

Claims:

1. A method in a server including a processor, a memory and a network interface comprising:
 - 5 receiving, via the network interface, transaction information regarding participation in an activity within a casino enterprise;

determining, based upon the transaction information, that the activity is not attributable to registered customers with loyalty program accounts in a loyalty program provided by the casino enterprise;
 - 10 determining a location of a purchase of the activity;

receiving via the network interface wireless signal data from a plurality of portable wireless devices deployed within the casino enterprise;

determining, based upon the wireless signal data, a location for each of the plurality of portable wireless devices;
 - 15 determining that at least a first portable wireless device is within a threshold distance from the location of the purchase of the activity;

generating a virtual customer and a virtual customer account;

storing device identification information that allows the first portable wireless device to be uniquely identified and the transaction information regarding participation in the activity
20 to the virtual customer account wherein the virtual customer's participation in future activities can be identified based upon at least a detection of the wireless signal data from the first portable wireless device;

receiving, via the network interface, transaction information regarding participation in a second activity within a casino enterprise;
 - 25 determining, based upon the transaction information, that the second activity is not attributable to the registered customers with the loyalty program accounts for the loyalty program provided by the casino enterprise;

determining a location of the purchase of the second activity;

determining that the first portable wireless device and a second wireless device are
30 within the threshold distance from the location of the purchase of the second activity;

storing the transaction information regarding the participation in the second activity to the virtual customer account; and

storing the transaction information regarding the participation in the second activity to a second virtual customer account wherein the second wireless device is associated with the
5 second virtual customer account.

2. The method of claim 1, further comprising:

after the virtual customer account is generated, registering the virtual customer that controls the first portable device to the loyalty program wherein during the registration the
10 virtual customer provides personal identification information; and

generating the loyalty program account for the identified customer including:

storing the provided personal identification information to a loyalty program account;

storing the device identification information that allows the first portable wireless device to be uniquely identified to the loyalty program account; and

15 storing the transaction information regarding participation in one or more activities stored in the virtual customer account to the loyalty program account.

3. The method of claim 2, further comprising: determining a value of the one or more activities stored in the virtual customer account and

20 determining a number of loyalty points to add to the loyalty program account based upon the determined value.

4. The method of claim 1, further comprising:

25 generating a report indicating activities that are being purchased in the casino enterprise including activities of the registered customers and the activities of the virtual customers.

5. The method of claim 1, wherein the transaction information is received from a gaming device configured to allow a play of wager-based game.

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6. The method of claim 1, wherein the transaction information is received from a point of sales terminal.

7. The method of claim 1, further comprising:

5 determining the virtual customer is to be contacted;
determining an offer and a contact mode for the contact with the virtual customer; and
sending a message indicating the offer and the contact mode to a remote device.

8. The method of claim 7, wherein the virtual customer receiving the offer is contingent
10 upon the virtual customer providing personal identification information and registering with
the loyalty program.

9. The method of claim 7, wherein the contact mode involves generating a message at a
15 gaming device while the virtual customer is participating in a wager-based game at the
gaming device.

10. The method of claim 1, further comprising: receiving identification information via a
player tracking device and determining, based upon the transaction information, that the
activity is attributable to a registered customer based upon the identification information.

11. The method of claim 1, further comprising:

determining a total value of the second activity; and
dividing the total value of the second activity between the virtual customer account
and the second customer account.

12. A method in a server including a processor, a memory and a network interface
comprising:

receiving, via the network interface, transaction information regarding participation in
an activity within a casino enterprise;

determining, based upon the transaction information, that the activity is not attributable to registered customers with loyalty program accounts in a loyalty program provided by the casino enterprise;

determining a location of a purchase of the activity;

5 receiving via the network interface wireless signal data from a plurality of portable wireless devices deployed within the casino enterprise;

determining, based upon the wireless signal data, a location for each of the plurality of portable wireless devices;

10 determining that at least a first portable wireless device is within a threshold distance from the location of the purchase of the activity;

generating a virtual customer and a virtual customer account;

15 storing device identification information that allows the first portable wireless device to be uniquely identified and the transaction information regarding participation in the activity to the virtual customer account wherein the virtual customer's participation in future activities can be identified based upon at least a detection of the wireless signal data from the first portable wireless device;

determining that the first portable wireless device and a second portable wireless device are within the threshold distance from the location of the purchase of the activity;

generating a second virtual customer and a second virtual customer account; and

20 storing device identification information that allows the second portable wireless device to be uniquely identified and the transaction information regarding participation in the activity to the second virtual customer account wherein the virtual customer's participation in future activities can be identified based upon at least a detection of the wireless signal data from the second portable wireless device.

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13. The method of claim 12, further comprising:

determining the virtual customer and the second virtual customer are a single customer; and

30 combining the virtual customer account and the second virtual customer account into a single virtual customer account.

What is claimed is:

1. A method in a server including a processor, a memory and a network interface comprising:

5 receiving, via the network interface, transaction information regarding participation in an activity within a casino enterprise;

determining, based upon the transaction information, that the activity is not attributable to registered customers with loyalty program accounts in a loyalty program provided by the casino enterprise;

10 determining a location of the purchase of the activity;

receiving via the network interface wireless signal data from a plurality of portable wireless devices deployed within the casino enterprise;

determining, based upon the wireless signal data, a location for each of the plurality of portable wireless devices;

15 determining that at least a first portable wireless device is within a threshold distance from the location of the purchase of the activity;

generating a virtual customer and a virtual customer account; and

storing device identification information that allows the first portable wireless device to be uniquely identified and the transaction information regarding

20 participation in the activity to the virtual customer account wherein the virtual customer's participation in future activities can be identified based upon at least a detection of the wireless signal data from the first portable wireless device.

2. The method of claim 1, further comprising:

25 after the virtual customer account is generated, registering the virtual customer that controls the first portable device to the loyalty program wherein during the registration the virtual customer provides personal identification information; and

generating the loyalty program account for the identified customer including:

storing the provided personal identification information to a loyalty program account;

30 storing the device identification information that allows the first portable wireless device to be uniquely identified to the loyalty program account; and

storing the transaction information regarding participation in one or more activities stored in the virtual customer account to the loyalty program account.

3. The method of claim 2, further comprising: determining a value of the one or more activities stored in the virtual customer account and determining a number of loyalty points to add to the loyalty program account based upon the determined value.
- 5 4. The method of claim 1, further comprising:
generating a report indicating activities that are being purchased in the casino enterprise including activities of the registered customers and the activities of the virtual customers.
- 10 5. The method of claim 1, wherein the transaction information is received from a gaming device configured to allow a play of wager-based game.
6. The method of claim 1, wherein the transaction information is received from a point of sales terminal.
7. The method of claim 1, further comprising:
receiving, via the network interface, transaction information regarding
15 participation in a second activity within a casino enterprise;
determining, based upon the transaction information, that the second activity is not attributable to the registered customers with the loyalty program accounts for the loyalty program provided by the casino enterprise;
determining a location of the purchase of the second activity;
20 determining that at least a second portable wireless device is within the threshold distance from the location of the purchase of the second activity;
determining that the second portable wireless device is associated with a registered customer with a loyalty program account; and
storing the transaction information associated with the second activity to the
25 loyalty program account of the registered customer.
8. The method of claim 1, further comprising:
receiving, via the network interface, transaction information regarding
participation in a second activity within a casino enterprise;
determining, based upon the transaction information, that the second activity is
30 not attributable to the registered customers with the loyalty program accounts for the loyalty program provided by the casino enterprise;
determining a location of the purchase of the second activity;

determining that at least the first portable wireless device is within the threshold distance from the location of the purchase of the second activity; and
storing the transaction information regarding the participation in the second activity to the virtual customer account.

5 9. The method of claim 1, further comprising:

receiving, via the network interface, transaction information regarding participation in a second activity within a casino enterprise;

determining, based upon the transaction information, that the second activity is not attributable to the registered customers with the loyalty program accounts for the

10 loyalty program provided by the casino enterprise;

determining a location of the purchase of the second activity;

determining that a the first portable wireless device and a second wireless device are within the threshold distance from the location of the purchase of the second activity;

15 storing the transaction information regarding the participation in the second activity to the virtual customer account; and

storing the transaction information regarding the participation in the second activity to a second virtual customer account wherein the second wireless device is associated with the second virtual customer account.

20 10. The method of claim 9, further comprising:

determining a total value of the second activity and

dividing the total value of the second activity between the virtual customer account and the second customer account.

11. The method of claim 1, further comprising:

25 determining that the first portable wireless device and a second portable wireless device are within the threshold distance from the location of the purchase of the activity;

generating a second virtual customer and a second virtual customer account;

and

30 storing device identification information that allows the second portable wireless device to be uniquely identified and the transaction information regarding participation in the activity to the second virtual customer account wherein the virtual

customer's participation in future activities can be identified based upon at least a detection of the wireless signal data from the second portable wireless device.

12. The method of claim 11, further comprising:

determining the virtual customer and the second virtual customer are a single customer; and

combining the virtual customer account and the second virtual customer account into a single virtual customer account.

13. The method of claim 1, further comprising:

determining the virtual customer is to be contacted;

determining an offer and a contact mode for the contact with the virtual customer; and

sending a message indicating the offer and the contact mode to a remote device.

14. The method of claim 13, wherein the virtual customer receiving the offer is contingent upon the virtual customer providing personal identification information and registering with the loyalty program.

15. The method of claim 13, wherein the contact mode involves generating a message at a gaming device while the virtual customer is participating in a wager-based game at the gaming device.

16. The method of claim 1, further comprising: receiving identification information via a player tracking device and determining, based upon the transaction information, that the activity is attributable to a registered customer based upon the identification information.

17. A server, comprising:

a processor, a memory and a network interface

wherein the processor is configured to 1) receive one or more of passively detected biometric data or wireless signal data from a first of set of remote devices via the network interface; 2) receive transaction information regarding participation in an activity within a casino enterprise from a second set of devices via the network

interface; 3) determine, based upon the transaction information, that the activity is not attributable to registered customers with loyalty program accounts in a loyalty program provided by the casino enterprise; 4) determining a location of the purchase

of the activity; 5) based upon the wireless signal data, determine that a first portable wireless device is within a threshold distance from the location of the purchase of the activity; 6) generate a virtual customer and a virtual customer account; and 7) store device identification information that allows the first portable wireless device to be uniquely identified and the transaction information regarding participation in the activity to the virtual customer account wherein the virtual customer's participation in future activities can be identified based upon at least a detection of the wireless signal data including the device identification information from the first portable wireless device.

10 18. The server of claim 17, wherein first set of remote devices includes gaming devices configured to control a play of a wager-based game.

19. The server of claim 17, wherein the passively detected biometric data includes image data.

20. The server of claim 17, wherein the server is further configured to periodically check the virtual customer account for activity and delete the virtual customer account when no activity has been detected over a period of time.

21. Computer readable medium for tangibly storing a computer program used by a processor, the computer readable medium comprising:

computer code for receiving, via the network interface, transaction
20 information regarding participation in an activity within a casino enterprise;
computer code for determining, based upon the transaction information, that the activity is not attributable to registered customers with loyalty program accounts in a loyalty program provided by the casino enterprise;
computer code for determining a location of the purchase of the activity;
25 computer code for receiving via the network interface wireless signal data from a plurality of portable wireless devices deployed within the casino enterprise;
computer code for determining, based upon the wireless signal data, a location for each of the plurality of portable wireless devices;
computer code for determining that at least a first portable wireless device is
30 within a threshold distance from the location of the purchase of the activity;
computer code for generating a virtual customer and a virtual customer account; and

computer code for storing device identification information that allows the first portable wireless device to be uniquely identified and the transaction information regarding participation in the activity to the virtual customer account wherein the virtual customer's participation in future activities can be identified based upon at least a detection of the wireless signal data from the first portable wireless device.