

Casino Admiral San Roque celebrates grand opening with Niki Lauda



(Foto: pedrojaen.com)

On September 23rd the completely refurbished Casino Admiral San Roque celebrated its grand opening party with VIP guests and visitors – as well as a very special guest, the Novomatic brand ambassador Niki Lauda. Casino Admiral San Roque is the first Spanish casino in the Novomatic Group's impressive portfolio of 1,600 gaming facilities worldwide. The striking new casino was met with great acclaim as it revives a unique gaming and leisure offering for locals and tourists in Andalusia, creates jobs in the region and provides a new economic impetus for the municipality and beyond.

An estimated 2,000 guests attended the grand opening celebration of Casino Admiral San Roque, among them numerous invitees from the local economy, politics and media – and Niki Lauda, who was welcomed with a hearty cheer by the crowd. The event concluded less than one year of construction work and refurbishment measures that marked phase one of the casino project. Phase two will see a hotel, spa and restaurant with 28 bungalows, a swimming pool and gym opening by the end of this year. The total project investment amounts to EUR 20 million.



Novomatic brand ambassador Niki Lauda.

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The casino had been closed since 2010. In a public tender, Novomatic successfully applied for the operating license of the casino, in a clear demonstration of the Group's commitment to Andalusia and confidence in the region as an ideal location for sustained economic efficiency. The groundbreaking ceremony took place in November 2015 and set the signal for 400,000 hours of reconstruction work carried out by 300 workers. In the spirit of regional sustainability, the new owners, Admiral Casinos Spain, set great value on the engagement of local contractors: 80 percent of the suppliers are regional companies. The entire facility comprises 5,600 square meters and with both phases complete, will provide more than 100 jobs in the region.

The casino is located 11 kilometers north of Gibraltar along the Mediterranean Highway 340 near San Roque. It welcomes guests with a modern, state-of-the-art gaming and entertainment offering, which comprises 125 gaming positions of the latest generation, 8 live gaming tables (4x Roulette and 4x card games: Black Jack, Mini Punto Banco and Poker), a modern Bingo Arena for 315 players, and the Admiral Arena multi-purpose theatre with a 300-seat capacity, live stage and a huge 24 sqm video wall. The Bingo Arena introduces a special premiere to the Spanish market: the first electronic Bingo that presents a high-tech alternative to traditional Bingo games played on 'cartones'.



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All this is implemented in luxurious style, lavish space and premium interior design to perfectly accommodate guests while they indulge in first-class entertainment. The casino also caters to culinary desires with a Las Vegas-style buffet and a Spanish Tapas. The restaurant offers indoor seating for 100 guests and room for a further 40 on the picturesque terrace. The entire complex houses 10,000 sqm of parking space and for guests travelling without a car, the casino has set up a shuttle bus service that travels between Estepona and Algeciras.

Guest feedback after the first several weeks already proves Casino Admiral San Roque has hit the mark with its premium entertainment and leisure offer for the region. At the opening press conference, local mayor Juan Carlos Ruiz Boix emphasized the significance of the complex as an attractive generator of economic growth and employment: “Novomatic is building remarkable improvements and adding new offers such as Bingo. Our hope is that with the second phase of construction the casino complex will attract even more visitors, and future generations will use these facilities for leisure, which will, in turn, provide employment for future generations of people in the municipality.”



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Manfred Schartner, Managing Director Admiral Casinos Spain, confirmed: “We are fully committed to contributing to the touristic and economic development in the region.” An ongoing commitment that is vividly displayed with the recent purchase of a second casino operation, also in the autonomous region of Andalusia: Casino Aljarafe in Sevilla. In the months to come, Novomatic will make considerable investments in the refurbishment and modernisation of the casino to implement the proven premium gaming, entertainment and gastronomy concept at the new Casino Admiral Sevilla.



(Foto: pedrojaen.com)