

**MISSOURI GAMING COMMISSION**  
**MARKET ANALYSIS**  
**Month Ended January 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>
<b><u>Kansas City Market</u></b>																
Argosy	\$11,284	5.8%	\$1,272	10.1%	\$12,556	6.2%	292.1	4.4%	146.7	2.3%	\$85.59	3.8%	9.9%	5.5%	20.3%	-3.1%
Harrah's NKC	\$10,500	-6.3%	\$3,526	22.5%	\$14,026	-0.4%	300.5	-5.5%	154.4	-5.4%	\$90.84	5.2%	9.9%	3.9%	25.1%	14.4%
Isle of Capri - KC	\$5,698	-5.2%	\$338	26.6%	\$6,036	-3.8%	179.2	-16.9%	92.5	-12.4%	\$65.25	9.8%	11.4%	5.8%	19.8%	56.3%
Ameristar KC	\$13,928	-2.9%	\$2,020	0.0%	\$15,948	-2.6%	441.0	-4.7%	217.5	-2.0%	\$73.32	-0.6%	8.8%	-4.8%	18.4%	-15.8%
<b>Total</b>	<b>\$41,408</b>	<b>-2.0%</b>	<b>\$7,157</b>	<b>13.2%</b>	<b>\$48,565</b>	<b>0.0%</b>	<b>1,212.8</b>	<b>-5.0%</b>	<b>611.1</b>	<b>-3.6%</b>	<b>\$79.47</b>	<b>3.8%</b>	<b>9.7%</b>	<b>1.3%</b>	<b>21.7%</b>	<b>2.9%</b>
<b><u>St. Louis Market</u></b>																
Hollywood	\$ 15,970	1.9%	\$ 2,649	18.9%	\$ 18,619	4.0%	453.9	2.2%	210.2	2.4%	\$ 88.58	1.6%	9.2%	-1.0%	21.0%	23.1%
River City	\$ 16,296	2.2%	\$ 1,957	6.5%	\$ 18,253	2.6%	487.3	-2.2%	244.3	-0.6%	\$ 74.71	3.3%	8.8%	-2.9%	18.2%	-3.6%
Lumiere Place	\$ 8,550	1.2%	\$ 2,514	19.8%	\$ 11,064	4.9%	330.2	12.1%	164.7	15.2%	\$ 67.18	-9.0%	9.5%	-2.2%	22.3%	-0.3%
Ameristar SC	\$ 18,846	-2.6%	\$ 2,955	6.1%	\$ 21,801	-1.5%	503.2	-7.9%	244.1	-7.2%	\$ 89.31	6.1%	8.8%	-5.6%	20.4%	-6.1%
<b>Total</b>	<b>\$ 59,661</b>	<b>0.4%</b>	<b>\$ 10,075</b>	<b>12.6%</b>	<b>\$ 69,737</b>	<b>2.0%</b>	<b>1,774.6</b>	<b>-0.5%</b>	<b>863.3</b>	<b>0.7%</b>	<b>\$ 80.78</b>	<b>1.3%</b>	<b>9.0%</b>	<b>-3.2%</b>	<b>20.5%</b>	<b>3.1%</b>
<b><u>Out State Markets</u></b>																
Lady Luck	\$ 2,432	-3.9%	\$ 280	0.6%	\$ 2,712	-3.5%	66.4	-9.6%	28.8	-5.7%	\$ 94.17	2.3%	10.7%	-1.4%	22.6%	13.0%
St. Jo	\$ 2,977	-4.6%	\$ 255	13.0%	\$ 3,233	-3.4%	91.7	-9.8%	46.7	-6.2%	\$ 69.22	3.0%	9.2%	-1.8%	27.9%	23.8%
Mark Twain	\$ 2,676	5.2%	\$ 260	26.8%	\$ 2,937	6.8%	77.9	-3.7%	38.8	-1.9%	\$ 75.69	8.9%	9.3%	-1.1%	29.1%	22.4%
Isle - Boonville	\$ 6,039	-6.8%	\$ 496	-0.7%	\$ 6,535	-6.3%	146.4	-11.5%	74.2	-12.8%	\$ 88.07	7.4%	9.7%	5.2%	19.5%	10.2%
Isle - Cape Girardeau	\$ 4,504	-4.3%	\$ 544	-14.3%	\$ 5,048	-5.5%	146.4	-11.0%	75.4	-10.4%	\$ 66.94	5.5%	10.2%	5.8%	19.4%	-18.7%
<b>Total Statewide</b>	<b>\$119,698</b>	<b>-1.1%</b>	<b>\$19,067</b>	<b>11.4%</b>	<b>\$138,765</b>	<b>0.4%</b>	<b>\$3,516</b>	<b>-3.5%</b>	<b>\$1,738</b>	<b>-2.4%</b>	<b>\$79.83</b>	<b>2.9%</b>	<b>9.4%</b>	<b>-0.9%</b>	<b>21.1%</b>	<b>3.1%</b>

**Note: Values are subject to change.**