

**Table 9.4** Milestones in Gaming's History and Growth

Year	Event
1931	Casino gaming legalized in Nevada.
1969	Casino gaming legalized in Canada.
1978	Casino gaming legalized in Atlantic City.
1988	Indian Gaming Regulatory Act made gaming possible on tribal lands in almost every state.
1989	Limited-stakes gaming in Deadwood, South Dakota.
1989	Limited-stakes riverboat gaming legalized in Iowa (limits removed in 1994).
1990	Limited-stakes gaming in Central City, Cripple Creek, and Black Hawk, Colorado
	Government-operated Crystal Casino opened in Winnipeg, Canada.
1990	Riverboat gaming legalized in Illinois.
1990	Riverboat and dockside gaming legalized in Mississippi.
1991	Riverboat gaming legalized in Louisiana.
1992	Cruise ships permitted to operate gaming activities on the high seas.
1992	Casino gaming legalized in New Orleans.
2002	Liberalization of casinos in Macao ending a 40-year monopoly.
2003	Visa restrictions on mainland Chinese travelers to Hong Kong and Macao were relaxed, and Macao boomed as a gaming destination.
2005	Casino gaming legalized in Singapore, with two licenses issued in 2006 as part of the integrated resort development.
2006	Gaming revenue in Macao exceeded that of Las Vegas strip.

each with different benefits sought from gaming. Four broad segments appear to be emerging:

1. *High rollers.* This segment is composed of sophisticated gamblers (both domestic and foreign), to whom traditional gaming was originally targeted. These players tend to be wealthy, older, and male. High rollers tend to play games of skill rather than luck.<sup>22</sup> Gaming venues outside of the United States have been especially adept at serving this segment.
2. *Day-trippers.* Retirees dominate this segment. These players make several short-duration trips to operations within easy driving distance and wager relatively significant amounts per trip but tend to play slots and other video gaming options.
3. *Low-stakes/new adopters.* Players in this segment have discovered and accepted gaming as an interesting day or evening diversion when it is close to home or when traveling. Members of this segment include the growing cadre of aging baby boomers and their retiree parents, with the time and money to enjoy the entertainment associated with gaming. Other players in this segment are younger adults who grew up with computers and playing video games.<sup>23</sup>
4. *Family vacationers.* Owing in part to the development of complementary tourism attractions such as theme parks, this segment tends to play as an offshoot of a family vacation.

Through the use of customer loyalty programs, casinos are collecting marketing data to target each segment and cross-sell related products and services. Gaming has