

MISSOURI GAMING COMMISSION
MARKET ANALYSIS
Month Ended October 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	\$10,437	2.3%	\$1,026	10.5%	\$11,463	3.0%	266.1	-0.8%	137.2	-0.7%	\$83.55	3.8%	9.6%	1.2%	20.2%	7.7%
Harrah's NKC	\$11,240	-8.7%	\$3,452	1.6%	\$14,691	-6.5%	313.8	-3.2%	162.3	-7.3%	\$90.52	0.8%	9.1%	-5.4%	22.2%	-22.8%
Isle of Capri - KC	\$5,944	4.1%	\$304	-41.7%	\$6,248	0.2%	210.8	-4.3%	107.3	-4.4%	\$58.23	4.8%	10.2%	5.3%	14.1%	-42.5%
Ameristar KC	\$13,690	-3.5%	\$2,135	7.4%	\$15,825	-2.2%	423.6	-7.6%	208.8	-5.7%	\$75.79	3.8%	9.2%	2.5%	25.2%	16.1%
Total	\$41,311	-2.6%	\$6,916	1.2%	\$48,227	-2.1%	1,214.3	-4.5%	615.6	-4.8%	\$78.34	2.9%	9.4%	0.3%	22.1%	-9.2%
<u>St. Louis Market</u>																
Hollywood	\$ 15,566	5.1%	\$ 2,542	7.5%	\$ 18,108	5.5%	398.8	-11.6%	203.1	1.1%	\$ 89.16	4.3%	9.3%	0.1%	22.0%	11.0%
River City	\$ 15,429	2.5%	\$ 1,664	-5.9%	\$ 17,093	1.6%	489.4	0.0%	249.8	-1.7%	\$ 68.43	3.4%	9.0%	2.8%	19.1%	-4.6%
Lumiere Place	\$ 9,236	4.1%	\$ 2,424	-27.4%	\$ 11,660	-4.5%	346.8	-3.0%	176.4	-1.1%	\$ 66.10	-3.5%	9.9%	9.6%	19.7%	-27.9%
Ameristar SC	\$ 18,423	0.6%	\$ 2,840	50.1%	\$ 21,263	5.2%	541.3	6.6%	258.6	4.7%	\$ 82.23	0.5%	9.0%	-3.8%	18.9%	-1.9%
Total	\$ 58,654	2.8%	\$ 9,470	1.2%	\$ 68,124	2.6%	1,776.3	-1.6%	887.9	0.9%	\$ 76.73	1.7%	9.2%	0.9%	19.9%	-9.0%
<u>Out State Markets</u>																
Lady Luck	\$ 2,355	15.2%	\$ 223	-21.1%	\$ 2,578	10.8%	68.1	8.6%	29.0	5.0%	\$ 88.91	5.5%	10.7%	3.2%	19.9%	-40.1%
St. Jo	\$ 2,908	0.6%	\$ 199	-3.7%	\$ 3,108	0.3%	97.8	4.5%	49.3	3.0%	\$ 63.03	-2.6%	9.0%	-4.9%	20.7%	-9.3%
Mark Twain	\$ 2,779	3.3%	\$ 204	-2.5%	\$ 2,983	2.8%	82.2	2.3%	40.5	4.1%	\$ 73.65	-1.2%	9.4%	-0.3%	20.8%	-15.8%
Isle - Boonville	\$ 5,911	3.9%	\$ 579	21.6%	\$ 6,490	5.3%	161.0	4.6%	86.1	7.7%	\$ 75.38	-2.2%	8.6%	-0.5%	23.3%	17.6%
Isle - Cape Girardeau	\$ 4,485	19.6%	\$ 662	31.7%	\$ 5,146	21.0%	160.7	21.8%	86.8	32.8%	\$ 59.29	-8.9%	10.0%	11.2%	26.8%	17.5%
Total Statewide	\$118,404	1.6%	\$18,253	2.1%	\$136,657	1.7%	\$3,560	-1.1%	\$1,795	0.5%	\$76.12	1.2%	9.3%	0.8%	21.0%	-8.2%

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