

ATLANTIC CITY CASINO MARCH SUMMARY

MONTHLY AND YEAR TO DATE REVENUE RESULTS

CENTER FOR GAMING RESEARCH, APRIL 2012

Executive Summary

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](#). YTD Table Win includes Poker Win.

Definitions

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.

Casino March 2012 Results

Casino	Slot Win	Table Win	Total Win	WTD	WSD	Promo%
AC Club	8,202,333	1,321,006	9,532,583	507.30	166.31	21.16%
Bally's	18,576,881	7,981,727	26,855,911	2,298.88	252.74	12.89%
Borgata	35,060,644	17,214,273	54,066,219	3,017.93	326.97	9.67%
Caesars	21,401,681	9,148,641	31,249,816	2,093.03	295.41	12.77%
Golden Nugget	9,022,929	2,107,417	11,164,638	1,114.45	207.16	20.30%
Harrah's	28,269,571	6,936,074	35,598,034	1,609.67	330.29	12.37%
Resorts	9,077,049	2,036,326	11,113,375	729.87	137.79	18.26%
Revel	137,037	25,272	162,982	0	0	0
Showboat	17,552,054	4,466,187	22,263,450	1,637.17	217.85	16.99%
Tropicana	17,332,781	7,994,546	25,693,222	2,302.58	217.39	14.25%
Trump Plaza	7,832,689	2,094,865	9,927,554	979.37	149.68	16.61%
Trump Taj	18,839,551	9,491,597	28,912,509	2,302.11	232.67	12.46%
Total	191,305,200	70,817,931	266,540,293	1,722.81	212.43	13.54%
Average	15,942,100	5,901,494	22,211,691	1,722.81	212.43	13.54%

Casino Calendar Year Results Through March 2012

Casino	Slot Win	Table Win	Total Win	WTD	WSD	Promo%
AC Club	21,544,163	4,154,376	25,725,541	543.48	134.95	19.74%
Bally's	52,899,280	24,943,951	78,717,771	1,823.34	202.27	14.35%
Borgata	101,197,833	48,797,947	156,168,448	2,914.35	320.54	10.22%
Caesars	58,205,559	30,660,861	90,079,165	2,323.67	273.69	12.78%
Golden Nugget	25,137,094	6,508,549	31,744,017	1,308.34	200.60	20.14%
Harrah's	80,023,321	25,252,828	106,438,340	1,996.43	314.78	12.71%
Resorts	24,616,275	7,839,390	32,455,665	957.19	127.30	16.71%
Revel	30,243,601	6,496,550	37,129,236	0	0	0
Showboat	46,981,710	7,723,880	55,547,915	1,365.82	201.38	17.96%
Tropicana	30,688,417	11,860,402	42,914,714	1,100.75	201.12	14.22%
Trump Plaza	41,870,283	17,312,785	60,330,662	940.23	137.94	17.51%
Trump Taj	52,877,145	24,709,517	508,536,199	2,026.37	219.27	14.55%
Total	566,284,681	216,261,036	1,225,787,673	1,714.38	213.40	14.01%
Average	46,284,234	17,740,147	65,813,845	1,713.02	213.29	14.02%

Revel officially opened on April 2nd, 2012.

Data entry courtesy of Lisa Podaca.

Preferred citation:

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Questions? Contact the Center for Gaming Research at (702) 895-2234 or special.collections@unlv.edu