

Indian casinos rethinking how to attract customers

By Richard Chang, Sacramento Bee

The region's Indian casino scene could soon get more crowded.

With two casino projects on the horizon in an already bustling market, tribal operators old and new will have to offer entertainment and other amenities to retain the loyalty of customers in what experts say is a gaming market that will soon reach a breaking point.

"There are a finite number of gamblers," said Rich Hoffman, CEO of the Jackson Rancheria Casino Resort in Amador County. "The more times you split that pie up, the fewer customers you have."

California has 59 casinos and ranks behind only Nevada – with 270 casinos – in terms of gaming revenues.

When and if the new casinos open, they are expected to take much of their business from regional competitors.

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