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# THOUGHT-STARTER: WHAT WILL THE CASINO OF THE FUTURE LOOK LIKE?

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*Casinos can no longer rely on symbols of ostentatious wealth. Junior foresight writer Holly Friend explores the new gambling formats and visual codes they are using in order to win over the next generation.*

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The younger generation are losing interest in visiting the casino as we know it. According to a [recent YouGov study](#), nearly half (47%) of 18–34-year-olds in the US find casinos depressing.

But a new era for gambling may be under way, with the US Supreme Court clearing the way for legalised sports betting in May, which is set to result in a change in the law in many states. With physical casinos facing decline, the industry's future could also lie in online betting, with the YouGov study revealing that 50% of Millennials agree it should be legal.

One way casinos are looking to change consumer perception is by ridding the spaces of their opulent visual codes. The [City of Dreams](#) is a three-hotel gambling complex that partially opened this year in Macau. Instead of subscribing to the old-fashioned motifs of wealth that Macau is known for, the agency wanted to create a new version of luxury based on creative excess.

Read the full microtrend on The New Casino [here](#).