

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended July 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	\$10,257	-11.4%	\$885	-9.6%	\$11,142	-11.2%	266.9	-16.5%	139.7	-13.8%	\$79.76	3.0%	9.8%	3.6%	18.4%	2.8%
Harrah's NKC	\$11,318	-6.5%	\$3,102	12.3%	\$14,420	-3.0%	319.2	-2.8%	167.6	-5.3%	\$86.04	2.4%	9.6%	2.5%	23.2%	-5.1%
Isle of Capri - KC	\$6,043	-1.9%	\$301	-26.3%	\$6,344	-3.5%	237.5	-0.5%	114.7	-9.3%	\$55.31	6.4%	9.8%	-0.7%	14.4%	-25.8%
Ameristar KC	\$15,576	3.0%	\$1,711	-20.0%	\$17,287	0.1%	513.4	2.1%	258.7	3.7%	\$66.82	-3.4%	9.1%	-0.5%	20.3%	-11.3%
Total	\$43,194	-3.9%	\$6,000	-4.6%	\$49,194	-4.0%	1,337.0	-3.8%	680.7	-4.8%	\$72.27	0.8%	9.5%	1.1%	20.9%	-6.2%
<u>St. Louis Market</u>																
Hollywood	\$ 16,184	-9.3%	\$ 2,863	-0.6%	\$ 19,048	-8.1%	410.9	-22.2%	206.7	-16.3%	\$ 92.15	9.8%	9.4%	-4.5%	24.5%	9.9%
River City	\$ 15,820	6.4%	\$ 1,920	25.3%	\$ 17,739	8.2%	498.2	4.2%	255.8	4.6%	\$ 69.35	3.5%	8.9%	0.3%	21.4%	12.4%
Lumiere Place	\$ 9,638	3.5%	\$ 2,163	5.4%	\$ 11,801	3.8%	382.8	1.6%	194.0	3.3%	\$ 60.83	0.5%	9.3%	-1.8%	18.9%	8.0%
Ameristar SC	\$ 19,982	3.9%	\$ 2,631	18.1%	\$ 22,613	5.3%	567.3	1.8%	269.9	-0.4%	\$ 83.78	5.8%	9.6%	2.8%	21.6%	7.0%
Total	\$ 61,624	0.6%	\$ 9,577	10.2%	\$ 71,201	1.8%	1,859.2	-4.2%	926.4	-2.5%	\$ 76.86	4.4%	9.3%	-0.7%	21.6%	8.8%
<u>Out State Markets</u>																
Lady Luck	\$ 2,495	1.0%	\$ 271	-17.2%	\$ 2,766	-1.2%	72.4	-3.7%	32.1	-5.0%	\$ 86.16	4.0%	10.4%	-6.1%	25.3%	-8.4%
St. Jo	\$ 3,131	9.1%	\$ 209	28.1%	\$ 3,340	10.1%	102.5	5.5%	52.4	6.7%	\$ 63.75	3.2%	9.3%	5.7%	21.3%	14.5%
Mark Twain	\$ 2,840	2.5%	\$ 194	-4.7%	\$ 3,034	2.0%	85.0	-2.2%	41.8	-3.1%	\$ 72.58	5.2%	9.1%	-1.8%	22.7%	-6.2%
Isle - Boonville	\$ 6,283	4.9%	\$ 648	36.7%	\$ 6,931	7.2%	174.0	3.9%	92.4	6.3%	\$ 75.01	0.9%	8.8%	7.9%	23.7%	20.2%
Isle - Cape Girardeau	\$ 4,631	8.1%	\$ 736	27.6%	\$ 5,366	10.4%	169.5	2.1%	90.6	10.0%	\$ 59.23	0.4%	9.9%	9.3%	27.6%	26.7%
Total Statewide	\$124,197	-0.3%	\$17,635	5.4%	\$141,832	0.4%	\$3,800	-3.1%	\$1,916	-2.2%	\$74.01	2.7%	9.4%	0.7%	21.7%	3.6%

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