

ADVANTAGETM

THE GLOBAL GAMBLING LIFESTYLE MAGAZINE

2025 SEPT

LINKEDIN EDITION #3

JET SET TO INDULGE

A photograph of a private jet, likely a Gulfstream, flying through a layer of clouds. The aircraft is shown from a side-on perspective, angled slightly upwards. The clouds are soft and white, contrasting with the darker tones of the aircraft and the overall muted color palette of the image.

// EXPERIENCES BEYOND THE CARDS

PRIVATE JETS, DIRECT TO THE FELT

The door of the Gulfstream drops, warm desert air meets chilled cabin, and a host is already on the ramp. No TSA maze...

continue on page 1

DINING WORTH THE DETOUR

Las Vegas dining is often defined by marquee names on the Strip, but some of the city's most memorable meals...

continue on page 3

ART AS A HIGH-ROLLER MAGNET

Step inside MGM's Bellagio and the casino floor isn't the only spectacle. Beyond the tables, a fine art gallery houses works by Picasso, Warhol...

.continue on page 4



ADVANTAGE

THE GLOBAL GAMBLING LIFESTYLE MAGAZINE

// PRIVATE JETS, DIRECT TO THE FELT

Luxury travel meets high-stakes play



The door of the Gulfstream drops, warm desert air meets chilled cabin, and a host is already on the ramp. No TSA maze. No carousel. Ten minutes later you're inside a baccarat salon, cards fanning under chandelier light. For the global high roller, this is the modern itinerary: wheels down, chips up.

The new first-mile of luxury play

Casinos have quietly built an ecosystem that treats arrival as part of the experience. In Las Vegas, the template goes back more than a decade, when Wynn Las Vegas tied up with NetJets to extend reciprocal perks—upgrades, VIP access, concierge treatment—to jet card holders and resort guests. The message was clear: private aviation and premium gaming are the same continuum of service.

Today, the model has matured. Caesars Rewards Air runs charter service from 150+ U.S. cities to its resorts, collapsing friction for valuable guests who want a near-private experience without owning a jet. For many players, that means stepping off a branded charter, bypassing the crowds, and moving straight into a hosted itinerary.

Even properties themselves are getting aviation-curious. Resorts World purchased a wide-body Boeing 787 Dreamliner in 2021—proof of how seriously some operators are thinking about end-to-end movement of premium customers and branded groups.

Macau and Monaco: two perfect landings

In Macau, VIP logistics are a competitive art. Operators long ago realized that a smooth glide from jet bridge to private room is worth as much as any free-play offer. The city even supports that flow with dedicated business-aviation infrastructure at Macau International Airport.

Private Jets, Direct
to the Felt

// PRIVATE JETS, DIRECT TO THE FELT

Luxury travel meets high-stakes play

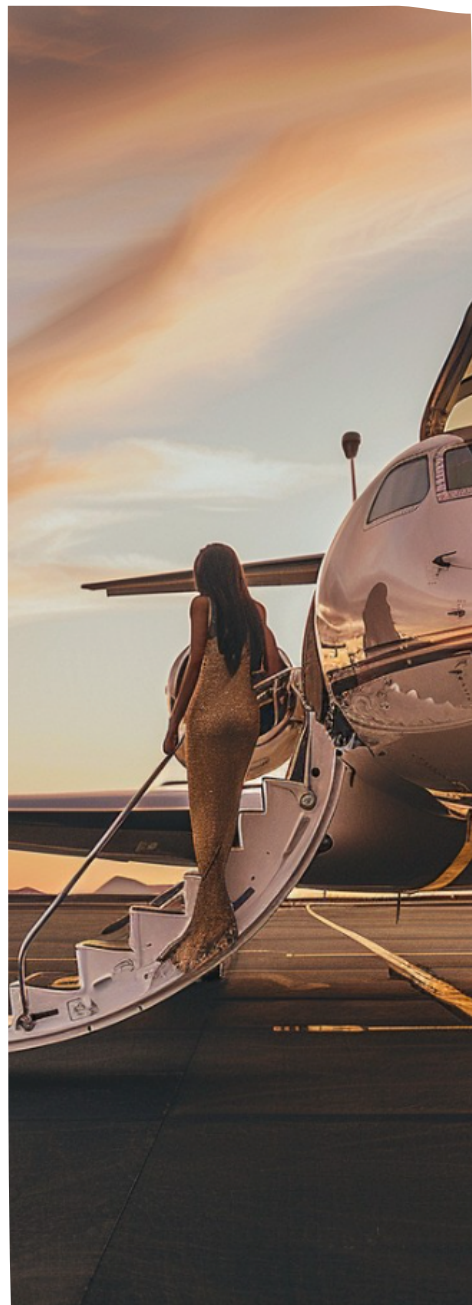
Some resort groups go further. Melco Resorts built a small private fleet, adding a wide-body Airbus A330 in 2019—strategic lift that lets a host say “we’ll bring you in” and mean it. When the car door opens at City of Dreams or Studio City, the casino experience has already started.

Across the Mediterranean, Monte-Carlo perfects the last mile with rotor blades. Seven minutes by helicopter from Nice Airport to the Monaco heliport with Monacair (or Blade, Héli Air Monaco, and others) turns a long transfer into a postcard and, importantly, offers door-to-door chauffeured handoffs. Step out by the yachts, and you’re a short stroll from the Casino de Monte-Carlo or a suite at the Hôtel de Paris.

For ADVANTAGE readers, the appeal isn’t just speed—it’s control. Private and semi-private lift makes a weekend playable: arrive aligned to table limits, restaurant holds, and show call times, not airline schedules. It also preserves privacy. Hosts can stage everything—luggage whisked to a villa, credit line verified, favorite dealer on a break-in shoe—so the first meaningful decision you make is “banker or player.”

There’s a branding logic, too. Partnerships like Wynn × NetJets stitched luxury travel into the resort promise years ago; newer hybrids like Caesars Rewards Air democratize that feeling for tiered players who don’t own a jet but expect a jet-like handoff. The connective tissue—FBO lounges, helicopter links, and in some cases operator-owned aircraft—makes the casino floor feel like the natural next room after the cabin.

The through-line is simple: for the world’s most valuable players, arrival is the first bet. Get it right, and the rest of the night tends to follow.



Private Jets, Direct to the Felt

// BEYOND THE STRIP: DINING WORTH THE DETOUR

Unforgettable meals just minutes away

Las Vegas dining is often defined by marquee names on the Strip, but some of the city's most memorable meals are found just beyond the neon. A short ride away are restaurants that reflect the city's heritage and its global palate.

At Ferraro's Ristorante, generations of Italian hospitality meet an award-winning wine list and late-night service that has made it a local institution. The legendary Golden Steer Steakhouse, founded in 1958, still carries the echoes of Sinatra, Elvis, and the Rat Pack. These places are not just restaurants, they are part of Las Vegas history.

Head west and you'll discover Las Vegas' Chinatown, a neighborhood that has quietly become a culinary destination in its own right. Here, ramen houses, dim sum palaces, and modern izakayas draw chefs, insiders, and travelers who know the Strip does not hold all the secrets.

For ADVANTAGE readers, the lesson is simple: some of the city's finest tables are set just off the Boulevard.

- Ferraro's Ristorante

Family-owned Italian dining with a renowned wine cellar and late-night hours.

- Golden Steer Steakhouse

An icon of old Vegas, serving prime cuts in Rat Pack-era booths since 1958.

- Las Vegas Chinatown Dining Guide

A thriving corridor west of the Strip offering some of the city's best Asian cuisine.



// ART AS A HIGH-ROLLER MAGNET

Turning gaming into a gallery



Step inside MGM's Bellagio and the casino floor isn't the only spectacle. Beyond the tables, a fine art gallery houses works by Picasso, Warhol, and Monet, a reminder that luxury gaming is no longer just about the felt. Around the world, casinos are quietly investing in multi-million-dollar art collections and installations that elevate their spaces from entertainment hubs to cultural destinations.

In Macau, Galaxy commissioned large-scale sculptures and contemporary installations to punctuate its integrated resort. These aren't decorative afterthoughts; they are statements of identity. Visitors move through spaces where art, architecture, and gaming intersect, creating a sense of sophistication designed to resonate with the globally mobile player. The result is a new form of magnetism, where the art itself becomes part of the allure.

The strategy is simple: high-value players expect more than gaming. By integrating museum-level experiences within resorts, operators extend their appeal to collectors, cultural travelers, and those seeking exclusivity. A baccarat salon lined with commissioned works signals refinement and permanence, reinforcing a brand's positioning in a fiercely competitive market.

For ADVANTAGE readers, the lesson is clear. Art is not a sideline to gaming but a high-roller amenity in its own right. In a world where players can choose between Las Vegas, Macau, or Monaco, the casino that doubles as a gallery sets itself apart. The bet is not just on cards and chips, but on culture—and that gamble is paying dividends in loyalty and prestige.

ADVANTAGE

// LETTER FROM THE CEO



Welcome to ADVANTAGE, The Global Gambling Lifestyle Magazine. For decades I've been fortunate to work across every corner of the gaming industry — from tribal operations and Las Vegas casinos to global advisory and technology. What I've seen consistently is that the world of the high-frequency gambler is more than play — it's community, access, and experience.

ADVANTAGE was built to capture that world.

This weekly LinkedIn newsletter is our way of opening the door, sharing insights, and celebrating the lifestyle of the globally mobile player. And four times a year, the quarterly magazine will take a deeper dive — aspirational stories, tactical intelligence, and the rare experiences that define our industry.

I'm proud to introduce ADVANTAGE to you here on LinkedIn. I invite you to read, share, and be part of the conversation as we chronicle the evolving global gambling lifestyle together.

A stylized, handwritten signature in red ink, appearing to read 'A. Crystal'.

— Stephen A. Crystal
Founder & CEO, SCCG Management



ADVANTAGE

THE GLOBAL GAMBLING LIFESTYLE MAGAZINE