

Caesars' CEO shocked with lack of casino innovation

By Associated Press

New Caesars Entertainment Corp. CEO Mark Frissora says he is shocked at the casino industry's lack of innovation in appealing to younger would-be gamblers.

Frissora joined Caesars in February after leading car-rental company Hertz and assumed the CEO role in July.

Speaking at the Global Gaming Expo in Las Vegas on Wednesday, Frissora says Caesars is testing a new environment – a casino within a casino – on the Las Vegas Strip to watch how millennials react.

He says the company is also experimenting with changing traditional slot machine playing by involving social game features such as leaderboards that track high-point players.

Frissora says the industry has room to grow particularly in oversaturated casino markets in parts of the country where gambling has exploded by appealing more to millennials.