

Casinos and Bingo - UK - June 2012

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“The casino market is emerging from the recession in better health than the bingo sector, yet faces a number of challenges on a scale that is reflected by the level of sales and acquisitions activity currently seen among operators.

The harder-pressed bingo sector faces an even tougher set of questions, ranging from the fundamentals of its future role in the local leisure economy and the main game’s continued viability as the focal point of the club offer to how best to update a blue-rinse image that continues to hold it back.”

– David Walmsley – Senior Leisure Analyst

In this report we answer the key questions:

- What impact will newly-licensed venues have on the casino market?
- How can bingo clubs update their old-fashioned image?
- How can casinos raise occasional visitors’ spending?
- What is the future of the bingo club as a community asset?
- How important will gaming machines become for both sectors?
- Should casinos and bingo clubs be investing in food and drink offers?

Casinos and bingo clubs are two very different gambling sectors in terms of the audiences they attract, but share much common ground in everything from the legislative and taxation issues they face to the brands that operate in each.

Casinos have begun to emerge more strongly from the recession than bingo clubs, but recent market growth has been volume rather than value led and the industry continues to grapple with the difficulties of turning occasional visitors into regular ones and increasing spend among customers whose interest in table gaming is primarily casual. Bingo clubs have significantly greater potential to attract regular visitors as a value-led local leisure option if they can develop the full breadth of their available offer, but are being held back by lack of investment and a need to shore up a core bingo product that is in sustained decline.

This report assesses current trends in UK consumers’ casino and bingo club visiting habits, examines the factors influencing past, present and future patterns of expenditure in these venues, and identifies ways in which operators can respond to the opportunities and challenges emerging.

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