



A CASINOS AUSTRIA
INTERNATIONAL MAGAZINE

BERLIN.
WHERE GLOBAL
TRAVELERS MEET

COPENHAGEN.
THE BEST PLAYERS
AT ONE TABLE

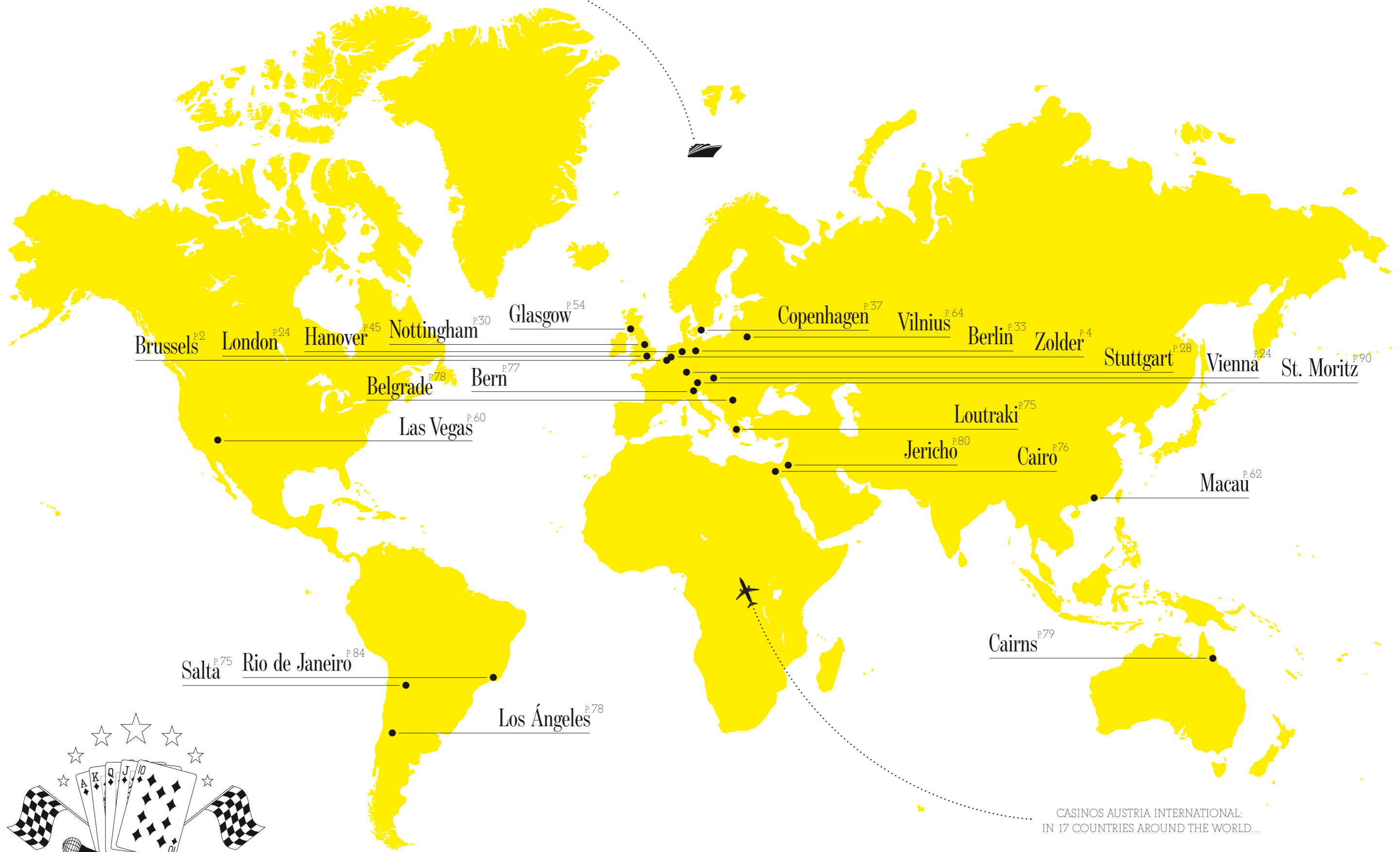
LONDON.
INTERVIEW
IN A TAXI

BRUSSELS.
HIT SONGS, TOP SHOWS,
FAST CARS AND VIAGE

global player

ISSUE 02 .2011

... AND ON BOARD 5 CRUISE SHIPS



CASINOS AUSTRIA INTERNATIONAL:
IN 17 COUNTRIES AROUND THE WORLD...

BIGGER, BETTER, BOLDER?

Every successful band knows that its second album is always the hardest. The first issue of Global Player attracted a lot of interest both in the gaming industry and beyond, which naturally delighted and encouraged us.

But we were also clear on one thing: we didn't even want to try to make our second issue bigger, better or bolder than its predecessor. Instead, we wanted to do what we always intended: create a magazine full of exciting stories with a gaming twist. So we set off around the world in search of interesting people with stories to tell, for new or "in" locations, and for the fascinating events that give gaming its special flair and air of mystery.

This is the result. Issue two of Global Player takes you on a journey from Brussels in Belgium via Los Angeles in Chile to Cairns in Australia. En route, you'll meet architects, board directors, collectors, singers and professional poker players. You'll also find out about shows, bars, restaurants and even universities.

Gaming is very much a part of the modern way of life, and our magazine seeks to entertain our readers by showing them just how varied gaming can be. There are so many aspects involved – entertainment, winning, losing, celebrating, having fun – and that's what makes it so exciting. These are the aspects that interest us, and this is what Global Player is all about.

A year has now passed since our first issue. We've put this time to good use, learned a great deal, tried many things, and all agree that we still have big plans for Global Player. We also asked ourselves if one issue a year was really enough. After all, that's a long time between issues. Too long, in fact. So in future, there will also be a Global Player blog at gplr.com, and you can also find us on Facebook and Twitter under the keywords "global player" or "gplr".

All that now remains is for us to wish you fun with the second issue of Global Player. Sit back, take it easy, and enjoy.

HERMANN PAMMINGER
Corporate Head of Marketing, Casinos Austria International



COVER:
Koen Wauters at Zolder
racecourse 2010

<i>KOEN WAUTERS</i> THE FRONTMAN	2
<i>BRUSSELS</i> CAPITAL ENTERTAINMENT	14
<i>LONDON</i> INTERVIEW IN A TAXI	24
<i>REINHOLD SCHMITT</i> A WINNING COLLECTION	28
<i>MARK GRIFFITHS</i> PLAYGROUND RULES	30
<i>BERLIN</i> AROUND THE WORLD IN 5 DAYS	33
<i>GAMING</i> THE FASCINATION OF POKER	37
<i>HANOVER / GLASGOW</i> TWO BRANDS: YVE & FRIENDS	45
<i>PAUL STEELMAN</i> NEVER BLUE	60
<i>CAREERS</i> BEHIND THE TABLES	64
<i>WINING & DINING</i> 140 CULINARY CHARACTERS	74
<i>JERICHO</i> HOPE SPRINGS ETERNAL	80
<i>HOMELESS WORLD CUP</i> THIS IS JUST THE BEGINNING	84
<i>ST. MORITZ</i> CAVIAR ON THE ROCKS	90
<i>MAKING OF</i> A CASINO FOR A DAY	96
<i>IMPRINT</i>	100



The frontman

KOEN WAUTERS

Musician, television star, racing driver and – last but by no means least – Viage ambassador: it would seem there are no limits to this popular Belgian's talents.

THIS IS HIS STORY.



TAKING
VIAGE KRK RACING
FULL SPEED AHEAD

A household name in Belgium and The Netherlands, Koen Wauters is known to his adoring fans as the frontman and singer with the band *Clouseau*. It's hard to find a Flemish-speaker in the region who doesn't know at least one of the band's songs – whether they want to or not. Wauters is also known to TV audiences across the region as the presenter of popular shows like *The Price is Right*, *Pop Idol* or the *X Factor*. But he does draw a line when it comes to shows that involve cooking or dancing! He is also an accomplished racing driver, who has participated in the Dakar rally ten times and is one of the main drivers in the Viage KRK Racing team.

The vivacious star was born in 1967 in Halle, Belgium and grew up as the youngest of six brothers and sisters in the Flanders town of Sint-Genesius-Rode. Brother Kris is the other half of the *Clouseau* success story and a TV star in his own right, who regularly co-hosts shows with Koen. But it might all have been so different. When he was younger, Koen briefly considered a career in teaching. As a born entertainer, he felt he could have made school lessons far more interesting. He was also a good football player, until a knee injury put paid to a career on the pitch that is. So, luckily for his fans, music it was.

As with many bands, *Clouseau* started off as a group of friends with a guitar, piano and drum kit. Wauters describes the band's name

as “terrible”, but the drummer in the early days used to imitate Inspector Clouseau on the radio, and the name simply stuck. Their very first gig was at the local town hall in December 1984, when Wauters was just 16.

By 1987, Kris was working for BMG Ariola, who organized the annual three-day *Marktrock* rock festival in Leuven. He suggested to the organizers that it might be an idea to start the festival with a local unknown band, handed them a demo tape, and the rest as they say is history.

A record deal followed, and the band's first single was literally delivered by hand to record stores in 1987. It sold 426 copies. But the major breakthrough was not long in coming: their first album *Hoezo?* (“How Come?”) was released in 1989, went 20 times platinum and sold 600,000 copies – an unprecedented success for the Belgian rock industry.

Clouseaumania had begun. Another 17 albums have followed. By the mid-1990s, the guitarist, bass player and drummer had left to pursue other interests, leaving *Clouseau* in the form of the two Wauters brothers, who had always been the driving force behind the band.

Koen and Kris have always remained true to their own brand of pop music and still write, record and perform primarily in Flemish.

Following a TV appearance with *Clouseau* in 1989, Wauters was asked if he would be interested in hosting a TV show on the new Flemish TV station VTM. And so began another chapter in his career. He has since gone on to present numerous shows on the successful commercial channel, like *De Super 50* (a hit parade show), *Familieraad* (“Family Feud”), *I tegen 100* (“1 against 100”) or *De Juiste Prijs* (“The Price is Right”). Together with his brother Kris, he has hosted all seasons of *Idool*, the Flemish version of *Pop Idol*. Most of his shows are broadcast live, which suits Wauters perfectly, because he really loves performing to an audience.

It's hard to imagine how the singer, songwriter and TV presenter actually finds time for a pastime, but in fact his hobby has now become quite a passion. While rehearsing for a concert in 1992, he spotted a poster for a Mazda RX7 sponsored by keyboard manufacturer Roland and casually asked if he might be able to try it out sometime. Two weeks later he received a fax saying he had been entered for one of the biggest races in Belgium – the 24-hour race at Zolder! The only problem was... he didn't actually know how to drive a racing car. But natural talent and some intensive training soon solved that issue, and Wauters has competed in every 24-hour race at Zolder since – 19 in all. He has also done ten Dakar rallies, which he describes as “a great adventure and totally different to circuit races”.

Belcar Endurance Championship 2011



9-10 APRIL
ZOLDER FIA GT

1-4 SEPTEMBER
24 UUR VAN ZOLDER

30 APRIL-1 MAY
TO BE DECIDED

1-2 OCTOBER
ZOLDER

17-18 JUNE
12 HEURES DE SPA

21-23 OCTOBER
FRANCORCHAMPAGNE

“THE BEST NIGHTS OUT ARE
THE ONES YOU DON’T PLAN. THE
BEST MOMENTS ON STAGE ARE THE
MOMENTS YOU DON’T PLAN.
THAT’S WHEN THE FUN STARTS.”

KOEN WAUTERS





"I love to play live - it's so much fun and never feels like work."
Clouseau concert in Izegem, Belgium, August 2010



SINGING
FOR AND WITH HIS
FANS

In 2008, Koen and Kris Wauters launched their own racing team together with their friend Raf Vanthoor, president and founder of the kitchen and tableware design company BergHOFF Worldwide. Four race wins and three pole positions in 2009 have given the ambitious new team a taste for more.

Koen and Kris were then approached by the management team at the Viage entertainment center in Brussels, who recognized that motor racing was an ideal match with the fast-paced fun and entertainment on offer in their venue. The team thus acquired a new lead sponsor in 2010 – and is now known as the VIAGE KRK Racing team, with its cars prominently sporting Viage's distinctive, colorful logo.

And as entertainers themselves, these two popular Belgian stars are now also great ambassadors for Viage.

Koen Wauters has an infectious sense of fun and clearly lives all aspects of his life to the full – on stage, on camera, on the racetrack or at home with his wife and two young children. With over 25 years in the music business, 20 years in television and 18 years on the racetrack, he still looks enviably young and fit for his 43 years. We can't help but wonder what else this popular, multi-talented performer has up his sleeve!

Clouseaumania

When the Belgian band shot to success with their *Hoezo?* album in 1989 *Clouseaumania* (as one reporter dubbed it) hit Belgium. The country literally did not know what had hit it, and the scenes of hysterical, screaming girls at their concerts were almost reminiscent of 1960s Beatlemania. And it was not a one-off – the same thing happened in The Netherlands the following year.

The band's two stars, Koen and Kris Wauters, have always loved performing live, and that has not changed even after 20 years on the stage. *Clouseau* are clearly as popular as ever; both with the diehard fans who grew up with their music and with a new generation of followers. Their hugely popular multiple date Christmas shows at the *Sportspaleis* in Antwerp have sold out well in advance since 2002 and attract total audiences of some 250,000 fans. They demonstrate their diversity with regular appearances at the annual *Night of the Proms*, one of the largest indoor events in Europe to bring pop and classic music together; and have been regular winners in the categories "Best Pop" or "Best Live" at the Belgian TMF ("The Music Factory") music awards.

Clouseau's music has matured over the years from classic pop songs with fairly simple lyrics to more evocative ballads or the upbeat dance sounds on their *Clouseau En Dans* album. Their latest album *Zij Aan Zij* ("Side by Side") was released in October 2009 and was followed by a tour of the same name launched in the Viage Theatre in Brussels in summer of 2010.

www.clouseau.be



DISCOGRAPHY

Hoezo? (1989)
Of zo (1990)
Close Encounters (1991)
Clouseau Live 91 (1991)
Beste van (1993)
In every small town (1993)
Oker (1995)
Adrenaline (1996)
87-97 (1997)
Doorgaan (1997)
In Stereo (1999)
En Dans (2002)
Vanbinnen (2004)
Ballades (2007)
Clouseau 20 (2007)
Vonken & Vuur (2007)
Clouseau Live (2008)
Zij Aan Zij (2009)



Come on down!



THE PRICE IS RIGHT

A much-loved TV quiz program has been given a new lease of life at the Viage entertainment center in Brussels. *De Juiste Prijs* ("The Price is Right") is now featuring as a live show on the stage at the Viage Theatre. In each round of the game, contestants chosen from the audience guess the exact prices of items shown to stay on stage and compete in fun games for amazing prizes like flat screen TVs, kitchens, cars, etc. A spin of the big wheel decides who goes through to the final, where the lucky winner has the chance of taking home all the prizes contained in the showcase. *The Price is Right* at Viage is hosted with style and charm by Koen Wauters and Michael Dufour, who also host the game show in the TV versions aired on the Flemish-speaking channel VTM and the French-speaking channel RTL. A long-running success in Las Vegas, this is the first time a live version of *The Price is Right* has gone on stage in a casino in Europe.



An interview
with Koen Wauters.

YOU ARE A SUCCESSFUL MUSICIAN AND TV PRESENTER. HOW DO YOU KEEP YOUR FEET ON THE GROUND?

Koen Wauters: It wasn't easy at the beginning, but after a while, you realize you just have to try to be yourself. I hate it when people get too big for their boots and think that because they are successful, they are better than anyone else. I guess it comes down to how you were brought up. My parents are two of the loveliest people I know and very down to earth. They never treated Kris or me any differently because we were 'famous'. At home, I'm just one of the family – and that really helps.

WHAT DO YOU ENJOY MORE – WRITING A HIT SINGLE OR WINNING A RACE?

Koen Wauters: That's a tough one! Being a musician is the most beautiful job in the world. You sit down and write a song, then you record it and 12 months later 15,000 people in a sports stadium in Antwerp are all singing along – that's brilliant! Being able to make people happy, dance, cry or feel comfort in a song is amazing. But driving a racing car and really taking it to the edge is an amazing feeling too!

AFTER 20 YEARS, WHERE DO YOU GET YOUR IDEAS FROM?

Koen Wauters: The more you write songs, the better you get at writing songs. The more you drive a car, the better you get at driving a car. There's inspiration everywhere. Kris writes most of our songs and he gets better every year. When you hear how I sing now and how I sung 20 years ago, there's a huge difference. I'm a much better singer now!

WHICH MUSICIANS INSPIRED YOU AND WHO YOU WOULD LIKE TO PERFORM WITH?

Koen Wauters: I was always a big fan of Bobby Kimball and Toto when I was younger and I really admire Billy Joel – he is such a good singer, songwriter and musician. I was actually on stage with Toto a few years ago, and if I was asked to perform with Bono and U2, I probably wouldn't say no [laughs].

HOW DID YOU AND YOUR BROTHER KRIS BECOME ASSOCIATED WITH VIAGE?

Koen Wauters: I guess it started with the idea that Viage and motor racing seemed like a great fit – the excitement of motor racing and the fun of entertainment. When you go to Viage, you know you can expect something special – a unique mixture of fun and entertainment. I've hosted live TV shows from Viage, we've performed on stage with the band, and we opened our summer tour there. We are familiar faces in Belgium, so our association with Viage helps attract visitors from outside Brussels.

WHAT WAS YOUR FIRST IMPRESSION OF VIAGE?

Koen Wauters: The very first time I saw it, it was just a big building site. There was dust everywhere, and I wondered how it was ever going to open on time! But it did, and the result is amazing. I love the concept. Viage is a real entertainment center. You can have a great meal with a fabulous view over Brussels. You can go to a concert and see a live band. You can try your luck in the casino. Or you can do them all. It just has a good vibe and a good feeling.

WHAT ARE YOUR PLANS FOR THE FUTURE?

Koen Wauters: I have plenty of things in the pipeline – more shows, more concerts, more racing! We're planning to do a Clouseau musical. We're doing *Idool* again next year. I'd like to do the 24-hours at Le Mans. I'd love to climb mountains. And, of course, I have a family now, so I want to spend as much time as I can with them.

ONE FINAL QUESTION – WHAT DOES LUCK MEAN TO YOU?

Koen Wauters: For me, luck is something that is out of your hands. When I look at what's happening in other parts of the world, I realize how lucky I am to have been born in Belgium. But I also believe you get what you deserve. If you are a good person, luck will be on your side. I'm what's known in Flemish as a "Sunday's child": I've basically been lucky all my life.

**“I'M A SINGER. I'M A TV HOST.
THAT'S WHAT I DO FOR A LIVING.
I RACE FOR A HOBBY.”**

KOEN WAUTERS

Capital ENTERTAINMENT



A new entertainment center is taking the Belgian and European capital by storm with its concerts, musicals, dining, gaming and even a couple of princely surprises.

www.viage.be





The new entertainment center in Brussels really does live up to its motto: ENJOY! It's certainly impressive and takes entertainment in the city to a new level – well, seven new levels to be precise – all waiting to be explored. Viage is all about high class gaming, but it's also all about having a good time, wining, dining, showtime, clubbing, and much more.

Dine (and dance) with the stars at the Kameleon Sky. True to its name, the rooftop restaurant serves a memorable menu with an equally impressive view of the city skyline – and transforms into a stylish lounge club with star DJs every Thursday to Saturday from 10.30 pm.

The 1,000 person Viage Theatre adds to the experience and is the ideal venue for shows, concerts, dance nights, and much more. On Thursdays it hosts the *Viage Viage Musical Dinnershow*, and on Fridays turns into a late night Latin club with cocktails, cabanas and the crazy rhythms of Viage's very own Latin Big Band – *Los Bandidos del Viage*. It's already a popular concert venue, with recent bookings including performances by *Vaya con Dios*, jazz legend Toots Thielemans, *Kool & The Gang* and the launch of *Clouseau's* 2010 *Zij aan Zij* tour.

Viage has also become something of a favorite with none other than pop superstar Prince, who chose it as the venue for two of his impromptu gigs in Brussels. Managing Director Andrew Webb describes these as unforgettable: "As a big Prince fan, it was a truly amazing experience to watch this incredible artist perform in Viage."

Viage's gaming facilities are among the finest in Europe with a choice of 36 gaming tables, more than 360 slot machines and 100 bingo seats. There's also a dedicated Poker Room and luxurious Oak Room salon privé with seven tables for VIP guests.

Of course, it's not just the venue itself that's stylish – the 400 staff who work here are equally smart. Their uniforms were tailored especially for Viage by star designer Stijn Helsen and bear his trademark elegant cut. But the staff at Viage not only look the part – they are also highly professional and have already had plenty of opportunity to demonstrate their flexibility and expertise in the nine months since the venue opened.





Bars & Restaurants

 01, 07
SKY CLUB

02
CINNA BAR

 03, 06
SAFFRON

04, 05
KAMELEON SKY RESTAURANT

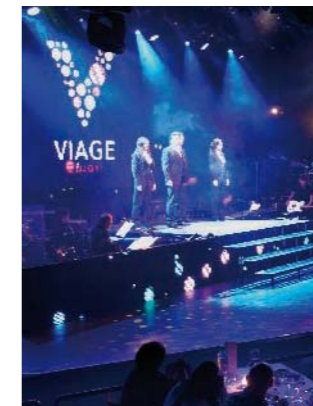
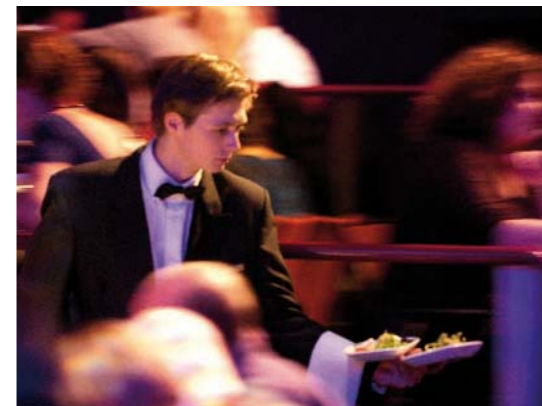
www.viage.be/en/restaurant




The *Viage Viage Musical Dinnershow* is already a major highlight on the Brussels nightlife scene. Under the direction of producer Chris van Tongelen, 21 of Belgium's finest performers – including 7 instrumentalists – take to the stage in the Viage Theatre on Thursdays for a rousing chorus of over 50 songs from more than 15 hit musicals like *Evita*, *Grease*, *Saturday Night Fever* and *Mamma Mia*.

This is showtime at its very best – a fast-paced, stirring extravaganza impressive not just for the quality of its music and song, but also for its variety. The cast slip seamlessly into new roles and costumes (some 240 in all) at almost lightning speed. And since no two performances are ever the same, you can quite easily watch it over and over again. That's probably just as well, because the food is a real treat too. A superb four-course meal that changes with the seasons accompanies the show and offers something for every taste.

The *Viage Viage Musical Dinnershow* is not only open to the public, it can also be booked as a corporate package and can be customized to corporate design requirements for a stylish, one-of-a-kind business event that customers and partners alike are sure to remember.



On Stage

 The *Viage Viage Musical Dinnershow* is a unique dinner & show combination in Belgium. Over dinner and Champagne, great entertainers render famous songs from favorite international musicals like *Evita*, *Grease*, *Mamma Mia* and more.

Season schedule and tickets:
www.viage.be/en/theatre

LET THE SHOW BEGIN

The launch of Viage in April 2010 was marked by three full days of celebrations on the Place de la Monnaie. Over 800 invited guests and 130 journalists gathered in a specially erected glass marquee in front of the opera house for the official televised opening. Among the guests at the gala event were Koen and Kris Wauters – aka *Clouseau*, arguably the most popular Flemish singing group ever – and star designer Stijn Helsen, who created Viage’s stylish staff uniforms.

Brussels Mayor Freddy Thielemans cut the red ribbon and proudly declared the city’s brand new entertainment center officially open. Entertainment on the night featured a taste of the many showtime options on offer in Viage, including a fantastic preview of the *Viage Viage Musical Dinnershaw* and a lively performance by its very own Latin Big Band, *Los Bandidos del Viage*. Celebrations continued throughout the weekend with a range of fun and charity events in the marquee, additional big screen performances by *Los Bandidos* and a memorable concert by *Vaya Con Dios*.



01



03



02



04



05



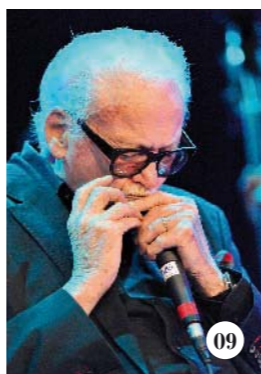
06



07



08



09



Seen at the Opening



- 01 VAYA CON DIOS
- 02 STIJN HELSEN, JOSEF LEUTGEB
- 03 PAUL HERZFELD, FREDDY THEIELEMANS
- 04 LOS BANDIDOS DEL VIAGE
- 05 KOEN WAUTERS, ANDREW WEBB
- 06 BRIGITTE DERKS, CHRIS VAN TONGELEN
- 07 LOS BANDIDOS DEL VIAGE
- 08 OPENING NIGHT SHOW
- 09 TOOTS THEIELEMANS

Prince live IN VIAGE

When Prince Rogers Nelson goes on tour, his fans are in for a real treat, and his bodyguards and roadies have to brace themselves. Not only are his main concerts planned right down to the last detail, every ‘i’ has to be dotted and every ‘t’ crossed for his “after shows” as well. Prince has long been a fan of such smaller, more intimate performances and is regularly joined on stage by other stars like Lenny Kravitz, Alicia Keys, Amy Winehouse or Bono.

His scouts check out the city’s nightlife in advance and inform club operators that

the superstar might be planning one of his “secret” gigs. The selected venues have to be very flexible and also meet Prince’s requirements to the letter. When the master has made his choice, his crew then take over the entire venue for several hours. The superstar often doesn’t decide if and where he will actually do an after-show gig until during the main concert and announces his plans from the stage. Insider tips are often the only way to secure one of the prized tickets.

When Prince played Brussels on his sell-out 20TEN tour, Viage was recommended to his team as a potential venue. News travels fast, and the fan sites and Twitter soon began buzzing with rumors of a possible gig. Yet at the time, even Prince experts didn’t think it likely that he would do a show in the Anspach Center.

But they were wrong. On 10 July, several hundred fans had the pleasure of enjoying

their hero up close and personal in a fantastic after-show in Viage. Eye (and ear) witnesses report sensational cover versions, four keyboardists, two bass players and two guitarists. Prince himself even mingled directly with the audience and clearly enjoyed the intimate setting in the Viage Theatre. After a 90-minute performance and two encores, even the venue’s management team was able to relax and enjoy the show!

It must have been good, because four months later Prince was back in Viage – this time for a pre-show gig prior to his sell-out concert in Antwerp. The star took to the stage at around 2 am and delighted the audience with a four-hour breathtaking show. It really must have been a legendary performance, because the Twitter and Facebook communities were literally overflowing with complimentary messages from enthusiastic fans desperate to share their good luck at having been able to dance with Prince on the Viage stage!



taxi²⁵

TO THE FUTURE



London is a vibrant metropolis the whole year round and not just when Europe's largest gaming show comes to town. Global Player accompanied Casinos Austria International (CAI) CEO Paul Herzfeld and CFO Josef Leutgeb on a cab ride across the city and asked them about the booming online gaming market, the economic crisis in Europe and where they think the casino industry will be in five years time.

WHAT EFFECT HAS THE GLOBAL ECONOMIC CRISIS HAD ON CAI AND ITS OPERATIONS?

Paul Herzfeld: CAI has its origins in Austria, so we naturally have a very strong presence in the European market. The casino sector there has clearly been hit by the crisis, possibly because many people consider a night at a casino to be something of a luxury treat.

Josef Leutgeb: We have felt the effects more strongly in Europe than in those parts of the world where the crisis has been milder or made no real mark. The effects differ from region to region, and we have barely noticed the crisis, for example, in our South American, Canadian or Australian operations.

Paul Herzfeld: I agree – things are definitely different outside Europe. The casino sector in Asia has been growing despite the crisis and will no doubt continue to do so – partly because it is a relatively new market for the casino industry and partly because Asian countries are in a stronger economic position than traditional casino markets.

DOES CAI PLAN TO CONTINUE WITH ITS CURRENT INVESTMENT STRATEGY, OR ARE YOU WAITING TO SEE WHAT THE FUTURE HOLDS?

Josef Leutgeb: You always need to plan for growth. We are currently working on a new product for Italy – a market we consider highly interesting. Our focus here is on growth and on leveraging the online gaming opportunities linked to our existing terrestrial licenses. We certainly don't intend to focus on shrinking or downsizing our operations, we want to take advantage of attractive options for growth.

CAI OPENED A NEW ENTERTAINMENT CENTER IN BRUSSELS IN 2010. HOW DID THIS CONCEPT COME ABOUT? WILL CAI INCLUDE ADDITIONAL FACILITIES IN ALL ITS FUTURE CASINOS?

Paul Herzfeld: Our Viage project in Brussels really is much more than just a casino. The brand name and logo are intended to convey an image of fun, good times and great entertainment. We want to communicate that while the casino obviously plays an important role at the venue, it is only one of the many leisure options on offer at Viage. There's also



a theater, restaurants, bars, shows and much more. I think it's a really interesting project and has already attracted a great deal of interest in the nine months since it opened. Guest numbers are higher at Viage than they were at its predecessor, which was basically just a casino. This confirms that the concept has a definite future – both in the Casinos Austria Group and in the casino industry in general. But it won't work everywhere – it needs the right setting, a suitable catchment area and a target audience who will appreciate and use the facilities. In other words, it basically needs to be in or near a major city.

CAI WAS VOTED "SOCIALLY RESPONSIBLE CASINO OPERATOR" AT THE 2010 GAMING AWARDS IN LONDON. HOW DO YOU LIVE UP TO THIS REPUTATION?

Paul Herzfeld: One of the things that characterizes the Casinos Austria Group is a core corporate culture that is based on being socially responsible right from the outset. Our business philosophy is not about making a quick buck at the cost of our guests – it's about doing things properly from the start and taking a long-term view. Naturally, we want all our guests to enjoy themselves. But we also have to provide proper support to the few – and we know from research that this really is a small percentage of casino guests – who might be at risk of developing a gambling problem.

Basically our business model targets the kind of guests who go to a casino to have a good night out and who set themselves much the same budget for doing so as they would for any other form of entertainment. We make sure that social responsibility is an established part of day-to-day business in all our operations, that our staff attend regular training courses and that our social responsibility guidelines are not only implemented, but also work.

CAI HAS ALSO BEEN ACTIVE IN THE INTERNET FOR SEVERAL YEARS. HOW PLEASED ARE YOU WITH DEVELOPMENTS IN THIS SECTOR?

Paul Herzfeld: We've actually only been active in this sector for one year, with *caigames.com*, a site that is limited to users in the UK. This is currently our only legal opportunity – outside Austria naturally – to offer casino games via the internet. Sports betting is another key online market, and we are working with our sister company tipp3 to add sports betting to our online portfolio from 2011. Our casino concession for Brussels and the changes to the law in Belgium give us an online gaming license for Viage from 2011. We were also recently granted a sports betting license for Belgium and are in the process of developing an online gaming site for the Belgian market that combines both these elements – casino games and sports betting.

CAI HAS SOLD ITS STAKES IN SOME CASINOS IN RECENT YEARS. CAN YOU EXPLAIN WHY?

Josef Leutgeb: We did so for a combination of strategic and financial reasons. One of our key strengths lies in operative casino management, and it has been our stated strategy to sell our purely financial holdings, i.e. in casinos where we had no significant operative management influence. This strategy is coupled to our long-term financial plan and allows us to finance new projects using the proceeds of the sale of products we've already brought to maturity. It's a business model we may well use again in future, i.e. developing, building and bringing a project to maturity, then selling it on for a profit.

WHAT WILL THE CASINO BUSINESS LOOK LIKE IN FIVE YEARS TIME?

Paul Herzfeld: Casinos will definitely still be around in five years time; they'll simply coexist with other forms of gambling. Just like cinemas have had to learn to coexist with DVDs and online streaming. People will still come to casinos to have fun and enjoy the social side of gambling. We may need to adapt what we offer and perhaps introduce new forms of gaming and entertainment to remain an attractive option for a good night out, but that's no different to any other sector of the leisure industry.

“YOU CAN'T SIMPLY REST ON YOUR LAURELS, YOU HAVE TO CONTINUALLY ADAPT, INNOVATE AND SEIZE NEW OPPORTUNITIES.”

PAUL HERZFELD





Mr. Schmitt GOES ALL IN

29

Reinhold Schmitt has literally turned his hobby into a career. At the age of 21, he decided to become a professional gambler. Today, the founder of the online gaming information platform ISA-CASINOS is one of the industry's most active commentators. Above all, Schmitt is also an ardent collector. That's how he has come to own the world's largest collection of casino chips.

www.isa-guide.de

When a young Reinhold Schmitt strode into Casino Baden-Baden for the very first time in 1974, he was politely but firmly sent home to get changed. His chosen attire – jeans and a leather jacket – simply wouldn't do. A short while later, he was back – this time more appropriately dressed in his best suit and tie. This first visit to a casino would ultimately shape the course of his life, for when the novice gambler left that night, he took with him a souvenir: a white casino chip worth five deutschmarks. It was to become the first in an amazing collection, which Schmitt hopes to put on public display in 2011.

Reinhold Schmitt was not only quick to carve a name for himself in the professional gambling community, he also had a talent for recognizing market niches. So collecting and publishing information on gaming became the second string to his well-connected bow. His online information platform was launched in 1998. It might not be the most modern-looking site on the web, nor is it destined to win any design prizes, but it does have many other qualities: it is probably the most up-to-date, best informed, and definitely most comprehensive source of gaming information on the web, at least as far as Europe is concerned. Schmitt is well-known and respected throughout the industry, and many leading companies provide content for his site.

His extensive network has also helped Reinhold Schmitt gather well over 2,000 gaming chips from all around the world in a collection that features a rare treasure from the year 1862, as well as many chips of great personal significance to the aficionado. Talking about them brings back memories for Schmitt: "In 1999, I was in Austria at a Poker tournament in Casino Bregenz. I only had one 500 schilling chip left and had to go all in. Everyone else at the table was playing together to put me out of the tournament, so the odds against me were 9:1. But I won that hand and had to go all in a few more times during the game. In the end, I won the tournament. I still have the photo of me holding that last chip."

Schmitt has already exhibited some of his chips on the internet, including personal favorites from Poland, the Czech Republic, Luxemburg, Chile and the United States. Until his dream of opening his own museum becomes reality, he'll happily carry on doing the things he likes best: spending time with his family, going to casinos, and working on his beloved collections. New experiences, information and, of course, casino chips. Preferably all three at the same time.

playground RULES

30

Not averse to spending a night at the casino in his home town of Nottingham, Mark Griffiths is one of a rare breed of researchers who has never been anti-gaming and thinks going to a casino is an enjoyable pastime for most people. He explains why some gamblers are nonetheless at risk and why operators need to draw on expert opinion and use their common sense to stay ahead when it comes to responsible gaming.

HOW DID YOU GET INVOLVED IN GAMBLING RESEARCH?

Mark Griffiths: It all started about 23 years ago. When I finished my Psychology degree in 1987, I went for three PhD places, and the most interesting one was on adolescent gambling. It was probably the most fortuitous decision I ever made.

IS GAMBLING ADDICTIVE AND IF SO WHO IS PARTICULARLY AT RISK?

Mark Griffiths: I'm always very clear about this. Yes, gambling is potentially addictive. But being potentially addictive doesn't necessarily mean it's bad. There's nothing inherently wrong with most things that are potentially addictive. Within any individual, there are three sets of competing factors, which we refer to as the "bio-psycho-social model", meaning that behavior is a result of biology + psychology + sociology. Addiction clearly resides within the individual, but situational or structural characteristics (like colors, sounds, game design, visuals, etc.) might also influence its development. Of course, these characteristics don't cause the problem, but they can play a role if you have that genetic, psychological, emotional or social vulnerability. Research also says that the younger you are, the more vulnerable you tend to be.

HOW DO YOU KNOW IF YOU HAVE A GAMBLING PROBLEM?

Mark Griffiths: People use the terms "addicted to gambling", "gambling problem", "compulsive gambling", etc. interchangeably, but they're not necessarily the same. I've been using the same model for over 20 years and I think there are a set of six components that apply to all addicts.

First, for something to be a true addiction, it has to be the most important thing in a person's life – to the neglect of everything else. Second, it has to be used as a way of modifying mood – all addictions are about mood modification. Third, there is tolerance – needing more and more of an activity to get the same mood modifying effect. The fourth component is withdrawal symptoms, which all true addicts experience if they are unable to engage in their addiction. The fifth – and in my opinion key – component is conflict. The addiction conflicts with relationships, job, hobbies, etc. and causes a subjective loss of control. You know it is doing so, but you still can't stop. The sixth component is relapse. No matter how long you manage to abstain, as soon as you start engaging in the behavior again, you're straight back to where you were before.



“I PLAY ROULETTE FOR FUN AND ENJOY DOING SO. I ALSO PLAY SLOT MACHINES, BUT I USUALLY CALL THAT RESEARCH!”

MARK GRIFFITHS

32

With most addictions, there is a classic thing called denial. Many people who have problems with various activities and substances don't acknowledge they have a problem to start with. They think they can control or handle it. For me, if you engage in an activity – including gambling – and it becomes the most important thing in your life, you use it to modify moods, you get withdrawal symptoms, and it's ruining your relationships, job or hobbies, that is probably a good indication you have a problem.

HOW SERIOUS IS GAMBLING ADDICTION IN WESTERN SOCIETY IN COMPARISON TO OTHER FORMS OF ADDICTION?

Mark Griffiths: I've just done a worldwide literature and research review with Steve Sussmann, who is Professor of Preventive Medicine and Psychology at the University of Southern California's Institute for Health Promotion and Disease Prevention Research. We look at 11 different addictions across the spectrum: drugs, alcohol, smoking, exercise, gambling, video games, the internet, etc. The good news from the gambling perspective is that it is quite low on the list, unlike nicotine or alcohol. Prevalence rates around the world do differ. They range from less than 0.5% to maybe 2%, occasionally even higher in some countries. In Europe, the prevalence rates are fairly low, particularly compared to Australia and America. Very few European countries have a problem gambling rate of above 1%.

HOW ARE THE GAMBLING INDUSTRY AND ACADEMICS WORKING TOGETHER?

Mark Griffiths: We now have an established dialog between industry and academics and are working together to minimize the risks of gambling. We are doing joint research projects and have regular conferences where regulators, counselors, academics and operators all talk to each other. This wasn't always the case – it's a move that has come about particularly in the last decade or so. It's also almost turned me from public enemy to the gaming industry's number one ally. People now contact me when they are developing a product or a new casino and ask me what they should do in terms of social responsibility. That's a big cultural shift.



About Mark Griffiths

Professor Mark Griffiths is a Chartered Psychologist and Director of the International Gaming Research Unit at Nottingham Trent University, UK. His main teaching interests are in the areas of abnormal, social and health psychology with particular emphasis on behavioral addictions, cyberpsychology and the psychology of sexual behavior. Mark has served on numerous national and international committees, is a frequent keynote speaker and regularly conducts research in conjunction with the gaming industry. He has received numerous national and international awards for his work and has published over 250 refereed research papers, 65 book chapters and 1,000 other articles.

www.ntu.ac.uk/soc/business/specialist_units/65593.html

WHAT DO YOU REGARD AS BEST PRACTICES FOR GAMBLING OPERATORS?

Mark Griffiths: In my opinion, gambling operators have three main areas of social responsibility. First, they have to be transparent, i.e. they have to be open and honest in everything that they do – be it advertising, published odds or gaming rules. Even if people are ultimately responsible for their own gambling behavior, operators have to give them enough information to make an informed choice.

The second thing is the design of environments and games, which have to be as socially responsible as possible. We know that most people who gamble don't develop a problem. But there is a very small minority who do, so operators have to do what they can to minimize harm. They can do so through customer support, which can range from looking after regular customers and showing people how to play games through to providing leaflets on gambling support options or discrete signs about problem gambling. Things that won't bother people who don't have a problem, but can help those who might feel they do.

Third, operators need to make common sense judgments based on expert opinion and they need to be in the prevention game. Naturally, there are also some things that are absolute bedrocks of responsible gaming and social responsibility, like not giving access to minors or advertising gambling products before 9 pm or in places frequented by children.

FINALLY, SOMETHING COMPLETELY DIFFERENT: WHAT DOES LUCK MEAN FOR YOU?

Mark Griffiths: A lot of people confuse luck and chance, but they're not the same thing at all. Luck is a personal attribute, whereas chance is something objective that is probabilistically designed. People often say I've been lucky in my career. But in fact, I've worked hard to get where I am today, so what's lucky about that? You make your own luck. If a Poker player is dealt a bad hand, they simply try to make the best of it. That's basically my attitude. My glass is always half full, not half empty.

Around the World IN 3 DAYS

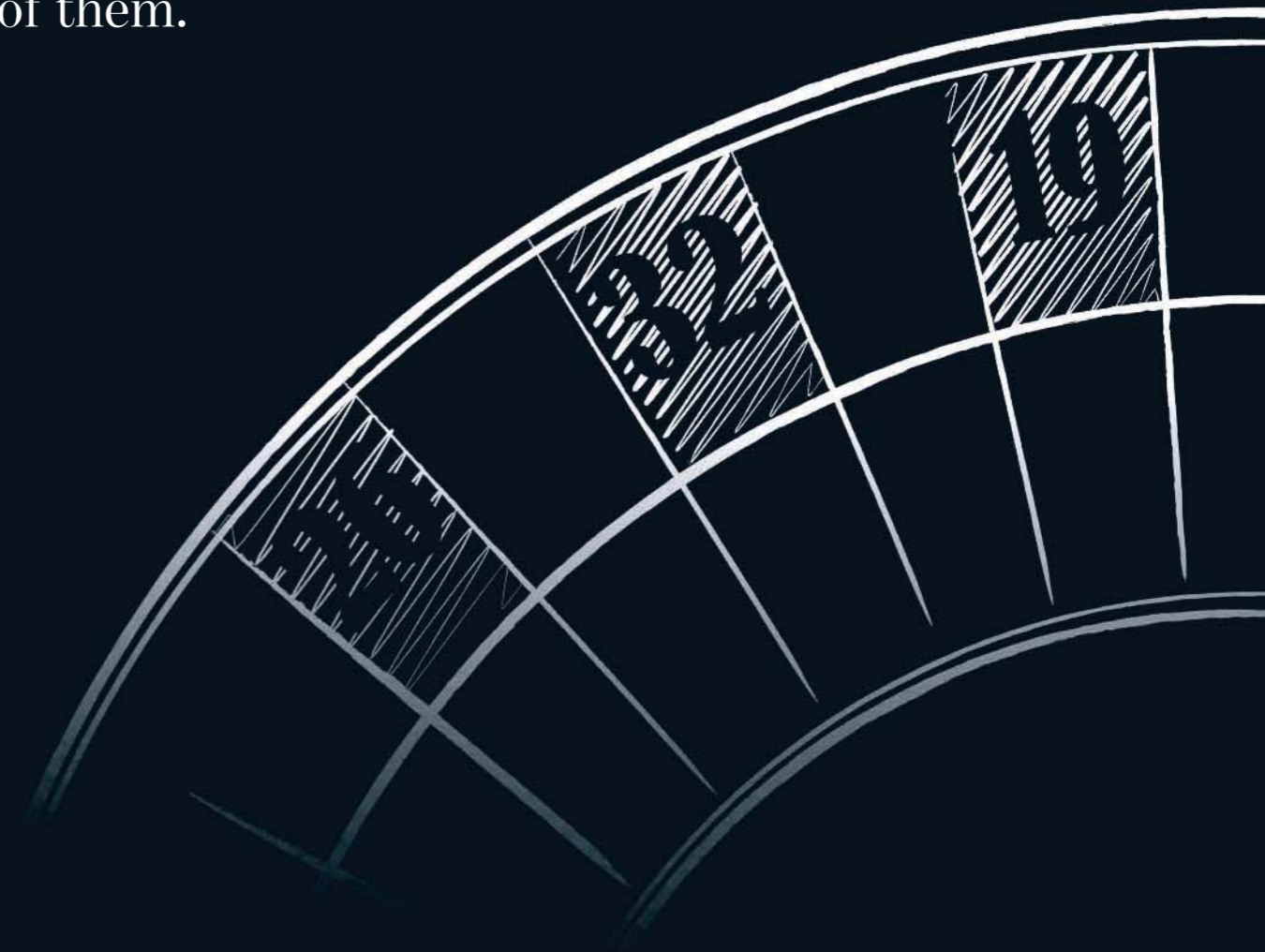
RONNIE HIFT,
Croupier



ITB Berlin has good reason to describe itself as “the world’s leading travel trade show”.

Every year, the international tourism fair attracts some 11,000 exhibitors from almost 190 countries to the German capital.

7,200 journalists report on the event. 180,000 visitors pour through the exhibition halls on the look-out for the latest in exciting tourism trends. Look inside to meet just a few of them.



Maximus Tipagau
Papua Indonesia

DR. FR. MARCELLINA
CHIJORIGA
Tanzania.

JACOB ATLAS
Österreich

Mataina
Wien

MARY-ANN WANG
Taiwan

Jens Wenzel
Österreich

RENE OLORI
NIGERIA



Patrycja Śmieszek
Polska

Thanh Nguyen
Vietnam

Sarah Njauji
Malawi.

D-ROLF Becker
DEUTSCHLAND

Karla Caceres R.
ECUADOR

Sulewski Andrey
Polska

Ra
Unu



ORI
A

Paul Vj
Österreich

CHERU ALEMU
ETHIOPIA

Anam Cheema
Pakistan
پاکستان

SANDI PENSE
INDIA

Maya Khany
Israel

SABIA' DA COSTA
MOSSORÓ
BRASIL

Lucy Aguilera Müller-Welt
Paraguay



Gary Blowers
United Kingdom

EDSON Marcelino Rocha Jr
Brasilien

Hinz Simonitsch
AUSTRIA

Amrita Singh
India

Peter Selim
Slowakei

Ney Santanco
BRASIL

Nina Beniger
Schweiz

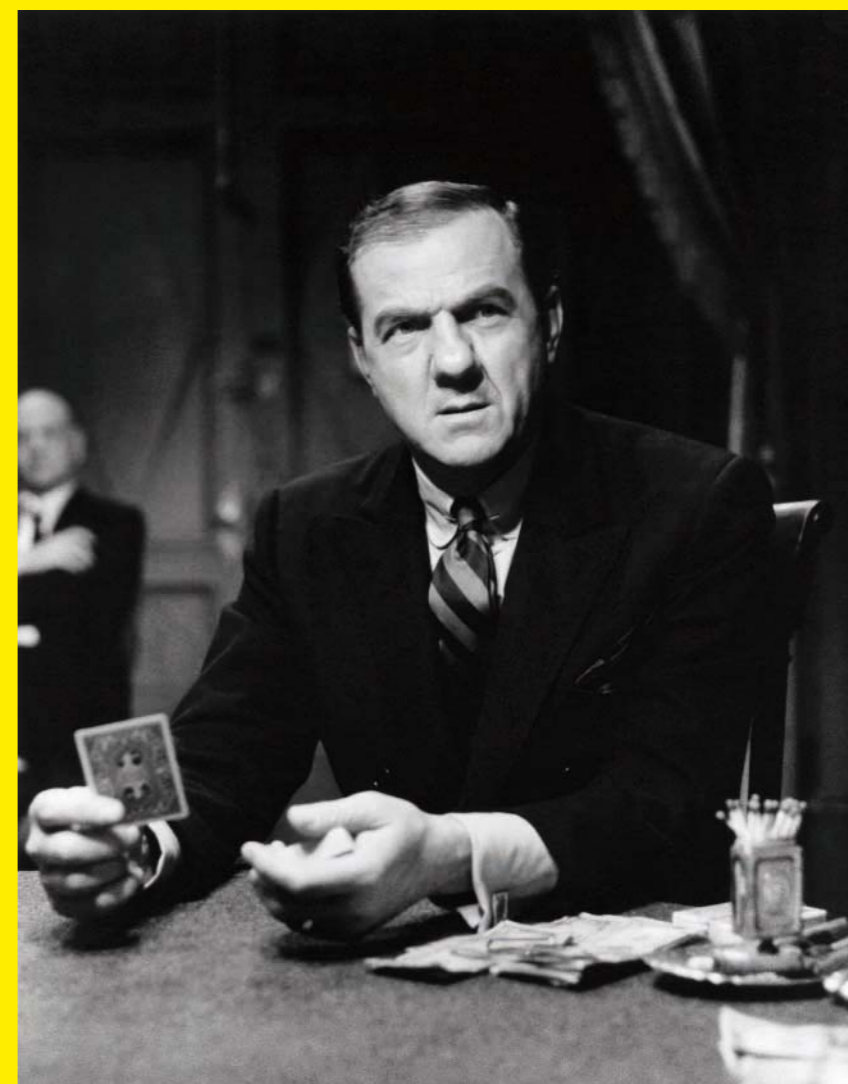


If you want to see and experience the world in just five days, ITB Berlin is the place to do so. Visitors to the 2010 show included four kings and queens, several presidents and vice-presidents, numerous prime ministers, government ministers and secretaries of state, as well as over 100 ambassadors. Tourism experts, hotel owners, cruise line executives, airline bosses, restaurateurs, media professionals and business magnates – they all meet up at ITB in Berlin.

So why does a gaming and entertainment company choose to exhibit at an international tourism show? The answer is clear: it's the place to meet up with people from all sectors of the tourism and leisure industries, establish international contacts and present gaming trends for the coming season. And perhaps most importantly, it's the ideal place to introduce new casino projects, promote existing venues and highlight the key role played by a casino in attracting visitors to its host destination.

Casinos Austria International (CAI) has been a prominent exhibitor at ITB for many, many years, and the CAI stand with its popular Roulette table and charming croupiers is one of the most entertaining meeting points at the show. It might be a place where "global business happens" and every casino in the CAI group is showcased, but it is also a place to have fun. Visitors can take a break here from the hustle and bustle and try their luck at Roulette – for a good cause: all bets at the table are donated to the local SOS Children's Village.

Global Player was out and about at ITB 2010 and would like to introduce you to some of the many interesting characters we had the pleasure to meet on our own five-day tour of the world.



POKER



THRILLER



Peter Eastgate

Peter Eastgate knows exactly what he's talking about. In 2008, the young Dane won the largest Poker tournament on the planet – the World Series of Poker – as a virtually unknown amateur, catapulting himself to the very top of the game in the process. Global Player caught up with him at the 2010 European Poker Tour (EPT) Nordic Open in Casino Copenhagen.

Born in 1985, Eastgate is typical of a new generation of players for whom Poker has very little to do with the old images of smoke-filled back rooms and charming, black-suited rogues. Many of today's pros started playing Poker casually on the internet or with friends and see it as a career, not a game. Often exciting, at times simply routine. Some of them go on to become multi-millionaires, others don't. Some of them are now well-known faces on the Poker circuit, while others disappear again as fast as they appeared, fading back into anonymity after just a short time in the limelight.

Playing Poker for a living offers Eastgate's generation the chance to get rich quick, see the world, and have a great time doing so.

The Poker Story



Three old Asian and European games are widely thought to have influenced the development of modern Poker: the Persian *As Nas* (similar to Five Card Stud), the French *Poque* and the German *Pochen*. Sailors and settlers took them to the New World, where early 19th century New Orleans became the birthplace of Poker in America. It quickly spread to the saloons of the Wild West and probably now has more variants than any other card game.

Hold'em is the most widely played variant, but there's also Three, Five or Seven Card Stud, Draw or Omaha Poker (to name but a few). But don't think it stops there: even the variants have variants – like Limit, No Limit or Pot Limit games, Texas Hold'em, Seven Stud Hi Low, Louisiana Lo-Flop, and many more. In most variants, players play against players, but there are also some (like Three Card Poker) where they play against the bank like in Blackjack. The game you are now most likely to see in a casino is Texas Hold'em, played with five open *community* or *board cards* (the three *flop* cards, the *turn* and the *river*) and two *hole* cards dealt face down to each player.

Poker is also an immensely popular tournament game and casinos around the globe offer something for every taste and skill level: from major events like the WSOP and EPT to local nightly "sit and go" tournaments. No matter where you go in the world, you're sure to find a Poker tournament going on in a casino near you.

iPods, baseball caps and mirrored shades have become their trademarks. It might well have been all about having strong nerves and being cool in the past, but nowadays a successful professional Poker player also needs discipline. "You really have to keep yourself in good physical shape," explained Eastgate.

"If you come to the table mentally fresh, you can think more clearly and stay focused."

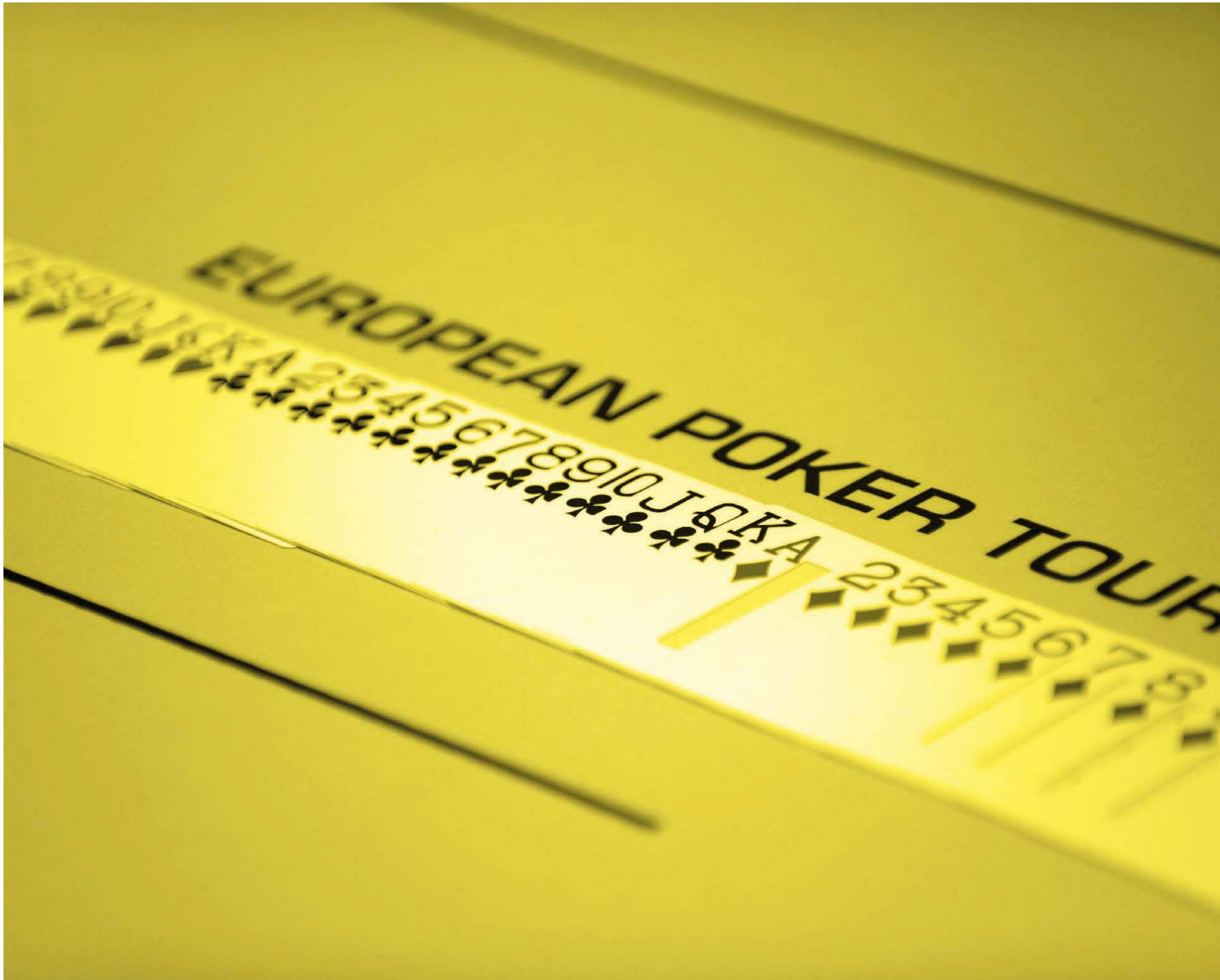
Throughout the Copenhagen tournament, Eastgate sported a sweater bearing the logo of a well-known internet Poker site. Poker is a big money spinner, and advertising is very much part of the modern game. The sponsors are always on the lookout for up and coming stars, and the pros no longer earn their money just at the tables. There are countless books, "how to" guides, chipsets, playing cards and other Poker merchandise on the market. Not to mention the numerous websites touting for business with the help of some well-known (and not so well-known) players.

The fashion industry has also climbed on the bandwagon. Eyewear designers now offer special Poker collections, while watchmakers outbid themselves with glitzier and more glamorous timepieces in Poker designs. Poker DVDs, table layouts, mouse pads, game guides and even training schools are enjoying a real boom worldwide.

"One of the main reasons people like playing Poker is because it's pretty simple to figure out. There's also the bluff element, which makes it interesting and a lot of fun," commented Eastgate on the trend which has changed casinos, TV schedules and the internet in recent years.

At the end of our conversation, we asked Peter about his plans for the future. "I make short-term plans," he told us. "And my short-term plan at the moment is to keep on playing Poker and enjoying life. I'm having fun, and I'm doing my thing." At the time, we didn't realize quite how relevant this question was soon to become. A few weeks later, everything had changed. Shortly before the 2010 World Series of Poker Main Event in Las Vegas, Eastgate made the surprise announcement that he was taking an indefinite break from the game. His case demonstrates just how hard it can be for young players to stay motivated after such a rapid rise to fame and fortune. Some of today's very young pros earn huge sums of money in a very short period of time, and sooner or later, they start to think about what else they want to do with the rest of their lives.

Luca Pagano, whom we also met up with in Copenhagen, is a different case entirely. The Italian has been playing Poker at a consistently high level since 2004, and had his first taste of success in Austria, at a tournament in Casino Baden near Vienna. He might not yet have won a WSOP Main Event, but that



doesn't mean he's not making a very good living at the Poker table: in 2010, Pagano took home over 1.5 million dollars in prize money. These days, you're just as likely to meet him in Las Vegas as in any of Europe's major cities.

Unlike other players, who seem to have the big bets, the bluffs and the lightning reactions in their blood, Pagano describes himself as someone who has had to work hard to make it to the top. "When I first started playing Poker professionally, I remember thinking how lucky I was to lose my first match. I only lost a few hundred euro, but was able to stay around to watch some of the other pros in action." The former computer programmer sees professional Poker as a long-term career choice. And like any other job, it has to be taken seriously and requires constant training. But he also has a lot of fun in the process and has turned gambling into a thriving business - among other things, Pagano now runs a Poker training school in Italy to help other young players make it to the top.

So what is the big attraction behind the game? According to Pagano, the most interesting thing about Poker is that anyone can play - and win: "Everyone basically stands a chance of beating the top players in the world. It's not like tennis or chess, where the top players will always win. That's why Poker is so much fun!"

“POKER IS ALL ABOUT WORKING OUT YOUR OWN BEHAVIOR AND BEING ABLE TO READ YOUR OPPONENTS. YOU HAVE TO KNOW THEIR WEAKNESSES AND UNDERSTAND HOW THEY USE THEIR OPPORTUNITIES.”

PETER EASTGATE

In the course of the 20th century, Poker became synonymous in the movies, in novels and in music with hard-nosed men (and more recently with quick witted women) on the lookout for a lucky hand. But just how much of a role does the proverbial Lady Luck actually play in deciding who wins and who loses? Quite a lot it would seem, according to modern day Poker legend Phil Hellmuth, Jr. who famously said: "If there was no such thing as luck, I guess I'd win every time."

Poker might be easy to learn, and the rules – particularly for the popular Texas Hold'em variant of the game – might be fairly simple, but true Poker masters also have to be adept at weighing up the possibilities, calculating the probabilities and reading their opponents. And, of course, experts at keeping their emotions in check. Experience shows that players with no talent for the game usually don't get very far – even with a fair amount of luck and a few good bluffs.

From its humble beginnings, this seemingly straightforward game has developed into something of a global cult. The world's best-known international tournament – the World Series of Poker (or WSOP for short) – was first held in 1970 in Las Vegas as a small-scale event with only six participants. It was only in the early 1980s that it really began to gain in importance. Nowadays, the WSOP is a global brand and has even made the leap into cyberspace. Almost half a million people a month use the application developed by the WSOP for the Facebook community.

Its counterpart in Europe – the European Poker Tour – is the richest and most popular tour on this side of the pond. The EPT is about to embark on Season 7, featuring 13 scheduled events starting in Tallinn, Estonia. Season 6 was a resounding success, with the showcase Grand Final attracting 848 players for a prize pool of 8.48 million euro. The EPT is filmed for television and is broadcast in some 40 countries around the world. Currently at the top of the EPT leader board is none other than Luca Pagano, who has won around 1.2 million dollars on the tour so far.

The popularity of Poker on the internet and the prime time television slots given to larger tournaments have turned the game into a mainstream phenomenon. Television transforms spectators into armchair experts and puts them in the unique position of being able to see all the hands currently in play. The internet has also helped unknown amateurs measure up to the professionals.

In a world where colorful characters, novel nicknames, smart slogans and off-beat behavior are all part of the myth, there was a certain irony in the fact that it was a man by the name of Chris Moneymaker who started the real boom. His 39 dollar bet on an online Poker site secured him a seat at the 2003 World Series of Poker Main Event, where he ultimately emerged victorious and took home a prize of 2.5 million dollars. He later said of that memorable final table against Sam Farha: "You either win, or you lose. It's as simple as that – both in Poker, and often in life."

In the meantime, another character has matched Moneymaker in the popularity stakes: Barry Greenstein, aka the "Robin Hood of Poker", who donates his prize money (around five million dollars to date) to charity and gives anyone who knocks him out of a tournament a signed copy of his acclaimed Poker guide, *Ace on the River*.

Even away from the major tournaments, Poker continues to grow in popularity. Casinos were quick to recognize that they are the ideal venues for both large-scale tournaments and casual games alike. Today, Poker ranks alongside Roulette and Blackjack as one of the most played table games in casinos all around the world. The setting and the suspense would seem to go hand in hand – and given the fascination surrounding the game, it seems highly unlikely that Poker will be relegated to an armchair pastime any time soon!



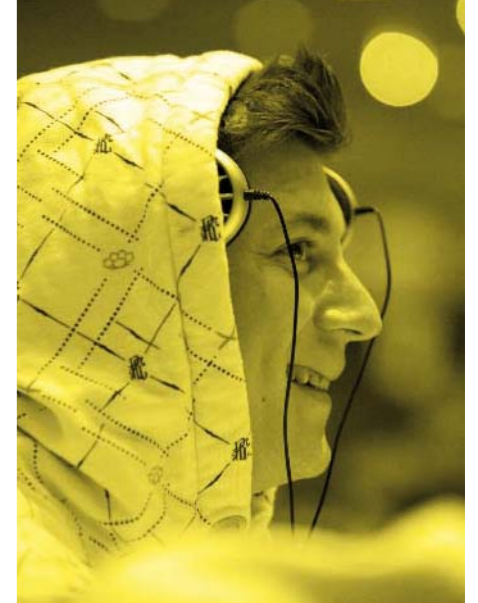
Luca Pagano

Selected WSOP Main Event Winning Hands



Poker is not just about having the better hand and courting Lady Luck, it's about timing, reading your opponent, and knowing how and when to bluff. All the hands shown on this page won a WSOP Main Event (Texas Hold'em). That's Poker - at times logical, at times simply bizarre!

WINNER	Board Cards	RUNNER-UP	
			2010 Prize money: \$ 8,944,138
JONATHAN DUHAMEL		JOHN RACENER	
			2008 Prize money: \$ 9,152,416
PETER EASTGATE		IVAN DEMIDOV	
			2003 Prize money: \$ 2,500,000
CHRIS MONEYMAKER		SAM FARHA	
			1989 Prize money: \$ 755,000
PHIL HELLMUTH		JOHNNY CHAN	
			1982 Prize money: \$ 520,000
JACK STRAUSS		DEWEY TOMKO	



SHADES

by Andy Wolf Eyewear
www.andy-wolf.at



POKER MUST HAVES!



IPOD SHUFFLE

by Apple
www.apple.com



POKER SET

by Louis Vuitton
www.louisvuitton.com



BAG

by Pokerlicious
www.pokerlicious.de

WATCH

by Ed Hardy
www.edhardyshop.com



HOODY + CAP

Hoodie by Pokerlicious
www.pokerlicious.de
Cap by Diesel
www.diesel.com



WHAT'S YOUR USP? ONE QUESTION.
TWO BRANDS AS ANSWER.

YVE & FRIENDS

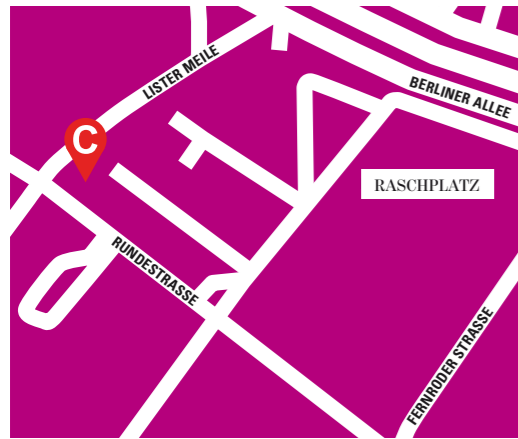
OLD SCHOOL
FAVORITES

GENTLEMAN JACK WHISKEY
by Jack Daniel's
www.jackdaniels.com

CORONAS ESPECIALES
by Cohiba
www.cohiba-zigarren.de



Global Player takes a look at the marketing and branding approaches used by two new casino entertainment centers: RP5 in Hanover and The Corinthian Club in Glasgow. They might at first glance seem to have nothing in common, but...



AT THE CENTER OF EVENTS

01.

In many German cities, the main railway station – or Hauptbahnhof – is situated right in the city center. Hanover is no different, and around 200,000 rail travelers use its central station every day. Just next to the station is the Raschplatz, with a great selection of shops, movie theaters, restaurants, discos and bars. The recently revitalized Raschplatz counts as one of the city center's newest and most attractive entertainment locations. Since June 2010, it has also been home to Spielbanken Niedersachsen's newest venue: RP5.

TO WHOM IT MAY CONCERN

The casino on the Raschplatz is not just for gambling enthusiasts, it has also been designed to appeal to customers who want to enjoy a good night out in a stylish setting. RP5 targets both the younger, more casual crowd, as well as modern, upwardly mobile and more “conservative” guests of all ages. Its product mix also includes attractive facilities for business customers and visitors to the numerous trade fairs and events hosted at the city's exhibition grounds.

02.

03.

ON THE BIG SCREEN

The RP5 marketing mix uses a combination of cinema, radio and classic print advertising to get its message seen and heard. Regular PR activities are organized, particularly to promote the many events on offer. New is a huge, interactive video wall installed directly on the Raschplatz, which broadcasts up to the minute information to passers-by 24/7. RP5 also has its own colorful website at www.rp5-entertainment.de, as well as a Facebook fan page and Twitter site. The tone of communication: sophisticated, stylish and sensual.



04.

NOMEN EST OMEN



RP5 Born to entertain

www.rp5-entertainment.de

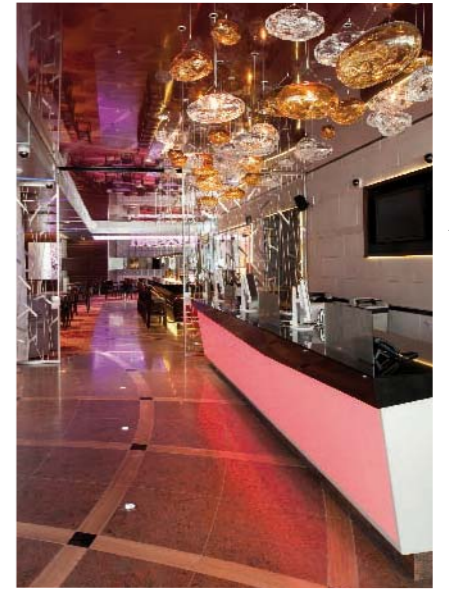




05.

AN ALL-ROUND EXPERIENCE

Modern-day guests have very clear – and very different – ideas of the kind of entertainment they want from a casino. The intelligent floor plan and comprehensive facilities at RP5 have been specifically designed to meet these demands. The first of its two casinos, the spacious Casino Royale (opposite, bottom left and right), features elegant table and slot machine gaming in sophisticated surrounds. Its counterpart, the casual Casino Légère (left), offers equally impressive gaming facilities in a relaxed Las Vegas style setting. Prime beef is the order of the day in the superb Prachtstück restaurant (opposite, center right). The Stage event and function area is the perfect venue for dinner shows, musicals, concerts, company events, and much more. And to round it all off, RP5 also offers a fully equipped, professional Business Lounge. In short: an all-round experience.



BY THE WAY... RP5 is *the* place in Hanover for top class entertainment, parties and shows. When one of the most popular shows on German TV, *Wetten, dass...* (in English “Wanna bet...”), was broadcast live from the city in November 2010, RP5 was chosen as the venue for its special after-show party. Guests at the celebrity event included Eurovision Song Contest winner Lena Meyer-Landrut (who hails from Hanover) and Swiss TV star, actress and model Michelle Hunziker. Its impressive gaming facilities and 17-meter long Bar Rouge (p.50, bottom) – which basks in the light of countless sparkling Swarovski crystals – are just two of the reasons why many guests rave about RP5 as one of the best party locations in Germany.





06.

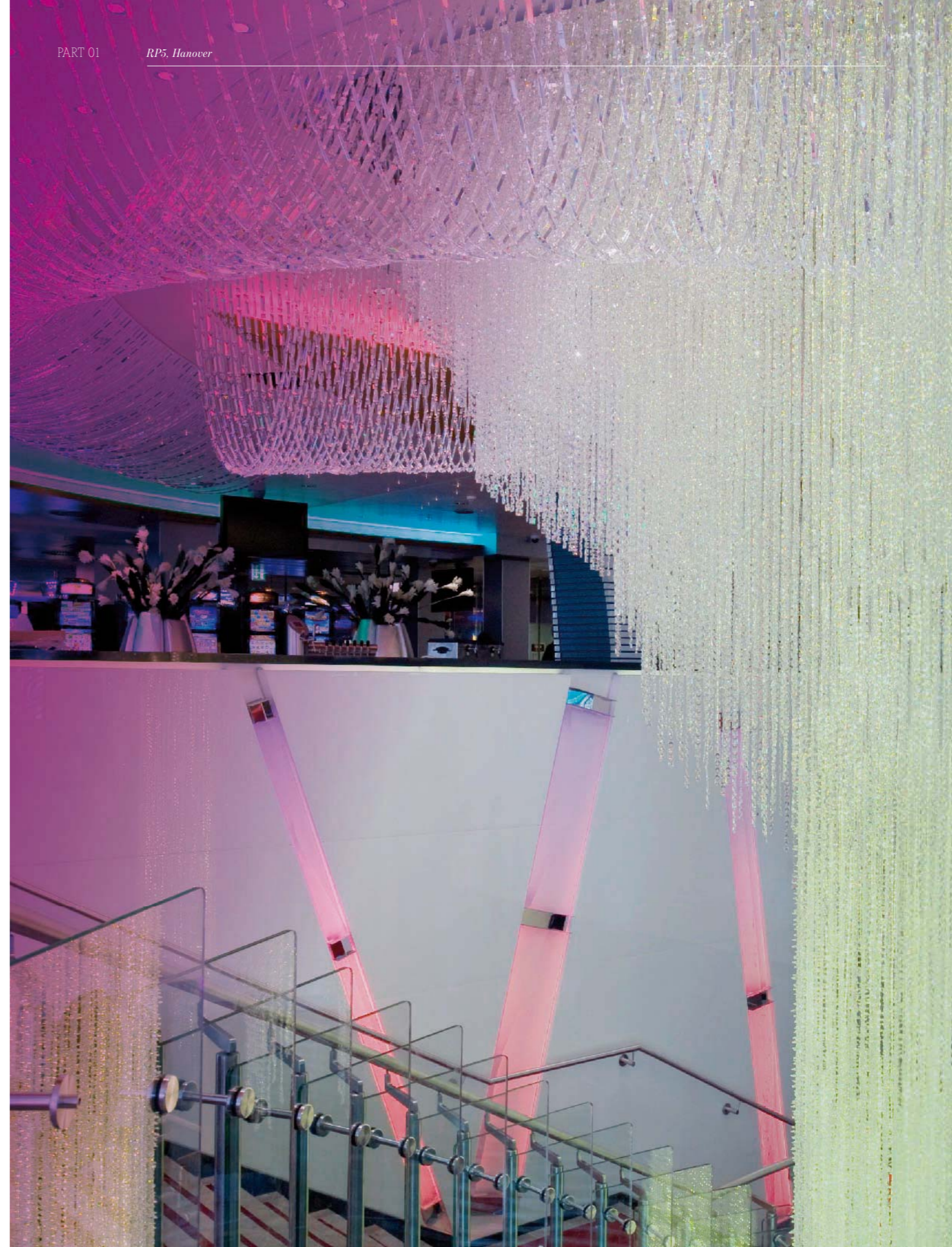
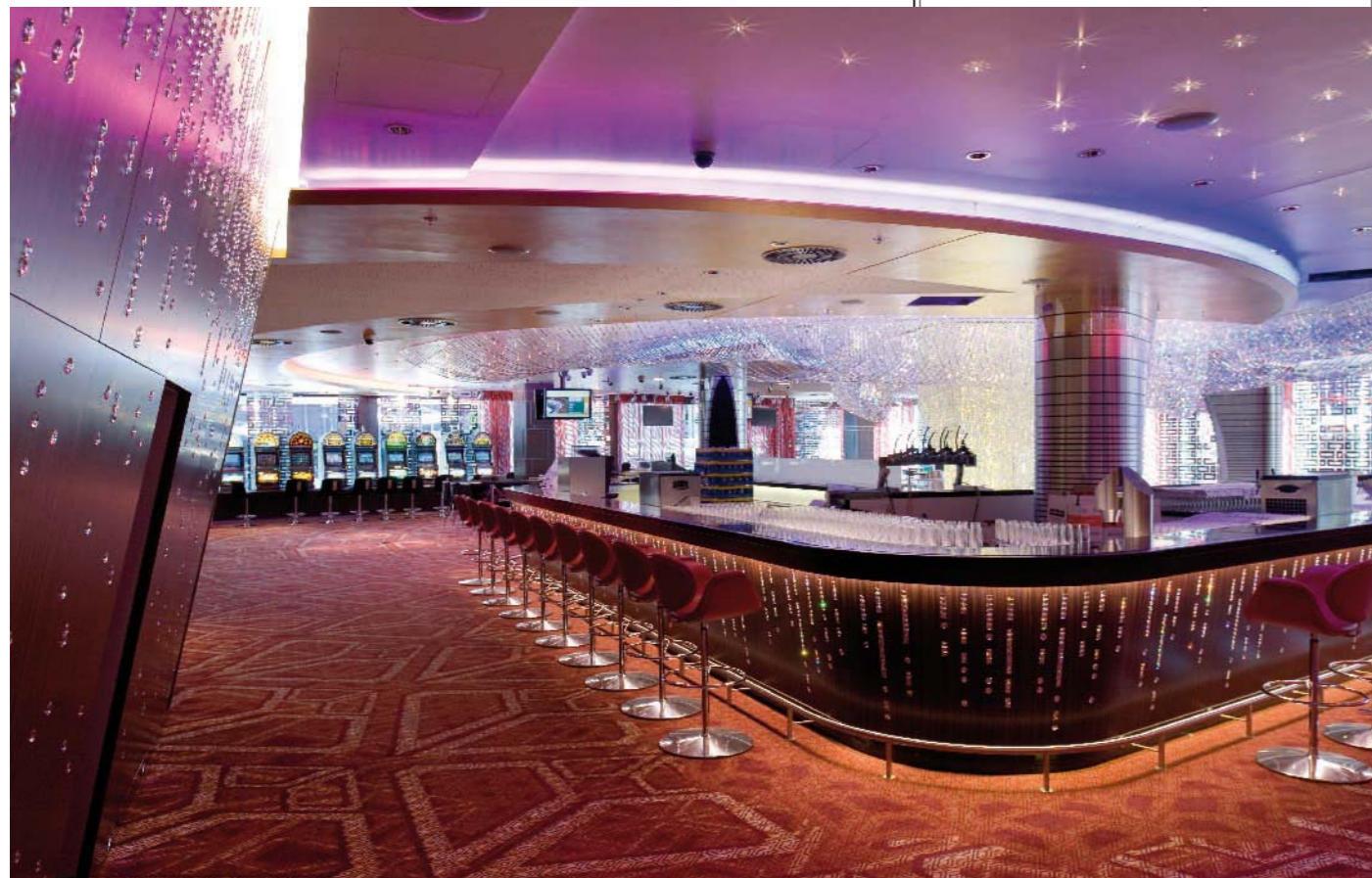
AN EVENING WITH YVE

RP5's golden winged mermaid, known affectionately as Yve, represents the link between entertainment and gaming. Piano keys sweep up her tail to meet a belt of gaming chips. Stylized gaming cards adorn her outspread wings, while polished silverware holds back her hair. Yve is a permanent guest at RP5 wherever classy excitement and entertainment meet.

07.

WELCOME TO THE GLASSHOUSE

Product development and communication at RP5 emphasize the all-round entertainment on offer at Hanover's latest night-spot. Firm favorites like the ever-popular Casino Day are joined by exciting new offers – like the fast-paced, fun-filled Las Vegas Dinner Show or the exclusive, ticket-only *Glasshouse* events series with stars like the chart-topping “queen of house” Alexandra Prince – to set new standards in Hanover's nightlife scene.



Hanover

A CITY IN GREEN



One of Germany's most idyllic cities.



Well over 10 per cent of Hanover's total area is reserved for green spaces. The 650-hectare *Eilenriede* park is almost twice the size of New York's Central Park. The shores of the artificial *Maschsee* lake and the banks of the River Leine are an open invitation to relax.

Hanover's main railway station lies in the heart of the city. Every day, countless travelers and commuters hurry across the nearby Raschplatz, where for the last few months they have cast admiring glances at the new casino entertainment center: RP5.

In the city itself, the architectural diversity is plain to see. From medieval half-timbered buildings to the classical opera house and numerous fine examples of early 20th century eclecticism and neoclassicism, Hanover is a living collection of architectural styles. The city also enjoys international renown for its many trade fairs, with the CeBIT – the world's foremost show for the digital industry – adding in particular to its reputation for innovation.

Tourists and culture enthusiasts can explore the city's highlights by following the "Red Thread", a red line painted on the sidewalk that weaves its way for over four km through the city past a range of landmarks and other points of interest to the main railway station.



around RP5

● _____ 1,148 STEPS TO ERNST-AUGUST-GALERIE

● — 853 STEPS TO CINEMAXX & COOPERS AMERICAN DINER

● _____ 558 STEPS TO OSHO

● _____ 2,132 STEPS TO KASTENS HOTEL LUISENHOF

● _____ 2,624 STEPS TO SCHAUSPIELHAUS HANNOVER

● _____ 1,737 STEPS TO NIKI DE SAINT PHALLE PROMENADE

● _____ 1,312 STEPS TO LEINE PHARMACY

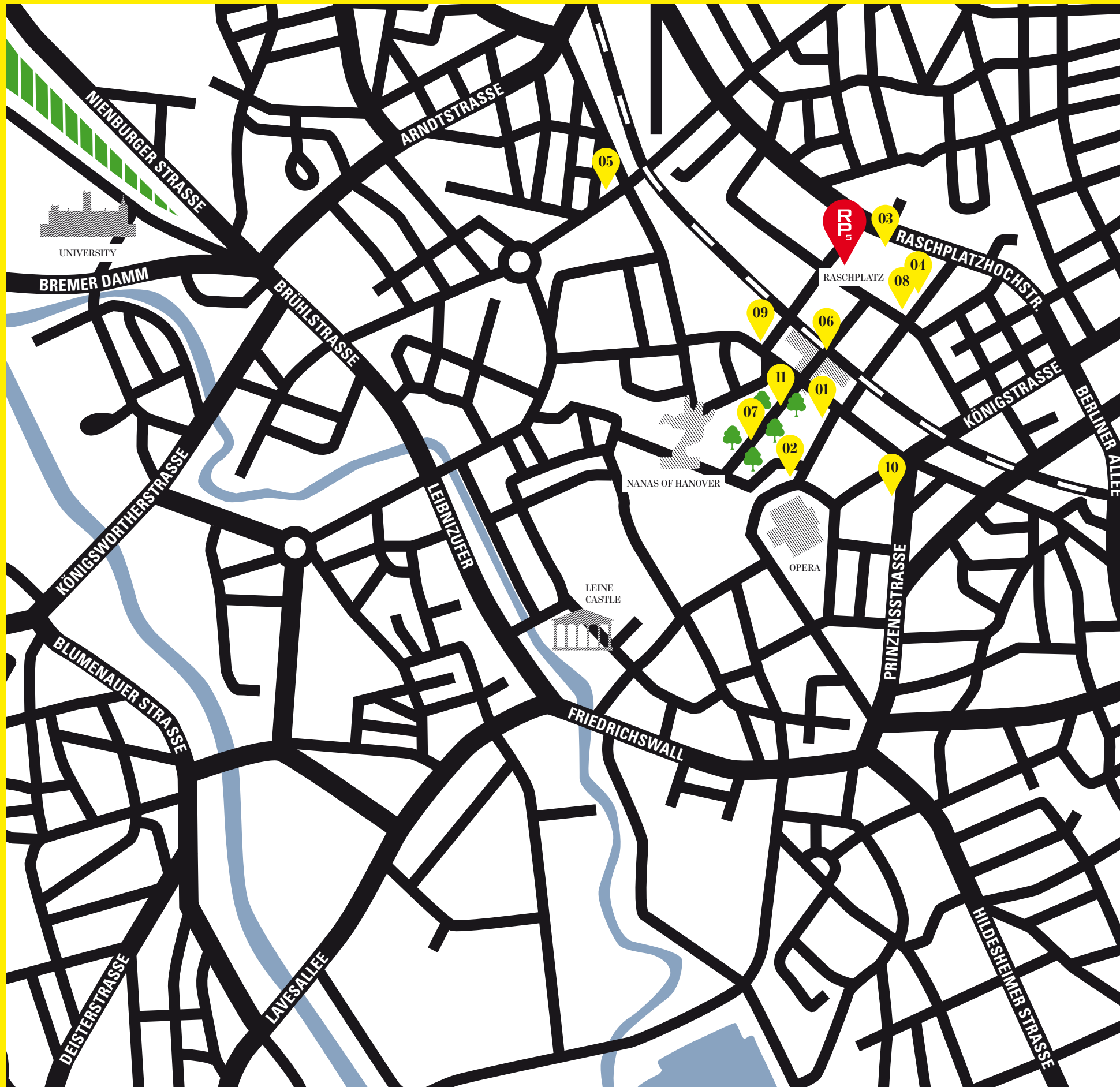
● _____ 1,476 STEPS TO GRAND HOTEL MUSSMANN

● _____ 787 STEPS TO MAIN RAILWAY STATION



PULL-OUT AND KEEP





RP5
Lister Meile 2 (Entrance via Rundestraße), 30161 Hanover
+49 511 980 660, www.rp5-entertainment.de



01. 1,476 STEPS FROM RP5
GRAND HOTEL MUSSMANN
Ernst-August-Platz 7, 30159 Hanover



02. 2,132 STEPS FROM RP5
KASTENS HOTEL LUISENHOF
Luisenstraße 1-3, 30159 Hanover



03. 558 STEPS FROM RP5
OSHO
Raschplatz 7, 30161 Hanover



04. 853 STEPS FROM RP5
CINEMAXX
COOPERS AMERICAN DINER & SPORTSBAR NO.1
Raschplatz 6, 30161 Hanover



05. 3,117 STEPS FROM RP5
APCOA AUTOPARKING
Karolinenstraße 4, 30159 Hanover



06. 787 STEPS FROM RP5
HAUPTBAHNHOF (MAIN RAILWAY STATION)
Ernst-August-Platz 1, 30159 Hanover



07. 1,737 STEPS FROM RP5
SHOPS ON NIKI DE SAINT PHALLE PROMENADE



08. 787 STEPS FROM RP5
SPARKASSE HANNOVER
Raschplatz 4, 30161 Hanover



09. 1,148 STEPS FROM RP5
SHOPS IN ERNST-AUGUST-GALERIE
Ernst-August-Platz 2, 30159 Hanover



10. 2,624 STEPS FROM RP5
SCHAUSPIELHAUS HANNOVER
Prinzenstraße 9, 30159 Hanover

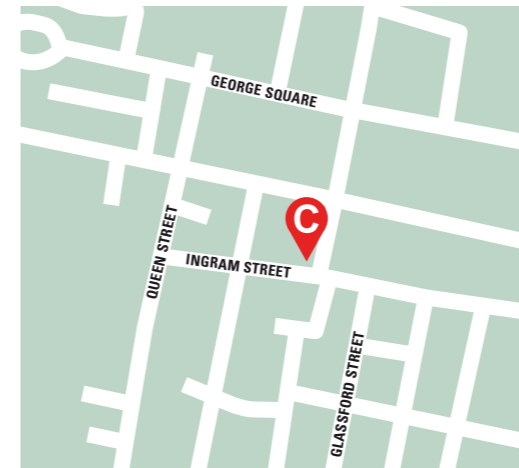


11. 1,312 STEPS FROM RP5
LEINE PHARMACY
Ernst-August-Platz 1 and 2, 30159 Hanover



The Corinthian Club

www.thecorinthianclub.co.uk



FROM BANK TO BANQUET

01. 55

The iconic Corinthian Club in downtown Glasgow is a “must-do” destination for locals and visitors alike. In its former incarnations, the landmark Victorian building on Ingram Street served as a bank and then as a high court. Since 1999, it has been one of Scotland’s premier nightlife venues. Beautifully restored, extremely stylish and incredibly diverse, the “Grade A Listed” building now features not only a superb brasserie, five bars, a range of event rooms and a club, but also one of the most beautiful casinos in Europe.

BECOME OUR FRIEND®

Friendship comes with benefits, and the Friends® of Corinthian program is a key element in The Corinthian Club’s marketing mix. Friends® can choose between various levels of membership, including Pink or Platinum Friend Cards, Black Corporate Cards or Gold Casino Cards, each offering a range of superb Friends® rewards and discounts like priority invites to special events, complimentary birthday Champagne, late night table service or access to the special Friends® smoking terrace.

02.

THE NAME OF THE GAME

03.

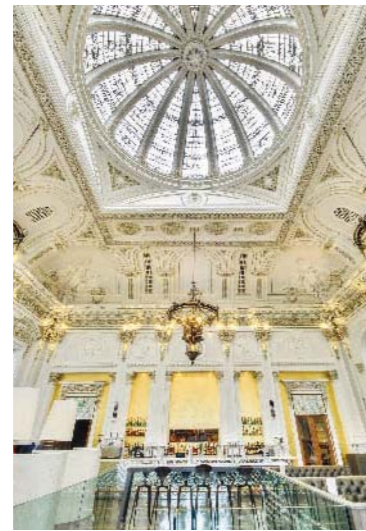




04.

A PLACE FOR ALL OCCASIONS

One of the things that sets The Corinthian Club apart is the enormous variety and quality of the options available. From press conferences, parties or weddings, fashion shows, concerts or exclusive wine tastings, to intimate dinners, clubbing or exciting gaming, the sky really is the limit at The Corinthian Club.

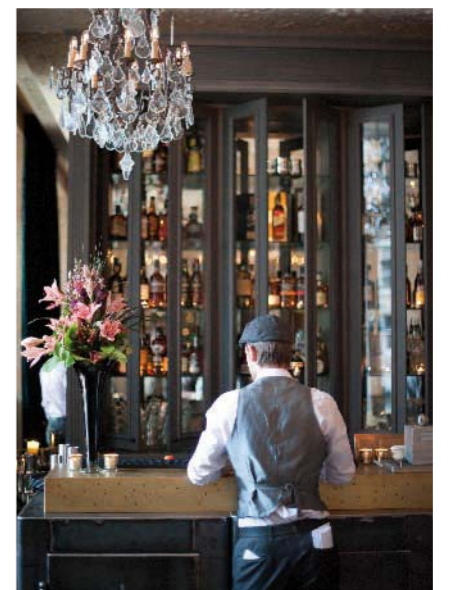


BY THE WAY... Over half a million tiles were used to create the striking mosaic in The Corinthian Club's Bootleg bar (bottom). 180 craftsmen worked on the latest round of renovations to transform the Glasgow icon once and for all into an elite nightlife destination. 200 new jobs were created at the new entertainment venue run by Scotland's G1 Group. The avant-garde Gaming Rooms (opposite), Boutique (left) and Charlie Parkers live lounge and piano bar (top left) count among the most impressive of The Corinthian Club's varied rooms.

05.

ALL WORK AND NO PLAY

The wide choice of additional facilities and entertainment available at The Corinthian Club allows corporate events to continue long after the "official" part is over. Delegates don't even need to leave the venue to enjoy a relaxed meal in the Tellers Bar and Brasserie (above center), try their luck in the Gaming Rooms or relax over their favorite tittle in one of the club's five bars. There is also an extensive range of special, custom-made packages to enhance corporate or private events, like Wine Tasting, Mixologist Master, Murder Mystery or Gambler's Apprentice.





With an unrivalled choice of 14 different dining, bar, socializing, gaming, meeting and event rooms on five stylish levels, The Corinthian Club really does offer something for everyone. From the informal Mash and Press rooms in the basement to Charlie Parkers piano bar (right) or the Langley, Mercer and Hempel private function rooms on the upper floors, a visit to The Corinthian Club is sure to be a memorable experience.

06.

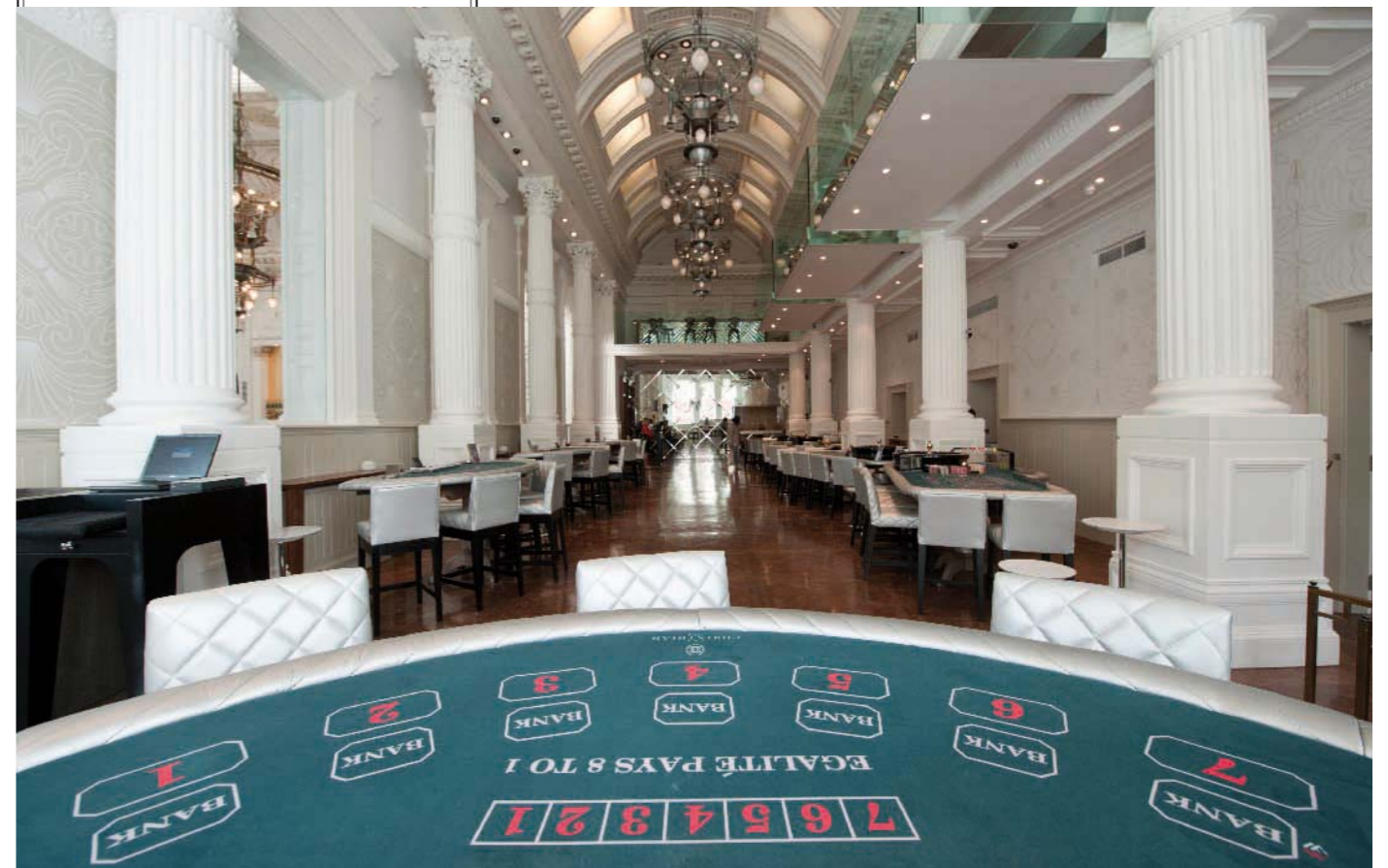
SOCIALIZING ON FIVE LEVELS



07.

FANCY A FLUTTER?

The Corinthian Club brings a touch of Monte Carlo to Scotland's largest city. Its impressive Gaming Rooms feature a choice of Roulette, Blackjack, Poker or Punto Banco tables and a range of automatic Roulette and slot machines sure to impress even the most passionate gambler. Bespoke gaming packages and private gaming rooms are also available on request.



never BLUE

Global Player met up in London with Paul Steelman, one of the world's best known and most respected casino architects.

In an exclusive interview, the US-based expert discusses his rules for good casino design, gives his view on the future of gaming and explains why you should never look in a mirror when you're gambling!

IS IT TRUE THAT YOU DREW YOUR FIRST ARCHITECTURAL PLANS WHEN YOU WERE STILL A CHILD?

Paul Steelman: Yes it is. My father was an architect. When I was very young, maybe around six or seven years old, I was fortunate that my father couldn't spare the time to kick ball with me on Saturdays. So he took me to his office instead, where I would make prints and eventually learned to do drawings and work on specific architectural details. I think I designed my first building for him when I was about 12 years old. By the way, my father still works as an architect – at the ripe old age of 82!

HOW DID YOU BECOME ONE OF THE BEST CASINO ARCHITECTS IN THE WORLD?

Paul Steelman: I think there are four words that describe how I did it. The first and second words would be "Steve Wynn". The third and fourth would be "Atlantic City". Before Atlantic City, there was really no gambling expansion in the US outside of Las Vegas or Nevada. I was fortunate enough to be in the right place at the right time.

WAS WORKING ON THE MIRAGE A BIG BREAKTHROUGH FOR YOU?

Paul Steelman: I spent four years of my life working almost exclusively on The Mirage, which meant I was able to explore every single aspect – every restaurant, every pit stand, the way the chips were stacked, the reflective qualities of everything – right down to the smallest detail. Naturally, that shaped my approach to casino design as an architect.

OF ALL THE WORLD'S CASINOS, WHICH DO YOU THINK IS THE MOST BEAUTIFUL AND WHY?

Paul Steelman: Believe it or not, I think the casino in Monte Carlo is the most beautiful. Obviously, it's a 150-year-old building, so it has an historic prowess. It also has size and proportion, which is unusual. Architects of that period concentrated on size and proportion. Nowadays, many casino architects lose their sense of scale and create something that is too big, too grand or too intimidating for the public to use. Or they totally lose their way and make it for themselves.

ARE THERE ANY DIFFERENCES BETWEEN DESIGNING A CASINO IN EUROPE, OR ASIA OR THE US?

Paul Steelman: Yes. Naturally, in most places, the players and the local customer base – the customers who live within about an hour's drive of the casino – are very much part of the way we design a project. But at the end



“THE CUSTOMERS WHO LIVE WITHIN ABOUT AN HOUR’S DRIVE OF THE CASINO ARE VERY MUCH PART OF THE WAY WE DESIGN A PROJECT.”

PAUL STEELMAN

62



About Paul Steelman

Paul Steelman, a native of Atlantic City, is a visionary designer of entertainment, hospitality and gaming architecture worldwide. His first job involved designing several parts of the first Atlantic City Casino, Resorts International. Steelman then went to work for The City of Atlantic City in the Planning and Development Department. He met all the famous casino architects, including Joel Bergman, and eventually took a job with Steve Wynn. He worked for Bergman and Wynn for nine years, designing many of the Mirage Resorts projects, and later opened his own architectural practice specializing in entertainment design in 1987.

<http://paulsblog.steelmanpartners.com>

of the day, anyone who builds a casino has a picture of Las Vegas somewhere at the back of their mind. Everyone wants Las Vegas, no matter whether the casino is in China, Mongolia or Europe.

But the planning is different. Many casinos have entrance guidelines, which can be problematic for us. We like the ying and yang, and the tandem-based activities that surround casinos. We like restaurants that are adjacent to or in the casino. Recent design trends in Las Vegas show a move towards casinos that are a little more focused and not designed to attract different audiences. The whole “night-clubs in casinos” scene there is really over.

WHAT WILL YOU BE WORKING ON NEXT?

Paul Steelman: Our Ho Tram project for MGM in Vietnam is very interesting and exciting. In fact, it’s a whole series of events, a whole series of casinos – kind of like Las Vegas on the beach! We are also doing several of the spaces in the Galaxy Cotai in Macau. We are working on Casino Monte Carlo in Monaco. And we are also involved in several very exciting projects in Las Vegas, including a new energy city (called Ingenuity). We have several subsidiaries – including an energy design and an animation subsidiary – and we have some very exciting projects going on in those areas too.

YOU ARE OFTEN QUOTED AS SAYING THAT THE DESIGN OF A CASINO SHOULD CONTAIN “NO BLUE AND NO MIRRORS”. COULD YOU EXPLAIN WHAT LIES BEHIND THAT?

Paul Steelman: Well, at our office, we have about 130 rules for gaming design! Obviously, we’ve designed many casinos for many different customers, and we have developed these rules over the years based on our experience. Each customer has a different outlook on their patron, on their guest.

Basically, blue is cold. And, in fact, if you do use blue inside a casino, the visit will be shorter. People don’t stay as long in a cold environment as they do in warm one. We actually tried it once when we did a riverboat in three different color schemes and three different color groups. The blue casino only made 25 % of what the gold casino made. No mirrors is actually a criterion set by Steve Wynn many years ago. He will never have a mirror on a wall to create something else, like a sense of infinity or depth. Technically, mirrors make spaces darker, which is bad. Everyone has a sense of empowerment when they go to a casino. If you can look at yourself,

you’ll realize you’re not James Bond. Consequently, mirrors are not a good thing.

WHAT IS THE FUTURE OF THE CASINO ACCORDING TO PAUL STEELMAN?

Paul Steelman: I think there are a couple of things that are going to happen. First, from a big picture point of view, there are going to be a lot of new jurisdictions that are going to pass gambling legislation with incredible tax incentives. Second, the theme park will actually come back as a viable casino agent. We think that the development of characters, the development of an adult-based theme park, could lead to a more complete entertainment experience. We know from a recent renovation project at Galaxy in Macau that the casinos of the future will be brighter. We took the light level up to about eight times its current level, and the casino now does 35 % more business.

We have about 30 predictions for what we feel casinos will be in the future. The integration of condominiums or residences – especially in Las Vegas or Macau – is probably a good one. The massive buildings which were really separate nightclubs in a casino are a thing of the past there. We’ll no longer build those. In some ways, we are going to go back in our thinking to the size and shape of casinos in the early 1990s.

YOU APPEAR IN THE MOVIE OCEAN’S THIRTEEN. HOW DID THAT COME ABOUT?

Paul Steelman: We are actually involved in one of the featurettes on the *Ocean’s Thirteen* DVD, not in the actual movie itself. The feature is called *An Opulent Illusion* and is a little story about casino architectures, and how casino architects actually go about designing a casino. It’s a 30-minute special at the end of the DVD because *Ocean’s Thirteen* featured a lot of wild architecture. As a matter of fact, I got so many calls from people asking if I had designed the building in *Ocean’s Thirteen* and I had to say, “No, we would not have designed that building”. But it was kind of fun to do the feature.

DO YOU HAVE A FAVORITE CASINO MOVIE?

Paul Steelman: I’m a big James Bond fan and I think there were some great casino scenes in *Casino Royale*. There are so many casino movies, but I would have to say that the movie *Casino* – which is based on real-life events in Las Vegas – has a lot of the things that I think go to make a great casino movie. It was filmed in real casinos – the Riviera and the Mirage in downtown Las Vegas. And I thought De Niro, Pesci and Sharon Stone did an incredible job in that movie.

63

Behind the Tables

OCCUPATION: CROUPIER.
FROM PASSIVE GAMEMASTER TO ALL-ROUND ENTERTAINER.

Until a few years ago, the world of the croupier was very much a male domain. The stereotypical image of the croupier was that of a man who knew a lot about Poker, Roulette and Baccarat, but also about big money, beautiful women and fast cars. The job profile might now well have changed, but being a croupier still hasn't lost any of its excitement or charm.



DANIEL KIMMLING, *Switzerland*



DONATA RAPALYTE, *Lithuania*



MATTI KANKAINEN, *Finland*



ANNA WASOWSKA, *Poland*



JOANNA MATUSIAK, *Poland*



SUZANA KRSTIC, *Serbia*



GERALD WINDISCH, *Austria*



DAVID TRAN, Denmark

Becoming a professional croupier (or dealer) is by no means as easy as you might imagine. Jobs are rarely advertised. External training schools or academies are virtually nonexistent: most casinos prefer to train their croupiers themselves, which is hardly surprising given the many trade secrets, the complexity of the job and its importance in the scale of all things casino. It also ensures casinos get what they want – croupiers with the right skill sets and the right personalities for the gaming floor. Two very important factors when there's so much at stake.

It takes a great deal to be a good croupier. Aside from the obvious dexterity and mathematical skills, croupiers have to be able to deal with responsibility, large sums of money and the many different situations encountered at the tables. They must be able to spot a pro from an amateur in an instant and adapt immediately to each player's needs. Not everyone is suited to the job. But those who have what it takes really do make the game and define the table experience.

Not so very long ago, croupiers were just as serious as they were mysterious. They were under strict instructions to share only the most essential information with guests. There was no banter or cracking jokes at the tables. Instead, they remained passive and aloof – adding to the fascination and fuelling the air of mystery surrounding these gentlemen of the old school, who reputedly won the hearts of the most beautiful women and drove the fastest cars in town. And who naturally never even batted an eye when players bet millions at the tables.

Nowadays, different qualities are sought. Croupiers still have to be entirely professional and absolute masters of their game, but they are also expected to be entertaining and provide the highest levels of customer service. Since the 1980s, more and more women have joined the profession – a change initially viewed with skepticism, but now considered standard practice. So while some croupiers might still drive sports cars, it's now not uncommon to see a minivan or two parked next to them on the staff parking lot.

Croupiers in today's casinos play many roles and are happy to help with all manner of requests. They can arrange a hotel, call a taxi or find out the time of your next flight home. They know the best restaurants, bars and places to go in town. And if recent trends are anything to go by, they may even extend their role in future to the virtual world, where there is increasing demand for online gaming sites to swap their mechanical random number generators for the charm and experience of real life croupiers.

European Dealer Championship



Once a year, even the most adept croupiers feel the heat when the *crème de la crème* battle it out for the coveted title of European Dealer of the Year. Global Player caught up with some of the finest, funniest and most entertaining contestants at the 2010 competition in Vilnius and asked them to step out from behind the tables and pose for the camera. If you're interested in seeing more of Europe's best dealers in action, the European Casino Association's 2011 European Dealer Championship will be held from 10-11 May in Grand Casino Beograd in Belgrade.

www.europecasinoassociation.org



CULINARY CHARACTERS

The casinos and entertainment centers in the Casinos Austria International global network offer a truly diverse choice of wining and dining facilities: from elegant, award-winning restaurants to casual sports and piano bars. Global Player took a trip from Australia to Belgium and from Chile to Egypt and has put together a brief taster of just some of the many culinary characters we met.

Our descriptions might well remind you of the status messages used in social media, and that's no coincidence: Global Player is also very much at home in the virtual world. At twitter.com/glplr and facebook.com/glplr, fans and followers can find answers to the question: "What's happening?" There's also a comprehensive overview of all the restaurants, bars and clubs in the Casinos Austria International world on its website.

: a hashtag or pound sign is used to tag or highlight particularly important keywords in postings on Twitter and other social media networks.

ARGENTINA



CASINO SALTA
AVENIDA EJÉRCITO ARGENTINO 330
4400 SALTA
+54 387 437 3022 - 3023
WWW.CASINOSALTA.COM



SPIN SPORT BAR

The bar at Casino Salta is all about fun. Top sporting events, cool drinks and delicious finger food. Sit back with your friends and enjoy major sporting action on the big screen at the Spin Sport Bar.

#sport #bar #argentina

Open daily from 1 pm to 6 am.



TIPAS BAR
Great drinks with amazing panoramic views of Salta City.
#bar #casino #salta

RESTAURANTE TERRACOTA
International gourmet cuisine, fine wines, great views.
#restaurant #salta #wining #dining

330 COFFEE SHOP
The perfect way to start the day: the breakfast buffet in the 330 Coffee Shop.
#breakfast #330 #salta

GREECE



CLUB HOTEL CASINO LOUTRAKI
48 POSIDONOS STREET
203 00 LOUTRAKI
+30 27440 60300
WWW.CASINOLOUTRAKI.COM

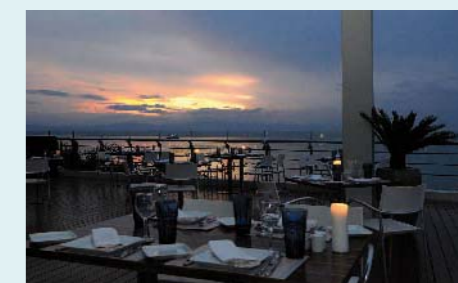


OCEANOS RESTAURANT

The colors, scents and tastes of the ocean dominate at the Oceanos Restaurant in Club Hotel Casino Loutraki where inspired seafood dishes meet incredible sushi. A culinary highlight with stunning views over the Corinthian Gulf.

#seafood #greece #loutraki #dining

Open Wed. to Sun. from 8 pm to 2 am and Sun. for lunch.



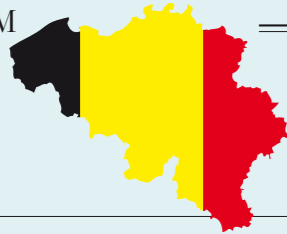
AQUARIUS
A culinary tour of Italy. Enjoy the flavors of the Mediterranean *al fresco* in a beautiful garden setting.
#restaurant #loutraki #casino

DOLPHINS BEACH & POOL BARS
Live music, the crashing of the waves, refreshing drinks and good food: pure holiday feeling.
#beach #bar #casino

ROSES BAR
Sip Champagne and cocktails in the elegant setting of this luxurious rose-themed bar.
#drinks #roses #casino

SUSHIRO
Asian food and sushi every evening in the Lobby Lounge at Club Hotel Casino Loutraki.
#asia #lounge #greece

BELGIUM



VIAGE ENTERTAINMENT CENTER
BOULEVARD ANSPACH 30
1000 BRUSSELS
+32 2 300 01 00
WWW.VIAGE.BE



KAMELEON SKY

Dine under the stars in the Kameleon Sky rooftop restaurant and enjoy exceptional views of Brussels and some of the best cuisine in town, perfectly prepared with the chef's passion for pure flavors. True to its name, Kameleon Sky transforms to suit the time or mood and is one of the most romantic dining venues in the city.
#brussels #restaurant #viage #casino

Open daily from 12 noon to 3 pm and from 7 pm to 10.30 pm.



SAFFRON

The place for a relaxed lunch or a quick dinner. Great Asian and Belgian cuisine from a sizzling open kitchen – from noon until 4 am.
#restaurant #viage #asian #belgium

BROWN'S SPORTS BAR & GRILL

The ultimate spot for sports enthusiasts. The ultimate spot for sports enthusiasts. Major European league football or NFL games over XXL burgers and perfectly poured Guinness.
#burger #beer #bar #viage

GERMANY



RP5
LISTER MEILE 2
30161 HANOVER
+49 511 980 660
WWW.RP5-ENTERTAINMENT.DE



PRACHTSTÜCK

In German, a *Prachtstück* is a real gem – and that's the perfect description for this top class restaurant at RP5 in Hanover. The menu focuses on contemporary international cuisine and highest quality prime beef specialties cooked to five stages of perfection: from rare to well done.
#rp5 #restaurant #hanover #spielbank

Open Mon. to Sat. from 11.30 am and Sun. from 10 am.



COCINO

Set on RP5's lower level, Cocino offers a top selection of Italian cuisine in a contemporary setting or *al fresco* on the spacious terrace.
#hanover #rp5 #dolce vita

BAR ROUGE

RP5 offers a choice of bars, including Bar Rouge with its 17-meter long bar and stunning light effects. The place to enjoy a cocktail and watch the action in the casino.
#rp5 #bar #champagne

EGYPT



CASINO SEMIRAMIS
CORNICHE EL NILE, GARDEN CITY
CAIRO
+20 22 795 67 24
WWW.CASINOSAUSTRIAINTERNATIONAL.COM



THE GRILL RESTAURANT & LOUNGE

An evening in one of the city's finest restaurants is in store for diners at The Grill Restaurant & Lounge in the Semiramis InterContinental Cairo. Savor the chef's exquisite French menu and enjoy the vibrant artwork, modern design and dramatic views of the Nile River.
#restaurant #cairo #nile river

Open daily for dinner.



BIRDCAGE

Everything about the Birdcage is pure Thailand, from the exotic water feature at the door to the authentic etiquette.
#cairo #thai #casino

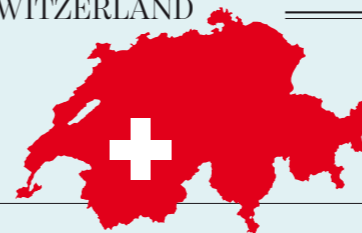
PANE VINO

The show kitchen in Pane Vino is alive with Italian voices and cooking, courtesy of the master chef and his team.
#casino #cairo #aroma

SABAYA

Savor the magic of the *mezzas* and relax over after-dinner tea, sweets and conversation in the lounge in true Lebanese style.
#restaurant #cairo #lebanese

SWITZERLAND



GRAND CASINO BERN
KORNHAUSSTRASSE 3
3000 BERN 25
+41 31 339 55 55
WWW.GRANDCASINO-BERN.CH



MERIDIANO

The award-winning Meridiano with 16 Gault Millau points and one Michelin star is renowned far beyond the borders of Bern for its innovative cuisine and superior service. Light, fresh food prepared to perfection and served in a refined and elegant setting with fine views of the city and its scenic surrounds.
#bern #casino #restaurant

Open Tues. to Fri. from 11.30 am to 2.30 pm and Tues. to Sat. from 6 pm to midnight.



RESTAURANTYÙ

Discover the delights of Asian cuisine and fine teas in a stylish setting or *al fresco* on the scenic summer terrace.
#wok #switzerland #china

RESTAURANT GIARDINO

Appetizing antipasti, the pleasures of pasta, succulent Ossobucco, delicious desserts – mouthwateringly good!
#bern #ristorante #casino



GRAND CASINO BEOGRAD
BULEVAR NIKOLE TESLE 3
11 080 BELGRADE
+381 11 22 02 800
WWW.GRANDCASINOBEograd.COM



DIVA

Irresistible pleasure. One of the best restaurants in town, top cuisine and a selection of great wines from all around the world. The deluxe restaurant in Grand Casino Beograd offers something for every taste and delights even the most pampered palate.
#beograd #casino #dining #top-class

Open Tues. to Sat. from 7 pm to 1 am.



GINGER

Belgrade with a taste of the East: an Asian fusion sensation from a stylish, open kitchen.
#asia #serbia #casino

PIANO BAR

An ideal place to relax over a drink and enjoy the live music. Home to the Serbian jazz scene.
#beograd #live #music

CHAMELEON

As the name suggests, the colors in the Chameleon restaurant change to match the mood. What never changes: the top quality cuisine.
#beograd #colors #restaurant

BLUE DIAMOND BAR

Relaxed, club-like atmosphere, with a circular bar and big comfy sofas. For that chill-out feeling.
#lounge #terrace #beograd



GRAN CASINO LOS ANGELES
COLO COLO 565
LOS ANGELES
+56 43 406 500
WWW.GRANCASINOLOSANGELES.CL



CINCOSEISCINCO

The Restaurante 565 in Gran Casino Los Angeles is run by Hotel Four Points by Sheraton and offers top class contemporary cuisine with a regional twist in a relaxed, yet refined setting. Elegant and stylish.
#colo colo #restaurante #chile #casino

Open daily from 1 pm to 3 pm and Mon. to Sat. from 7 pm to 1 am.



BAR-BAR-BAR

Exotic cocktails and finger food accompany regular events and entertainment in the casino lounge bar in the heart of the gaming area. *#losangeles #chile #bar*



THE REEF HOTEL CASINO
35 - 41 WHARF STREET
CAIRNS QUEENSLAND 4870
+61 7 4030 8888
WWW.REEFCASINO.COM.AU



CAFÉ CHINA RESTAURANT

The internationally acclaimed Café China restaurant in the main lobby of The Reef Hotel Casino offers authentic Cantonese, Beijing and Shanghai style specialities, delicious seafood and some of the finest wines around. Owner Harry Sou is a master of his art.
#casino #noodle #asian #cairns

Open daily from 11 am to 2.30 pm and from 5 pm to 10 pm.



TAMARIND

Contemporary fusion of Asian and Western cuisine. Multi-award-winning restaurant with exceptional food and service.
#dining #australia #reef hotel

FLINDERS BAR & GRILL

Strictly casual. Great value food and drink in a relaxed atmosphere.
#bar #reef #grill

CASINO SPORTZ ARENA

The biggest indoor screen in Cairns. The perfect setting to relax with friends and watch your favorite sporting events.
#sport #movies #music

OSPREY BAR

Whatever the occasion in the Sportz Arena at the Reef Hotel Casino, the Osprey Bar has the perfect drinks.
#sport #wine #cocktails

LIHOU BAR

Fancy a flat white or a refreshing cold beer? Then the Lihou Bar is just the place for you.
#coffee #beer #reef hotel

VERTIGO BAR & LOUNGE

The best place in town for after-work drinks and the hottest location for live concerts.
#music #bar #show

A RECIPE FROM CAFÉ CHINA RESTAURANT

Special Fried Rice with Tiger King Prawns

INGREDIENTS:

- 8 tiger king prawns (de-veined but with head and tail left on), 120-150g each
- 4 full bowls of steamed rice
- 2 eggs
- 1½ teaspoons salt
- 100ml vegetable oil
- 50g freshly chopped shallots
- Chopped fresh garlic (optional)

Serves 4

Method:

Note: this method only works well with freshly cooked, hot rice. Heat a large pan or wok, add oil and bring to a medium heat (don't overheat). Add eggs and stir-fry until half cooked, like a soft omelette. Add rice and mix through. Add the remaining ingredients and stir-fry. Continue to stir-fry until all ingredients are thoroughly combined and the salt has melted. Remove from heat. Seal the tiger king prawns on a very high heat on one side only, then turn off the heat, turn the prawns over and allow to rest in the hot pan for one minute. Place the prawns on top of the fried rice and garnish with the chopped shallots and fresh garlic (if desired).

A delicious dish that everyone can make at home!

HARRY SOU

Australian food artist and restaurateur

The small city on the west bank of the River Jordan lies more than 250 meters below sea level. On a clear day, the view extends all the way to the Dead Sea. Jerusalem is only half an hour's drive away. Yet the ancient city of Jericho is known not only for its extraordinary geography, but also for its rich history. Time and again, the city has been totally destroyed, only to rise again from the ruins. Hope has sprung eternal here for thousands of years – a hope that never dies.

In the middle of a seemingly endless desert landscape on the outskirts of the city, a generously appointed casino was opened in September 1998 next to the five-star InterContinental Jericho hotel. It was an overwhelming success right from day one. Up to 3,000 guests flocked to the Oasis Casino every day to play at its 124 tables and 278

slot machines. But just two years later, it was forced to close its doors: the situation in the region meant it was no longer possible for the casino to operate normally.

Since then, the inhabitants of the city and the staff at the hotel have waited and hoped that the casino will one day reopen. One of them in particular works tirelessly to keep that hope alive.

The Austrian casino manager Dominik Tahedl (photo p. 83, bottom left) makes his rounds through the Oasis every single day. His job is quite simple, but by no means as easy as it might seem: he has to make sure that the casino is fully maintained and ready to go. One thing is certain: when the order comes to reopen the doors, Dominik will definitely be prepared.



Hope Springs Eternal...





The deluxe five-star InterContinental Jericho hotel first opened in the year 2000 and offers a choice of 14 luxurious suites, 80 king size rooms and 83 double rooms. Local and international guests alike enthuse about its extensive leisure facilities, such as the shimmering pools surrounded by swaying palm trees, Dead Sea water pool, health club and state-of-the-art gym.

The hotel enjoys a magical desert setting on the outskirts of the old city center; yet is only 15 minutes from the Dead Sea or the Monastery of Temptation and 30 minutes from Jerusalem. Its ninth floor Lemon Grove restaurant serves spectacular views and Middle Eastern specialties, while the poolside Gazebo offers light meals by day and an à la carte menu by night. Numerous musicians, sports stars – amongst them players from the Russian national soccer team – and political figures have stayed at this memorable resort, including former First Lady Laura Bush.

The InterContinental Jericho shares its site with the Oasis Casino, yet for some years guests have only been able to admire the casino from the outside. But hope springs eternal, and both the hotel and casino management firmly retain the wish that they will be able to return their resort to its full splendor one day soon.

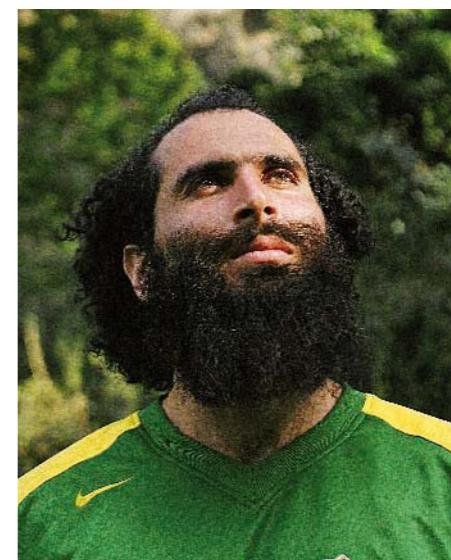


Around InterContinental Jericho

- 
INTERCONTINENTAL JERICHO
 Jericho-Jerusalem Road, Jericho, +970 2 231 1200
www.ichotelsgroup.com
- 
CABLE CAR TO MONASTERY OF TEMPTATION
 Cable car to 6th century monastery 350 m above sea level.
- 
MOUNT OF TEMPTATION RESTAURANT
 Tourist restaurant with great international buffet.
- 
HISHAM'S PALACE
 8th century archeological site 5 km north of Jericho.
- 
BANANA LAND
 Amusement park for all the family.
- 
SPANISH GARDEN
 Public park in Jericho.

THIS IS JUST THE Beginning

The Homeless World Cup
is an innovative global social initiative that offers
people living on the street a second chance.





Sport can be so colorful and so fair. Teams from all around the world participated against each other and celebrated together at the 2010 Homeless World Cup in Rio de Janeiro. The collection of photos shown in this article were taken by Mauricio Bustamante during the event.

The idea sounds simple: you bring together a group of homeless people and give them a shared goal – in this case, the desire to win an international soccer tournament. The result: many of them also succeed in finding their way back to a normal life – and some even turn sport into a career. This simple idea has become reality – and a very successful one to boot. The Homeless World Cup is now a global event that takes place each summer in a different city around the world. The tournament uses a unique, street soccer format, which is fast, fun and entertaining.

In March 2001, representatives of dozens of street papers from all over the world came together in South Africa to discuss how to draw more government, public and media attention to the growing problem of homelessness.

As the social entrepreneurs chatted late into the night, the conversation drifted to football. The idea for the Homeless World Cup was born.

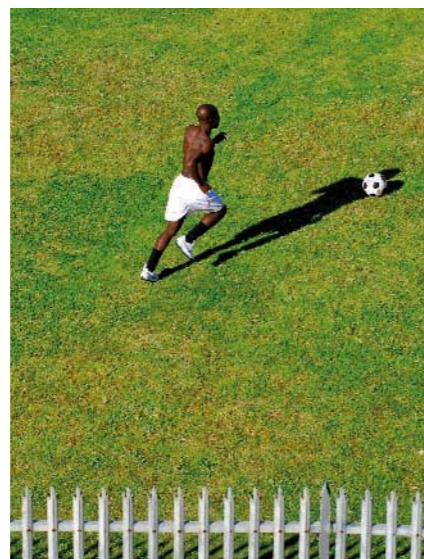
Teams from 18 nations kicked off at the inaugural event in Graz, Austria in 2003. Since then it has gained huge momentum: 64 teams from 53 nations will play at the 9th Homeless World Cup in Paris in August 2011.

The goal of using football as a catalyst to encourage homeless people to change their lives has been a clear success and has inspired grass roots football programs in 64 nations around the globe. Research shows that over 70 per cent of players in the Homeless World Cup experience a significant life change. They move into homes, jobs, education and training. Some even become football players or coaches.

After Rio de Janeiro in 2010 and Paris in 2011, the tournament goes to Mexico City in 2012, where around 6,000 homeless people already play in local football teams. Together they learn to celebrate their wins and accept their defeats. And while they naturally all dream of winning the tournament, they also share the more practical dream of simply having a job and a roof over their heads.

The Homeless World Cup is not just their story, it is also the story of the countless volunteers who work tirelessly year after year to add a new chapter to the tale. There are one billion homeless people in the world. It is a global issue that affects all nations. The Homeless World Cup has a vision for a world where everyone has a home. We at Global Player applaud this vision and support the idea of the Homeless World Cup with the firm conviction that its success story is only just beginning.

www.homelessworldcup.org



Homeless World Cup

-  2010 RIO DE JANEIRO
-  2011 PARIS
-  2012 MEXICO CITY

ST. MORITZ

Caviar

ON THE ROCKS



This Swiss mountain village in Upper Engadine is a piece of living history. St. Moritz is considered to have been the birthplace of winter tourism back in 1864, and is known to this day as the playground of the rich and famous – both in summer and in winter. An ideal location for a casino, and all the more so when it is situated in as luxurious a setting as the five-star Kempinski Grand Hotel des Bains.





“IT’S A PRIVILEGE TO BE ABLE TO LIVE AND WORK IN SUCH A UNIQUE PLACE.”

PETER KOLEN



Casino St. Moritz welcomes an international clientele that includes tourists from all around the world, local residents and many guests from neighboring Italy, who all appreciate its style and, of course, its location. The casino, which lies at an incredible 1,850 meters above sea level, has an international team of staff. Director Peter Kolen, for instance, hails from The Netherlands. In an interview with Global Player, he remembered a conversation one night with a very wealthy guest in particularly high spirits. “You know, I could just buy the whole casino,” he told Kolen (who did not doubt this fact). “But I won’t. Would you like to know why? Because then I wouldn’t be able to play here anymore!”

Fortunately, the majority of the casino’s guests don’t want to buy the whole establishment – they come to Casino St. Moritz to relax over a game of Blackjack, Poker or Roulette or perhaps try their luck on the



slots after a day on the slopes or an extended shopping trip down the legendary Via Serlas. Within a few hundred meters on this one street, even the most discerning shoppers are sure to find their preferred luxury brands amongst all the other beautiful things on offer.

St. Moritz is also a real culinary hotspot. One of Europe’s most spectacular restaurants perches 2,486 meters above sea level at the Corviglia cable car summit station. Internationally renowned owner and chef Reto Mathis specializes in caviar and truffles, and guests can watch the maestro at work in his renowned restaurant. Anyone who has the good fortune to enjoy a gourmet dinner, sip a chilled glass of Champagne or savor a vintage red wine at Mathis Food Affairs is in for a very special treat indeed.

The cuisine in many of the town’s restaurants has an international flavor with a pronounced Italian touch – as exemplified by the superb Enoteca lifestyle restaurant in the Kempinski. There are also strong regional influences like the world-famous *Bündnerfleisch* (air-dried beef), mature mountain cheeses, legendary *Engadiner Nusstorte* (a sweet pastry filled with caramelized nuts) and a whole range of other delicacies. If whisky is your favorite tittle, then St. Moritz might well be your idea of heaven. (Or should that be hell?) The world’s longest whisky bar goes by the auspicious name “Devil’s Place” and is found in the town’s Hotel Waldhaus am See.

Aside from gaming, wining and dining, there’s much more for tourists to enjoy in this Swiss mountain town. There’s a leaning tower dating back to the 12th century, which although slightly smaller than its famous counterpart in Pisa, nonetheless leans at an



impressive 5.5 degrees to the vertical. Or there’s the Chesa Futura apartment building, a futuristic design by world-renowned British architect Norman Foster constructed from thousands of wooden shingles using traditional building methods.





Even its sports facilities have themselves made history. Both the 1928 and the 1948 Winter Olympics were held in St. Moritz, and many ski and bobsleigh World Championships have been staged here too. The historic 90-meter ski jump and 1,612-meter long bobsleigh run are popular attractions even for non-sporty types. The unique St. Moritz bobsleigh run is built entirely out of natural ice. It takes a team of 14 workers to build the several meter high ice walls and protect the track from too

much sun. The bobsleigh run is in daily use from the end of December through to the beginning of March. Skeleton tobogganing also enjoys a long tradition in St. Moritz, which is home to the 125-year-old British St. Moritz Tobogganing Club, with its own distinctive club house part way down the famous Cresta Run.

At the end of our tour of all that is sporty, glamorous and stylish, we return to Casino St. Moritz to ask Peter Kolen what it's actually like to work at the top of the world. "It's a privilege to be able to live and work in such a unique place, even though the cost of living here is of course very high," explains the Dutchman, smiling as he hurries off to greet a regular guest.

One thing's for sure, with enough small change in your pocket, St. Moritz is a place you'll definitely want to return to and perhaps even enjoy your own portion of caviar on the rocks.



Around Casino St. Moritz

-  **CASINO ST. MORITZ**
Via Mezdi 29, 7500 St. Moritz, +41 81 837 54 54
www.casinostmoritz.ch
-  **01. DEVIL'S PLACE**
Longest whisky bar in the world.
-  **02. VIA SERLAS**
Luxury downtown shopping street in St. Moritz.
-  **03. OLYMPIA BOBSLEIGH RUN ST. MORITZ-CELERINA**
1,612 m bobrun made entirely out of ice.
-  **04. SCHIEFER TURM**
Landmark 12th century leaning tower.
-  **05. CHESA FUTURA**
Futuristic apartment building designed by Norman Foster.



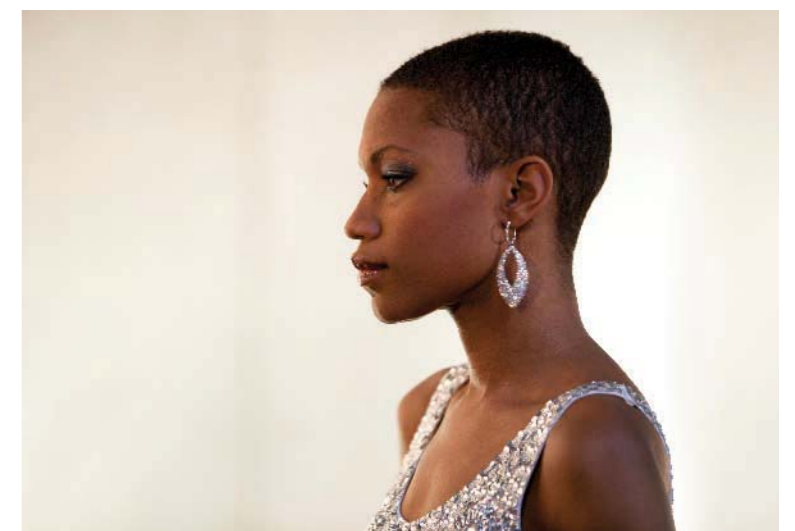
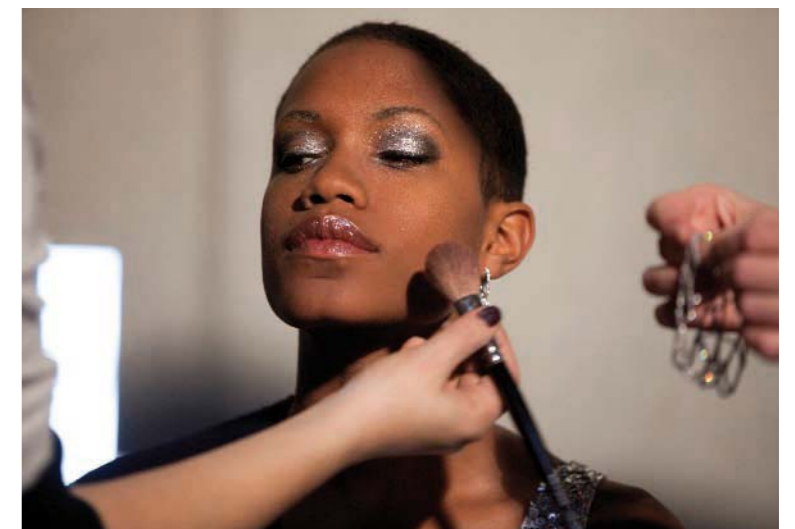
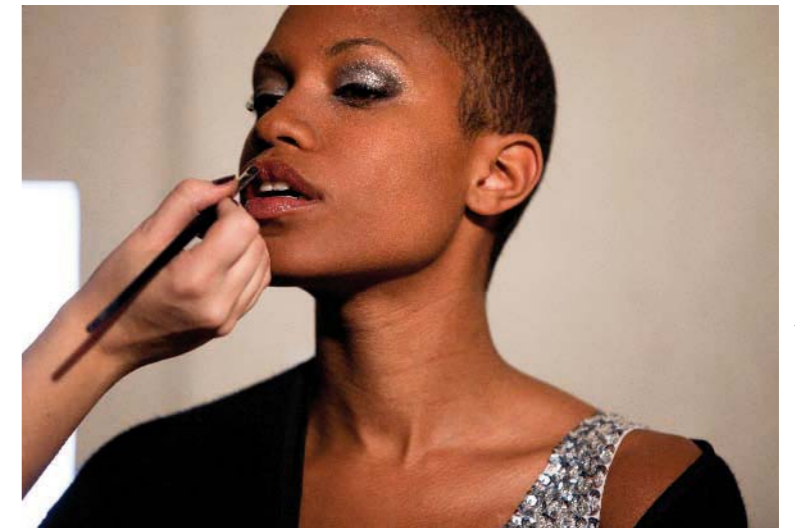
making of A CASINO FOR A DAY



When models from Italy, Taiwan, Kenya, Germany and Austria go to the casino for a whole day without winning or losing a single penny, then it can only mean one thing: it's time to shoot the photos for Casinos Austria International's 2011 image campaign. Global Player was on the set.

A photo shoot of this dimension not only calls for beautiful young ladies and elegant gentlemen, it also requires weeks of planning, the meticulous installation of the American Roulette and Poker tables and the specialized transport of the latest slot machines. Dazzling dresses and suave suits by talented Austrian and Belgian designers, sparkling jewelry, perfect hair and glamorous make-up: it all has to be carefully organized and coordinated.

The timing is planned right down to the very last second: an all-day photo shoot is hard work for everyone involved. The art lies in ensuring that the pictures capture it all – without showing any of the strain.





Whilst hair stylists and make-up artists work their magic, the gaming instructor helps with authentic hand positions, and a professional barkeeper mixes the drinks.

Professional models have to enjoy their work. They also have to accept that it can often involve lots of waiting around. But the results make all the effort more than worthwhile, and the images from this photo shoot will be gracing communication media in operations across the Casinos Austria International network in the coming months.



Casinos Austria International would like to thank the following companies for their contribution to the success of this photo shooting.

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 Jewelry: crystalp jewellery, Schullin Juweliere
 Accessories: Klammerth

Companies, organizations and venues featured in this issue:

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CASINO SEMIRAMIS

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Cairo, Egypt

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