

Casinos and Bingo - UK - March 2017

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“The traditional gambling products at the heart of the casino and bingo club experiences remain central to their appeal and stand as important differentiators of these venues from both online alternatives and high street rivals in the out-of-home entertainment sector.”

– **David Walmsley, Senior Leisure Analyst**

This report looks at the following areas:

- Could a single point of differentiation help casinos fight on two fronts?
- How can bingo clubs tune occasional players to higher frequencies?

Casinos and bingo clubs are both relying on rising spend per head to sustain market growth in a period in which admissions are, respectively, broadly flat or in decline, while gaming machines are generating a growing proportion of revenue for each.

Forthcoming venue openings could restore momentum to casino market volume growth, but the culture and image of table gaming looks to be operators' primary means of differentiating the experiential nature of their offer not just from online alternatives but from 'night-out' competition in the out-of-home entertainment sector too.

Bingo clubs' future prospects are likely to be influenced significantly by consumer confidence among core demographics, although they also face the challenges of more infrequent visiting habits and a digital divide that discourages older regulars from embracing potentially higher-value electronic products.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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