



FOR IMMEDIATE RELEASE

US CONTACT  
Brian Lehman  
1-202-552-2680

ASIA CONTACT  
Carrie Kuo / Yolinda Wong  
853-8797-3925 / 852-2965-1632

June 8, 2010

**SURVEY RESULTS SHOW ASIA MAY SOON SURPASS  
U.S. AS WORLD'S LARGEST GAMING MARKET**  
*SECOND INSTALLMENT OF G2E ASIA FUTURE WATCH SERIES EXPLORES  
FUTURE OF GAMING IN REGION*

MACAU – A solid majority of industry experts (67 percent) predict Asian casino gaming markets will generate more revenue than U.S. commercial and Native American casinos combined in three to five years, according to a survey released today at Global Gaming Expo (G2E) Asia.

In addition, every expert surveyed expects Macau – which nearly tripled in size between 2005 and 2009 – to continue growing at a rapid pace. Three-quarters (75 percent) say Macau will sustain this pace for three to five (40 percent) or six to 10 (35 percent) more years. Only a fraction (15 percent) of respondents forecast just one to two more years of torrid growth.

These key findings are included in the second installment of the G2E Asia Future Watch Series, an original research product that examines upcoming trends in Asian gaming. G2E Asia 2010 is being held June 8-10 at the Cotai Strip Convention and Exhibition Center at the Venetian Macau.

“The results of the second G2E Asia Future Watch survey foretell a remarkable future for Asian gaming markets – from continued revenue growth in Macau to the rise of newer jurisdictions such as Singapore,” said Frank J. Fahrenkopf Jr., president and CEO of the American Gaming Association. “The prospects for gaming in Asia are exciting, as are the many different roads growth and expansion could take. The results of the G2E Asia Future Watch Series show what operators, manufacturers and other stakeholders can expect in the years to come.”

While the vast majority of surveyed experts agree that Macau will remain the region’s largest casino market throughout the decade, 38 percent think Japan will become the second largest market, even though no casino resorts currently operate there. Twenty-four percent expect Singapore to claim second place, while 14 percent think the Philippines will do so.

Not surprisingly, 38 percent of respondents name Japan as the next Asian nation most likely to legalize casino resorts. Taiwan (33 percent) and Kazakhstan (14 percent) are the second and third most popular choices, respectively.

Despite billions being invested in non-gaming amenities at casino resorts throughout Asia, 38 percent of surveyed experts think the quality of the casino gaming experience will be the most important criterion upon which customers will base their decisions about where to visit. By contrast, 24 percent think non-gaming amenities will be the most important driver of customers’ decisions going forward. Nineteen (19) percent say the most important driver will be the proximity of the casino to where the customer lives, while 10 percent name the quality of customer service provided as the most important factor influencing customer decisions about where to gamble.

According to survey respondents, table games will remain dominant on gaming floors in Asia for the time being. Nearly half – 47 percent – think it will be seven or more years before slots catch up to table revenues, and an additional 32 percent think this will never happen. A 21 percent minority thinks slot revenue might begin to approach table game revenue in about four to six years.

Experts are divided about the future role of VIP room play, with 57 percent saying that, in five years, junket operators and VIP customers will be either “somewhat less” (52 percent) or “much less” (5 percent) important to casino operations compared to today. Conversely, only 19 percent say junket operators will be either “much more” (5 percent) or “somewhat more” (14 percent) important.

Survey respondents point to a number of challenges facing the Macau market over the next several years. Among these, 31 percent name “government officials curtailing growth” as the most significant threat Macau faces, while 27 percent and 23 percent, respectively, identify “labor shortages” and “infrastructure being able to keep up with increased visitation” as the top challenge. Rising prices and regional competition do not generate widespread concern among the respondents.

The experts reach no consensus on whether or not additional travel or visa restrictions will be implemented in Macau in 2010. Exactly half of respondents think additional restrictions are either “very likely” (20 percent) or “somewhat likely” (30 percent), while the other half thinks they are unlikely.

Indeed, 70 percent of respondents say restrictions imposed by many governments on adult citizens could inhibit the growth of Asian gaming markets. However, the vast majority thinks these restrictions could be relaxed in the future. More than three-quarters (76 percent) say that, during the next 10 to 20 years, casino markets in Asia are likely to either “very much relax” (24 percent) or “somewhat relax” (52 percent) restrictions. A small fraction (19 percent) foresees restrictions increasing during this time.

Overall, those surveyed are largely sanguine about the future of Asian gaming and see a healthy amount of unmet consumer demand for casino entertainment in the region. Despite the fact that there are a number of major casino resort developments underway, 67 percent of respondents think it is either “unlikely” (38 percent) or “very unlikely” (29 percent) that supply will exceed consumer demand in the region during the next five to 10 years.

The 2010 G2E Asia Future Watch survey features the results of interviews with 21 Asian gaming experts, including senior-level casino executives, analysts and academics. More than 70 percent of respondents have worked in the industry for a decade or more, and approximately one-quarter are chief executives or presidents of their respective companies. The survey was conducted in May 2010.

G2E Asia is the premier gaming exhibition and conference event dedicated to the Asian gaming markets. For more information about G2E Asia, visit [www.G2EAsia.com](http://www.G2EAsia.com). For the executive summary of the 2010 G2E Asia Future Watch survey, visit the press release section of the G2E Asia website.

\*\*\*\*\*

Global Gaming Expo Asia (G2E Asia), formerly Asian Gaming Expo, is the international gaming exhibition and conference dedicated to the Asian gaming markets. Organized by the American Gaming Association (AGA) and Reed Exhibitions, G2E Asia made its debut in June 2007, defining itself as the leading event for the gaming-entertainment industry in Asia.

The AGA represents the commercial casino-entertainment industry by addressing federal legislative and regulatory issues. The association also serves as a clearinghouse for information, develops educational and advocacy programs, and provides leadership on industry-related issues of public concern.

Reed Exhibitions is the world’s leading events organiser. In 2007 Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today Reed events are held in 38 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 39 fully staffed offices. Reed organises a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 500 events serves 47 industry sectors.

###