

## The Average Reno/Sparks Casino, 2014

In fiscal 2014, 26 casinos in the Reno/Sparks area produced gaming revenue of more than \$1 million. The averages for several key financial statistics produce a picture of the statistically 'average' Reno-area casino and give a good snapshot of the industry standard.

### Definitions

**All Casinos:** total for all 26 Reno/Sparks casinos earning \$1 million and over in fiscal 2014

**Average Casino:** total for "All Casinos" divided by 26

**Daily Average:** "Average Casino" total divided by 365, for the average daily revenue/expense for the category in question

**Available/Occupied Rooms:** Total annual room nights in the respective category

**Comps:** Expenses recorded for complimentary items

**Payroll:** Total payroll taxes, employee benefits, and officer and employee pay

**% of Rev:** Expense or revenue items as a percentage of total gaming or rooms revenue

### Revenues by Department

	All Casinos	Average Casino	Daily Average	% of Total
Gaming	660,267,696	25,394,911	69,575	51.6%
Rooms	230,037,113	8,847,581	24,240	18.0%
Food	219,741,105	8,451,581	23,155	17.2%
Beverage	93,108,180	3,581,084	9,811	7.3%
Other	75,286,479	2,895,634	7,933	5.9%
Total	1,278,440,573	49,170,791	134,714	

### Casino Revenues

	All Casinos	Average Casino	Daily Average	% of Total
Pit*	116,749,275	4,490,357	12,302	17.7%
Slots	520,862,453	20,033,171	54,885	78.9%
Poker	7,438,661	286,102	784	1.1%
Race Book	4,459,977	171,538	470	0.7%
Sports Book	10,757,330	413,743	1,134	1.6%
Total	660,267,696	25,394,911	69,575	

\* Includes keno and bingo

### Casino Expenses

	All Casinos	Average Casino	Daily Average	% of Rev.
Bad Debt	387,569	14,907	41	0.1%
Comps*	143,889,419	5,534,208	15,162	21.8%
Gaming Taxes	53,071,942	2,041,229	5,592	8.0%
Payroll	102,918,126	3,958,389	10,845	15.6%
Total Expenses	364,656,423	14,025,247	38,425	55.2%

\* Includes preferred guest expense

**Room Revenues & Occupancy**

	All Casinos	Average Casino	Daily Average	% of Rev.
Sales	169,484,869	6,518,649	17,859	73.7%
Comp Rooms	60,552,244	2,328,932	6,381	26.3%
Total Revenue	230,037,113	8,847,581	24,240	
Available Rooms	4,463,470	171,672	470	
Rooms Occupied	3,008,952	115,729	317	
Occupancy Rate	67.4%			

**Per Room Per Day Statistics**

Pit revenue	38.80
Slot revenue	173.10
Food Sales	73.03
Beverage Sales	30.94
Rooms Payroll	20.65
Room Rate	76.45

**Average number of employees**

Department	All Casinos	Per Casino
Casino	3,405	131
Rooms	2,268	87
Food	4,331	167
Beverage	1,268	49
G & A	2,678	103
Other	783	30
Total	14,733	567

**Ratios**

Total current assets to total current liabilities ratio: -205.2%  
 Total capital to total liabilities: 62.3%  
 Total complimentary expense to gaming revenue: 29.5%  
 Total revenue to average total assets: 78.7%  
 Return on invested capital: 4.3%

All data from 2014 *Nevada Gaming Abstract*. Carson City: Nevada Gaming Control Board, 2015.

For more information, contact:

Dr. David G. Schwartz, Director | ph (702) 895-2242 | [dgs@unlv.nevada.edu](mailto:dgs@unlv.nevada.edu)