

# Casinos and Bingo – UK – March 2019

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- Is social bingo the next bingo thing?
- Driving interest



"The majority of consumers haven't visited a casino or bingo club in the past year. Many cite a lack of interest as a reason and say nothing would encourage them to visit. Whilst this picture appears bleak, there are opportunities to get more consumers into venues and playing these games. The key is to change their perceptions through exposure to the games in a safe and fun environment."

**- Zameira Hersi, Leisure**

**Analyst**

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