

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended July 31, 2016
(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	\$12,761	9.8%	\$1,197	-2.6%	\$13,957	8.6%	315.7	11.2%	161.3	8.9%	\$86.53	-0.3%	9.7%	-0.2%	17.2%	-20.0%
Harrah's NKC	\$10,986	-5.2%	\$2,718	-1.6%	\$13,705	-4.5%	324.2	1.6%	171.9	1.7%	\$79.72	-6.1%	9.2%	-4.0%	16.9%	-4.1%
Isle of Capri - KC	\$5,950	-8.0%	\$441	-5.6%	\$6,391	-7.8%	187.0	-16.1%	100.8	-9.7%	\$63.40	2.0%	11.0%	0.2%	23.7%	-0.4%
Ameristar KC	\$14,874	0.9%	\$2,120	-8.4%	\$16,995	-0.4%	443.6	-0.7%	227.5	0.9%	\$74.70	-1.3%	9.0%	-2.2%	19.2%	-14.9%
Total	\$44,571	0.3%	\$6,477	-4.4%	\$51,047	-0.3%	1,270.5	-0.2%	661.5	1.1%	\$77.17	-1.4%	9.5%	-2.0%	18.0%	-10.5%
<u>St. Louis Market</u>																
Hollywood	\$ 18,142	1.0%	\$ 3,131	8.0%	\$ 21,272	1.9%	511.2	3.3%	250.2	3.7%	\$ 85.02	-1.6%	9.4%	-1.0%	20.8%	1.5%
River City	\$ 18,055	10.4%	\$ 1,971	9.1%	\$ 20,026	10.3%	530.6	3.1%	274.6	7.6%	\$ 72.93	2.5%	9.0%	0.2%	16.4%	-5.9%
Lumiere Place	\$ 8,937	0.3%	\$ 2,517	16.8%	\$ 11,454	3.5%	319.3	1.3%	166.6	3.6%	\$ 68.75	0.0%	9.8%	9.3%	20.5%	4.2%
Ameristar SC	\$ 20,042	0.5%	\$ 3,560	24.0%	\$ 23,602	3.5%	563.5	5.9%	272.4	3.5%	\$ 86.64	0.0%	9.1%	0.0%	23.4%	15.9%
Total	\$ 65,175	3.2%	\$ 11,179	14.9%	\$ 76,354	4.7%	1,924.6	3.6%	963.8	4.7%	\$ 79.22	0.1%	9.2%	1.0%	20.5%	4.6%
<u>Out State Markets</u>																
Lady Luck	\$ 3,021	6.1%	\$ 360	19.7%	\$ 3,382	7.4%	79.3	1.4%	35.2	-3.2%	\$ 96.07	11.0%	10.8%	-3.2%	24.2%	7.6%
St. Jo	\$ 3,216	2.6%	\$ 189	-29.9%	\$ 3,405	0.0%	91.0	-9.9%	47.7	-8.8%	\$ 71.39	9.6%	10.2%	11.9%	19.2%	-27.7%
Mark Twain	\$ 2,796	-4.9%	\$ 206	13.5%	\$ 3,002	-3.8%	73.3	-15.1%	38.1	-11.1%	\$ 78.79	8.2%	10.0%	7.8%	25.9%	33.9%
Isle - Boonville	\$ 7,099	7.7%	\$ 472	-9.2%	\$ 7,571	6.4%	168.2	2.3%	87.7	0.1%	\$ 86.33	6.3%	9.9%	8.0%	18.0%	-14.4%
Isle - Cape Girardeau	\$ 5,337	8.9%	\$ 754	92.3%	\$ 6,091	15.1%	180.1	10.6%	93.0	7.8%	\$ 65.49	6.8%	10.2%	1.1%	27.5%	130.3%
Total Statewide	\$131,215	2.5%	\$19,637	8.1%	\$150,851	3.2%	\$3,787	1.7%	\$1,927	2.5%	\$78.28	0.7%	9.5%	0.6%	19.8%	0.7%

Note: Values are subject to change.