

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended May 31, 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	\$11,869	-1.0%	\$1,057	-4.6%	\$12,926	-1.3%	292.6	-9.3%	150.6	-7.9%	\$85.83	7.2%	10.0%	6.2%	19.4%	-5.2%
Harrah's NKC	\$12,640	-1.1%	\$3,328	15.8%	\$15,968	2.0%	332.3	-0.3%	176.0	-1.1%	\$90.73	3.1%	9.6%	2.1%	24.3%	-4.1%
Isle of Capri - KC	\$6,161	-9.0%	\$400	22.1%	\$6,561	-7.6%	239.6	-3.3%	113.4	-12.8%	\$57.86	6.0%	9.4%	-4.7%	16.9%	19.0%
Ameristar KC	\$15,092	-3.9%	\$2,321	9.3%	\$17,413	-2.3%	480.0	-6.9%	233.0	-6.0%	\$74.73	4.0%	9.1%	1.1%	23.2%	10.0%
Total	\$45,762	-3.1%	\$7,106	10.5%	\$52,868	-1.5%	1,344.5	-5.3%	673.0	-6.5%	\$78.56	5.3%	9.5%	1.8%	22.5%	2.1%
<u>St. Louis Market</u>																
Harrah's MH/Hollywood	\$ 17,797	0.9%	\$ 1,815	-37.8%	\$ 19,612	-4.6%	469.7	-8.1%	232.1	-1.0%	\$ 84.50	-3.6%	9.3%	-3.8%	14.4%	-33.8%
River City	\$ 16,224	3.0%	\$ 2,118	6.5%	\$ 18,342	3.4%	497.4	4.7%	258.2	8.0%	\$ 71.04	-4.2%	9.1%	-0.4%	22.1%	-4.9%
Lumiere Place	\$ 11,522	7.8%	\$ 2,649	-7.3%	\$ 14,170	4.6%	463.1	14.4%	236.2	17.8%	\$ 59.99	-11.2%	9.0%	-7.0%	18.9%	-17.8%
Ameristar SC	\$ 20,173	4.2%	\$ 2,186	1.3%	\$ 22,359	3.9%	551.3	-2.7%	265.7	-3.0%	\$ 84.15	7.0%	9.5%	3.3%	18.1%	-4.3%
Total	\$ 65,715	3.6%	\$ 8,768	-11.6%	\$ 74,483	1.5%	1,981.5	1.2%	992.2	4.7%	\$ 75.07	-3.0%	9.3%	-1.4%	18.2%	-16.1%
<u>Out State Markets</u>																
Lady Luck	\$ 2,499	-3.0%	\$ 233	-8.3%	\$ 2,731	-3.5%	71.4	-5.1%	30.9	-9.6%	\$ 88.39	6.7%	10.8%	-2.6%	20.8%	-11.8%
St. Jo	\$ 3,077	-2.9%	\$ 233	11.2%	\$ 3,310	-2.0%	99.0	-3.1%	50.1	-0.6%	\$ 66.07	-1.4%	9.4%	5.6%	25.0%	21.4%
Mark Twain	\$ 3,258	4.8%	\$ 273	18.8%	\$ 3,531	5.8%	96.2	5.3%	48.7	10.2%	\$ 72.51	-4.0%	9.4%	1.5%	26.2%	14.4%
Isle - Boonville	\$ 6,134	-4.0%	\$ 442	-15.6%	\$ 6,575	-4.9%	162.7	-4.6%	84.8	-4.3%	\$ 77.54	-0.7%	8.6%	0.2%	17.2%	-21.9%
Isle - Cape Girardeau	\$ 4,443	2.8%	\$ 655	-0.4%	\$ 5,098	2.4%	149.3	-9.4%	77.6	8.2%	\$ 65.69	-5.4%	9.8%	4.2%	23.0%	-2.8%
Total Statewide	\$130,887	0.5%	\$17,710	-2.8%	\$148,597	0.1%	\$3,905	-1.9%	\$1,957	0.0%	\$75.92	0.0%	9.4%	0.2%	20.1%	-8.5%

* 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.