MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended July 31, 2026
(Values in 000's)

	Slot AGR		Table AGR		Hybrid AGR		Total AGR		Admissions		Patrons		Win Per Patron		Slot Hold %		Table Win %	
	$$	Year/Year % Chng	$$	Year/Year % Chng	$$	Year/Year % Chng	$$	Year/Year % Chng	#	Year/Year % Chng	#	Year/Year % Chng	$$	Year/Year % Chng	%	Year/Year % Chng	%	Year/Year % Chng
Kansas City Market																		
Argosy	$12,328	10.2%	$2,198	-11.1%	$0	0.0%	$14,526	6.3%	189.1	4.9%	99.5	5.6%	$145.99	0.7%	9.7%	3.2%	17.5%	7.1%
Harrah's KC	$11,876	5.2%	$3,715	15.3%	$0	0.0%	$15,591	7.5%	177.9	-5.9%	94.2	-5.2%	$165.51	13.4%	9.4%	-4.4%	25.6%	18.3%
Bally's KC	$10,183	-2.2%	$732	12.5%	$0	0.0%	$10,915	-1.4%	198.8	-2.8%	107.3	-4.8%	$101.73	3.7%	10.8%	-2.6%	18.8%	8.0%
Ameristar KC	$16,128	5.7%	$2,567	16.0%	$0	0.0%	$18,694	7.0%	264.5	3.2%	123.6	2.9%	$151.25	3.9%	9.7%	1.4%	16.3%	-30.5%
Total	$50,515	4.9%	$9,212	7.6%	$0	0.0%	$59,726	5.3%	830.3	0.0%	424.6	-0.4%	$140.66	5.8%	9.8%	-0.5%	19.7%	-0.5%
St. Louis Market																		
Hollywood	$19,955	4.7%	$3,300	10.2%	$0	0.0%	$23,255	5.4%	331.9	6.0%	155.8	-0.5%	$149.26	5.9%	9.6%	2.5%	22.5%	21.6%
River City	$21,850	9.1%	$2,541	13.5%	$0	-100.0%	$24,391	9.5%	337.5	0.9%	175.2	-1.5%	$139.22	11.2%	10.0%	4.4%	19.8%	34.9%
Horseshoe St. Louis	$12,599	-1.3%	$2,022	19.7%	$0	0.0%	$14,622	1.1%	228.1	5.4%	125.6	5.3%	$116.41	-3.9%	10.3%	3.4%	22.7%	5.7%
Ameristar SC	$22,788	7.4%	$4,318	-1.6%	$0	0.0%	$27,107	5.8%	337.2	1.3%	167.3	1.8%	$162.03	4.0%	9.0%	1.3%	17.7%	-7.2%
Total	$77,192	5.6%	$12,182	7.7%	$0	-100.0%	$89,374	5.9%	1,234.7	3.2%	623.9	0.9%	$143.25	4.9%	9.6%	2.7%	20.0%	10.4%
Out State Markets																		
Century Caruthersville	$5,054	6.3%	$316	-9.2%	$0	0.0%	$5,370	5.2%	76.5	5.4%	33.5	10.2%	$160.29	-4.5%	10.4%	0.9%	23.4%	-8.2%
St. Jo	$4,268	3.9%	$97	-44.9%	$1	-98.6%	$4,365	1.9%	61.5	-1.7%	33.8	-2.0%	$129.15	4.0%	10.7%	-1.1%	28.1%	-3.9%
Mark Twain	$3,312	12.4%	$0	0.0%	$0	0.0%	$3,312	12.4%	43.7	2.2%	21.7	1.7%	$152.63	10.6%	11.2%	7.6%	0.0%	0.0%
Isle - Boonville	$7,667	-0.4%	$770	16.5%	$0	0.0%	$8,436	0.9%	104.4	-2.7%	53.6	-4.5%	$157.39	5.6%	9.4%	-7.8%	27.6%	11.1%
Century Cape	$5,543	8.0%	$661	-10.0%	$0	0.0%	$6,204	5.7%	96.7	2.0%	48.4	3.3%	$128.18	2.4%	10.7%	5.5%	22.9%	3.9%
Total Statewide	**$153,550**	**5.3%**	**$23,237**	**6.7%**	**$1**	**-98.6%**	**$176,788**	**5.4%**	**2,447.8**	**1.7%**	**1,239.5**	**0.5%**	**$142.63**	**4.9%**	**9.8%**	**1.1%**	**20.2%**	**5.3%**

Note: Values are subject to change.