



CLIENT STORY | MARKET AND FEASIBILITY ASSESSMENT FOR SETTING UP A CASINO GAMING RESORT

Region :
INDIA

Consulting Services :
FEASIBILITY STUDY

CLIENT SITUATION

- The client, responsible for setting up the biggest casino gaming centres in North America and Asia, was interested in submitting a proposal to a State Government Body for development of a casino gaming resort in North India
- The client approached Avalon Consulting for assessment of the market opportunity and feasibility of setting up the resort at the proposed site location

OUR APPROACH

- Detailed desk research was carried out to ascertain the market opportunity by studying population data, tourism industry, hotel industry and gaming industry in India
- Exhaustive data analysis around various modes to transport to the site, proposed infrastructural initiatives and travel times from nearby locations was performed
- Scenarios were built according to expected tourist visitations to the proposed site location and related logistic options to ascertain the probable footfalls for the resort from domestic and international tourists
- High level conclusions and recommendations about the opportunity and feasibility were made to the client

OUR RECOMMENDATION/ IMPACT

- Avalon Consulting's inputs were used by the client in submitting their proposal to the State Government Body