

# BET04: Traditional Casino Digital Integration

Executive Summary | January 31, 2026

## Digital Integration

**\$3229M**

DIGITAL REVENUE

**15.6%**

DIGITAL % OF TOTAL

**69M**

REWARDS MEMBERS

**40%**

DIGITAL ENGAGEMENT

## Property Performance

**Top Region:** Las Vegas

**Avg Occupancy:** 83%

**RevPAR:** \$166

## Loyalty Metrics

Active Members: 60M | Daily Enrollments: 13K | Cross-Channel: 8929K users

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