

ATLANTIC CITY CASINO JULY SUMMARY

JULY 2016 AND YEAR-TO-DATE REVENUE RESULTS
CENTER FOR GAMING RESEARCH AUGUST 2016

This report contains a summary of monthly revenue figures released by the New Jersey Division of Gaming Enforcement. All numbers are taken from DGE Monthly Gross Revenue Reports (<http://www.nj.gov/oag/ge/mgrtaxreturns.html>).

July Results

Casino	Slot Win	% Δ	Table Win	% Δ	Total Win	% Δ	WTD	WSD	Promo%
Bally's	14,970,562	-0.33%	6,406,636	-13.14%	21,686,286	-4.85%	1,602.06	262.31	9.72%
Borgata	50,928,227	8.42%	27,931,826	22.30%	80,827,466	12.54%	4,844.23	542.91	8.96%
Caesars	21,225,291	5.33%	10,000,581	12.68%	31,225,872	7.58%	2354.74	369.30	0.00%
Golden Nugget	15,696,780	8.19%	5,564,270	1.34%	21,346,134	6.19%	2,136.82	348.72	15.68%
Harrah's	26,194,438	-6.02%	7,724,505	-1.96%	34,207,563	-5.23%	2,966.40	386.01	10.13%
Resorts	14,718,500	6.09%	3,153,189	6.59%	17,871,689	6.17%	1,374.54	305.53	15.55%
Tropicana	25,242,656	5.39%	7,681,107	55.41%	33,202,316	13.78%	2,294.24	357.14	13.30%
Trump Taj	13,235,580	-8.16%	4,212,381	-10.54%	17,548,056	-8.22%	1,045.26	169.49	17.25%
Total	182,212,034	3.08%	72,674,495	11.69%	257,915,382	5.28%	2,384.88	351.65	11.53%
Average	22,776,504	3.08%	9,084,311.88	11.69%	32,239,423	5.28%	2,384.88	351.65	11.53%
			Internet Gaming Win		17,368,984	38.60%			
			Total Casino+ Internet		275,284,366	6.91%			

Slot, Table, Total Win: Total amount won by the casino in question for the category in question for the month; **WTD:** Win per table per day for the month;

WSD: Win per slot machine per day for the month; **Promo %:** Promotional Gaming Credits as a percentage of total gaming revenues

Calendar Year Results

Through July 2016

Casino	Slot Win	% Δ	Table Win	% Δ	Total Win	% Δ	WTD	WSD	Promo%
Bally's	78,068,161	-2.62%	43,115,438	13.19%	123,377,212	2.25%	1,569.15	199.10	11.12%
Borgata	285,635,168	7.09%	121,191,447	6.19%	418,298,634	6.61%	3,131.15	443.33	10.10%
Caesars	112,399,692	-0.29%	57,374,031	-12.82%	169,773,723	-4.91%	1,966.14	284.54	11.04%
Golden Nugget	86,014,525	1.71%	34,077,937	4.73%	120,683,271	2.59%	1,985.70	278.36	14.24%
Harrah's	149,979,067	-8.97%	54,011,021	-0.23%	206,218,805	-6.75%	1,876.33	323.91	10.05%
Resorts	77,680,488	8.50%	19,909,442	10.20%	97,589,930	8.84%	1,263.13	234.53	15.13%
Tropicana	134,682,260	3.43%	34,749,636	15.71%	170,994,239	5.59%	1,518.63	281.10	14.18%
Trump Taj	78,634,508	-7.56%	23,773,870	7.12%	102,748,329	-4.44%	858.57	146.70	15.60%
Total	990,158,333	-0.57%	374,764,211	0.98%	1,409,684,143	1.46%	1,827.33	282.44	14.53%
Average	123,769,792	-0.57%	46,846,369	0.98%	173,983,967	0.17%	1,827.36	282.44	14.72%
			Internet Gaming Win		112,185,216	32.75%			
			Total Casino+ Internet		1,521,869,359	3.25%			

Data entry courtesy of Alexis Rajnoor.

Preferred citation:

David G. Schwartz. *Atlantic City Casinos: July Summary*. Las Vegas: Center for Gaming Research, University Libraries, University of Nevada Las Vegas, 2016.

Questions? Contact: Dr. David G. Schwartz, Director, Center for Gaming Research
phone (702) 895-2242 | dgs@unlv.nevada.edu