



### Pascal Camia

*Monaco*

Executive Vice President of the Gaming Activity

Monte-Carlo Société des Bains de Mer

Pascal Camia Executive became Vice President of the Gaming Activity of Monte-Carlo Société des Bains de Mer in December 2015.

As a native Monegasque, Pascal Camia became fully immersed in the casino world at a young age. Starting in early childhood, he dreamed of **contributing to the international reputation of the Principality**. With a Master of Science degree in Economics, a Hotel Management diploma and a Corporate M.B.A, Pascal Camia joined Société des Bains de Mer in 1994, after **several international experiences** including Waldorf Astoria Cavalieri in Rome, The Westbury London, and Lutetia Hotel in Paris, among others.

During his **brilliant career with the Monte-Carlo Société des Bains de Mer Group**, Pascal Camia has been Director of Catering of Hôtel de Paris Monte-Carlo, Deputy Director of Monte Carlo Bay Hotel & Resort in 2005, and Director of Sporting. In 2011, he took over management of Hôtel Hermitage Monte-Carlo, where he developed ambitious projects including high-end business tourism. As a field man and a highly-regarded and respected manager, Pascal Camia is now working with his teams on **redesigning the Group's gaming offerings, specifically the legendary Casino de Monte-Carlo, which he manages personally**.

Pascal Camia's action aims at **strengthening Monaco's position as the most beautiful and exclusive Gaming destination in Europe**. Monaco offers one of the most unique gaming experiences in the world, a blend of tradition and innovation, in an unparalleled setting. To cope with the challenging economic climate and the fundamental changes in the gambling market, Pascal Camia has redeployed the gaming activity around 3 strategic pillars: Excellence, Management, and Innovation.

- **Excellence of service and customer experience**, thanks to a redesigned offering of 3 casinos, each with a specific identity and offerings: Le Grand luxe du jeu (Luxury Gaming) at Casino de Monte-Carlo, the most prestigious gaming venue in Europe, which offers exceptional events all year round such as Surreal Dinners and Art Installations; a new Casino Café de Paris, modern and welcoming, with hundreds of latest-generation slot machines, a new selection of table games, and two outdoor terraces to entice local clients from Cannes to San Remo; and The Sun, a friendly and festive "American-style" venue for international clients visiting Monaco. This renewed portfolio of offerings has been supported by a new Public Relations strategy with Top Premium clients and strong marketing efforts. The team has also implemented the rolling gambling system, which is particularly appreciated by Asian clients.
- **Management**, with a new collegial management model and organization, new collective agreements, and increased investments in training aimed at enhancing gambling teams' operational skills, their 150 year-old know-how continues to improve through the incorporation of international best practices.
- **Innovation**, thanks to new gaming experiences and technologies, latest generation concepts and the creation of a new R&D position.

At the core of this strategy is **the transformation of the Casino de Monte-Carlo**. For over 150 years, Casino de Monte-Carlo has been welcoming people from all over the world in its luxurious gaming rooms created by the architects of the golden age of Monaco. It is one of the most prestigious and sought-after venues in the world. To position the Casino as the **ultimate venue for the worlds' biggest players while also attracting new customers with unique gaming experiences**, Pascal Camia and his team have imagined a new Gambling journey based on a key principle: one customer segment, one room, one service, one animation. This journey also comes with a redesigned travel, hospitality, gastronomy and entertainment offering and a new loyalty-building strategy. An approach supported by a series of regular outstanding events.

In March 2017, Monte-Carlo Société des Bains de Mer announced a **strategic partnership with Galaxy Entertainment Group (GEG)** to build business synergies, lead joint promotion of both groups' brands, and launch 'integrated resorts' on the Asian markets, especially in Japan. This partnership highlights the global recognition of the Monte-Carlo brand in the worldwide gambling market and its potential for future business developments.

**European Casino Association**

Square de Meeûs 38-40 • 1000 Brussels • Belgium

Phone +32 2 401 61 30 • [info@europeancasinoassociation.org](mailto:info@europeancasinoassociation.org)