

Casinos and Casino-Style Gambling - US - 2023

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This report looks at the following areas:

- Who are casino gamblers and what games they play
- How best to market to various video gaming player segments in a landscape with increased iGaming
- What draws consumers to and repels them from casinos
- How the casino vacation fits into the larger gambling picture
- Ways in which casinos can be more than just gambling to consumers

Casino visitation remains strong, even as participation in online sports betting and iGaming competes for betting budgets. One third of legal-aged adults have placed a bet at a casino in the past year and 44% are interested in gambling at a casino in the next 12 months. The industry itself has more than rebounded from pandemic-era declines, with 2023 estimated to bring record revenues undeterred by high inflation and competition from other leisure outlets. As laws around gambling become more permissive across the country, the casino industry faces more threats from within than from without. For one, many casino brands are indistinguishable from each other in many consumers' minds. Also, while casinos still have an edge over online gambling, digital gaming's continued popularity means that casinos will always have strong competition nipping at their heels.



“Casinos present themselves in a certain way to consumers, and this kinetic atmosphere has worked for them to date. It still will work for them – as record revenues can attest – but casinos can bring more value to consumers. By bringing their vibe, offerings and messaging more in line with modern sensibilities, casinos can be an attractive outlet for both gambling and socializing.”

– Mike Gallinari, Senior

Travel & Leisure Analyst
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Table of Contents

- OVERVIEW
- EXECUTIVE SUMMARY
- MARKET SIZE AND FORECAST
- MARKET DRIVERS
- KEY PLAYERS
- COMPETITIVE STRATEGIES AND MARKET OPPORTUNITES
- THE CASINO GAMBLING CONSUMER – FAST FACTS
- CASINO BETTING HISTORY & INTEREST
- CASINO DRAWS
- BARRIERS TO VISITATION
- CASINO BRAND PERCEPTION
- CASINO VACATIONS
- ATTITUDES TOWARD CASINO LOYALTY
- ATTITUDES TOWARD ENDORSEMENTS
- ATTITUDES TOWARD CASINO SOCIALIZING
- APPENDIX – DATA SOURCES AND ABBREVIATIONS
- APPENDIX – THE MARKET
- APPENDIX – THE CONSUMER

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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