



## European Casino Association state ICE London is pivotal to recovery

European Casino Association (ECA) Chairman, Per Jaldung believes ICE London 2022 (February 1-3, ExCeL Exhibition Centre, London) will be a pivotal event for the land-based casino sector as it addresses the challenges of operating in a post-pandemic environment.

Looking ahead to February, which will mark the 15th year of co-operation between ICE and the ECA, **Per Jaldung** said: *“There’s no doubt that Covid-19 has had a devastating effect on ECA members. European land-based operators have seen revenues fall by over 50% in the last 12-months and this is the deepest trough the European land-based casino industry has ever experienced.*



*“These are the facts, but as an industry we are super-resilient and we are preparing for when we can welcome guests and return to business safely and with optimism.*

*“ICE London 2022 will be the first major opportunity that ECA members will have to meet as a group, to share their experiences as well as explore and debate the detail of recovery strategies. Innovation both in terms of products and services will be central to the recovery and there’s no better showcase for innovation anywhere in the world than ICE.”*

He added: *“The ECA’s relationship with ICE was formalised in 2008 the year after the ECA was registered in Brussels. Even before then Casino Managers had been meeting at ICE since around 1995 and I like to think that the ECA and its members, employing an estimated pre-pandemic total of 70,000 staff, has made an important contribution to the success of ICE.*

*“The ECA fully supports Clarion’s decision to hold the next edition of ICE in February and we are confident the industry and our members will once again gather in London. I hope ICE London 2022 will be a celebration of the industry, its resilience and its ability to bounce-back stronger than ever.*

*“In partnership with ICE, Managing Director, Stuart Hunter I look forward to announcing future collaborative initiatives in the lead-up to and at ICE London as the industry navigates the road map of recovery.”*

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

The European Casino Association (ECA) represents licensed land-based casinos in Europe, with 28 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. To find out more about the ECA, please click [here](#).

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