

**MONTE-CARLO**  
SOCIÉTÉ DES BAINS DE MER



## Monte-Carlo Société des Bains de Mer Casinos join the European Casino Association



Brussels, 13<sup>th</sup> July 2017 – With Monaco casinos, one of the most traditional, famous and glamorous casino destinations in the world join the European Casino Association (ECA). Monte-Carlo Société des Bains de Mer runs 4 casinos in Monaco, including the iconic Casino de Monte-Carlo. 150 years of history have shaped the soul of this legendary resort and built up an image of excellence and a global reputation in gambling and entertainment, haute cuisine and prestigious hotels, luxury shopping, wellness and real estate in the entertainment, dining and hotel sector. The group is a key cornerstone in the state's long-standing successful economic, social and cultural development of the principality and employs up to 4000 people.

The ECA and Monte-Carlo Société des Bains de Mer share a commitment to promoting a thriving, regulated and responsible casino industry in Europe. The ECA now includes 27 members from across Europe that together operate over 900 casinos and employ over 70,000 people.

ECA chairman Per Jaldung commented: *“We are proud to welcome the Casinos of Monte Carlo Société des Bains de Mer as our newest member of the ECA. Our aim is to demonstrate the positive impact that only the regulated casino industry offers to societies and economies. The membership of Monte-Carlo Société des Bains de Mer represents another very important step to make our voice even more clearly heard and be strong advocates for the interests of our industry.”*



Pascal Camia, Executive Vice President of the Gaming Activity of Monte-Carlo – Société des Bains de Mer commented: *“The work of the ECA has been exemplary and important for the entire regulated gaming industry, which is why we have now decided to join. We look forward to working on the key topics for the future of the industry together with our colleagues from across Europe”*.

Monte-Carlo Société des Bains de Mer was accepted as newest member of the European Casino Association (ECA) at the General Assembly in June 2017. It took place during the ECA summer meeting with members and partners at the stunning newly-opened Resort & Casino Maestral in the Budva region of Montenegro.

### **About the European Casino Association**

The ECA represents licensed land-based casinos in Europe, with 27 members and over 70,000 direct employees supporting local economies across Europe. It has members from nearly all EU Member States, as well as non-EU countries. The main purpose and objective of the ECA is to address and promote issues related to casinos and promote the positive contribution of the industry. For further information about becoming a partner of the ECA, please click [here](#).

### **About Monte-Carlo Société des Bains de Mer**

A major player in luxury tourism in Europe, Monte-Carlo Société des Bains de Mer owns the most prestigious venues in Monaco: 4 casinos, including the legendary Casino de Monte-Carlo, 4 hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), and 33 restaurants including 4 awarded 6 prestigious Michelin stars between them. 150 years of history have shaped the soul of this legendary resort and built up an image of excellence and a global reputation in gambling and entertainment, haute cuisine and prestigious hotels, luxury shopping, wellness and real estate. Monte-Carlo

Société des Bains de Mer, guardian of its historical role in the state's economic, social and cultural development, will reveal in December 2018 the splendid renovation of Hôtel de Paris Monte-Carlo. The Group is also taking the lead on creating a new One Monte Carlo district, which will be completed in 2019 with 7 new buildings for residences, offices, conference rooms, restaurants and shops. Monte-Carlo Société Bains de Mer is also one of the key partners of major events in Monaco such as the Formula 1 Grand Prix and the Monte-Carlo Rolex Masters. The Group currently has over 4100 employees and recorded a turnover of 458,8 million euros for the financial year 2016-2017. For more information about the Group, please visit [montecarlosbm.com](http://montecarlosbm.com)

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### **Monaco, the most beautiful Gaming destination in Europe**

Monaco offers a unique gaming experience in an exceptional setting, a blend of tradition and innovation. For over 150 years, Monte-Carlo Société des Bains de Mer has created an image of excellence in the universe of luxury tourism, unrivalled in Europe, with high-end hotels, gastronomy, entertainment, shopping, and well-being. The Gaming business, which forms the company's identity since its founding, today asserts itself as the standard-bearer of the group's offer, thanks to the worldwide reputation of Monte-Carlo and its Casinos in the field of Gaming due to its unique expertise, which is continually enhanced with international best practices.

The Gaming business today revolves around four casinos with specific identities and offers:

- Luxury gaming at Casino de Monte-Carlo, the most prestigious venue in Europe, for an international clientele of high-rollers seeking excellence and personal service;
- The new, modern, and welcoming Casino Café de Paris, with 480 latest-generation slot machines, a new offering of gaming tables, and two outdoor terraces to win over local clientele, from Cannes to San Remo;
- Sun Casino, a friendly and festive "American-style" venue, for international customers visiting Monaco; a "casino-destination" within a hotel with 600 rooms, which unveiled its new face at the end of 2016;
- Monte-Carlo Bay, which is making a new start by connecting the Casino experience to the Resort experience in Monte-Carlo Bay Hotel & Resort, a high-end establishment with an exceptional Mediterranean location, outdoor areas without comparison in the Principality, and inventive and daring cuisine thanks to the talents of Marcel Ravin.

When Hôtel de Paris Monte-Carlo's metamorphosis is complete and One Monte-Carlo has been completed in 2019, Monaco will truly be the most beautiful Gaming destination in Europe!

For more information about the Casinos, please visit [Casinomontecarlo.com](http://Casinomontecarlo.com)

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