

NEVADA POKER, 2004-2017

AN ANALYSIS OF MONTHLY STATEWIDE RESULTS

CENTER FOR GAMING RESEARCH, OCTOBER 2017

Executive Summary

From 2003-06, Nevada poker saw an unprecedented boom, with revenues nearly tripling. From roughly the summer of 2006 to the summer of 2007, revenues then stabilized, showing continued small increases. Following a major jump in June 2007 (coinciding with an earlier start for the World Series of Poker), revenues then declined steadily. Since 2001, revenues again increased, although they have not reached their 2006-8 levels.

Trends

From January 2004 to May 2005, monthly win averaged \$9.0 million

From June 2005 to July 2006, monthly win averaged \$13.0 million

From August 2006 to June 2007, monthly win averaged \$13.9 million

From July 2007 to July 2008, monthly win averaged \$13.6 million

From August 2008 to February 2011, monthly win averaged \$11.7 million

From March 2011 to December 2014, monthly win averaged \$13.0 million.

From January 2015 to September 2017 monthly win averaged \$9.9 million

Notes and Definitions

Tables is the total number of tables in operation during the month in question

Win is the total rake collected, in thousands of dollars. Add \$ 000 for total

Change is the percentage change in win from the previous year

Rev/Tbl is the average monthly revenue per table in dollars.

All data taken from Nevada Gaming Revenue Reports for their respective months.

World Series of Poker

Looking at the tables below, it’s clear that in many years, dozens of tables appear for 2-3 month periods in the summer, then disappear again. These fluctuations are primarily caused by the addition of tables at the Rio during the World Series of Poker: to accommodate cash games, the casino creates an overflow poker room in a ballroom adjacent to the WSOP tournament games. This trend began when Caesars Entertainment (then Harrah’s) moved the tournament to the Rio in 2005, and was particularly pronounced from 2006 onward.

The chart below has the dates for the start and end of the World Series of Poker, which may help in identifying months whose results were skewed by a WSOP bump.

Year	WSOP begins	WSOP ends
2005	2-Jun	15-Jul
2006	25-Jun	10-Aug
2007	1-Jun	18-Jul
2008	30-May	15-Jul
2009	27-May	15-Jul
2010	28-May	17-Jul
2011	31-May	19-Jul
2012	27-May	16-Jul
2013	29-May	15-Jul
2014	27-May	15-Jul
2015	27-May	14-Jul
2016	31-May	18-Jul
2017	30-May	11-Jul

Monthly Results, Nevada Poker, January 2004 – March 2017

Month	Tables	Win	Change	Rev/Tbl	Month	Tables	Win	Change	Rev/Tbl
Jan-04	408	7,043	44.43	17,262	Jun-06	963	12,489	3.03	12,969
Feb-04	386	6,747	57.55	17,479	Jul-06	960	16,908	24.39	17,613
Mar-04	419	7,767	51.55	18,537	Aug-06	915	13,788	17.68	15,069
Apr-04	471	7,554	29.23	16,038	Sep-06	908	12,591	11.21	13,867
May-04	484	8,816	15.59	18,215	Oct-06	913	12,469	2.93	13,657
Jun-04	488	7,128	44.46	14,607	Nov-06	899	12,537	4.12	13,945
Jul-04	537	8,507	49.21	15,842	Dec-06	885	14,405	6.54	16,277
Aug-04	490	8,775	44.62	17,908	Jan-07	881	13,861	4.90	15,733
Sep-04	537	8,591	58.29	15,998	Feb-07	890	13,210	6.31	14,843
Oct-04	517	9,189	55.19	17,774	Mar-07	897	15,174	7.84	16,916
Nov-04	525	8,846	51.84	16,850	Apr-07	895	13,369	4.83	14,937
Dec-04	549	9,899	49.03	18,031	May-07	901	14,138	6.46	15,691
Jan-05	562	10,190	44.68	18,132	Jun-07	960	17,661	41.41	18,397
Feb-05	570	9,873	46.33	17,321	Jul-07	928	15,870	-6.14	17,101
Mar-05	632	11,217	44.41	17,748	Aug-07	912	12,971	-5.93	14,223
Apr-05	710	10,676	41.33	15,037	Sep-07	909	12,510	-0.64	13,762
May-05	686	11,835	34.25	17,252	Oct-07	903	12,448	-0.16	13,785
Jun-05	732	12,122	70.05	16,560	Nov-07	894	12,713	1.41	14,220
Jul-05	698	13,592	59.78	19,473	Dec-07	909	14,066	-2.35	15,474
Aug-05	711	11,717	33.53	16,480	Jan-08	896	12,763	-7.89	14,244
Sep-05	747	11,315	33.61	15,147	Feb-08	901	13,218	0.10	14,670
Oct-05	782	12,114	31.83	15,491	Mar-08	911	13,707	-9.64	15,046
Nov-05	784	12,040	36.11	15,357	Apr-08	905	12,243	-8.42	13,528
Dec-05	784	13,520	36.58	17,245	May-08	901	14,138	6.46	15,691
Jan-06	795	13,214	29.63	16,621	Jun-08	944	16,184	-8.36	17,144
Mar-06	820	14,066	25.40	17,154	Jul-08	951	14,428	-9.08	15,171
May-06	905	13,280	12.21	14,674	Aug-08	923	13,071	0.78	14,161

Month	Tables	Win	Change	Rev/Tbl	Month	Tables	Win	Change	Rev/Tbl
Sep-08	913	10,856	-13.22	11,890	Feb-11	873	9,944	-7.28	11,391
Oct-08	904	11,768	-5.46	13,018	Mar-11	853	11,105	-5.82	13,019
Nov-08	902	11,992	-5.74	13,295	Apr-11	855	10,040	-4.83	11,743
Dec-08	903	12,157	-13.65	13,463	May-11	952	10,982	-5.1	11,536
Jan-09	886	12,670	-0.77	14,300	Jun-11	946	15,754	2.95	16,653
Feb-09	883	11,338	-14.29	12,840	Jul-11	943	13,526	5.75	14,344
Mar-09	887	13,085	-4.62	14,752	Aug-11	839	9,845	-2.48	11,734
Apr-09	874	11,642	-4.98	13,320	Sep-11	831	9,711	-0.28	11,686
May-09	948	12,675	-4.89	13,370	Oct-11	836	9,704	-6.73	11,608
Jun-09	957	16,222	0.23	16,951	Nov-11	843	10,065	-1.31	11,940
Jul-09	932	13,329	-7.62	14,302	Dec-11	823	10,574	0.74	12,848
Aug-09	896	11,144	-14.75	12,438	Jan-12	836	10,277	-3.29	12,293
Sep-09	896	10,467	-3.58	11,682	Feb-12	817	10,013	0.69	12,256
Oct-09	899	10,939	-7.02	12,168	Mar-12	801	10,933	-1.55	13,649
Nov-09	893	11,022	-8.08	12,343	Apr-12	808	9,175	-8.62	11,355
Dec-09	907	11,047	-9.14	12,180	May-12	815	10,371	-5.57	12,725
Jan-10	901	11,535	-8.96	12,802	Jun-12	907	14,667	-6.9	16,171
Feb-10	912	10,725	-5.40	11,760	Jul-12	882	11,983	-11.41	13,586
Mar-10	909	11,791	-9.89	12,971	Aug-12	785	8,999	-8.59	11,464
Apr-10	902	10,550	-9.38	11,696	Sep-12	783	8,899	-8.36	11,365
May-10	991	11,573	-8.69	11,678	Oct-12	767	8,850	-8.8	11,538
Jun-10	992	15,302	-5.67	15,425	Nov-12	758	9,266	-7.94	12,224
Jul-10	1002	12,790	-4.05	12,764	Dec-12	758	9,821	-7.12	12,956
Aug-10	906	10,095	-9.41	11,142	Jan-13	751	9,443	-8.11	12,574
Sep-10	893	9,739	-6.96	10,906	Feb-13	750	9,269	-7.43	12,359
Oct-10	881	10,404	-4.89	11,809	Mar-13	738	10,318	-5.62	13,981
Nov-10	874	10,199	-7.47	11,669	Apr-13	738	8,564	-6.66	11,604
Dec-10	875	10,497	-4.98	11,997	May-13	865	10,260	-1.07	11,861
Jan-11	872	10,627	-7.88	12,187	Jun-13	863	15,909	8.47	18,435

Month	Tables	Win	Change	Rev/Tbl	Month	Tables	Win	Change	Rev/Tbl
Jul-13	849	12,380	3.32	14,582	Sep-15	664	8,340	1.52	12,560
Aug-13	756	9,445	4.96	12,493	Oct-15	663	8,730	-0.15	13,167
Sep-13	755	8,941	0.47	11,842	Nov-15	667	8,973	-3.89	13,453
Oct-13	745	9,657	9.51	12,962	Dec-15	664	9,359	1.38	14,095
Nov-13	737	10,045	8.47	13,630	Jan-16	661	9,503	-2.85	14,377
Dec-13	748	9,675	-1.37	12,934	Feb-16	660	8,975	5.44	13,598
Jan-14	725	10,152	7.56	14,003	Mar-16	655	9,678	0.01	14,776
Feb-14	724	9,268	0.12	12,801	Apr-16	647	8,574	0.86	13,252
Mar-14	736	10,370	0.5	14,090	May-16	755	8,883	-13.92	11,766
Apr-14	719	8,789	2.63	12,224	Jun-16	763	16,137	1.88	21,149
May-14	721	10,252	-0.08	14,219	Jul-16	753	12,332	7.63	16,377
Jun-14	806	15,163	-4.69	18,813	Aug-16	655	8,235	-3.23	12,573
Jul-14	792	11,390	-7.99	14,381	Sep-16	606	8,443	1.47	13,932
Aug-14	784	9,008	-4.63	11,490	Oct-16	610	8,709	-0.23	14,277
Sep-14	771	8,216	-8.11	10,656	Nov-16	625	8,915	0.65	14,264
Oct-14	691	8,743	-9.34	12,653	Dec-16	602	9,368	0.09	15,561
Nov-14	687	9,336	-6.94	13,590	Jan-17	596	9,001	-5.29	15,102
Dec-14	679	9,233	-4.38	13,598	Feb-17	600	8,833	-1.58	14,722
Jan-15	687	9,782	-3.44	14,239	Mar-17	596	9,608	-0.73	16,121
Feb-15	660	8,530	-7.97	12,924	Apr-17	586	8,442	-1.54	14,406
Mar-15	666	9,690	-6.55	14,550	May-17	724	8,917	0.38	12,316
Apr-15	652	8,511	-3.16	13,054	Jun-17	731	16,678	3.35	22,815
May-15	748	10,320	0.62	13,797	Jul-17	724	12,463	1.07	17,214
Jun-15	761	15,840	4.46	20,815	Aug-17	603	8,565	4.01	14,204
Jul-15	743	11,458	0.59	15,421	Sep-17	598	8,744	3.56	14,622
Aug-15	667	8,510	-5.53	12,759					

Data entry by Alexis Rajnoor.