

## Never Mistake Your Comp Level With Your Personal Worth

Like any other corporate enterprise, casinos are the entertainment business that aims at generating money and increase their bottom line. Casinos unlike a supermarket or any retail outlet, cannot announce a season for sale or cut down the prices to garner potential customer to generate more business instead they work on the principle of playing more and earning more which means that the more you play the more money the casino will make in the long run. They completely depend on promotions and special events that will attract you and once they can get you into the casino their aim is to entice you to play longer to grab the several alluring offers. The whole theme of casinos to make their money is based on the mouth watering concept to make maximum inflow of revenues.

Offering entertaining games, incentives or rewards for your play allows the casinos to keep the player involve for longer. The casino executives attend the gaming show in Las Vegas and try to find the next new hot slot machine or table game that will capture the interest from the players each year. The incentives or rewards given by casino are in the form of comps or freebies to the players. It is sad to know that some players make a mistake to mix up their personal worth with their comp level but the casinos do nothing to dispel such wrong notions because such wrong ideas help the casino to achieve their goal of getting the people to play longer.

Among the players there are some who does not know the purpose of comp and mistakenly compare their self worth with the level of comps they are receiving from the casino. They believe that comps symbolize their status. The fact is that the casinos issue comps to those players who are the biggest losers over all. Surely anyone would be surprise at the amenities they are provided with after being a loser but they are paying for them in the long run. The issuing of comps is one of the greatest marketing tools that the casinos have devised that directly touches one's emotion and feelings of being recognized and appreciated. As stated earlier that casinos are here for business and issuing comp is a profitable business decision with alluring features that the casinos have of rewarding some of their biggest customers to keep their business going.

Casino comps are just a discount based on the money you spend. Therefore it is suggested that have fun and take whatever comps come your way except that stop erring your comp level as your personal status.

## About the Author

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