

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended February 28, 2015
(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	\$10,507	-3.2%	\$889	-15.7%	\$11,396	-4.3%	267.2	-3.7%	136.2	-2.6%	\$83.67	-1.7%	9.6%	-2.9%	16.7%	-14.0%
Harrah's NKC	\$10,906	-0.4%	\$2,962	20.5%	\$13,867	3.4%	303.8	-0.1%	155.7	-0.9%	\$89.06	4.4%	10.0%	2.9%	22.3%	1.4%
Isle of Capri - KC	\$6,385	7.3%	\$434	20.4%	\$6,819	8.0%	204.9	-5.6%	99.5	-3.1%	\$68.53	11.5%	10.9%	9.9%	19.7%	9.7%
Ameristar KC	\$13,665	-2.6%	\$2,215	15.5%	\$15,879	-0.4%	450.9	-5.9%	218.7	-2.9%	\$72.61	2.5%	9.2%	1.7%	22.4%	-1.9%
Total	\$41,463	-0.8%	\$6,499	12.2%	\$47,962	0.8%	1,226.8	-4.0%	610.1	-2.3%	\$78.61	3.2%	9.7%	2.0%	21.2%	-1.2%
<u>St. Louis Market</u>																
Hollywood	\$ 15,555	2.8%	\$ 2,361	-18.6%	\$ 17,915	-0.6%	419.9	-2.8%	195.9	-3.8%	\$ 91.45	3.3%	9.3%	-1.5%	18.1%	-22.5%
River City	\$ 15,159	1.5%	\$ 1,920	17.6%	\$ 17,078	3.1%	481.7	-3.4%	242.7	-2.1%	\$ 70.37	5.3%	8.9%	1.6%	20.3%	20.3%
Lumiere Place	\$ 9,071	-9.5%	\$ 2,353	4.6%	\$ 11,424	-6.9%	336.3	-10.1%	158.8	-11.0%	\$ 71.94	4.7%	9.5%	-0.3%	19.6%	0.4%
Ameristar SC	\$ 18,328	1.0%	\$ 2,937	45.6%	\$ 21,265	5.5%	494.0	-4.9%	240.9	-0.6%	\$ 88.27	6.1%	9.3%	-0.9%	24.2%	25.2%
Total	\$ 58,112	-0.2%	\$ 9,570	8.7%	\$ 67,682	1.0%	1,731.9	-5.1%	838.3	-3.9%	\$ 80.74	5.1%	9.2%	-0.3%	20.5%	2.7%
<u>Out State Markets</u>																
Lady Luck	\$ 2,578	4.9%	\$ 316	11.3%	\$ 2,895	5.5%	73.0	5.1%	30.1	7.5%	\$ 96.17	-1.9%	10.4%	-1.8%	22.1%	-19.8%
St. Jo	\$ 3,161	0.6%	\$ 202	-10.3%	\$ 3,363	-0.1%	102.3	-0.3%	49.6	-0.4%	\$ 67.81	0.3%	9.1%	-3.0%	20.2%	-12.0%
Mark Twain	\$ 2,708	2.3%	\$ 174	-11.6%	\$ 2,882	1.3%	78.0	2.4%	37.4	3.8%	\$ 77.06	-2.4%	9.7%	4.8%	21.1%	-15.0%
Isle - Boonville	\$ 5,975	1.1%	\$ 476	-25.5%	\$ 6,450	-1.5%	149.5	-1.8%	78.2	0.5%	\$ 82.48	-2.0%	9.6%	4.4%	18.4%	-22.5%
Isle - Cape Girardeau	\$ 4,729	11.9%	\$ 617	6.7%	\$ 5,346	11.2%	161.4	5.8%	83.1	11.2%	\$ 64.33	0.1%	9.9%	6.3%	21.4%	8.3%
Total Statewide	\$118,725	0.3%	\$17,854	8.1%	\$136,580	1.2%	\$3,523	-3.6%	\$1,727	-2.1%	\$79.09	3.4%	9.5%	1.0%	20.7%	-0.1%

* Lumiere Place was purchased by Tropicana 4/1/14
Note: Values are subject to change.