

# MASS TOURISM - SOLUTION TO THE TROUBLES OF MACAU CASINOS



After two years of decline, the casinos of the former Portuguese colony Macau have seen their incomes rise in August by 1%, to more than 2 billion euros. The strategy of mass tourism seems to pay off, as compared to focusing exclusively on high-end clientele.

The casinos of Macau have been revived with good luck in August, **with gaming revenues increasing for the first time in 26 months, thanks to mass tourism and to the opening of huge complexes which offer new activities.**

Since mid-2014, the casinos have been suffering from the anti-corruption campaign launched by Beijing and from the slowing down of the Chinese economy.

## **Gigantic Hotel Complexes**

The paradise of gambling had set the goal of replacing Chinese VIP clientele with the well-stocked wallets of mass tourism, through diverse activities proposed by gigantic hotel complexes. A series of new complexes have opened their doors, offering its visitors fine dining, shopping centers, and theme parks.

According to analysts, this bet seems to have worked: gambling revenues rose in August by 1.1% to 18.84 billion patacas (2.06 billion euros) a year. "This growth was driven by an increase in the number of tourists and a better market," said Aaron Fischer, an analyst specialized in gambling. "We have reached the bottom and things should begin to improve next year."

## **The Largest Wheel of Asia**

The Wynn Palace, a project costing 4 billion dollars and equipped with a giant lake, musical fountains, and cable cars, opened in August. Melco Crown opened Studio City, a complex with the largest and the most imposing wheel in Asia. The Galaxy Phase 2 has a water park on the roof. In September, the Las Vegas Sands will open the Parisian with a replica of the Eiffel Tower.

**Despite this month's rebound, the cumulative revenue over the first eight months of the year suffered a low of 9.1% to 144.39 billion patacas, compared to the same period in 2015.** "This year, we might see a decline in annual revenue, but next year, we expect an increase," added Fischer.

Date: 2016-09-05

Article link: <https://www.tourism-review.com/mass-tourism-boosted-macau-casinos-news5107>