

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended September 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	\$9,538	-7.5%	\$1,090	7.0%	\$10,628	-6.2%	248.2	-12.1%	128.0	-10.3%	\$83.03	4.5%	9.4%	-1.0%	23.7%	15.3%
Harrah's NKC	\$11,135	-3.7%	\$3,099	24.5%	\$14,234	1.3%	313.8	-2.4%	165.9	-4.2%	\$85.80	5.8%	9.6%	3.3%	21.1%	-6.0%
Isle of Capri - KC	\$5,551	-3.5%	\$473	24.7%	\$6,024	-1.7%	204.3	-8.5%	106.2	-8.6%	\$56.73	7.5%	9.8%	1.4%	23.9%	19.6%
Ameristar KC	\$12,960	-10.2%	\$1,741	21.4%	\$14,702	-7.3%	423.9	-10.2%	213.0	-8.6%	\$69.02	1.3%	8.9%	-2.4%	20.9%	30.2%
Total	\$39,184	-6.8%	\$6,404	20.3%	\$45,587	-3.8%	1,190.2	-8.4%	613.1	-7.8%	\$74.36	4.4%	9.3%	0.0%	21.6%	9.3%
<u>St. Louis Market</u>																
Hollywood	\$ 14,709	-5.7%	\$ 1,774	-37.1%	\$ 16,482	-10.5%	365.2	-21.2%	186.9	-10.6%	\$ 88.19	0.1%	9.5%	-1.5%	16.8%	-28.0%
River City	\$ 14,534	-6.0%	\$ 2,151	28.4%	\$ 16,685	-2.7%	462.1	-8.6%	237.4	-7.9%	\$ 70.28	5.7%	9.0%	1.6%	26.2%	32.5%
Lumiere Place	\$ 9,029	-0.9%	\$ 2,376	-12.5%	\$ 11,405	-3.6%	349.4	-6.2%	178.0	-5.2%	\$ 64.07	1.7%	9.8%	3.6%	19.9%	-13.1%
Ameristar SC	\$ 17,487	-4.6%	\$ 2,696	42.6%	\$ 20,182	-0.2%	511.9	-1.1%	248.1	-2.1%	\$ 81.35	2.0%	8.9%	-6.0%	21.6%	14.9%
Total	\$ 55,758	-4.7%	\$ 8,996	-1.1%	\$ 64,754	-4.2%	1,688.6	-9.2%	850.4	-6.4%	\$ 76.15	2.3%	9.2%	-1.3%	20.8%	-2.8%
<u>Out State Markets</u>																
Lady Luck	\$ 2,315	5.3%	\$ 281	-14.1%	\$ 2,596	2.8%	63.8	-3.8%	27.9	-7.2%	\$ 93.06	10.7%	10.8%	-0.2%	25.3%	-29.8%
St. Jo	\$ 2,886	3.2%	\$ 192	-3.3%	\$ 3,078	2.8%	97.4	5.5%	50.5	9.4%	\$ 60.95	-6.0%	9.2%	-1.5%	19.9%	-15.6%
Mark Twain	\$ 2,589	-2.5%	\$ 142	-38.4%	\$ 2,731	-5.4%	78.4	-6.2%	39.3	-5.4%	\$ 69.49	0.0%	9.2%	1.3%	16.5%	-37.5%
Isle - Boonville	\$ 6,002	-2.6%	\$ 586	8.6%	\$ 6,588	-1.7%	159.0	-4.4%	85.3	-1.4%	\$ 77.24	-0.3%	9.0%	0.5%	24.1%	6.6%
Isle - Cape Girardeau	\$ 4,180	1.8%	\$ 571	13.4%	\$ 4,750	3.0%	150.1	3.7%	80.2	13.6%	\$ 59.23	-9.3%	10.0%	6.8%	22.9%	1.9%
Total Statewide	\$112,914	-4.7%	\$17,172	5.9%	\$130,085	-3.4%	\$3,428	-7.7%	\$1,747	-5.5%	\$74.47	2.2%	9.3%	-0.4%	21.3%	0.6%

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