



## *About Us:*

Over the past 30 years, The Innovation Group's professionals have helped bring many of the world's largest entertainment and hospitality brands to life. Our strengths span the entire concept cycle, from the big-picture thinking that sparks new development strategies to the meticulous detail management that kicks in during operations. The Innovation Group is known for an array of important qualities:

- **Diverse Expertise:** Successful developments demand a range of talents and capabilities. Visionary thinkers who generate pie-in-the-sky development ideas. Razor-sharp analysts who dive deep into the data and emerge with actionable strategies. On-point operators who keep business running efficiently once the doors open. Our team of on-staff experts and affiliated experts covers the full spectrum.
- **Rock-Solid Reputation:** Whether engaged to advise on economic, financial, social, or political issues, The Innovation Group has earned a reputation for accuracy, objectivity, and reliability — a distinct advantage for clients looking to expedite their projects with the maximum advantage and push their projects to the finish line.
- **Global Reach:** Having worked with clients on multibillion-dollar developments all over the world, our team understands the trends, demographics, cultural forces and best practices at work across six continents and 80 countries.

The Innovation Group remains one step ahead of the substantial changes which have transformed the leisure industry, having adapted our own business and services to help our clients survive and thrive in the new gaming and entertainment landscape.

With activity having shifted from the construction of new bricks-and-mortar properties to more efficient technologies and less reliance on capital, The Innovation Group helps clients build out instead of up, taking into account the shift in demand from gaming to non-gaming activities.

The Innovation Group also continues to strategically navigate the growing Asian market as it sets the stage for massive large-scale resort expansion, and we stay on the lookout for alternate growth routes that are less dependent on a singular trend. On the technology front, The Innovation Group understands the gaming technology of tomorrow, helping clients capture new online casino and social gaming revenue to balance the decline of traditional slot-based revenue streams.

The Innovation Group collaborates with clients to navigate the long, complex and often tricky road from vision to fruition. Our experts work alongside critical stakeholders at every stage of the development process. We provide the insight that drives intelligent decisions. We develop the strategies that lead to enduring success. We help create and operate destinations that surpass the dreams that started them all.

Please visit [www.theinnovationgroup.com](http://www.theinnovationgroup.com) for a review of The Innovation Group's services, clients, latest project locations and industry resources. To reach any of our offices, please call the numbers below.

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