

How Wynn iBetting is Changing the Sports Betting Landscape

With Major players such as DraftKings, FanDuel, and Caesar entertainment already in the space, how does Wynn differentiate itself?

The fall is perhaps the best time for sports betting. With the upstart of College and NFL football, Playoff Baseball, and the kicking off of the NBA and NHL season, sports betting is sure to be in full effect. With an industry that is [projected to reach 2.1 billion dollars in revenue this upcoming year](#), there is a massive want to get in on the ever-evolving landscape.

After the [NFL's recent joint deal with Draftkings, Fanduel, and Ceasar's Entertainment](#), the three companies have shown they are viable to take the crown as a top sportsbook. However, there is a dark horse in the race, one of the most popular sportsbooks in Europe that has been making waves within the United States, that sportsbook is Wynnbet.

Where did Wynn iBetting come from?

Wynnbet is attached to Wynn resorts, which owns two hotels in vegas, the Wynn Resorts and the Encore resorts. It has been a premier physical sportsbook for quite some time and has recently moved into the online space. Its betting consists of both a sportsbook as well as traditional online versions of various casino staples. Such as poker, slots, and blackjack.

Wynn sportsbook is looking to become a big player in the next few years. Currently, it is only legal in 6 states, but it has taken those states by storm. Michigan legalized Wynn as a sportsbook earlier this year, and it has since become the [premier betting partner of the Detroit Lions](#). Along with this, it recently just inked a multi-year deal to be the premier sportsbook for NASCAR. While its audience is currently limited, as a new player within the space, it appears to be doing astronomically well.

What sets Wynn apart?

[Wynnbet recently merged with Austerlitz Acquisition Corp.](#), giving them millions of dollars of cash flow to use for expansion and advertisement. This isn't the only thing that sets them apart, however. [Wynnbet has created a reward system](#) in which loyal users are able to redeem rewards both in-app, such as increased odds and free bets. As well as at Wynn resorts for free nightly stays, free in-dining, and many more. This influx of physical rewards into the online betting market may lead to better brand loyalty and an increased customer base.

Along with this, Wynnbet has an interactive side to it as well. [The mainstay of Wynnbet is to create an experience](#). The idea is not only to place a bet but to be able to experience that bet

with others. This creates a social media-like aspect of the app, allowing you to share, connect, and feel the excitement with each placed bet. With Wynn's incredible selection of in-game and player-specific bets, as well as advanced options on Parlays, this interactive experience is setting the stage for what could be the future of online sports betting.

Finally, its international relations sets it apart. [Wynnbet has been popular in Europe for some time](#) and is recently entering the United States market. With international appeal to things such as the Premier League and Champions League. The door is wide open for Wynn to become the premier sportsbook of sports not only locally but internationally.

Will Wynnbet take over?

Wynnbet looks like a sure-fire success story, but it's hard to tell. With so many different sportsbooks appearing, Wynn will have to go above and beyond in order to crack into the upper echelon of Sportsbooks. However, with its current unique attractions, it's aiming to do just that.