

University of Nevada, Las Vegas
Center for Gaming Research Update
February 2012

Visiting Group from Cass Business School

This month, the Center hosted a visiting group of 30 MBA students and faculty from London's Cass Business School. The group, which came to Las Vegas for its Strategic Marketing in Action elective program, met with representatives of several local casino operators, including MGM Resorts, Las Vegas Sands, Wynn Resorts, Cosmopolitan, Hard Rock Hotel, and Caesars Entertainment, and heard from several other speakers.

New Partnership with GamblingData.Com

In February, the Center began a data-sharing partnership with GamblingData.com, a sister site of GamblingCompliance.com. Under terms of the agreement, GamblingData is making its archival statistics accessible to the Center, which is then using them to expand our [Jurisdictions](#) pages. New jurisdictions added to the UNLV site in February include **Missouri, Massachusetts, Louisiana, and West Virginia**. In addition, **Macau, Iowa, Michigan, and Connecticut** have been updated with new information. Look for more additions to the **Jurisdictions** section in coming weeks.

Three Reports Updated with 2011 Information

With the release of the December 2011 revenue data from the Gaming Control Board, we have been able to update many of our most popular reports detailing various aspects of the Nevada gaming industry:

- [Nevada Table Games: Historical Hold Percentage Variations](#)
- [Nevada's Gaming Footprint, 1963-2011](#)
- [Nevada Gaming Revenue: Long-Term Trends](#) (2000-2011)

New Report: 2011 Nevada Casino Gaming Market

From Wendover to Primm (and many points in between) the casino gaming landscape of Nevada covers a great deal of territory. Yet the revenues earned from the 344 or so locations scattered across the state are not evenly distributed; the vast majority of casino revenues for the state are generated in Clark County, Nevada, and the majority of them come from the Las Vegas Strip. As a snapshot of where Nevada gaming revenues are generated, this summary is interesting, if only because it gives statistical meaning to the sense that Clark County, and the Las Vegas Strip in particular, are the drivers of Nevada's gaming revenue.

[2011 Nevada Casino Gaming Market](#)

A Summary of Statistics, Broken Down by Reporting Area

Two Reports on Monthly Nevada Gaming Revenues

The Center released the [Nevada Gaming Statistics: December 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.

Kah-Wee Lee's Paper on Slot Technology

The Center published the latest in its Occasional Paper Series, Kah-Wee Lee's "[Containment and Virtualization: Slot Technology and the Remaking of the Casino Industry.](#)" This paper examines how the casino industry was transformed by slot technology between 1950 and 1990.

Sharing Expertise with the Media

In February, Center Director David G. Schwartz spoke with approximately 38 print, online, radio, and television media contacts. National gambling expansion continued to be a topic of interest, as was the question of casino debt.

Coming Soon: Fellow in Residence, Reports, Podcasts

March will have at least one podcast release, and the Center will be producing new reports on Nevada's gaming industry as well. March Gaming Research Fellow **Jessalynn Strauss** will be in residence, and will give a talk called "**Jackpots, Showgirls, and Twitter: Casino Public Relations from the Last Frontier to the Cosmopolitan**" at 3:30 on March 14 in Special Collections.

In addition, we have several reports slated for publication, and will be adding several jurisdictional summaries to the site.

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. 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.