference increases with income



Beverage Preferences

1. Beer
 - 21% prefer beer
2. Wine
 - 15% prefer wine
3. Rum
4. Vodka
5. Tequila



Beverage Preferences

- No significant variation from gamers in general
- Wine preference increases with income
- Wine is more preferred than beer in the mountain region (25%), but not in the pacific region (15%)
- Beer is more preferred by men (33%), wine is more preferred by women (23%)



Most Important Attributes

- Friendliness of staff, satisfaction, and safety are the most important attributes
- most important restaurant attributes:
 - moderately priced (54%)
 - buffet (46%)
- least important restaurant attributes:
 - one-of-a-kind specialty (38%)
 - brand name (35%)



Desired Promotions

- 51% of racino patrons would be more likely to return for a special F & B offer
- This offer ranked 5th among all promotions, slightly less important than cash or match play (55%)



Smoking Ban

- 40% would visit more often
- More than half would visit less often
 - 1/3 wouldn't visit at all
 - Mountain and Pacific would visit more often
- Mountain and Pacific patrons are more supportive than patrons on the East Coast and in the South

