

## ATLANTIC CITY CASINO JULY SUMMARY

### MONTHLY AND YEAR TO DATE REVENUE RESULTS

CENTER FOR GAMING RESEARCH, AUGUST 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 July 2012 Results

Casino	Slot Win	Table Win	Total Win	WTD	WSD	Promo%
AC Club	13,073,424	1,563,192	14,636,616	869.41	284.76	30.48%
Bally's	20,210,692	7,580,722	28,198,190	2,183.39	280.05	12.60%
Borgata	40,979,787	11,295,687	54,044,653	1,991.13	399.98	11.15%
Caesars	22,947,598	13,666,012	36,949,877	3,040.27	331.06	10.60%
Golden Nugget	9,123,031	4,013,279	13,174,586	1,749.47	195.28	11.77%
Harrah's	28,552,490	9,894,741	39,023,914	2,296.30	350.74	10.36%
Resorts	9,807,559	3,299,728	13,107,287	1,209.58	152.62	15.64%
Revel	11,203,810	6,204,005	17,536,653	1,771.05	150.15	20.76%
Showboat	18,241,499	4,384,320	23,031,722	1,607.16	257.41	15.08%
Tropicana	19,102,919	8,476,616	27,935,846	2,377.73	230.19	12.32%
Trump Plaza	8,776,806	2,097,605	10,874,411	966.64	154.93	19.54%
Trump Taj	21,792,785	7,389,633	29,736,056	1,792.30	242.61	15.40%
<b>Total</b>	<b>223,812,400</b>	<b>79,865,540</b>	<b>308,249,811</b>	<b>1,954.71</b>	<b>266.36</b>	<b>13.91%</b>
<b>Average</b>	<b>18,651,033</b>	<b>6,655,462</b>	<b>25,687,484</b>	<b>1,954.71</b>	<b>266.36</b>	<b>13.91%</b>

## Casino Calendar Year Results Through July 2012

Casino	Slot Win	Table Win	Total Win	WTD	WSD	Promo%
AC Club	62,944,442	10,101,331	73,075,046	637.46	172.15	25.61%
Bally's	126,133,627	58,437,633	186,736,265	2,142.14	224.89	13.59%
Borgata	246,072,668	103,620,371	363,218,180	2,779.73	330.30	10.42%
Caesars	140,092,533	74,509,876	216,875,910	2,334.40	282.30	12.69%
Golden Nugget	59,860,448	17,325,433	77,436,490	1,131.50	194.80	18.49%
Harrah's	185,507,083	58,809,152	247,282,635	1,944.21	316.75	11.82%
Resorts	60,222,992	19,423,931	79,646,923	993.50	132.58	16.42%
Revel	39,024,262	20,628,613	60,033,753	1,402.76	126.63	8.63%
Showboat	114,820,023	25,088,916	141,713,368	1,299.89	209.43	17.71%
Tropicana	117,506,036	39,082,894	158,894,229	1,496.42	209.03	14.24%
Trump Plaza	52,516,730	12,951,763	65,468,493	858.73	144.50	19.32%
Trump Taj	128,707,968	49,109,306	181,662,351	1,724.40	225.70	15.23%
<b>Total</b>	<b>1,325,577,811</b>	<b>489,089,219</b>	<b>1,852,043,643</b>	<b>1,730.95</b>	<b>223.37</b>	<b>13.99%</b>
<b>Average</b>	113,047,710	41,743,990	157,970,483	1,730.05	223.06	14.00%

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](mailto:special.collections@unlv.edu)