



PRESS RELEASE / FOR IMMEDIATE RELEASE

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London's First Insider-Led Casino Academy

MayfairCasino.com relaunches as a player-education platform, publishing its flagship 2026 London Casino Etiquette and Operations Report.

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An independent educational platform on London casino culture. Free from traditional affiliate influence. Curated by industry insiders.

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I.

PRESS RELEASE

The Relaunch

MayfairCasino.com has officially relaunched, transforming from a traditional gaming directory into a premium, insider-led educational platform. Helmed by veteran casino insider Annabel Cavendish, the reinvented site aims to clean up the crowded casino information market by replacing generic affiliate reviews with transparent, real-world player education.

To mark the relaunch, the platform has published its flagship **2026 London Casino Etiquette and Operations Report**, an editorial study of the unspoken rules, dealer dynamics, and shifting VIP cultures across the city's elite gaming floors. The report is available to read in full, at no cost, at mayfaircasino.com.

London's casino scene, stretching from the high-stakes private rooms of Mayfair to the bustling gaming floors of Leicester Square, combines luxury hospitality with complex, unwritten social codes. For tourists, affluent newcomers, and casual players, this environment can be notoriously difficult to read. The new MayfairCasino.com operates like a specialised finishing school for players. The platform provides practical intelligence on table etiquette and floor dynamics, the operational reality of house rules and supervision, and the working mechanics of VIP rooms, loyalty tiering, and casino hosts.

“The internet is flooded with casino content written to sell rather than explain. Players don't need another recycled list of sign-up bonuses or AI-generated reviews. They need to know how the room breathes, how the staff operates, and how to carry themselves with confidence. We're turning the lights on in an industry that has traditionally relied on mystique.”

Annabel Cavendish / Editor-in-Chief, MayfairCasino.com

Key coverage areas at a glance

<p>01 / The Etiquette Blueprint Unspoken rules of behaviour. Dealer communication. The tipping that's expected, the tipping that isn't, and the tipping that quietly marks you as someone who belongs.</p>	<p>02 / Venue Mechanics A comparative read of London's major floors, from the public room at Leicester Square to the small private clubs of Curzon Street, with the operational details that change the play.</p>
<p>03 / Mathematical Reality House edges, table limits, and game procedures explained without jargon. Single-zero at 2.70%, La Partage at 1.35%, the American double-zero surcharge of 5.26%. No fudging.</p>	<p>04 / VIP Demystification How private gaming rooms, memberships, and casino hosts actually function in 2026. Loyalty tiering, hosted play, and the difference between a comp and a courtesy.</p>

The relaunch positions MayfairCasino.com not as a gambling promoter, but as a cultural and tactical guide for the modern, discerning visitor to London's gaming capital.

II.

THE LONDON FLOOR

Demystifying the Velvet Rope

London casinos have always traded in two currencies. The first is the maths. The second is the room.

AT A GLANCE

London's licensed live floor is regulated by the UK Gambling Commission under the [Gambling Act 2005](#), which set up the current compact between operator and player.

Single-zero European roulette carries a 2.70% house edge. La Partage on even-money bets cuts that to 1.35%. American double-zero raises it to 5.26%. Same wheel name, different game.

Crockfords closed in October 2023 after 195 years on Curzon Street. Aspinall's at 27 to 28 Curzon Street was acquired by Wynn Resorts in early 2025 and trades today as Wynn Mayfair.

The Hippodrome on Leicester Square is London's largest public floor. The Empire on the same square runs American double-zero roulette exclusively. Aspers Westfield Stratford applies La Partage on European tables.

How the room actually works

A London casino floor is not one product. It's a stack of three. There's the room you can walk into, off the street, with photo ID and a moment's patience at the membership desk. There's the room past the second door, the one with the better light and the smaller stakes signs and the slightly older clientele. And there's the room you don't see from the floor at all: the salon privé, the high-limit suite, the private gaming room reserved for hosted play.

Each room runs on the same regulator, the same edges, and the same Gaming Act licence. What changes between them is the texture: who's at the table, what the minimum is, how the dealer addresses you, and how the supervisor reads the rhythm. A visitor who understands that stack walks in calmly. A visitor who doesn't, tries to play the high-limit game at a front-floor table, or the front-floor game at a private membership table, and is read instantly as out of context.

What's changed in 2025 and 2026

Three structural shifts in the past 18 months are worth flagging. First, Crockfords closed at its 30 Curzon Street home in **October 2023** after 195 years of operation, and existing members were directed to the Colony Club at 24 Hertford Street. That ended an institution. Second, **Wynn Resorts** acquired Aspinall's at 27 to 28 Curzon Street in early 2025 and rebranded the venue as Wynn Mayfair, importing a Las Vegas operating culture into a Mayfair members' room. Third, live-dealer online has standardised on La Partage as the default European rule, with [Evolution](#) and [Pragmatic Play](#) both shipping French roulette tables that apply the 1.35% even-money edge.

9 LIVE FLOORS OPEN IN CENTRAL LONDON	2.70% EDGE ON EUROPEAN SINGLE-ZERO	1.35% EDGE WITH LA PARTAGE APPLIED	5.26% EDGE ON AMERICAN DOUBLE-ZERO
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III.

UNSPOKEN RULES

The Etiquette Blueprint

Etiquette in a London casino isn't about formality for its own sake. It's about not interrupting the work.

Every table on a regulated London floor is a small, supervised production. The dealer runs pace. The inspector watches the dealer and the chips. The pit boss watches the room and the table. The cameras watch all of them. A new player who understands this walks up, buys in cleanly, places their bets within the standard rhythm, and leaves the table without complication. A new player who doesn't slows the table for everyone, including themselves.

Buying in

Wait for the dealer to finish the current decision. Place your money flat on the table, not in the dealer's hand, and not on the betting layout. Say the denomination you'd like if you have a preference. The dealer will count it down in plain sight of the inspector, announce the total, and push the chips across. Do not touch the chips until the dealer's hand has cleared. This isn't ceremony. It's the casino's audit trail.

Placing and removing bets

Once "no more bets" is called, the layout is closed. Don't reach over a settled bet to add to it. Don't move a bet from one box to another after the call. If you make a mistake, raise your hand and ask the dealer; never reach to correct it yourself. The same principle applies at blackjack: once your cards are dealt, the cards are the inspector's responsibility and yours, and the dealer will direct the play. Use the hand signals (tap for a hit, wave flat for a stand). Spoken instructions don't appear on the cameras.

Dealer communication and tipping

Address the dealer as "dealer" or by the first name on their badge. Don't ask a dealer for their advice on the play; they're not allowed to give it, and asking puts them in an awkward spot with the inspector. If you wish to tip, the conventional method on a London floor is to place a bet for the dealer: a single chip on a number or an even-money bet, called out as "for the table." The dealer doesn't pocket it directly. The tip goes into a shared token box that's counted and divided at the end of the shift. Tipping is genuinely optional, but a £5 or £10 for-the-table bet at the end of a session, especially on a winning one, is a quiet way of saying thank you that's understood across the city.

What gets you noticed (in the wrong way)

- ◆ Phones at the table, especially open and screen-up. Some rooms enforce this politely; some enforce it firmly.
- ◆ Photographs anywhere on the gaming floor. London casinos do not permit them.

- ◆ Drinking at the table to the point of slurred bets. The room will quietly ease you out, and the cameras log it.
- ◆ Asking another player whether to hit or stand. Don't. They aren't responsible for your bankroll and don't want to be.
- ◆ Asking the dealer's advice on a hand. They won't give it. The inspector will note that you asked.
- ◆ Counting chips loudly, splashing the pot, or fanning a winning bet across the layout. The room reads it as new money and adjusts.

IV.

A FLOOR-BY-FLOOR READ

Venue Mechanics

Same city, same regulator, very different rooms. A short field guide to the open venues most frequently asked about.

Venue	Type	Principal games	Operating note
The Hippodrome Leicester Square	Public, large floor	European roulette (2.70%), blackjack, three-card poker, electronic roulette, dedicated poker room	Open to the public with photo ID. London's busiest gaming floor and the most accessible introduction to a regulated UK casino.
Empire Casino Leicester Square	Public, large floor	American double-zero roulette only (5.26%), blackjack, electronic gaming	Notable for being the central-London floor that runs American double-zero roulette as its main wheel; the 5.26% edge applies on every roulette bet.
Les Ambassadeurs Hamilton Place	Members club	European roulette, blackjack, baccarat, punto banco, private salons	UKGC ref 002171. Membership is straightforward but expected. One of the longest-running Mayfair members' rooms. Quiet floor, attentive supervision.
Wynn Mayfair 27 to 28 Curzon Street	Members club (formerly Aspinall's)	European roulette, blackjack, baccarat, private gaming rooms	Acquired by Wynn Resorts in early 2025 and rebranded from Aspinall's. The address and the listed maths are unchanged; the operational culture has shifted toward a US members'-club model.
Colony Club 24 Hertford Street	Members club	European roulette, blackjack, baccarat	Former Crockfords members were directed here after the October 2023 closure. A working Mayfair private room with a relatively settled clientele.
Park Tower Knightsbridge	High-roller floor	European roulette, baccarat, blackjack at elevated minimums	A small, well-known room for higher-limit play. Quieter than the West End, with more salons privé activity than the public floors.
Aspers Westfield Stratford Westfield Stratford	Public, large floor	European roulette with La Partage (1.35% on even-money), blackjack, electronic gaming	The most player-favourable standard European wheel within the M25 boundary in May 2026. La Partage halves the even-money edge to 1.35%.

Venue	Type	Principal games	Operating note
Palm Beach Berkeley Street	Members club	European roulette, blackjack, baccarat	Long-established Mayfair-fringe room. Lower-key than Curzon Street, with a similar style of supervision.

Sources: venue listings on the UK Gambling Commission [public register](#) and each operator's published rules pages. Operational notes reflect the May 2026 state of the floor.

V.

THE EDGE IN PLAIN ENGLISH

Mathematical Reality

The casino's edge is not a mystery. It's a small percentage, applied to every bet, every spin, every hand.

The room sells you entertainment, hospitality, and a chance. The edge is the price of the chance. It's published, it's documented, and once you know it, you know what an hour at the table is actually costing in expectation. None of the following is a strategy. It's the rate card.

Roulette by variant

Variant	House edge	Where it lives in London (and how it works)
European single-zero	2.70%	37 pockets (0 to 36). The Mayfair standard. Played at all the members' rooms above.
European with La Partage	1.35%	Even-money bets get half back when zero lands. Aspers Stratford applies this on its European tables.
European with En Prison	1.39%	Even-money bets are "imprisoned" for one recovery spin when zero lands. Common at Casino de Monte-Carlo, rare in London.
American double-zero	5.26%	38 pockets (0, 00, 1 to 36). The Empire on Leicester Square runs this. The 5.26% applies to every bet.
American five-number basket	7.89%	0-00-1-2-3 basket bet on a double-zero wheel. The single worst standard roulette bet. Don't.

Other principal games

Game and bet	House edge	Note
Blackjack, six-deck H17, basic strategy	~0.50%	The standard rule set on most London floors. Edge assumes correct basic strategy and no surrender.
Baccarat, banker bet (5% commission)	1.06%	Lowest standard edge at the table. The commission is taken on winning banker hands only.
Baccarat, player bet	1.24%	Slightly higher edge than banker. No commission.
Baccarat, tie bet	14.36%	Avoid. The headline payout looks generous; the maths is not. Listed for completeness.
Three-card poker, ante and play	~3.4%	Per-bet on the ante. Pair-Plus side bet edge varies by payable (~2% to 7%).

Sources: published rules and paytables from each operator, plus standard combinatorial analysis as documented at [independent gambling-maths references](#). The numbers above are the standard published edges; they assume the standard rule set and correct play and ignore tipping.

What it costs in practice

A £100 bet on red, taken 50 times an hour on a European wheel, costs **£135 per hour** in expectation at 2.70%. The same bet at the same pace on a La Partage table costs **£67.50 per hour**. The same bet at the Empire's American wheel costs **£263 per hour**. Same money. Same chair. Different rooms. The decision of which table to sit at is, by some margin, the largest single financial decision a roulette player makes in any session.

VI.

HOW PRIVATE ROOMS REALLY WORK

VIP Demystification

The private gaming room is one of London's most romanticised spaces. It's also one of the most operationally precise.

What a casino host actually does

A casino host is part account manager, part front-of-house concierge, and part informal compliance gatekeeper. Their job is to manage the relationship between the room and a player who is, by the operator's own measure, worth managing. That means arranging a private table at a preferred minimum, booking a car at the end of a session, handling the room's hospitality on a given night, and, when the player wants to play larger, walking them through the supervisor's documentation. A good host smooths the practical edges of the visit. They do not, and cannot, offer credit or hospitality outside the operator's published policy and the UKGC's [licence conditions](#).

Loyalty tiering, in practice

The members' clubs and the larger public floors run loyalty programmes. Tier movement on most London floors in 2026 is principally a function of **average bet**, **session length**, and **frequency**, calculated from the supervisor's rating sheets and the chip-tracking systems. Hours of play matter; total deposit does not, in the simple sense that a single large win-and-leave session moves a tier less than a steady pattern of supervised play. Earned comps on a London floor are typically settled discreetly at the end of a visit or the end of a month: an upgraded car, a cleared bar tab, a dinner downstairs, a room at an associated hotel. They are not, in the city's regulated rooms, a pre-paid sign-up incentive.

The private gaming room

A salon privé or private gaming room is functionally a normal regulated table with three differences. The minimums are higher (often £100 or £200 per spin, with maximums negotiated against the table's book), the supervisor-to-player ratio is closer (a dedicated inspector is common), and the room is closed to walk-up traffic. The maths is identical to the main floor. The edge does not improve because the room is quieter; the house edge on a single-zero wheel is 2.70% in the salon privé just as it is on the public floor. What changes is the texture of the session, not the rate of the chance.

The Ivey case, briefly

Any candid discussion of London VIP play has to acknowledge [Ivey v Genting Casinos UK Ltd \[2017\] UKSC 67](#). Phil Ivey lost his £7.7m claim against Crockfords arising from a Punto Banco session in August 2012. The Supreme Court restated the test for civil dishonesty in the process and ruled that edge-sorting was a form of cheating, regardless of any subjective belief that it was a permissible advantage play. The case is binding on every UK casino and is the legal backstop

behind every modern private-room supervision practice.



VII.

ABOUT THIS REPORT

Methodology and Press Contact

Methodology

This report draws on three sources of evidence. First, the UK Gambling Commission's [public register](#), for licensed-venue references and operator records. Second, each operator's own published rules and table-procedure pages, for variant availability and house rules. Third, standard combinatorial analysis of game odds, for the house-edge figures. Where the maths is a matter of computation, we cite the precise figure. Where the operating note is a matter of observation, we say so plainly. Closed venues are described in the past tense. No claim is made about an operator's recommendability, and no commercial relationship influenced the inclusion or exclusion of any venue.

About MayfairCasino.com

MayfairCasino.com is an independent educational platform and digital academy dedicated to London casino culture. Free from traditional affiliate influence, the site provides high-end, practical player education, operational analysis, and etiquette guides curated by industry insiders. The platform's Mayfair Casino School publishes Annabel Cavendish's narrated and written lesson series across roulette, blackjack, baccarat, casino poker, and game shows, with 10 of the 12 roulette lessons currently live in audio.

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