

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended August 31, 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	\$11,078	-4.6%	\$1,087	7.1%	\$12,165	-3.6%	277.7	-12.3%	142.5	-12.5%	\$85.37	10.1%	10.1%	5.2%	20.6%	12.6%
Harrah's NKC	\$12,087	-5.7%	\$2,663	-1.2%	\$14,751	-4.9%	344.2	1.3%	181.8	0.1%	\$81.14	-5.0%	9.4%	0.9%	19.0%	-20.9%
Isle of Capri - KC	\$6,053	-1.6%	\$367	-3.9%	\$6,421	-1.7%	229.7	-5.3%	115.5	-8.5%	\$55.59	7.4%	9.8%	0.4%	16.0%	-10.5%
Ameristar KC	\$15,507	-3.6%	\$2,010	4.8%	\$17,517	-2.7%	503.8	-11.1%	253.9	-11.2%	\$68.99	9.5%	9.2%	3.3%	22.7%	15.5%
Total	\$44,725	-4.2%	\$6,128	1.9%	\$50,853	-3.5%	1,355.4	-7.5%	693.7	-8.3%	\$73.31	5.3%	9.5%	2.7%	20.1%	-4.0%
<u>St. Louis Market</u>																
Hollywood	\$ 16,094	-7.1%	\$ 1,917	-22.9%	\$ 18,011	-9.1%	408.0	-17.8%	205.9	-11.9%	\$ 87.47	3.2%	9.3%	-2.4%	16.4%	-15.5%
River City	\$ 17,010	4.2%	\$ 1,934	4.8%	\$ 18,944	4.3%	548.3	3.6%	277.3	1.6%	\$ 68.31	2.7%	8.9%	-2.8%	21.2%	2.6%
Lumiere Place	\$ 10,230	2.7%	\$ 2,638	-6.5%	\$ 12,868	0.7%	398.6	-0.1%	202.1	0.0%	\$ 63.67	0.7%	9.5%	-1.5%	19.9%	-7.4%
Ameristar SC	\$ 21,075	5.7%	\$ 2,672	15.0%	\$ 23,747	6.7%	609.2	9.1%	294.6	8.3%	\$ 80.61	-1.5%	9.2%	-2.4%	20.3%	-5.8%
Total	\$ 64,409	1.4%	\$ 9,161	-3.3%	\$ 73,569	0.8%	1,964.1	-1.0%	979.9	-0.1%	\$ 75.08	0.9%	9.2%	-2.4%	19.4%	-6.5%
<u>Out State Markets</u>																
Lady Luck	\$ 2,705	9.7%	\$ 293	0.8%	\$ 2,998	8.7%	78.3	5.6%	34.0	1.8%	\$ 88.19	6.8%	10.7%	-2.0%	23.5%	-17.0%
St. Jo	\$ 3,227	9.8%	\$ 219	-1.9%	\$ 3,446	9.0%	103.4	4.3%	51.9	5.0%	\$ 66.39	3.8%	9.6%	7.6%	21.2%	-17.6%
Mark Twain	\$ 3,005	5.5%	\$ 245	28.7%	\$ 3,250	7.0%	89.3	-0.6%	44.8	1.0%	\$ 72.55	5.9%	9.3%	3.7%	26.9%	28.7%
Isle - Boonville	\$ 6,628	0.9%	\$ 536	-14.9%	\$ 7,164	-0.5%	180.5	-0.2%	95.7	3.7%	\$ 74.86	-4.0%	8.7%	2.9%	20.2%	-19.3%
Isle - Cape Girardeau	\$ 5,029	7.5%	\$ 728	50.3%	\$ 5,757	11.5%	181.2	3.1%	98.0	12.5%	\$ 58.74	-0.9%	9.8%	7.8%	26.2%	46.3%
Total Statewide	\$129,729	0.0%	\$17,309	0.0%	\$147,038	0.0%	\$3,952	-2.9%	\$1,998	-2.2%	\$73.59	2.3%	9.4%	0.4%	20.1%	-4.5%

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