



*Albert Manzone, Deputy Chief Executive Officer of Monte-Carlo Société des Bains de Mer, and the winners of the European Casino Awards
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Casino de Monte-Carlo and Casino Café de Paris rewarded at ICE Barcelona 2025

Monaco, 29 January 2025 - Monte-Carlo Société des Bains de Mer and its casinos have once again been awarded at the ICE trade show, the international event for gaming professionals which took place in Barcelona from 20 to 22 January 2025. The year got off to a great start for the Group, with Casino de Monte-Carlo receiving the Best Customer Service reward at the European Casino Awards, once again confirming its status as a benchmark in the Gaming sector. For the very first time, Casino Café de Paris also won the Best Live Entertainment award. Monte-Carlo Société des Bains de Mer Group once again demonstrates its expertise in the Art of Gaming, 160 years after its creation.

On Monday 20 January, Monaco's casinos and the whole of the Principality of Monaco were honoured at the European Casino Awards, organised by the European Casino Association, during ICE Barcelona 2025, the yearly meeting for the Gaming industry. Casino de Monte-Carlo and Casino Café de Paris were rewarded by a panel of industry professionals.

Best Customer Service for Casino de Monte-Carlo

Casino de Monte-Carlo, a global benchmark in the Art of Gaming, received the Best Customer Service award, which acknowledges the great attention given to customers, whether they are experienced players or novices. This reward confirms the ambition of Monte-Carlo Société des Bains de Mer to create a unique and unforgettable experience in its casinos, as well as across the entire Monegasque resort.

This new prize joins an already long list of achievements. Since 2019, Casino de Monte-Carlo has regularly received awards at ICE:

Casino of the Year (2019, 2020), Best Gaming Operator UK & Europe (2020), Best Casino Operator (2022, 2023), Best Overall Casino (2022), Best Casino Restaurant for Le Train Bleu (2023).

Best Live Entertainment for Casino Café de Paris

The gaming establishment with 389 machines, ideally located on Place du Casino, at the heart of the new Café de Paris complex, received the Best Live Entertainment prize, awarded by the European Casino Association as part of the European Casino Awards. This is the very first international award for Casino Café de Paris.

The new dynamic implemented in this establishment and its capacity for innovation have paid off.

The Best Live Entertainment award applauds the creativity of events organised to enhance the customer experience and further develop the pleasure of gaming. The recent European preview launch of new slot machines was particularly memorable.

The Squid Game show, organised in September 2024 to launch the slot machines by the manufacturer Light & Wonder, was selected for this 2025 award. The ten machines based on the universe of the famous series were unveiled in an entertainment-packed evening, with impressive décor and unique choreography featuring the famous Pink Guards, interpreted by 30 dancers.

"We are delighted to see our Casinos rewarded again this year, said Stéphane Valeri, Chairman and Chief Executive Officer of Monte-Carlo Société des Bains de Mer. "Gaming represents our historic business and an exceptional heritage with Casino de Monte-Carlo, known and recognised all over the world for its beauty and the excellent service it provides. Entertainment for Fun Players and a high-end tailor made service for our most important customers are the strengths of our casinos, recognised as such by the European gaming industry. These rewards encourage us to continue on this path, to ensure the long-term success of our Casinos."

"These awards recognise the work of our casino teams which, despite legal constraints and increasing competition, bravely rise to the challenge, with the greatest selection of slot machines in Europe, exceptional marketing activities in the region, and hand-crafted service for our customers. I would like to applaud our Gaming Marketing teams, who have breathed new life into Casino Café de Paris by creating unique events, showing the extent of the expertise and creativity of Monte-Carlo Société des Bains de Mer in terms of entertainment", said Albert Manzone, Deputy Chief Executive Officer of Monte-Carlo Société des Bains de Mer.

[Download the photos of the European Casino Awards \(credits: The European Casino Awards\)](#)

[Download the photos of the Squid Game show at Casino Café de Paris \(credits: Monte-Carlo Société des Bains de Mer\)](#)

About European Casino Association

The European Casino Association (ECA) represents licensed land-based casinos in Europe, with 31 members and over 70,000 direct employees supporting local economies across Europe. It has members from nearly all EU Member States, as well as non-EU countries. The main purpose and objective of the ECA is to address issues related to casinos and promote the positive contribution of the industry. The ECA organises the European Casino Awards every year, whereby a panel of professionals recognise and reward those involved in the various sectors of the Gaming industry in Europe.

About Monte-Carlo Société des Bains de Mer

Monte-Carlo Société des Bains de Mer embodies a new Art de Vivre that is unique in the world with a taste for what is beautiful, fine and good. Its Resort offers Luxury Gaming in its casinos, "haute couture" experiences in its iconic palace hotels and their Diamond Suites and gourmet dining at the cutting edge of modernity, combining Michelin-starred restaurants, international concepts and our own creations, as well as a top-flight artistic and cultural selection. The Resort also offers a fantastic range of sport and well-being activities, shopping and partying. And because the new Art de Vivre Monte-Carlo must evolve towards increasingly ethical and responsible luxury, Monte-Carlo Société des Bains de Mer has been committed since 2007 to a pro-active policy in terms of energy transition, consumption of resources and waste, local fine dining and preservation of the natural heritage. The No. 1 private employer in the Principality of Monaco, the Group launched in 2023 its 4th ethics charter to uphold its values of integrity and responsibility in conducting its professional business.

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