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Research Article

Promotional Strategies and Visitor Engagement in Government-Owned Casinos in Cebu, Philippines

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Abstract. Promotional strategies are important components of casino tourism marketing. However, evidence remains limited on how visitors perceive their influence across multiple behavioral and relational dimensions in Philippine government-owned casino establishments. This study examined the perceived influence of promotional strategies on visitor attraction, visit frequency, spending behavior, and customer satisfaction and word-of-mouth promotion in selected government-owned casinos in Cebu, Philippines. Guided by the Theory of Planned Behavior (TPB) and the Attention, Interest, Desire, and Action (AIDA) framework, the study employed a quantitative descriptive-correlational design involving 100 casino guests from four selected establishments in Cebu City, Mandaue City, and Lapu-Lapu City, with 25 respondents per establishment. A researcher-developed questionnaire, content-validated and pilot-tested with 20 individuals, yielded a Cronbach's alpha of .95. Frequency, percentage, weighted mean, ranking, and chi-square tests were used to analyze the data. The findings indicated moderate perceived promotional influence on first-time visitor attraction (M = 3.14), visit frequency (M = 3.17), spending behavior (M = 3.11), and customer satisfaction and word-of-mouth promotion (M = 3.16). Discounted room and stay packages, free-play credits or gaming vouchers, loyalty and rewards programs, and complimentary food and beverages were the most frequently reported promotional offers. Significant associations were identified between gender and perceived promotional influence on spending behavior ($p = .042$) and between visit frequency and perceived promotional influence on customer satisfaction and word-of-mouth promotion ($p = .028$). These findings provide localized evidence that promotional planning should integrate tangible incentives with visitor experience, perceived value, accessibility, and relationship-building activities. The study translates these findings into a proposed TPB-informed, AIDA-structured promotional campaign model for visitor engagement and continued visitation. The results represent perceived influence and statistical associations, not demonstrated causal effects.

Keywords: *Casino tourism; Promotional strategies; Tourist visitation; Tourism marketing; Visitor behavior.*

The tourism, hospitality, and gaming industries operate in an increasingly competitive environment in which establishments must continuously develop strategies to attract visitors, encourage repeat visitation, and strengthen customer relationships. Casino establishments compete not only through gaming activities but also through accommodations, entertainment, customer experiences, promotional incentives, and loyalty programs. In this environment, promotional strategies serve as important marketing mechanisms for communicating value, creating awareness, providing incentives, and encouraging continued engagement with visitors. Recent research on gaming marketing indicates that promotions, loyalty programs, customer experience,

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service quality, and other marketing activities are associated with customer acquisition and retention in casino establishments (Tuguinay et al., 2024).

Government-owned casino establishments occupy a distinctive position at the intersection of public-sector ownership, tourism development, hospitality services, and regulated gaming. As legal and organizational entities, government-owned or -controlled corporations operate within applicable laws, governance arrangements, regulatory requirements, and public accountability obligations. In the Philippine context, Republic Act No. 10149, or the GOCC Governance Act of 2011, provides a governance framework for government-owned or -controlled corporations, emphasizing transparency, accountability, financial viability, and responsiveness to public interest. Casino gaming also operates within a specific legal framework, including Presidential Decree No. 1869, as amended by Republic Act No. 9487, which addresses the charter and powers of the Philippine Amusement and Gaming Corporation (PAGCOR). These legal instruments provide relevant institutional context for understanding corporate governance and casino gaming regulation in the Philippines. However, the legal status and operating authority of each establishment must be considered according to its specific ownership structure, charter, licensing arrangements, and applicable regulations rather than inferred solely from the term "government-owned." Within this institutional environment, promotional planning must consider visitor engagement alongside responsible marketing, transparent communication of promotional conditions, service quality, and compliance with applicable legal and regulatory requirements. Understanding how visitors perceive promotional strategies can provide context-specific evidence to support promotional decisions while recognizing the institutional responsibilities under which these establishments operate.

In the Philippine setting, examining selected government-owned casinos in Cebu provides an opportunity to investigate promotional strategies within a localized tourism and hospitality environment. Rather than assuming that promotional strategies have identical effects across casino establishments, the present study examines visitors' perceived responses, the promotional offers they report availing, and the associations between selected visitor characteristics and perceived promotional influence. This approach provides a basis for developing a practical promotional framework grounded in participants' reported experiences.

Promotional strategies have also expanded beyond traditional advertising to include digital communication, customer engagement, incentives, and experience-based activities. In tourism, the quality and accessibility of online information can influence tourists' behavioral intentions, while digital marketing interactions may contribute to destination visits and electronic word-of-mouth (Armutcu et al., 2023). Similarly, Kou et al. (2022) found that social media-related factors were associated with casino visitors' intentions to revisit casino properties. These findings indicate that promotional communication may operate across different stages of the visitor relationship, from generating initial awareness and interest to encouraging repeat visitation and continued engagement. In the casino context, promotional strategies may therefore be relevant to first-time visitor attraction, frequency of visits, spending-related decisions, customer satisfaction, and word-of-mouth promotion.

Previous studies provide empirical support for examining these visitor responses. Legg and Hancer (2020) found that casino patrons may place different values on promotional offers according to their visitation patterns, suggesting that promotional responses can vary across customer groups. Casino research has also associated customer satisfaction, perceived value, customer experience, and loyalty with revisit intentions and recommendations (Chan et al., 2020; Prentice et al., 2022; Tsai & Fong, 2021). These findings indicate that promotional strategies should not be viewed solely as mechanisms for attracting visitors but as components of a broader customer relationship process in which promotional value, visitor experience, satisfaction, and continued engagement are interconnected.

The present study is primarily anchored in the Theory of Planned Behavior (TPB) developed by Ajzen (1991), which provides a behavioral explanation of how individuals form intentions and engage in behavior. TPB explains behavioral intention through three central determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude refers to an individual's favorable or unfavorable evaluation of a behavior; subjective norms refer to perceived social expectations; and perceived behavioral control concerns the individual's perception of having the ability, resources, or opportunity to perform the behavior. In the present context, promotional strategies may communicate benefits and value that shape visitors' evaluations, while recommendations and shared experiences may relate to social influence. Affordability, accessibility, convenience,

and availability of promotional benefits may also relate to visitors' perceived ability and opportunity to visit. The relevance of TPB to casino visitation is further supported by Legg et al. (2023), who applied the framework to casino visitation and examined factors associated with visitors' visitation intentions.

Accordingly, promotional strategies are treated in this study as external marketing stimuli that may be associated with visitors' evaluations and visitation-related responses. Promotional packages, discounts, loyalty and rewards programs, gaming incentives, entertainment activities, and other promotional benefits may communicate value and desirable experiences that contribute to favorable evaluations. Recommendations, shared experiences, and socially communicated promotions may relate to subjective social influence, while affordability, accessibility, convenience, and availability of promotional benefits may relate to perceived behavioral control. Guided by this theoretical logic, the study examines four observable dimensions of visitor response: attraction of first-time visitors, increase in frequency of visits, influence on tourist spending behavior, and enhancement of customer satisfaction and word-of-mouth promotion. These dimensions are not treated as direct TPB constructs but as observable visitor responses through which the theory's relevance can be interpreted.

TPB is used in this study as a theoretical lens for organizing and interpreting the relationships between promotional strategies and visitor responses rather than as a fully tested causal model. The study does not directly measure all TPB constructs or statistically test the complete structural relationships proposed by the theory. Because the research employs a descriptive-correlational design, the findings are interpreted in terms of respondents' perceived influence of promotional strategies and statistical relationships among selected variables rather than as evidence that promotional strategies directly cause visitation, spending, satisfaction, or word-of-mouth outcomes. This distinction keeps the theoretical interpretation consistent with the study's design and measures.

The AIDA framework, which represents Attention, Interest, Desire, and Action, is incorporated as a supporting marketing communication framework. While TPB provides the behavioral lens for interpreting visitor responses, AIDA provides a practical communication sequence for organizing promotional activities. Promotional strategies identified in the study, including discounted room and stay packages, free-play credits or gaming vouchers, loyalty and rewards programs, complimentary food and beverages, and special events, can be organized according to their potential role in attracting attention, generating interest, strengthening desire, and encouraging action. The promotional strategies actually availed by respondents therefore provide empirical inputs for the proposed campaign model, while TPB provides the behavioral rationale underlying the model.

Respondent characteristics are included as contextual variables because promotional responses may vary according to demographic, behavioral, and experiential characteristics. Casino marketing research recognizes the importance of customer characteristics, visitation patterns, perceived value, customer experience, promotions, and loyalty in understanding casino customer behavior (Legg & Hancer, 2020; Prentice et al., 2022; Tuguinay et al., 2024). In this study, age, gender, civil status, monthly income, nationality, frequency of visits, preferred type of gaming, and duration of stay are not treated as primary TPB constructs. Rather, they provide descriptive and comparative context for determining whether perceptions of promotional influence differ across visitor groups. Examining these characteristics therefore complements the behavioral framework by identifying whether particular visitor groups demonstrate different perceptions of promotional influence across the four visitor-response dimensions.

The existing literature also provides a basis for examining the promotional strategies actually availed by casino visitors. Previous research has examined promotional offers, customer experience, perceived value, visitation patterns, loyalty, and customer responses, but identifying the specific promotional activities that visitors report using provides an additional practical perspective on promotional strategy. In the present study, promotional availment is therefore examined not as a measure of promotional effectiveness but as descriptive evidence of the types of promotional offers encountered and used by respondents. This information is particularly relevant to campaign development because it identifies the promotional mechanisms that are already familiar to visitors and can therefore serve as empirical inputs for organizing future promotional activities. The integration of visitor characteristics, promotional availment, and perceived visitor responses allows the study to move from describing the visitor population and their promotional experiences to examining patterns of promotional influence and translating the findings into a practical campaign framework.

Existing research provides a foundation for understanding casino marketing through promotional offers, customer experience, service quality, digital engagement, perceived value, satisfaction, and customer loyalty. Studies of casino promotional offers have examined how patrons value different incentives (Legg & Hancer, 2020), while research on social media has investigated the relationship between online engagement and casino visitation intentions (Kou et al., 2022). Other studies have examined the roles of gaming and non-gaming experiences in customer responses (Prentice et al., 2022), the behavioral mechanisms associated with casino visitation (Legg et al., 2023), and the relationship between marketing activities and customer acquisition and retention (Tuguinay et al., 2024). Research has also examined the relationships among customer satisfaction, service experiences, and loyalty in casino settings (Chan et al., 2020; Tsai & Fong, 2021). Collectively, these studies demonstrate that casino visitor behavior is multidimensional and cannot be adequately understood through promotional incentives alone.

Despite these contributions, context-specific evidence remains important for understanding how visitors perceive promotional influence across multiple visitor-response dimensions within the Philippine casino-tourism environment. The present study brings together four dimensions of perceived promotional influence: first-time visitor attraction, frequency of visits, spending behavior, and customer satisfaction and word-of-mouth promotion. It also examines the promotional offers respondents report availing and the associations between selected respondent characteristics and perceived promotional influence. Rather than claiming that these topics have never been examined individually, the study addresses the need for an integrated examination of these dimensions within selected government-owned casino establishments in Cebu. Its contribution lies in bringing together descriptive and correlational evidence on visitor perceptions and promotional availment and translating the findings into a proposed promotional campaign model.

The institutional context further underscores the relevance of examining promotional strategies in government-owned casino establishments. As legal and organizational entities, government-owned corporations operate within applicable laws, regulatory requirements, governance arrangements, and accountability obligations. In casino gaming, the specific legal status and operating authority of an establishment must be distinguished from its ownership, since the applicable charter, licensing arrangements, and gaming regulations determine the responsibilities under which it operates. Promotional planning in this setting therefore needs to consider visitor engagement alongside transparent communication of promotional conditions, responsible marketing, service quality, and compliance with applicable requirements. Examining visitors' perceptions can provide context-specific evidence to support promotional decisions while recognizing the institutional and regulatory environment in which these establishments operate.

The study also establishes a practical connection between behavioral theory and promotional planning. The Theory of Planned Behavior (TPB) developed by Ajzen (1991) provides a lens for interpreting how attitudes, subjective norms, and perceived behavioral control may relate to behavioral intentions. The AIDA framework organizes promotional communication into attention, interest, desire, and action. In this study, TPB informs the interpretation of visitor responses, while AIDA provides a practical structure for organizing the promotional activities identified in the findings. Because the questionnaire does not directly measure all TPB constructs and the descriptive-correlational design does not test a complete causal model, these frameworks are used to interpret and organize the findings rather than to claim empirical validation of the theories.

Accordingly, the study contributes localized evidence to casino tourism marketing by examining promotional perceptions, reported promotional availment, and associations between selected respondent characteristics and visitor-response dimensions within the participating establishments. Its practical contribution is the development of a proposed promotional campaign model grounded in the study's empirical findings and informed by TPB and AIDA. The model is intended as a planning framework for visitor engagement and continued visitation, not as a validated causal model. Through this integrated approach, the study connects existing literature, theoretical perspectives, empirical findings, and practical promotional planning within the specific context of government-owned casinos in Cebu.

This study aimed to: (1) describe the respondents' characteristics in terms of age, gender, civil status, monthly income, nationality, frequency of visits, preferred type of gaming, and duration of stay; (2) determine the perceived influence of promotional strategies on first-time visitor attraction, frequency of visits, spending

behavior, and customer satisfaction and word-of-mouth promotion; (3) identify the promotional strategies availed by respondents during their casino visits; (4) examine the associations between selected respondent characteristics and perceived promotional influence across the four visitor-response dimensions; and (5) develop a proposed promotional campaign model based on the empirical findings and informed by the Theory of Planned Behavior and the AIDA framework. By integrating these objectives, the study seeks to contribute localized evidence to casino tourism marketing and provide a practical basis for planning visitor-engagement initiatives in the participating establishments.

Methodology

Research Design

A quantitative descriptive-correlational research design was employed to examine visitors' perceptions of promotional strategies and their statistical relationships with selected respondent characteristics in selected government-owned casinos in Cebu, Philippines. The design was appropriate because the study sought to describe visitor characteristics, measure perceived promotional influence across four visitor-response dimensions, identify promotional strategies availed by respondents, and determine whether selected characteristics were significantly associated with these perceptions. The study did not involve experimental intervention or manipulation; therefore, the findings describe perceived influence and statistical association rather than causal effects.

Participants and Sampling Technique

The participants consisted of 100 casino guests from four selected government-owned casino establishments located in the Tri-Cities of Cebu, namely Cebu City, Mandaue City, and Lapu-Lapu City**.** Twenty-five (25) respondents were obtained from each selected casino establishment, resulting in a total sample of 100 respondents. The participants were guests who had visited the selected government-owned casino establishments and were willing to participate in the survey. Their inclusion enabled the study to obtain direct information regarding their casino experiences, visitation patterns, promotional strategies availed, and perceptions of the influence of promotional strategies. Participants were included if they had visited one of the selected casino establishments and were willing to participate in the study. Individuals who did not meet the established respondent requirements or declined participation were excluded. The study obtained 25 respondents from each of the four selected government-owned casino establishments to ensure equal representation of guests across the participating establishments. The final sample consisted of 100 valid respondents**.**

Research Instrument

A researcher-made questionnaire was used as the primary data-gathering instrument. The questionnaire was developed based on the objectives and variables of the study and consisted of three parts. Part I gathered the respondents' profile in terms of age, gender, civil status, monthly income, nationality, frequency of visits, preferred type of gaming, and duration of stay. Part II measured the perceived influence of promotional strategies on tourist visitation across four dimensions: attraction of first-time visitors, increase in frequency of visits, influence on tourist spending behavior, and enhancement of customer satisfaction and word-of-mouth promotion. A four-point Likert scale was used, with 4 indicating High Effect, 3 indicating Moderate Effect, 2 indicating Less Effect, and 1 indicating No Effect. Part III consisted of a checklist identifying the promotional strategies availed by the respondents during their casino visits.

Prior to pilot testing and actual data collection, the researcher-made questionnaire underwent content validation by validators who were experts in the field. The questionnaire was evaluated in terms of the relevance, clarity, appropriateness, and alignment of the items with the study objectives and variables. The comments and recommendations provided during the validation process were considered in revising and refining the instrument before its administration. Following content validation, the revised questionnaire was pilot-tested with 20 individuals who were not included in the main sample to assess the clarity and internal consistency of the instrument. The pilot test yielded a Cronbach's alpha coefficient of 0.95, indicating excellent internal consistency.

Data Gathering Procedure

Data collection was conducted through face-to-face administration of the survey questionnaires in the selected casino establishments in Cebu. Before data collection, the researcher secured permission from the management of the participating casino establishments through formal letters endorsed through the appropriate academic

authorities. After approval, the researcher administered the questionnaires to qualified respondents. Before completing the questionnaire, respondents were oriented regarding the purpose of the study, the nature of their participation, and the instructions for answering the instrument. The questionnaires were then distributed and collected after completion. Face-to-face administration allowed the researcher to clarify questions concerning the survey items when necessary. The procedure was conducted without experimental intervention, pre-test, post-test, or treatment/control conditions.

Data Analysis Procedure

The collected data were encoded, tabulated, and analyzed using appropriate descriptive and inferential statistical procedures. Frequency and percentage were used to describe the respondents' demographic and visitation profiles, including age, gender, civil status, income, nationality, frequency of visits, preferred gaming type, and duration of stay. Weighted mean and ranking were used to determine and compare the perceived influence of promotional strategies across the identified dimensions of tourist visitation. The dimensions examined included attraction of first-time visitors, increase in frequency of visits, influence on tourist spending behavior, and enhancement of customer satisfaction and word-of-mouth promotion. The Chi-square test of independence was used to determine whether significant relationships existed between selected respondent profile variables and perceptions of promotional strategy influence at the 0.05 level of significance**.** The results were interpreted based on the statistical outputs and the objectives of the study. No qualitative data analysis procedure was required because the study used quantitative survey data.

Ethical Considerations

Ethical safeguards were observed throughout the data-gathering process. Participation was voluntary**,** and respondents were informed of their right to decline participation or withdraw from the study at any time without consequences. Before answering the questionnaire, respondents were provided with an orientation explaining the purpose of the research and what their participation involved. Informed consent was obtained from the participants before data collection. The confidentiality and privacy of respondents were protected by excluding names and other identifying information from the research report. The collected data were securely maintained and used solely for academic purposes.

Results and Discussion

Demographic Profile of the Respondents

Table 1 presents the demographic and visitation profiles of the 100 respondents. The largest age group was 45–54 years old, comprising 27 respondents (27%), followed by those aged 35–44 years and 55 years and above, with 24 respondents (24%) each. Respondents aged 25–34 years accounted for 21%, while those aged 21–24 years comprised only 4%. Regarding gender, 51% were female, 47% were male, and 2% preferred not to disclose their gender, indicating a relatively balanced gender distribution. In terms of civil status, 58% were married, 32% were single, and 10% were divorced or annulled. Monthly income was concentrated in the ₱25,000–₱34,000 category (31%), followed by ₱35,000–₱44,000 (26%) and ₱24,000 and below (23%). The sample was predominantly Filipino (99%), with only 1% belonging to another nationality. Regarding visitation behavior, 32% reported visiting daily, 27% occasionally, 24% weekly, and 17% monthly. Slot machines were the most preferred gaming type (56%), followed by table games (30%), bingo (13%), and live dealer games (1%). In terms of duration of stay, the majority (59%) stayed for 4–6 hours, followed by 24% who stayed for 7–12 hours. Only a small proportion reported overnight or multi-night stays. Overall, the profile indicates that the respondents were predominantly middle-aged and older Filipino casino guests, with relatively balanced gender representation, varied visitation frequencies, a concentration in the reported middle-income categories, a preference for slot-machine gaming, and predominantly several-hour visits.

These findings establish the demographic and behavioral context for examining how casino guests perceive promotional strategies. However, the distributions describe the respondents rather than establish that their characteristics cause casino visitation or promotional responses. Consistent with the theoretical framework, age, gender, civil status, income, nationality, visit frequency, gaming preference, and duration of stay were treated as contextual variables rather than direct constructs of the Theory of Planned Behavior (TPB). Their purpose was to describe the sample and provide a basis for examining whether perceived promotional influence differed across visitor groups. This interpretation is consistent with casino marketing research, which recognizes that customer responses to promotions occur within a broader context of customer characteristics, visitation patterns, perceived

value, and promotional offers (Legg & Hancer, 2020).

Table 1. *Demographic Profile of the Respondents*

Respondents' Profile		Frequency	Percent
A. Age	55 years old and above	24	24%
	45-54 years old	27	27%
	35-44 years old	24	24%
	25-34 years old	21	21%
	21-24 years old	4	4%
B. Gender	Male	47	47%
	Female	51	51%
	Preferred not to say	2	2%
C. Civil Status	Single	32	32%
	Married	58	58%
	Divorced/Annulled	10	10%
D. Income Monthly	P50,000 & above	11	11%
	P45,000-P49,000	9	9%
	P35,000-P44,000	26	26%
	P25,000-P34,000	31	31%
	P24,000 & below	23	23%
E. Nationality	Filipino	99	99%
	Others	1	1%
F. Visit Frequency	Daily	32	32%
	Weekly	24	24%
	Monthly	17	17%
	Occasionally	27	27%
G. Gaming Preferred	Slot Machine	56	56%
	Table Games	30	30%
	Bingo	13	13%
	Live Dealer Games	1	1%
H. Stay Duration	4 or more nights	4	4%
	2-3 nights	2	2%
	1 night	3	3%
	>12 hours, but <24 hours	5	5%
	7-12 hours	24	24%
	4-6 hours	59	59%
	< 1 hour	3	3%
Total		**100**	**100%**

The concentration of respondents in the middle-aged and older groups, together with the predominance of Filipino respondents, should be considered when interpreting the subsequent findings. The 99% Filipino composition limits meaningful comparisons across nationality groups, while the relatively small representation of younger respondents and certain gaming categories constrains generalization to other visitor populations. Similarly, the predominance of 4–6-hour stays indicates that the findings primarily reflect the experiences of guests who spend several hours at the casino rather than those who stay overnight or for extended periods. These characteristics are relevant because casino visitor responses may encompass gaming and non-gaming experiences, customer satisfaction, spending, willingness to revisit, and word-of-mouth (Prentice et al., 2022). From the perspective of TPB, the demographic profile does not itself represent attitudes, subjective norms, or perceived behavioral control. Instead, it identifies the characteristics of the visitors whose perceptions of promotional influence were examined. The subsequent analyses therefore determine whether these contextual characteristics are statistically associated with four visitor-response dimensions: first-time visitor attraction, frequency of visits, spending behavior, and customer satisfaction and word-of-mouth promotion.

This demographic and visitation profile provides an empirical foundation for understanding promotional strategies within the context of casino resorts in Cebu, Philippines. By documenting the characteristics and visitation patterns of the respondents, the study establishes the context in which promotional influence on visitor attraction, visit frequency, spending behavior, customer satisfaction, and word-of-mouth can be examined. Its contribution lies in distinguishing the descriptive characteristics of casino guests from the factors statistically associated with their responses to promotional strategies. This approach provides a more context-specific basis for interpreting casino promotional effectiveness and avoids assuming that demographic characteristics

automatically translate into stronger promotional responses. The actual contribution of these characteristics to explaining visitor responses, however, must be established through the corresponding inferential analyses.

Promotional Strategies Most Influencing the Decisions of the Respondents to Visit the Casino

Table 2. *Promotional Strategies Most Influencing the Decisions of the Respondents to Visit the Casino in Terms of Awareness and Attraction of First-Time Visitors*

Indicators	Average	Effectiveness Level
1. Unique cultural experience offered by the casino resort.	3.16	Moderate Effect
2. Variety and quality of entertainment options available.	3.14	Moderate Effect
3. Attractiveness of promotional packages tailored for new visitors.	3.12	Moderate Effect
4. Convenience and accessibility of the casino resort location.	3.14	Moderate Effect
5. Ambiance and design of the casino resort environment.	3.14	Moderate Effect
Aggregate Average	**3.14**	**Moderate Effect**

Table 2 shows that promotional strategies had a moderate perceived influence on attracting first-time visitors, with an aggregate mean of *M* = 3.14. The highest-rated indicator was unique cultural experience (*M* = 3.16), while variety and quality of entertainment, convenience and accessibility, and ambiance and design each obtained *M* = 3.14. Attractive promotional packages for new visitors received the lowest mean (*M* = 3.12), although the rating remained within the moderate-effect category. These findings suggest that respondents considered the distinctiveness of the casino experience, entertainment offerings, accessibility, and physical environment relevant to visitor attraction, alongside conventional promotional packages.

The relatively higher rating for unique cultural experiences suggests that the perceived attractiveness of a casino may extend beyond price incentives to the experience associated with the destination. This interpretation is consistent with Tuguinay et al. (2024), who identified casino promotions, advertising, complimentary services, and distinctive offerings among factors associated with customer acquisition. The present findings complement this perspective by showing that, among the indicators examined, unique cultural experiences received the highest rating, although the difference from the other indicators was small. Consequently, the results do not establish that cultural experiences are statistically more influential than the other attributes. From the TPB perspective, visitors' evaluations of entertainment, accessibility, ambiance, and promotional packages may contribute to their attitudes toward visiting a casino. However, the study did not directly measure all TPB constructs or establish a causal pathway from promotional exposure to actual visitation. The moderate aggregate mean indicates that the strategies were perceived as having some influence, but they should not be regarded as the sole determinants of first-time visits.

These findings provide a more nuanced understanding of first-time visitor attraction by highlighting the perceived relevance of experiential attributes alongside conventional promotional incentives. Although attractive promotional packages are commonly used to encourage initial visits, the results show that unique cultural experience received the highest mean among the indicators examined, suggesting that the distinctiveness of the casino experience may be an important consideration in visitors' perceptions of attraction. This finding complements Tuguinay et al. (2024), who identified promotions, advertising, complimentary services, and distinctive offerings as factors associated with customer acquisition. The present study adds context-specific evidence from casino resorts in Cebu, Philippines, by showing that visitor attraction should be examined not only in terms of promotional offers but also in relation to the experience and environment associated with the destination. Nevertheless, because the differences among the indicator means were small and no statistical comparison among these means was reported, the results do not establish that cultural experiences are more influential than other attributes. Rather, they identify experiential distinctiveness as a relevant consideration for understanding perceived promotional influence on first-time visitor attraction in the study setting.

Table 3 shows that promotional strategies had a moderate perceived influence on increasing visit frequency, with an aggregate mean of *M* = 3.17. Loyalty and rewards programs obtained the highest mean (*M* = 3.29), followed by positive experience and customer satisfaction (*M* = 3.24). Variety of new or updated gaming options obtained *M* = 3.13, while attractive and regular promotional offers and convenience of location both obtained *M* = 3.09. The results indicate that continuing benefits and favorable visitor experiences were perceived as particularly relevant to repeat visitation.

Table 3. *Promotional Strategies Most Influencing the Decisions of the Respondents to Visit the Casino in Terms of an Increase in the Frequency of Visits*

Indicators	Average	Effectiveness Level
1. Effectiveness of loyalty and rewards programs.	3.29	High Effect
2. Attractive and regular promotional offers.	3.09	Moderate Effect
3. Positive experience and customer satisfaction.	3.24	Moderate Effect
4. Variety of new or updated gaming options.	3.13	Moderate Effect
5. Convenience of location and ease of access.	3.09	Moderate Effect
Aggregate Average	**3.17**	**Moderate Effect**

The higher rating for loyalty and rewards programs suggests that respondents placed comparatively greater perceived importance on benefits that accumulate or remain available across visits. This finding is consistent with Tuguinay et al. (2024), who identified loyalty programs and promotional activities among the strategies associated with casino customer retention. It also corresponds with Prentice et al. (2022), who found that customer experience was significantly related to customer loyalty, including willingness to revisit and word-of-mouth. Together, these studies provide a basis for interpreting loyalty benefits and satisfactory experiences as relevant components of visitor-retention strategies. Nevertheless, the difference between the highest-rated indicator (M = 3.29) and the aggregate mean (M = 3.17) does not establish that loyalty programs produce more repeat visits than other strategies. The present study measures perceived influence rather than experimentally established effects or independently verified visitation changes. From the TPB perspective, perceived benefits and positive experiences may contribute to favorable attitudes toward revisiting, but the study does not demonstrate that these perceptions cause repeat visitation.

Taken together, these findings contribute to the understanding of repeat visitation in casino resorts by highlighting the perceived relevance of sustained customer benefits and positive visitor experiences. The higher mean for loyalty and rewards programs, compared with the other indicators examined, suggests that respondents viewed continuing rewards as a relevant consideration in encouraging more frequent visits. This finding reinforces Tuguinay et al. (2024), who identified loyalty programs and promotional activities among the strategies associated with casino customer retention, while complementing Prentice et al. (2022), who established the relationship between customer experience and loyalty-related outcomes. The present study adds context-specific evidence from casino resorts in Cebu, Philippines, by showing that loyalty and rewards programs received the highest perceived-influence rating among the strategies assessed. However, this result should be interpreted as a difference in respondents' ratings rather than proof of superior effectiveness, since the study measured perceived influence and did not verify actual repeat-visit behavior. Thus, the findings underscore the relevance of loyalty incentives in understanding perceived visitor retention without establishing that these programs independently produce more frequent visits.

Table 4. *Promotional Strategies Most Influencing the Decisions of the Respondents to Visit the Casino in Terms of Influence on Spending Behavior*

Indicators	Average	Effectiveness Level
1. Promotional discounts and special offers increase my spending	3.14	Moderate Effect
2. Quality of casino facilities and services influences my spending decisions	3.09	Moderate Effect
3. Availability of exclusive VIP or high- roller services encourages higher spending	3.04	Moderate Effect
4. Social influence from friends or family affects how much I spend	3.12	Moderate Effect
5. My spending is influenced by perceived value and entertainment experience	3.14	Moderate Effect
Aggregate Average	**3.11**	**Moderate Effect**

Table 4 shows that promotional strategies had a moderate perceived influence on spending behavior, with an aggregate mean of M = 3.11. Promotional discounts and special offers and perceived value and entertainment experience obtained the highest means (M = 3.14), followed by social influence from friends or family (M = 3.12). Quality of casino facilities and services obtained M = 3.09, while exclusive VIP or high-roller services received the lowest mean (M = 3.04). These results suggest that respondents perceived broad-value promotions and the entertainment experience as somewhat more influential on spending than exclusive premium services. The findings are consistent with tourism research indicating that the presentation and framing of promotional offers can influence consumer responses, although their effects depend on the promotion and the context in which it is offered (Ma & Li, 2023). In the casino context, Prentice et al. (2022) also reported relationships among customer experience, spending, and loyalty-related responses. These studies support examining spending behavior in relation to both promotional incentives and the perceived value of the overall experience rather than treating

discounts as the only relevant factor. From the TPB perspective, perceived value and entertainment quality may contribute to visitors' favorable evaluations of casino offerings. Social influence from friends or family may also be relevant to behavioral intentions. However, the present findings do not establish that these factors caused guests to spend more money. The aggregate mean of $M = 3.11$ indicates moderate perceived influence, and the small differences among indicator means should not be interpreted as statistically significant unless an appropriate comparison test supports that conclusion.

Collectively, these findings contribute to the understanding of promotional influence on casino guests' spending behavior by highlighting the perceived relevance of general promotional incentives and entertainment value alongside other service-related attributes. The comparatively higher ratings for promotional discounts and special offers, and perceived value and entertainment experience, suggest that respondents viewed both financial incentives and the overall entertainment experience as relevant considerations in their spending-related perceptions. This interpretation is consistent with Ma and Li (2023), who examined how promotional presentation relates to consumer responses, and with Prentice et al. (2022), who reported relationships between customer experience and spending- and loyalty-related responses. The present study adds context-specific evidence from casino resorts in Cebu, Philippines, by showing that general promotional offers and perceived entertainment value received higher ratings than exclusive VIP or high-roller services among the indicators assessed. However, the small differences in mean scores do not establish that these factors are statistically more influential, nor do they demonstrate that promotional strategies cause guests to increase their actual expenditures. Rather, the findings indicate that perceived spending-related influence may involve both the value offered through promotions and the experience associated with casino visits.

Table 5. *Promotional Strategies Most Influence the Decisions of the Respondents to Visit the Casino in Terms of Enhancement of Customer Satisfaction and Word-of-Mouth Promotion*

Indicators	Average	Effectiveness Level
1. Quality of customer service leads to high satisfaction.	3.13	Moderate Effect
2. A positive gaming experience increases the likelihood of recommending the casino.	3.15	Moderate Effect
3. Attractive and rewarding loyalty programs boost satisfaction and referrals.	3.15	Moderate Effect
4. Cleanliness and ambiance of the casino contribute to overall satisfaction.	3.23	Moderate Effect
5. Special events and entertainment enhance customer enjoyment and promote sharing with others.	3.16	Moderate Effect
Aggregate Average	**3.16**	**Moderate Effect**

Table 5 shows that promotional strategies had a moderate perceived influence on customer satisfaction and word-of-mouth promotion, with an aggregate mean of $M = 3.16$. Cleanliness and ambiance received the highest mean ($M = 3.23$), followed by special events and entertainment ($M = 3.16$). Attractive and rewarding loyalty programs and positive gaming experience each obtained $M = 3.15$, while quality of customer service received the lowest mean ($M = 3.13$), although it remained within the moderate-effect category. These findings indicate that environmental and experiential attributes formed an important part of respondents' perceptions of satisfaction and willingness to recommend the casino.

The higher rating for cleanliness and ambiance is consistent with Bradley and Wang (2022), whose casino service-quality research examined gaming, restaurant, hotel, and cleanliness dimensions and found that the overall service-quality construct was related to customer satisfaction and loyalty. Prentice et al. (2022) similarly reported relationships among casino customer experience, spending, willingness to revisit, and word-of-mouth. These studies reinforce the relevance of the casino environment and customer experience when examining satisfaction and loyalty-related outcomes. The results also indicate that customer satisfaction and word-of-mouth should not be attributed to promotional offers alone. Cleanliness, ambiance, entertainment, gaming experiences, and service quality are part of the broader environment in which promotional strategies are encountered. From the TPB perspective, favorable evaluations of these experiences may support behavioral intentions such as recommending or revisiting a casino. Nevertheless, the present study measures perceived promotional influence and does not establish that the strategies directly cause satisfaction or actual word-of-mouth behavior.

Overall, these findings contribute to the understanding of customer satisfaction and word-of-mouth promotion in casino resorts by highlighting the perceived relevance of the physical environment alongside entertainment and promotional activities. The higher mean for cleanliness and ambiance suggests that respondents placed comparatively greater importance on the casino environment within this dimension, although the difference from the other indicators was small. This finding is consistent with Bradley and Wang (2022), whose research examined

casino service-quality dimensions in relation to customer satisfaction and loyalty, and with Prentice et al. (2022), who reported relationships between casino customer experience and outcomes such as willingness to revisit and word-of-mouth. The present study adds context-specific evidence from casino resorts in Cebu, Philippines, by identifying cleanliness and ambiance as the highest-rated indicator among those assessed for customer satisfaction and word-of-mouth promotion. These results suggest that perceived promotional influence in this dimension should be understood within the broader service environment in which guests experience casino offerings. However, the findings do not establish that cleanliness and ambiance independently determine satisfaction or actual recommendation behavior, nor do they demonstrate statistically significant differences among the indicator means. Rather, they underscore the relevance of environmental and experiential attributes when examining guests' perceptions of satisfaction and word-of-mouth promotion.

Promotional Strategies Availed by Respondents During Their Casino Visits

Table 6. *Promotional Strategies Availed by Respondents During Their Casino Visits (Multiple Responses Allowed)*

Indicator	Frequency Count	Percentage
1. Discounted room and stay packages	62	24%
2. Free play credits or gaming vouchers	59	23%
3. Loyalty and rewards program	54	21%
4. Complimentary food and beverages	52	20%
5. Special event or tournament promotions	17	7%
6. Seasonal or holiday discounts	4	2%
7. Social media exclusive deals	2	1%
8. Referral or group booking discounts	5	2%
Total	**255**	**100%**

Table 6 presents the promotional strategies availed by respondents during their casino visits. A total of 255 responses were recorded from 100 respondents because multiple responses were permitted. Therefore, the percentages represent the distribution of the 255 recorded responses rather than the proportion of respondents. Discounted room and stay packages were the most frequently availed promotion, with 62 responses (24%), followed by free-play credits or gaming vouchers with 59 responses (23%), loyalty and rewards programs with 54 responses (21%), and complimentary food and beverages with 52 responses (20%). Special event or tournament promotions accounted for 17 responses (7%), while the remaining promotional categories represented smaller proportions. Casino event-based promotional activities may also have broader visitation implications, as Park and Pancras (2022) examined the social and spatiotemporal impacts of casino jackpot events.

The distribution indicates that accommodation savings, gaming incentives, loyalty rewards, and complimentary services accounted for substantial portions of the recorded promotional availments. This pattern is consistent with Tuguinay et al. (2024), who identified promotions, complimentary services, and loyalty programs among the marketing strategies associated with customer acquisition and retention in casino research. The relevance of free-play incentives is also supported by Lucas et al. (2023), who examined the relationship between free-play offers, casino visitation, and wagering behavior, while Lucas and Spilde (2024) examined reduced free-play offers in relation to casino loyalty behavior. These studies provide a basis for discussing the different roles of promotional incentives in casino marketing, although the present frequency distribution alone cannot establish their effectiveness.

The findings may also be interpreted through the AIDA framework, in which promotional messages and offers can attract attention and generate interest and desire before resulting in consumer action. Recent tourism research applying AIDA-based models similarly links promotional stimuli with attention, interest, desire, and behavioral responses (Wei et al., 2022). In the present study, however, reported availment represents the use of promotional offers rather than evidence that those offers caused visitation, increased spending, or customer loyalty. Furthermore, because multiple responses were allowed, the findings describe the distribution of recorded selections rather than the percentage of unique visitors who availed each strategy.

The distribution of promotional availments provides a complementary perspective on casino marketing by showing which promotional categories accounted for the largest shares of recorded selections among the respondents. Discounted room and stay packages and free-play credits or gaming vouchers were the most frequently recorded availments, followed by loyalty and rewards programs and complimentary food and

beverages. This pattern is consistent with Tuguinay et al. (2024), who identified promotional activities, complimentary services, and loyalty programs as relevant elements of casino marketing, and with Lucas et al. (2023) and Lucas and Spilde (2024), whose studies examined free-play offers in relation to casino visitation, wagering, and loyalty behavior. The present findings extend this discussion by describing the relative distribution of promotional availments among casino guests in Cebu, Philippines, rather than relying solely on respondents' perceptions of promotional influence. However, the frequency of availment should not be equated with promotional effectiveness, since the data do not establish whether using a particular offer resulted in increased visitation, spending, or customer retention. Accordingly, the findings provide a descriptive account of the promotional offers represented in the sample while distinguishing reported promotional use from demonstrated behavioral outcomes.

Promotional Strategies Availed Across Profile Variables

Table 7. *Chi-Square Test of Independence Between Promotional Strategy and Age*

Variables	Chi-square Value	*df*	*p*	Decision Ho	Interpretation
A. Attractions of First-Time Visitors	16.18	12	.183	Fail to reject Ho	Not Significant
B. Increase in Frequency of Visits	10.02	12	.614	Fail to reject Ho	Not Significant
C. Influence of Tourist Spending Behavior	6.56	12	.885	Fail to reject Ho	Not Significant
D. Enhancement of Customer Satisfaction and Word-Of-Mouth Promotion	10.48	12	.574	Fail to reject Ho	Not Significant

Table 7 presents the relationship between respondents' age and their perceived influence of casino promotional strategies across four dimensions: first-time visitor attraction, visit frequency, spending behavior, and customer satisfaction and word-of-mouth promotion. All reported *p*-values exceeded the .05 significance level. Therefore, the null hypothesis was not rejected for any of the four dimensions, indicating that the analysis did not establish statistically significant associations between age and the perceived influence of promotional strategies. The findings suggest that the age groups represented in the sample had statistically comparable perceptions across the four dimensions. However, a nonsignificant result does not demonstrate that age is universally irrelevant to promotional responses. It indicates only that the analysis did not provide sufficient evidence of an association within the present sample. This distinction is important because casino customer acquisition and retention involve multiple factors, including promotional activities, customer experience, service quality, physical evidence, and loyalty strategies (Tuguinay et al., 2024). The age distribution also warrants consideration when interpreting the result. The sample contained relatively few younger respondents, particularly those aged 21–24 years, which may limit the precision of comparisons across age groups. Consequently, the findings should not be generalized automatically to casino populations with substantially different age distributions.

These findings provide context-specific evidence that respondents' age was not significantly associated with their perceived influence of casino promotional strategies across the four dimensions examined. This result adds to the discussion of casino marketing by indicating that age-related differences were not statistically evident within the present sample, despite the different age groups represented. In the broader context of casino customer acquisition and retention, promotional responses may be understood alongside other relevant factors, including customer experience, service quality, physical environment, and loyalty strategies (Tuguinay et al., 2024). However, the nonsignificant results do not establish that age has no influence on promotional responses in other populations or settings. The relatively small number of respondents in some age groups may also have limited the ability to detect differences. Thus, the findings suggest that age alone did not distinguish respondents' perceived promotional influence in this study, while leaving open the possibility that age-related patterns may emerge in samples with larger and more balanced age-group representation.

Table 8 presents the relationship between respondents' gender and their perceived influence of casino promotional strategies. No statistically significant relationship was found between gender and perceived promotional influence on first-time visitor attraction, visit frequency, and customer satisfaction and word-of-mouth promotion, as all corresponding *p*-values exceeded .05. However, a statistically significant relationship was found between gender and perceived promotional influence on spending behavior (p = .042). Thus, the null hypothesis was rejected for spending behavior but not for the other three dimensions.

Table 8. *Chi-Square Test of Independence Between Promotional Strategy and Gender*

Variables	Chi-square Value	*df*	*p*	Decision Ho	Interpretation
A. Attractions of First-Time Visitors	8.152	6	.227	Fail to reject Ho	Not Significant
B. Increase in Frequency of Visits	8.259	6	.220	Fail to reject Ho	Not Significant
C. Influence of Tourist Spending Behavior	10.893	6	.042	Reject Ho	Significant
D. Enhancement of Customer Satisfaction and Word-Of-Mouth Promotion	4.899	6	.557	Fail to reject Ho	Not Significant

The significant association indicates that gender was statistically related to respondents' perceptions of promotional influence on spending behavior in the present sample. This finding should be interpreted cautiously because it does not identify which gender group reported stronger perceived influence unless the group-level results are examined. Furthermore, the outcome represents perceived influence rather than actual expenditure. Research on electronic gaming machine behavior has documented gender-related differences in gambling behavior while also showing that such patterns vary according to individual and contextual factors (Stuart et al., 2023). Casino marketing research likewise indicates that responses to promotional offers can vary across customers, supporting the examination of behavioral characteristics alongside demographic information (Taylor & Zhang, 2025). For the three nonsignificant dimensions, the results did not provide sufficient evidence that gender was associated with perceived promotional influence on first-time visitor attraction, repeat visitation, or customer satisfaction and word-of-mouth promotion. These findings indicate that the potential relevance of gender may differ across the outcomes examined rather than applying uniformly to every dimension.

These results, considered together, provide a more differentiated understanding of the relationship between gender and perceived promotional influence in casino resorts. The significant association between gender and spending behavior (p = .042), alongside the nonsignificant associations for first-time visitor attraction, visit frequency, and customer satisfaction and word-of-mouth promotion, suggests that the relationship between demographic characteristics and promotional responses may vary according to the outcome examined. This finding complements Stuart et al. (2023), who examined gender-related patterns in electronic gaming machine behavior, and Taylor and Zhang (2025), whose research highlights the importance of examining customer characteristics in relation to responses to casino promotional offers. The present study adds context-specific evidence from casino resorts in Cebu, Philippines, by identifying a statistically significant gender association in perceived spending-related promotional influence, rather than across all four dimensions. Nevertheless, this result does not establish which gender group perceived greater influence or whether the association corresponds to differences in actual spending. Given the marginal significance of the result and the examination of multiple dimensions, the finding should be interpreted cautiously and viewed as evidence of a sample-specific association rather than a definitive gender-based pattern in casino promotional responses.

Table 9. *Chi-Square Test of Independence Between Promotional Strategy and Civil Status*

Variables	Chi-square Value	*df*	*p*	Decision Ho	Interpretation
A. Attractions of First-Time Visitors	1.892	6	.929	Fail to reject Ho	Not Significant
B. Increase In Frequency of Visits	0.975	6	.987	Fail to reject Ho	Not Significant
C. Influence of Tourist Spending Behavior	2.143	6	.906	Fail to reject Ho	Not Significant
D. Enhancement of Customer Satisfaction and Word-Of-Mouth Promotion	2.845	6	.828	Fail to reject Ho	Not Significant

Table 9 presents the relationship between respondents' civil status and their perceived influence of casino promotional strategies. All reported p-values exceeded the .05 significance level. Therefore, the null hypothesis was not rejected for first-time visitor attraction, visit frequency, spending behavior, or customer satisfaction and word-of-mouth promotion. The results did not establish statistically significant associations between civil status and any of the four dimensions. These findings indicate that civil status did not statistically differentiate perceived promotional influence among the groups represented in the sample. However, the absence of statistical significance should not be interpreted as proof that civil status can never be relevant to casino visitation or promotional responses. Rather, the results indicate that the present analysis did not provide sufficient evidence of an association. This interpretation is consistent with the broader casino marketing literature, which characterizes customer acquisition and retention as multidimensional processes involving promotional activities, customer experience, service quality, perceived value, and loyalty rather than a single demographic characteristic (Tuguinay et al., 2024).

Tsai and Fong (2021), for example, found relationships between casino-induced satisfaction of needs and customer loyalty and identified perceived gaming value and subjective norms as relevant factors in this relationship. Their findings provide a useful basis for considering experiential and value-related factors alongside demographic characteristics when examining casino customer responses. Nevertheless, the present study did not directly test all these factors as explanatory variables for civil-status differences.

These findings provide context-specific evidence that civil status was not significantly associated with respondents' perceived influence of casino promotional strategies across the four dimensions examined. This result adds to the discussion of casino marketing by indicating that differences in civil status did not statistically distinguish respondents' perceptions of promotional influence within the present sample. Consistent with the broader perspective presented by Tuguinay et al. (2024), casino customer acquisition and retention may involve several interconnected considerations, including promotional activities, customer experience, service quality, perceived value, and loyalty. Similarly, Tsai and Fong (2021) highlighted the relevance of perceived gaming value, satisfaction of needs, and subjective norms in understanding customer loyalty. The present findings complement this literature by showing that civil status alone did not demonstrate a statistically significant association with perceived promotional influence in the study setting. However, these nonsignificant results do not establish that civil status is irrelevant in other populations or contexts, nor do they explain the factors that may account for similarities in respondents' perceptions. Rather, they indicate that the relationship between civil status and perceived promotional influence was not statistically evident in this sample.

Table 10. *Chi-Square Test of Independence Between Promotional Strategy and Income*

Variables	Chi-square Value	*df*	*p*	Decision Ho	Interpretation
A. Attractions of First-Time Visitors	9.847	12	.689	Fail to reject Ho	Not Significant
B. Increase In Frequency of Visits	9.317	12	.676	Fail to reject Ho	Not Significant
C. Influence of Tourist Spending Behavior	14.331	12	.280	Fail to reject Ho	Not Significant
D. Enhancement of Customer Satisfaction and Word-Of-Mouth Promotion	11.708	12	.469	Fail to reject Ho	Not Significant

Table 10 presents the relationship between respondents' monthly income and their perceived influence of casino promotional strategies. All reported *p*-values exceeded .05. Therefore, the null hypothesis was not rejected for first-time visitor attraction, visit frequency, spending behavior, or customer satisfaction and word-of-mouth promotion. The analysis did not establish statistically significant associations between monthly income and any of the four dimensions. The findings indicate that respondents across the income categories represented in the study had statistically comparable perceptions of promotional influence. Accordingly, the data did not establish that income level differentiated perceptions of the promotional strategies examined. This is consistent with Tuguinay et al. (2024), whose systematic review identified multiple factors associated with casino customer acquisition and retention, including promotions, product offerings, service quality, physical evidence, customer experience, and loyalty strategies. These findings support examining casino marketing through multiple customer and experiential factors rather than attributing promotional responses primarily to income.

Taylor and Zhang (2025) further examined heterogeneity in customer responses to casino marketing offers, supporting the relevance of examining individual differences in promotional responses. However, the nonsignificant results in the present study do not establish that income is irrelevant to actual expenditure or gambling behavior. The analysis concerns perceived promotional influence, which is distinct from measured spending capacity, disposable income, and actual casino expenditure. In combination, these findings provide context-specific evidence that monthly income was not significantly associated with respondents' perceived influence of casino promotional strategies across the four dimensions examined. This result contributes to the discussion of demographic segmentation in casino marketing by indicating that income categories did not statistically distinguish respondents' perceptions of promotional influence within the present sample. This finding can be considered alongside Tuguinay et al. (2024), who identified multiple factors associated with casino customer acquisition and retention, and Taylor and Zhang (2025), who examined differences in customer responses to casino marketing offers. The present study adds evidence from casino resorts in Cebu, Philippines, by showing that perceived promotional influence was not significantly associated with monthly income, despite the different income categories represented. However, this finding should not be interpreted as evidence that income has no relationship with actual spending capacity, gambling behavior, or expenditure. Because the

analysis focused on perceived promotional influence rather than verified financial behavior, the results indicate only that statistically significant income-related differences were not established across the four dimensions in this sample.

Table 11. *Chi-Square Test of Independence Between Promotional Strategy and Nationality*

Variables	Chi-square Value	*df*	*p*	Decision Ho	Interpretation
A. Attractions of First-Time Visitors	1.655	3	.647	Fail to reject Ho	Not Significant
B. Increase In Frequency of Visits	3.995	3	.262	Fail to reject Ho	Not Significant
C. Influence of Tourist Spending Behavior	1.437	3	.697	Fail to reject Ho	Not Significant
D. Enhancement of Customer Satisfaction and Word-Of-Mouth Promotion	2.177	5	.536	Fail to reject Ho	Not Significant

Table 11 presents the relationship between respondents' nationality and their perceived influence of casino promotional strategies. All reported *p*-values exceeded the .05 significance level. Therefore, the null hypothesis was not rejected for the four dimensions examined, and the analysis did not establish statistically significant associations between nationality and perceived promotional influence. This result must be interpreted in light of the sample composition. Filipino respondents accounted for 99% of the participants, leaving only 1% from other nationalities. This highly uneven distribution provides a limited basis for meaningful cross-national comparison and may restrict the statistical power of the analysis. Consequently, the nonsignificant result should be understood as a finding about the available sample rather than evidence that nationality or cultural background has no relevance to promotional responses.

The cautious interpretation is consistent with casino marketing research emphasizing the role of customer experience, perceived value, promotional activities, and other contextual factors in acquisition and retention outcomes (Tuguinay et al., 2024). However, the present sample does not permit a strong assessment of whether nationality-related differences exist because the non-Filipino group is too small to support robust comparison. Synthesizing these results, provide context-specific evidence on the relationship between nationality and perceived promotional influence while highlighting an important limitation in the available data. Although no statistically significant associations were established across the four dimensions examined, the predominance of Filipino respondents (99%) and the very small representation of other nationalities (1%) limit the extent to which nationality-related differences can be meaningfully assessed. This result should therefore be interpreted alongside the broader casino marketing literature, which identifies promotional activities, customer experience, perceived value, and other contextual factors as relevant to customer acquisition and retention (Tuguinay et al., 2024). The present study contributes to this discussion by documenting the nationality composition of the sample and clarifying the limited basis for cross-national comparisons in casino resorts in Cebu, Philippines. Accordingly, the nonsignificant findings should not be taken as evidence that nationality or cultural background has no relevance to promotional responses; rather, they indicate that the available sample does not provide sufficient grounds for drawing firm conclusions about differences among nationality groups.

Table 12. *Chi-Square Test of Independence Between Promotional Strategy and Frequency of Visits*

Variables	Chi-square Value	*df*	*p*	Decision Ho	Interpretation
A. Attractions of First-Time Visitors	6.783	9	.660	Fail to reject Ho	Not Significant
B. Increase In Frequency of Visits	8.429	9	.492	Fail to reject Ho	Not Significant
C. Influence of Tourist Spending Behavior	11.275	9	.257	Fail to reject Ho	Not Significant
D. Enhancement of Customer Satisfaction and Word-Of-Mouth Promotion	18.713	9	.028	Reject Ho	Significant

Table 12 presents the relationship between respondents' frequency of casino visits and their perceived influence of promotional strategies. No statistically significant relationship was found between visit frequency and perceived promotional influence on first-time visitor attraction, visit frequency, or spending behavior, as the corresponding *p*-values exceeded .05. Therefore, the null hypothesis was not rejected for these dimensions. In contrast, a statistically significant relationship was found between visit frequency and perceived promotional influence on customer satisfaction and word-of-mouth promotion ($p = .028$). The null hypothesis was therefore rejected for this dimension. The significant result indicates that visitation frequency was statistically associated with respondents' perceptions concerning customer satisfaction and word-of-mouth promotion. However, the chi-square result alone does not identify which visitation group reported stronger or weaker perceptions. That conclusion requires examination of the corresponding group-level distributions. Similarly, the result does not

establish that frequent visits cause greater satisfaction or that promotional strategies cause visitors to return more often.

The finding is consistent with research linking casino customer experience with satisfaction and loyalty-related outcomes. Tuguinay et al. (2024) identified visitation frequency, loyalty, word-of-mouth, and other behavioral outcomes among measures examined in casino customer-retention research. Kou et al. (2022) also found that casino social-media engagement can be associated with revisit intentions and the transition from online engagement to physical casino visitation. These studies provide a relevant basis for interpreting the relationship between visitation patterns and satisfaction-related perceptions, while recognizing that the present study examined a specific association within its own sample.

These findings provide a more differentiated understanding of the relationship between casino visitation frequency and perceived promotional influence. The significant association between visit frequency and customer satisfaction and word-of-mouth promotion (p = .028), alongside the nonsignificant associations for first-time visitor attraction, visit frequency-related promotional influence, and spending behavior, suggests that visitation patterns may be associated with particular aspects of visitors' promotional perceptions rather than uniformly across all dimensions. This finding complements Tuguinay et al. (2024), who examined visitation frequency, loyalty, and word-of-mouth among casino customer-retention outcomes, and Kou et al. (2022), who explored the relationship between casino social-media engagement and revisit intentions. The present study adds context-specific evidence from casino resorts in Cebu, Philippines, by identifying a statistically significant association between visitation frequency and satisfaction- and recommendation-related perceptions. However, the result does not establish the direction or strength of this association, nor does it demonstrate that frequent visits cause greater satisfaction or word-of-mouth intentions. Accordingly, the finding highlights the importance of examining satisfaction and recommendation-related perceptions separately from other promotional-response dimensions when interpreting casino visitor behavior.

Table 13. *Chi-Square Test of Independence Between Promotional Strategy and Preferred Types of Gaming*

Variables	Chi-square Value	*df*	*p*	Decision Ho	Interpretation
A. Attractions of First-Time Visitors	4.233	9	.895	Fail to reject Ho	Not Significant
B. Increase In Frequency of Visits	8.056	9	.529	Fail to reject Ho	Not Significant
C. Influence of Tourist Spending Behavior	5.723	9	.767	Fail to reject Ho	Not Significant
D. Enhancement of Customer Satisfaction and Word-Of-Mouth Promotion	6.42	9	.697	Fail to reject Ho	Not Significant

Table 13 presents the relationship between respondents' preferred gaming type and their perceived influence of casino promotional strategies. All reported p-values exceeded .05 for first-time visitor attraction (p = .895), visit frequency (p = .529), spending behavior (p = .767), and customer satisfaction and word-of-mouth promotion (p = .697). Therefore, the null hypothesis was not rejected for all four dimensions, and the analysis did not establish statistically significant associations between preferred gaming type and perceived promotional influence. The findings indicate that respondents with different gaming preferences had statistically comparable perceptions across the four dimensions. However, these results do not demonstrate that gaming preference is universally unrelated to promotional responses. Rather, the available data did not provide sufficient evidence of an association within the sample. Tuguinay et al. (2024) emphasized that casino customer acquisition and retention involve multiple factors, including promotions, product offerings, customer experience, service quality, physical evidence, and loyalty.

Tsai and Fong (2021) demonstrated that casino customer loyalty involves factors such as satisfaction of needs, perceived gaming value, and subjective norms, illustrating the multidimensional nature of casino customer responses. Taylor and Zhang (2025) further examined differences in individual responses to casino marketing offers, suggesting that customer-level behavioral information may complement broad demographic or preference-based segmentation. These studies support a broader approach to understanding promotional response, although they do not independently establish why preferred gaming type was nonsignificant in the present analysis. Viewed collectively, these findings indicate that preferred gaming type did not significantly differentiate respondents' perceived influence of casino promotional strategies across the four dimensions examined. This result contributes context-specific evidence to the discussion of casino customer segmentation by showing that gaming preference alone was not significantly associated with promotional perceptions among the respondents

in Cebu, Philippines. This finding may be considered alongside Tuguinay et al. (2024), who highlighted the multiple factors associated with casino customer acquisition and retention, and Tsai and Fong (2021), who emphasized the relevance of perceived gaming value, satisfaction of needs, and subjective norms in understanding casino customer loyalty. Taylor and Zhang (2025) also examined variations in customer responses to casino marketing offers, underscoring the importance of considering individual differences in promotional response. The present findings complement this literature by demonstrating that preferred gaming type was not significantly associated with perceived promotional influence in the sample studied. Nevertheless, the nonsignificant results do not establish that gaming preferences are irrelevant to promotional responses in other settings or under different promotional conditions. Rather, they suggest that the relationship between gaming preference and perceived promotional influence was not statistically evident across the four dimensions examined in this study.

Table 14. *Chi-Square Test of Independence Between Promotional Strategy and Duration of Stay*

Variables	Chi-square Value	*df*	*p*	Decision Ho	Interpretation
A. Attractions of First-Time Visitors	17.593	18	.483	Fail to reject Ho	Not Significant
B. Increase In Frequency of Visits	16.891	18	.531	Fail to reject Ho	Not Significant
C. Influence of Tourist Spending Behavior	19.04	18	.389	Fail to reject Ho	Not Significant
D. Enhancement of Customer Satisfaction and Word-Of-Mouth Promotion	18.896	18	.398	Fail to reject Ho	Not Significant

Table 14 presents the relationship between respondents' duration of stay and their perceived influence of casino promotional strategies. All reported *p*-values for first-time visitor attraction, visit frequency, spending behavior, and customer satisfaction and word-of-mouth promotion exceeded .05. Therefore, the null hypothesis was not rejected for all four dimensions, and the analysis did not establish statistically significant associations between duration of stay and perceived promotional influence. The findings indicate that respondents with different lengths of stay had statistically comparable perceptions across the four dimensions. Nevertheless, the absence of statistical significance does not establish that duration of stay is irrelevant to promotional responses in other casino populations or settings. It indicates only that the present analysis did not provide sufficient evidence of an association within the sample examined. This interpretation is consistent with the broader casino marketing literature, which identifies multiple promotional, experiential, service, and loyalty-related factors associated with customer acquisition and retention rather than treating a single behavioral characteristic as sufficient to explain customer responses (Tuguinay et al., 2024).

The result should also be considered alongside the visitation profile in Table 1, where most respondents reported stays of 4–6 hours. If the duration categories were unevenly represented, the ability to detect differences across groups may have been limited. Moreover, duration of stay is not equivalent to actual spending, satisfaction, or responsiveness to a particular promotional offer. Consequently, the findings should not be used to conclude that guests with longer and shorter stays necessarily behave identically in all aspects of casino consumption. Viewed in relation to the preceding findings, the results indicate that duration of stay was not significantly associated with respondents' perceived influence of casino promotional strategies across the four dimensions examined. This finding adds context-specific evidence to the assessment of visitor characteristics by showing that differences in the length of casino stays did not statistically distinguish promotional perceptions among the respondents in Cebu, Philippines. It complements the broader perspective of Tuguinay et al. (2024), who identified promotional activities, customer experience, service quality, and loyalty-related factors as relevant to casino customer acquisition and retention. The present results suggest that duration of stay, considered independently, may not adequately explain variations in how guests perceive promotional strategies. However, the predominance of respondents reporting stays of four to six hours, as presented in Table 1, may have limited the ability to identify differences across duration categories if the groups were unevenly represented. Moreover, the nonsignificant findings do not establish that duration of stay is unrelated to actual spending, satisfaction, or promotional redemption. Rather, they indicate that statistically significant associations between duration of stay and perceived promotional influence were not established in the sample examined.

Proposed Promotional Campaign Model

The proposed promotional campaign model was developed from the empirical findings of the study rather than from promotional assumptions alone. The promotional strategies most frequently availed by respondents—discounted room and stay packages, free-play credits or gaming vouchers, loyalty and rewards programs, and

complimentary food and beverages—provide the principal promotional inputs for the model. The perceived influence results further identify the visitor-response areas to be addressed, namely first-time visitor attraction, repeat visitation, spending behavior, and customer satisfaction and word-of-mouth promotion. The significant relationships between gender and spending-related perceptions and between visit frequency and satisfaction and word-of-mouth promotion provide additional contextual considerations for campaign planning. AIDA provides the communication sequence for organizing these promotional elements into attention, interest, desire, and action, while TPB provides the behavioral lens for interpreting how perceived value, social influence, and perceived accessibility may relate to visitor responses. Thus, the model translates the study's empirical findings into a structured promotional approach for visitor attraction, engagement, and continued visitation.

Conclusion

This study contributes to the broader understanding of casino tourism marketing by demonstrating that visitor engagement should be examined as a multidimensional process involving promotional incentives, perceived value, entertainment, service environment, and customer relationships. The findings from selected government-owned casinos in Cebu indicate that promotional strategies are perceived as relevant to visitor attraction, repeat visitation, spending-related decisions, and customer satisfaction and word-of-mouth promotion. More importantly, the study brings these dimensions together with reported promotional availment and visitor characteristics to provide a context-specific perspective on how casino guests perceive promotional activities. Its principal contribution is the development of a proposed promotional campaign model that translates the empirical findings into a structured approach to visitor engagement, using the Theory of Planned Behavior (TPB) as an interpretive lens and the Attention, Interest, Desire, and Action (AIDA) framework to organize promotional communication.

In practice, the findings suggest that casino promotional planning should extend beyond the provision of incentives and consider the overall experience through which visitors evaluate promotional offers. The proposed model may serve as a planning guide for integrating accommodation packages, gaming incentives, loyalty programs, complimentary services, entertainment, and customer-experience considerations into coordinated promotional activities. For government-owned casino establishments, such planning should also be consistent with applicable regulatory requirements, transparent communication of promotional terms, public accountability, and responsible marketing. These implications are intended to inform promotional planning rather than prescribe a universally effective strategy, since the study measured perceived influence and reported promotional availment rather than verified changes in visitation, expenditure, or customer retention.

From a broader research perspective, the findings contribute localized evidence from four selected establishments in Cebu, Philippines, while highlighting the need to examine promotional responses in relation to specific outcomes rather than assuming that visitor characteristics influence all dimensions uniformly. The proposed model provides a basis for further investigation, but it has not yet been empirically validated as a causal framework. Future research may test and refine the model using larger and more diverse samples across different casino settings, longitudinal designs, actual visitation and spending records, and direct measures of the TPB constructs. Further studies may also examine how promotional exposure, perceived value, visitor experience, and responsible marketing practices relate to behavioral intentions and observed outcomes. Such research would help determine the model's broader applicability and strengthen the evidence base for casino tourism marketing and visitor-engagement strategies.

Contributions of Author

Author: conceptualization, development of the research proposal, data gathering, data analysis, interpretation of results, and manuscript preparation and revision.

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Conflict of Interests

The author declares that there are no conflicts of interest related to this study.

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