



## Monte-Carlo Société des Bains de Mer Casinos receive the Highest Distinction at the 2026 European Casino Awards

Press Release – Monaco, January 22, 2026 – The Casino de Monte-Carlo and the Casino Café de Paris shone at the European Casino Awards ceremony, presented by the European Casino Association (ECA) on January 19, as part of the ICE Barcelona trade show. While Monte-Carlo Société des Bains de Mer regularly secures prestigious titles at this major international gathering of gaming professionals, this year the Group received the highest distinction for both of its gaming establishments: *Best Overall Casino*. This award recognizes the excellence of our gaming venues and once again confirms the leading position held by Monte-Carlo Société des Bains de Mer and its teams on the international gaming scene.

The year 2026 could not have started better for Monte-Carlo Société des Bains de Mer and its casinos. From January 18 to 21, a delegation of 17 representatives from the Group travelled to Barcelona for the ICE trade show, the prestigious annual meeting of professionals from the gaming industry. It was on this occasion that the European Casino Awards ceremony, organized by the **European Casino Association (ECA)**, took place on January 19, rewarding the outstanding work carried out by the teams of the Casino de Monte-Carlo and the Casino Café de Paris.

Monte-Carlo Société des Bains de Mer was awarded the highly coveted **Best Overall Casino** prize—an honour recognizing a casino's overall excellence based on several criteria, including the quality and diversity of the games offered, user experience, customer service, and player safety.

These criteria have been rigorously applied by both casinos of the Monegasque Group since the creation of the Casino de Monte-Carlo in 1863. A true symbol of the Principality on the international stage, combining the thrill of gaming with sumptuous salons that have even served as film sets, the Casino de Monte-Carlo has, for more than 162 years, continued to uphold the Monte-Carlo legend. In 2025, attendance at the venue increased by 8%\* compared to the previous year. Over the same period, attendance at the Casino Café de Paris rose by 7%. Founded in 2016 and featuring nearly 400 state-of-the-art slot machines, the Casino Café de Paris has for the past ten years embodied the adrenaline and excitement of a modern, bold Monte-Carlo, offering the largest slot machine floor on the French Riviera and spectacular entertainment throughout the year. Its upcoming renovation, scheduled for completion in spring 2027, will deliver an even more modern and innovative gaming venue for players.

*\*From January 1 to October 13, 2025*

The rich historical and cultural heritage of the Casino de Monte-Carlo, combined with the unique entertainment and gaming experiences of the Casino Café de Paris, make the Place du Casino a truly unique and increasingly

attractive destination for tourists from around the world. In addition, the My Monte-Carlo loyalty program recorded an 89% increase in new players in 2025 compared with the previous year.

### A Unique Gaming Offer Enhanced in 2025

The year 2025 was particularly marked by major events at the Casino Café de Paris, which notably hosted the European premiere of Aristocrat Gaming's new Phoenix Link slot machines at the beginning of the year. Their arrival was celebrated with a spectacular show featuring 500 drones flying above the Place du Casino. In June, the famous gorilla King Kong took over the venue during an inauguration co-organized with Light & Wonder, where dancers, acrobats, and the Lucky Wheel transported players into the heart of the jungle. In September, guests were also able to travel around the world during a special evening filled with entertainment, themed dancers, and cocktails. Players had the chance to win one of four trips, to Kenya, Spain, Brazil, or Japan.

Meanwhile, the Casino de Monte-Carlo further enhanced its Grand Art de Vivre offering by opening the Monte-Carlo Cigar Club in May. Located within the Casino de Monte-Carlo, on the site of the former office of François Blanc, founder of the Société des Bains de Mer, this ultra-private club now welcomes the world's most discerning cigar aficionados.

### Regularly Award-Winning Casinos

Monte-Carlo Société des Bains de Mer is regularly recognized within the gaming industry. By way of example, the Casino de Monte-Carlo received the Best Customer Service award at ICE Barcelona 2025, while the Casino Café de Paris won Best Live Entertainment. That same year, both casinos were also honoured as Best Slot Team at the European Dealer Championship. The Best Overall Casino title had previously been awarded to the Casino de Monte-Carlo at the Casino Awards during ICE London 2022. In 2025, the Casino de Monte-Carlo also obtained the Green Globe certification, attesting to all the initiatives undertaken by the establishment in favour of sustainable development, responsible gaming, and the transmission of know-how.

*"I warmly congratulate and thank Cédric Lorenzi, Director of Gaming Operations, and all his teams at the Casino de Monte-Carlo and the Casino Café de Paris for this magnificent Best Overall Casino award, just received at the European Casino Awards held in Barcelona. The efforts made day and night by all our employees in the SBM Gaming division contribute to making Monte-Carlo an ever-stronger gaming destination on the international stage,"* said Stéphane Valeri, Chairman and Chief Executive Officer of Monte-Carlo Société des Bains de Mer.

[Download photos from the ceremony and the casinos](#)

### 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 topflight 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 number 1 private employer in the Principality of Monaco, in 2023 the Group launched its 4th ethics charter to uphold its values of integrity and responsibility in conducting its professional business.

Press contact Monte-Carlo Société des Bains de Mer : + 377 98 06 63 62 / [presse@sbm.mc](mailto:presse@sbm.mc)  
[montecarlosbm.com](http://montecarlosbm.com) @montecarlosbm #mymontecarlo

