

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended April 30, 2014
(Values in 000's)

	<u>Slot AGR</u>		<u>Table AGR</u>		<u>Total AGR</u>		<u>Admissions</u>		<u>Patrons</u>		<u>Win Per Patron</u>		<u>Slot Hold %</u>		<u>Table Win %</u>	
	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>#</u>	<u>Year/Year % Chng</u>	<u>#</u>	<u>Year/Year % Chng</u>	<u>\$\$</u>	<u>Year/Year % Chng</u>	<u>%</u>	<u>Year/Year % Chng</u>	<u>%</u>	<u>Year/Year % Chng</u>
<u>Kansas City Market</u>																
Argosy	\$10,949	-5.9%	\$1,206	1.4%	\$12,155	-5.2%	274.0	-11.6%	140.1	-10.7%	\$86.76	6.1%	9.8%	3.4%	22.8%	9.2%
Harrah's NKC	\$11,775	-6.6%	\$2,968	22.3%	\$14,743	-1.9%	324.8	-0.1%	170.6	-1.6%	\$86.42	-0.3%	9.6%	1.7%	21.7%	-2.8%
Isle of Capri - KC	\$5,941	-7.2%	\$396	-8.8%	\$6,338	-7.3%	216.0	-8.9%	106.1	-14.1%	\$59.73	7.9%	9.8%	-2.0%	17.5%	-10.7%
Ameristar KC	\$14,341	-6.9%	\$1,685	-22.0%	\$16,026	-8.8%	454.5	-9.3%	217.3	-9.3%	\$73.75	0.6%	9.0%	-1.4%	17.9%	-17.1%
Total	\$43,007	-6.6%	\$6,254	0.7%	\$49,261	-5.7%	1,269.3	-7.6%	634.1	-8.5%	\$77.69	3.1%	9.5%	0.5%	20.4%	-5.4%
<u>St. Louis Market</u>																
Harrah's MH/Hollywood	\$ 16,154	-4.0%	\$ 2,548	-11.2%	\$ 18,702	-5.0%	416.9	-14.0%	202.2	-10.8%	\$ 92.49	6.4%	9.5%	-3.9%	20.6%	-3.8%
River City	\$ 15,650	3.6%	\$ 1,883	-1.7%	\$ 17,533	3.0%	477.9	-0.9%	249.3	4.9%	\$ 70.33	-1.9%	9.0%	-0.5%	20.8%	10.9%
Lumiere Place	\$ 9,186	-9.4%	\$ 1,929	-31.3%	\$ 11,115	-14.2%	364.6	-5.3%	179.9	-5.1%	\$ 61.78	-9.6%	9.0%	-4.2%	16.1%	-27.6%
Ameristar SC	\$ 19,169	-2.4%	\$ 2,582	41.9%	\$ 21,751	1.3%	529.8	-5.0%	251.1	-6.3%	\$ 86.62	8.2%	9.4%	1.0%	21.6%	32.6%
Total	\$ 60,159	-2.5%	\$ 8,942	-5.0%	\$ 69,101	-2.9%	1,789.2	-6.3%	882.5	-4.3%	\$ 78.30	1.5%	9.2%	-1.6%	19.7%	-0.7%
<u>Out State Markets</u>																
Lady Luck	\$ 2,447	-2.1%	\$ 307	36.4%	\$ 2,753	1.1%	67.4	-9.9%	29.6	-10.5%	\$ 93.02	12.9%	10.8%	0.3%	29.9%	50.9%
St. Jo	\$ 3,135	-0.9%	\$ 239	-0.9%	\$ 3,374	-0.9%	102.1	3.0%	51.9	6.6%	\$ 65.01	-7.0%	9.5%	4.7%	24.3%	-5.5%
Mark Twain	\$ 2,895	-5.1%	\$ 190	-16.5%	\$ 3,084	-5.9%	84.2	-5.3%	41.0	-4.3%	\$ 75.23	-1.7%	9.1%	-2.8%	20.0%	-18.7%
Isle - Boonville	\$ 5,969	-4.1%	\$ 636	23.7%	\$ 6,606	-2.0%	151.4	-9.7%	78.6	-8.9%	\$ 84.04	7.6%	8.8%	4.6%	24.7%	19.6%
Isle - Cape Girardeau	\$ 4,290	-13.4%	\$ 696	-4.8%	\$ 4,985	-12.3%	148.3	-24.2%	75.6	-7.7%	\$ 65.94	-5.0%	9.3%	-0.8%	26.5%	19.8%
Total Statewide	\$121,900	-4.5%	\$17,264	-1.7%	\$139,164	-4.2%	\$3,612	-7.6%	\$1,793	-6.0%	\$77.60	1.9%	9.3%	-0.3%	20.5%	-0.7%

* Isle - Cape Girardeau opened 10/30/12.

** Harrah's MH was purchased by Penn and rebranded as Hollywood Casino 11/2/12.

*** Lumiere Place was purchased by Tropicana 4/1/14

Note: Values are subject to change.