

Gaming & Gambling

66% say visiting a casino is the main reason for travelling.



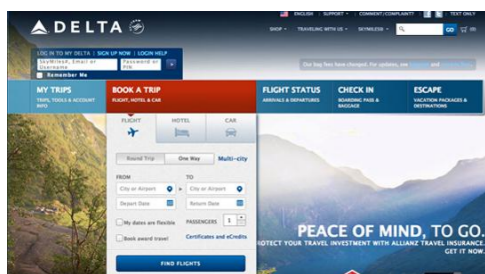
Pampering

Aces like to feel pampered more than the average traveller.



Online & Word of Mouth Matter Most

Aces use digital and word of mouth almost equally in planning travel.



Aces

This segment skews towards older couples, but also includes younger people. They travel for a love of gaming and gambling. They want to spend the majority of their time at casino resorts because of their exciting energy and ambiance. Casino resorts offer a well-rounded experience of entertainment, fun, escape and even indulgence that satisfy all their needs at once.



Consume Heavy Traditional Media

In everyday life, Aces consume TV/print/radio more heavily than digital.



Casino Resorts Have It All

Aces love casino resorts as a one-stop destination for all the indulgence they are looking for.



Fun & Entertainment

Aces love the easy, convenient fun at casino resorts

