

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended July 31, 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	\$11,622	13.3%	\$1,228	38.7%	\$12,850	15.3%	283.9	6.3%	148.1	6.0%	\$86.77	8.8%	9.7%	-0.5%	21.6%	17.1%
Harrah's NKC	\$11,588	2.4%	\$2,762	-11.0%	\$14,350	-0.5%	319.2	0.0%	169.0	0.9%	\$84.91	-1.4%	9.6%	0.2%	17.6%	-24.4%
Isle of Capri - KC	\$6,467	7.0%	\$467	55.1%	\$6,934	9.3%	222.8	-6.2%	111.6	-2.7%	\$62.13	12.4%	11.0%	11.8%	23.8%	64.9%
Ameristar KC	\$14,748	-5.3%	\$2,315	35.3%	\$17,062	-1.3%	446.7	-13.0%	225.5	-12.8%	\$75.66	13.2%	9.2%	1.0%	22.6%	10.9%
Total	\$44,424	2.8%	\$6,772	12.9%	\$51,196	4.1%	1,272.6	-4.8%	654.2	-3.9%	\$78.26	8.3%	9.7%	2.0%	20.1%	-3.8%
<u>St. Louis Market</u>																
Hollywood	\$ 17,970	11.0%	\$ 2,898	1.2%	\$ 20,867	9.6%	494.9	17.4%	241.4	17.1%	\$ 86.44	-6.5%	9.5%	1.3%	20.5%	-16.4%
River City	\$ 16,357	3.4%	\$ 1,807	-5.9%	\$ 18,164	2.4%	514.6	3.3%	255.2	-0.2%	\$ 71.17	2.6%	9.0%	1.0%	17.4%	-18.6%
Lumiere Place	\$ 8,908	-7.6%	\$ 2,155	-0.3%	\$ 11,063	-6.3%	315.2	-17.4%	160.8	-16.7%	\$ 68.80	12.5%	9.0%	-3.2%	19.6%	4.2%
Ameristar SC	\$ 19,934	-0.2%	\$ 2,873	9.2%	\$ 22,807	0.9%	532.3	-6.2%	263.3	-2.4%	\$ 86.62	3.4%	9.1%	-5.4%	20.2%	-6.5%
Total	\$ 63,168	2.5%	\$ 9,733	1.6%	\$ 72,901	2.4%	1,857.0	-0.6%	920.7	-0.4%	\$ 79.18	2.8%	9.1%	-1.6%	19.6%	-9.4%
<u>Out State Markets</u>																
Lady Luck	\$ 2,846	14.1%	\$ 301	11.9%	\$ 3,147	13.9%	78.2	8.0%	36.3	13.3%	\$ 86.70	0.5%	11.2%	6.9%	22.5%	-10.5%
St. Jo	\$ 3,136	0.1%	\$ 269	28.7%	\$ 3,405	1.9%	100.9	-1.5%	52.3	-0.3%	\$ 65.10	2.2%	9.1%	-2.4%	26.6%	24.8%
Mark Twain	\$ 2,939	3.5%	\$ 182	-6.5%	\$ 3,121	2.9%	86.4	1.6%	42.8	2.4%	\$ 72.92	0.5%	9.3%	2.3%	19.4%	-14.7%
Isle - Boonville	\$ 6,595	5.0%	\$ 520	-19.8%	\$ 7,115	2.6%	164.2	-5.6%	87.6	-5.2%	\$ 81.22	8.3%	9.2%	6.0%	21.0%	-11.3%
Isle - Cape Girardeau	\$ 4,899	5.8%	\$ 394	-46.5%	\$ 5,292	-1.4%	162.8	-3.9%	86.3	-4.7%	\$ 61.32	3.5%	10.1%	2.2%	12.0%	-56.5%
Total Statewide	\$128,007	3.1%	\$18,169	3.1%	\$146,177	3.1%	\$3,722	-2.3%	\$1,880	-1.8%	\$77.75	5.0%	9.4%	0.4%	19.7%	-9.3%

Note: Values are subject to change.