MIB Market Intelligence Report

Silver Sage Casino

November 17, 2026

Two high-priority items for **Silver Sage Casino** warrant action this week.

Intelligence Signals

🔴 HIGH PRIORITY

🔴 📌 **Mojave Star Casino** Competitor's website (prices / specials page)

Mojave Star loyalty match offer — 90-day status match from any competitor

Mojave Star (Crescent Gaming Group) launched a 90-day automatic loyalty status match. Bring any competitor loyalty card to the players club desk and they instantly match the tier. Aggressive customer-acquisition move aimed at locals who already hold another casino's card, including yours.

> → **Action:** Don't answer with a match of your own. Pull your players who haven't visited in 90 days and check whether that count grows over the next month; those are the guests a match pulls first. If it does, reach out to them with what your club already gives them.

Sources: Competitor's website (prices / specials page)

🔴 🌐 **Glass Mesa Resort** Competitor's website

New $5 blackjack tables advertised on homepage — 24/7

🌐 On their site

Glass Mesa Resort updated their homepage to feature "Vegas's most $5 blackjack tables — 24/7" with a count of 14 tables. This is unusual for the south-Strip submarket; most $5 tables disappeared post-pandemic. Clear play for the budget-conscious local + bus-tour segment.

> → **Action:** Audit your own $5-table coverage. If you have any, surface them aggressively in the marquee and on Google Business Profile. Locals who chase low-

> stakes tables share notes in local online forums; make sure your table limits are easy to find.

Sources: Competitor's website

🟡 MEDIUM PRIORITY

🟡 🌐 **Juniper Flats Casino** Competitor's website

Added 12 self-serve sports-betting kiosks and is promoting "no window line"

🌐 On their site

Juniper Flats Casino announced on its homepage banner that it has added 12 self-serve sports-betting kiosks beside its sports bar, promoted as "bet and cash out without the window line." Their sports-bar menu page now lists game-day food specials too.

> → **Action:** Check your own sports-book wait on a busy game day before adding anything. If the line is the problem, an extra writer on the window for the biggest games is the cheap test; kiosks are a bigger decision to take with your sportsbook operator.

Sources: Competitor's website

🟡 🌐 **Lantern Bay Resort** Competitor's website

Booked a major Latin-music headliner pop-up residency in December — 6 shows announced

🌐 On their site

Lantern Bay announced a 6-show pop-up residency with a major Latin-music headliner, targeted at the Latino tourist market. Halo effect on Latino-market room-night demand for the entire month.

> → **Action:** Two moves: 1) for December dates around the residency, offer Latino-market specific packaging (Spanish-language website variant, late dinner reservations, transport to Lantern Bay); 2) book a complementary act — tribute or rising Latin artist — that catches overflow demand.

Sources: Competitor's website

🟢 LOW PRIORITY / FYI

🟢 📌 **Copper Canyon Suites & Casino** Google Business Profile listing (reviews)

Hotel-side reviews complain about pool closure with no posted reopening

Copper Canyon has 7 new 2-3 star reviews this week mentioning pool closure and no signage about reopening. If their pool stays offline for long, they have a real problem competing for leisure travelers. If the pool stays closed through your busy weeks, the guests who were planning to stay there are room nights you can win, each worth a full room rate.

> → **Action:** If your pool is open and you can keep it open, feature it in your room-night listings and on Google Business Profile, with your real hours written out, aimed at the leisure guests who were looking at Copper Canyon. Check the hours are accurate before you post them.

Sources: Google Business Profile listing (reviews)

⭐ Google reviews landscape

Where you stand on Google reputation vs. the competitors we monitor — star rating and total review count. More reviews = more inbound trust; a rising competitor is pulling ahead on social proof.

Business	Rating	Reviews
Mojave Star Casino	4.4★	6,810
Glass Mesa Resort	4.3★	3,870
Silver Sage Casino (YOU)	4.3★	2,353
Copper Canyon Suites & Casino	4.1★	5,230
Juniper Flats Casino	4.0★	2,460

💡 You rank #5 of 5 on review volume.

💬 You have 2 new reviews to respond to

No owner reply was showing when we checked.

★★★★★ · Nov 15 · on Google

“Clean rooms, friendly front desk and an easy check-in. Parking was close to the door.”

Suggested reply

Thank you for taking the time to share your feedback. We are glad your stay was a comfortable one, and we hope to welcome you back.

★★☆☆☆ · Nov 12 · on Google

“Room was fine but the elevator wait was long on Saturday evening.”

Suggested reply

Thank you for letting us know about this. A long wait at the elevators is not the experience we want for guests, and we would like to hear more. Please call us so we can follow up.

Suggested replies are drafts: read and edit before you post. We never post anything for you. Copy a reply into your Google Business Profile.

Monthly benchmark

November 2026: you and the rivals we track, side by side.

	Rating	Reviews	New 30d	Replies	Services
Silver Sage Casino	4.3 (±0)	2,353 (+3)	3 (+1)	45% (+5 pts)	6 (±0)
Copper Canyon Suites & Ca...	4.1 (±0)	5,230 (+7)	7 (+1)	38% (-2 pts)	6 (±0)
Glass Mesa Resort	4.3 (±0)	3,870 (+7)	7 (±0)	48% (-2 pts)	3 (±0)
Juniper Flats Casino	4.0 (±0)	2,460 (+6)	6 (+3)	52% (-2 pts)	3 (±0)
Mojave Star Casino	4.4 (±0)	6,810 (+4)	4 (±0)	63% (-2 pts)	3 (±0)

Brackets: change from a month ago. New 30d: Google reviews added in the last 30 days. Replies: share of the latest reviews we read that have an owner reply. Services: services named on the website.

For your information: your Google listing

Your Google listing now shows different holiday hours than before: the buffet is listed as closed on Thanksgiving Day. If that is right, no action is needed. If not, fix it in your Business Profile so guests are not turned away.

Spotted something that looks wrong? Tell us at info@myintelbrief.com (or via in-app Support) and we'll review and correct it promptly. AI-generated intelligence may contain errors; please verify before acting.

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