

Slots and free drinks no longer a guarantee

By Thomas Moore, Las Vegas Sun

Free booze, handed out by casinos to reward regular gamblers is a tradition that may be going by the wayside.

“There’s always been this unspoken rule that the bartenders decide who gets what,” said Scott Roeben, a blogger who reported on the issue last week. “They’re watching the play and if you don’t play enough, they say you gotta play more. They’re automating that system ... so there’s a very one-to-one correlation between play and the rewards.”

Roeben thinks automating the process is a way for the casinos to tighten up on comps and ensure people are really gambling before they get free booze.

On his blog vitalvegas.com, Roeben posted pictures of a system at Caesars Entertainment properties that feature red and green lights that tell the servers when to hand out comps. In a statement, Caesars officials confirmed they rolled out a comp-validation system in all its Nevada resorts, which includes Harrah’s Lake Tahoe and Harveys.

Read the whole story