

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended November 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	\$10,673	0.0%	\$833	-19.3%	\$11,506	-1.7%	269.5	0.6%	137.3	0.7%	\$83.80	-2.3%	9.5%	-3.0%	16.7%	-11.4%
Harrah's NKC	\$10,997	-11.1%	\$3,403	4.6%	\$14,400	-7.8%	315.2	-5.8%	164.3	-7.6%	\$87.64	-0.2%	9.3%	-5.2%	24.4%	-7.1%
Isle of Capri - KC	\$5,845	3.5%	\$300	-20.6%	\$6,145	2.0%	201.7	-2.7%	103.1	-1.3%	\$59.60	3.3%	10.4%	6.9%	15.6%	-16.1%
Ameristar KC	\$12,591	-12.9%	\$2,079	5.3%	\$14,670	-10.7%	431.9	-10.8%	215.5	-7.7%	\$68.07	-3.3%	8.7%	-2.3%	24.6%	15.6%
Total	\$40,105	-7.0%	\$6,615	-0.3%	\$46,720	-6.1%	1,218.3	-5.8%	620.2	-4.9%	\$75.33	-1.3%	9.3%	-1.9%	22.6%	-0.8%
<u>St. Louis Market</u>																
Hollywood	\$ 14,903	-1.7%	\$ 2,296	-2.8%	\$ 17,199	-1.9%	394.6	-14.5%	201.3	1.1%	\$ 85.44	-3.0%	9.3%	-1.5%	18.5%	-4.6%
River City	\$ 15,452	-2.7%	\$ 1,875	-30.8%	\$ 17,328	-6.8%	484.2	-7.4%	251.0	-6.0%	\$ 69.03	-0.8%	9.5%	5.1%	19.9%	-18.5%
Lumiere Place	\$ 8,290	-11.1%	\$ 2,404	20.5%	\$ 10,694	-5.5%	318.7	-16.1%	157.1	-15.9%	\$ 68.07	12.3%	9.9%	8.6%	22.3%	33.5%
Ameristar SC	\$ 18,567	-3.8%	\$ 2,782	21.0%	\$ 21,349	-1.1%	521.6	-4.5%	256.6	-3.3%	\$ 83.20	2.3%	9.2%	-2.8%	21.4%	-1.4%
Total	\$ 57,212	-4.1%	\$ 9,357	-0.1%	\$ 66,570	-3.6%	1,719.1	-10.0%	866.0	-5.7%	\$ 76.87	2.3%	9.4%	1.3%	20.5%	0.4%
<u>Out State Markets</u>																
Lady Luck	\$ 2,510	15.7%	\$ 244	-4.6%	\$ 2,754	13.5%	70.9	8.8%	29.9	8.1%	\$ 92.10	5.1%	10.6%	-0.2%	20.2%	-16.0%
St. Jo	\$ 2,810	2.4%	\$ 213	14.5%	\$ 3,023	3.1%	92.2	-0.8%	45.7	-1.5%	\$ 66.14	4.7%	9.0%	0.0%	20.3%	-3.5%
Mark Twain	\$ 2,576	-11.2%	\$ 229	-15.3%	\$ 2,805	-11.6%	78.8	-7.4%	39.0	-3.4%	\$ 71.93	-8.4%	9.0%	-1.3%	24.3%	-15.1%
Isle - Boonville	\$ 5,714	-7.8%	\$ 521	10.8%	\$ 6,234	-6.5%	154.0	-2.5%	81.7	0.1%	\$ 76.31	-6.6%	9.0%	1.7%	21.0%	5.7%
Isle - Cape Girardeau	\$ 4,434	7.2%	\$ 552	3.5%	\$ 4,987	6.8%	158.8	11.3%	84.0	22.6%	\$ 59.37	-12.9%	9.6%	3.8%	21.8%	-13.5%
Total Statewide	\$115,362	-4.6%	\$17,731	0.1%	\$133,092	-4.0%	\$3,492	-6.8%	\$1,767	-3.7%	\$75.34	-0.3%	9.4%	0.2%	21.3%	-0.8%

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