

## Press Release

### **J.D. Power and Associates Reports: Among Indian Gaming Casinos in Southern Arizona, Harrah's Ak-Chin Casino Ranks Highest in Customer Satisfaction**

#### Having the Right Games Available at the Right Time is Critical to Gaming Customer Satisfaction

**WESTLAKE VILLAGE, Calif.: 24 June 2009** —Harrah's Ak-Chin Casino ranks highest in gaming customer satisfaction among casinos in Southern Arizona, according to the J.D. Power and Associates 2009 Indian Gaming Casino Satisfaction Study<sup>SM</sup> released today.

The study measures overall customer satisfaction based on performance in five key measures (listed in order of importance): gaming; facility; cage cashier/ticket redemption machine; arriving/parking; and beverage service.

“The highest-ranking Indian gaming casinos combine Las-Vegas-style excitement with the convenience of being local,” said Michael Drago, director of the global hospitality and travel practice at J.D. Power and Associates. “In the current economic climate, where ‘staycations’ are increasingly popular, Indian gaming casinos are a particularly satisfying entertainment option.”

Harrah's Ak-Chin Casino (located in Maricopa, Ariz.) ranks highest with a score of 748 on a 1,000-point scale and performs particularly well in four of five measures: gaming; facility; cage cashier/ticket redemption machine; and arriving/parking. Following Harrah's Ak-Chin Casino in the rankings are Casino Del Sol (728), located in Tucson and Desert Diamond Casino-Pima Mine Road (725), located in Sahuarita.

The study finds that the gaming experience makes a substantial contribution to overall satisfaction. Within this measure, slot and other machine games are approximately three times as important as table games.

“Although other aspects of the casino experience are important, customer satisfaction with gaming continues to grow in importance and is the key differentiator in this highly competitive market,” said Drago.

The study also finds that satisfaction with the gaming measure declines considerably when customers are unable to play the games they want, when they want and at their preferred denomination.

#### ***Average Gaming Satisfaction Index Scores According to Game Availability (based on a 1,000-point scale)***

	Southern Arizona		Difference
	<i>Desired game is available</i>	<i>Desired game is not available</i>	
Table games	694	667	-27
Slots and other machine games	712	651	-61

“Slot machine players, in particular, are very loyal to their preferred games,” said Drago. “By carefully evaluating the quantity and mix of their machine-based games, casinos may be able to maximize availability, minimize wait times and improve satisfaction levels. In turn, highly satisfied customers play for longer periods of time and return to play more often.”

The 2009 Indian Gaming Casino Satisfaction Study measures [customer satisfaction of gaming players of Indian casinos in Southern Arizona](#) as well as in [Northern](#) and [Southern California](#). Casinos included in the Southern Arizona region have a minimum of 400 slot machines and are located in the counties of Cochise, Gila, Graham, La Paz, Maricopa, Pima, Pinal, and Yuma. The study is based on 1,287 responses from gaming players who visited an Indian casino in Southern Arizona between December 2008 and May 2009. The study was fielded in May 2009.

For more information, read an [article](#) or view [Northern California](#), [Southern California](#) or [Southern Arizona Indian gaming casino ratings](#) at [JDPower.com](#).

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](#). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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#### **J.D. Power and Associates Media Relations Contacts:**

John Tews; Troy, Mich.; (248) 312-4119; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)

Syvetril Perryman; Westlake Village, Calif.; (805) 418-8103; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)

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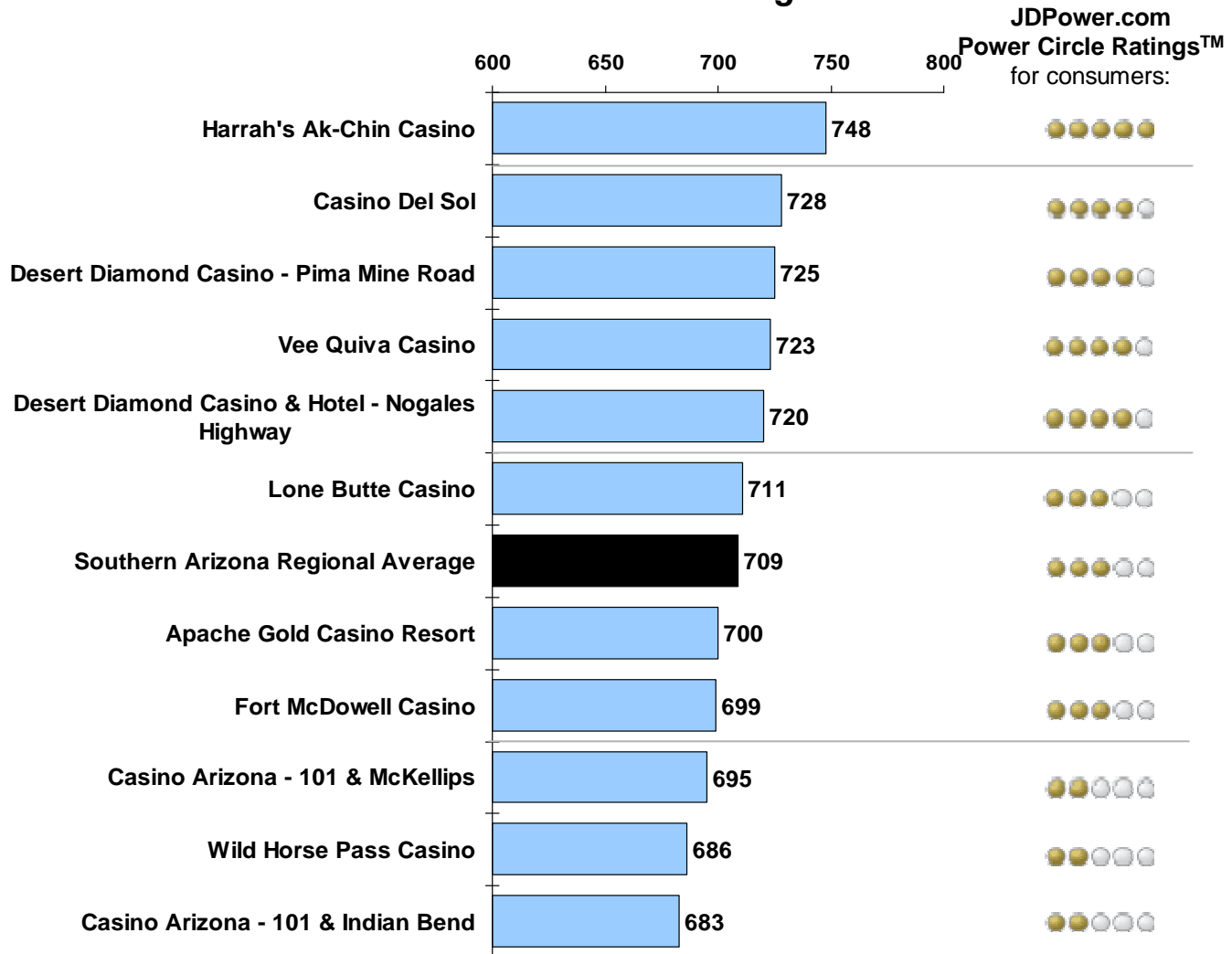
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NOTE: One chart follows.

# J.D. Power and Associates 2009 Indian Gaming Casino Satisfaction Study<sup>SM</sup>

## Customer Satisfaction Index Ranking (Based on a 1,000-point scale) Southern Arizona Region



**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2009 Indian Gaming Casino Satisfaction Study<sup>SM</sup>

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