Indian gaming operations are dealing with increasing competition and challenges that were unheard of just a few years ago. To gain insight into how Indian casinos are developing effective strategies for driving revenue and managing risk, we partnered with the National Indian Gaming Association to survey its members. Here’s some of what we learned.

**CHALLENGES IN GAMING TODAY**

We asked what the top challenges facing the Indian gaming industry are:1

- **Finding new revenue growth opportunities**
  - 65%
- Fending off competition
  - 58%
- Developing iGaming strategies
  - 47%
- Strengthening Title 31 compliance
  - 30%

We then asked about the challenges facing their own organizations, and the top result was once again “Finding new revenue growth opportunities.”

**TITLE 31 COMPLIANCE ADOPTION**

It’s important to balance growth with risk. So we asked how Indian casinos are doing with their Title 31 (anti-money laundering) programs, and we discovered that while more than half believe their Title 31 programs are robust, more than a third feel their program needs improvement.1

<table>
<thead>
<tr>
<th>“We’re compliant”</th>
<th>“Our program needs improvement”</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>35%</td>
<td>11%</td>
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**THE FUTURE OF GAMING**

Survey respondents identified millennials as a key demographic for future growth. Connected millennials are a key component of a successful future for Indian gaming operations. But how to attract this emerging audience and give them what they want, where they want it, remains a challenge.

**iGaming initiatives**

Many Indian casinos are looking toward iGaming to feed new revenue growth. So we asked how they’re doing with their iGaming strategies and found that more than half are exploring or actively launching iGaming platforms.1

- Launched or launching iGaming platforms
  - 15%
  - 40%
- Deciding on a direction
  - 11%

**Appealing to millennials**

A recent Washington Post blog examined some of the ways casinos are exploring to engage the younger demographic.

- Think entertainment first, gaming second
- Inject skill into games of chance (or vice versa)
- Offer rewards akin to “participation trophies”

Sources

1 NIGA/LexisNexis 2015 Survey