

University of Nevada, Las Vegas

## Center for Gaming Research Update

January 2012

### Three Reports on “Average” Nevada Casinos

The Nevada Gaming Abstract contains a great deal of information. The Center pulls cogent data in selected categories to construct a picture of the “average” casino resort for a given reporting area. This January, the Center released three reports with information on revenues, expenses, room occupancy rates, and employment, as well as other metrics:

[Average Big Las Vegas Strip Casino, 2011](#)

[Average Downtown Las Vegas Casino, 2011](#)

[Average Reno Casino, 2011](#)

### Two Historical Reports on Nevada Gaming

Nevada casino resorts have always been about more than just gambling; in addition to gaming, they also have hotel rooms, restaurants, bars, nightclubs, entertainment venues, and retail shopping. Over the past several years, the revenue pattern of the industry has shifted. [Nevada Casinos: Departmental Revenues, 1984-2011](#) features historic and current data on casino revenue, broken down by department, for five reporting areas: Statewide, Las Vegas Strip, Downtown Las Vegas, Boulder Strip, and Washoe County

Financial structures in Nevada’s gaming industry have shifted tremendously over the past decade. These changes, which center on the assumption of unprecedented levels of debt by casino operators, are amply reflected in several key metrics for the industry, chiefly the rising level of liabilities. [Nevada Gaming: Assets, Liabilities and Expenses, 1984-2011](#) features several charts and data sets examining the rise of long-term casino debt in the past several years.

### Two Reports on Monthly Nevada Gaming Revenues

The Center released the [Nevada Gaming Statistics: November Comparison](#), which examines revenue trends for Statewide, Las Vegas Strip, Downtown Las Vegas, Boulder Strip, and Washoe County for the month of November for the past eight years. In addition, the [Nevada Gaming Statistics: The Last Six Months](#) summary was updated with current information.

November was good for Nevada’s gaming industry. Most reporting areas saw a second straight month of increases in gaming revenues. Generally speaking, handle rose along with revenues, indicating an at least modestly rebounding demand for casino gambling. Partially this was because

November 2010 was a particularly bad month, but the increase in several areas indicates a small recovery for the gaming industry

### Dr. Darryl Smith's Paper on Wagers, Deception, and Myth

The Center published the latest in its Occasional Paper Series, Darryl Smith's "[Souls/Soles of Signs: Tell Totems and the Sphinx Wager.](#)" The paper develops a philosophy of play through an analysis of the foot wager of the Sphinx. Applying a construction of the cosmology of Plato along with a Socratic etymology of her riddle's answer, it provides a reading of Sphingian contestation consistent with contemporary practices of deception found in modern games like poker

### UNLV Gaming Podcast 38: Security Consultant Rick Santoro

Santoro, a thirty-year veteran of casino security, spoke about his long career in the industry and current challenges facing hospitality businesses. You can download the mp3 [here](#) or subscribe to UNLV Gaming Podcasts in [iTunes](#).

### Sharing Expertise with the Media

In November, Center Director David G. Schwartz spoke with approximately 44 print, online, radio, and television media contacts. Several events in Las Vegas, including the renaming of the Hilton, were newsworthy, as was gambling expansion in Massachusetts, Florida, and Delaware, and several of the reports that the Center itself issued.

### Coming Soon: More Podcast Interviews, Reports

February will have at least one podcast release, and the Center will be producing new reports on Nevada's gaming industry as well.

### Getting in Touch

If you are interested in learning more about the Center's work, discussing how to get involved with supporting the Center, suggesting programming or collecting initiatives, or simply sharing your comments, please contact director **David G. Schwartz**, 702 895 2242, or [dgs@unlv.nevada.edu](mailto:dgs@unlv.nevada.edu). Thank you for your continued engagement with the Center's work.

#### About the Center for Gaming Research

Located within Special Collections at UNLV's state-of-the-art Lied Library, the Center for Gaming Research is committed to providing support for scholarly inquiry into all aspects of gaming. Through its website, <http://gaming.unlv.edu>, the Center offers several unique research tools and information sources.

#### About the University of Nevada, Las Vegas

UNLV is a doctoral-degree-granting institution of 28,000 students and 3,300 faculty and staff. Founded in 1957, the university offers more than 220 undergraduate, masters and doctoral degree programs. UNLV is located on a 332-acre campus in dynamic Southern Nevada and is classified in the category of Research Universities (high research activity) by the Carnegie Foundation for the Advancement of Teaching.