

ADVANTAGETM

THE GLOBAL GAMBLING LIFESTYLE MAGAZINE

2025 NOV

LINKEDIN EDITION #11

SCENTS OF FORTUNE



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// THE FIFTH SENSE

How Scent Architecture Defines Casino Memory



Luxury casinos today are engaging senses unseen. Beyond lighting, layout, or décor, resorts are now orchestrating scent as a strategic architecture of experience. The fragrance that greets you in the lobby, the subtle note drifting as you pass the high-limit salon, the familiar aroma you take home in a candle — each is part of a carefully crafted memory loop, tying mood to place, play to brand.

At MGM Resorts International, scent has become part of the brand ecosystem. Their “Signature Collection” includes fragrances like Asian Garden at MGM Grand, diffused through guest rooms and lobbies, extending the resort’s identity into everyday life. These aren’t simple air fresheners, but mood-setting compositions that establish emotional continuity across the property. The scent signals luxury, cleanliness, arrival — and lingers in memory long after checkout.

Across the Strip and around the world, scent marketing has moved from gimmick to infrastructure. Studies have shown that certain aromas correlate with increased gaming revenue, with some trials revealing significant boosts in playtime and guest satisfaction. At Wynn Resorts, environmental fragrance forms part of guest immersion: in Macau and Las Vegas, fragrance diffusers integrate with HVAC systems, zoning different scent signatures for lobby, spa, high-limit, and retail areas, creating layered emotional journeys.

The psychology is powerful. Fragrance directly connects to the limbic system — the brain’s center for memory and emotion — meaning a scent can serve as a memory anchor for a luxury experience. In practical terms, guests may not consciously register the smell, but they feel at ease, stay longer, return more often, and recall the place as distinct

// THE FIFTH SENSE

How Scent Architecture Defines Casino Memory

Signature scent also becomes homeward brand extension. MGM's diffuser sets and candles turn the stay into a takeaway; the fragrance you smell at home recalls your stay, your feelings, and subtly nudges revisitation. This loop — stay → scent → memory → return — is the new loyalty strategy. For casinos, scent is no longer secondary; it's foundational.

Yet execution matters. Fragrance that feels generic or overbearing breaks immersion. In luxury environments, subtlety wins. Property designers now calibrate scent intensity, diffusion zones, and matching auditory and lighting cues so that fragrance feels natural rather than artificial — part of the environment, not an add-on. The elite guest doesn't notice the smell; they notice feeling the place.

Looking ahead, personalization beckons. Imagine a VIP suite that triggers a preferred scent when the guest arrives, pushes the same fragrance as the room during their next visit, and uses olfactory cues to reinforce brand loyalty without a word spoken. Casino designers see this as the next frontier: scent architecture that adapts to individual preferences while remaining part of the brand ecosystem.

For the luxury gaming travel sector, the message is clear: the most powerful sense is the one you cannot see. In a world of visual spectacle, scent is the silent ambassador of emotion — the invisible signature that says, you belong here, you return here. And in the end, that subtle "house fragrance" may be the most consequential bet of all.



// SKYLINE SIPS

Rooftop Bars Above the Casino Floor

High above the tables, the world's top rooftop bars merge nightlife and skyline spectacle.

For the discerning player, the night doesn't end when the cards are down — it rises. Rooftop bars are redefining post-play indulgence, turning skyline views into an extension of the casino's allure. From handcrafted cocktails to panoramic cityscapes, these elevated escapes blend luxury, atmosphere, and entertainment in perfect balance.

The new generation of casino rooftop lounges offers more than a drink with a view — they deliver a curated experience designed for the cosmopolitan traveler. Every detail, from ambient lighting to glassware, contributes to an immersive sense of height, freedom, and celebration. Whether it's champagne under the stars or a craft mezcal as the skyline glows, this is where nightlife meets altitude.

For ADVANTAGE readers, here are a few worth the visit:

Where to Sip:

- SkyBar at Marina Bay Sands
- Ghost Donkey at Virgin Las Vegas
- CÉ LA VI Singapore
- Skyfall Lounge at Delano Las Vegas



// VIETNAM ASCENDING

Georgia's Quiet Gaming Boom on the Black Sea



After early setbacks, new state reforms and private partnerships aim to revive Vietnam's casino island economy.

Vietnam's largest island, Phu Quoc, is preparing its comeback. Once seen as Southeast Asia's next big gaming hub, the island's casino ambitions stumbled during the pandemic and years of restricted entry policies. But as new partnerships form and tourism rebounds, the region is positioning itself for a second act — one focused on sustainability, accessibility, and high-end integrated resort experiences.

The flagship property, Corona Resort & Casino, remains the centerpiece of this revival. Known as the only casino in Vietnam open to local citizens under a controlled-entry program, the resort has become a national test case for domestic gaming expansion. Despite early financial challenges, a combination of increased domestic travel, targeted marketing, and tourism incentives has helped stabilize operations in 2025. Industry analysts note that strategic alliances with hospitality brands and foreign investors are now key to its longer-term recovery.

Vietnam's Ministry of Finance has also taken steps toward modernizing gaming regulation. Revised decrees are being drafted to clarify licensing frameworks and introduce technology-friendly oversight for cashless and digital payments. The changes reflect a growing recognition that gaming, when managed transparently, can drive regional development. Several operators from South Korea and Singapore have expressed renewed interest in joint ventures, seeing Phu Quoc as a gateway to Vietnam's wider coastal tourism economy.

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// 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 handwritten signature in red ink, appearing to read 'S. Crystal', with a long, sweeping underline.

— Stephen A. Crystal
Founder & CEO, SCCG Management



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