

# Interactive experiences seen as big part of casinos' futures

By Wayne Parry, AP

Getting new customers involved in more interactive experiences is going to be a big part of the future for casinos in the United States and around the world, participants in a major gambling conference predicted Wednesday.

Casino executives, digital experts and payment processors at the conference in Atlantic City agreed casinos need to offer new experiences that directly involve the next generation. This involves new, non-traditional products such as competitive video game contests, skill-based slots, and daily fantasy sports and sports betting in states that allow it.

These would allow casinos to bring in new customers and revenue, the executives and experts said.

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