

## THE AVERAGE RENO/SPARKS CASINO, 2024

In fiscal 2024, 23 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 23 Reno/Sparks casinos earning \$1 million and over in fiscal 2024.

**Average Casino:** Total for “All Casinos” divided by 23.

**Daily Average:** “Average Casino” total divided by 366, 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

| Department   | All Casinos          | Average Casino    | Daily Average  | % of Total    |
|--------------|----------------------|-------------------|----------------|---------------|
| Gaming       | 960,307,159          | 41,752,485        | 114,078        | 52.3%         |
| Rooms        | 342,574,327          | 14,894,536        | 40,695         | 18.7%         |
| Food         | 255,387,041          | 11,103,784        | 30,338         | 13.9%         |
| Beverage     | 146,456,624          | 6,367,679         | 17,398         | 8.0%          |
| Other        | 130,519,169          | 5,674,746         | 15,505         | 7.1%          |
| <b>Total</b> | <b>1,835,244,320</b> | <b>79,793,231</b> | <b>218,014</b> | <b>100.0%</b> |

### Casino Revenues

| Revenue      | All Casinos        | Average Casino    | Daily Average  | % of Total    |
|--------------|--------------------|-------------------|----------------|---------------|
| Pit*         | 124,237,635        | 5,401,636         | 14,759         | 12.9%         |
| Slots        | 803,538,888        | 34,936,473        | 95,455         | 83.7%         |
| Poker        | 6,792,572          | 295,329           | 807            | 0.7%          |
| Race Book    | 2,599,550          | 113,024           | 309            | 0.3%          |
| Sports Book  | 23,138,514         | 1,006,022         | 2,749          | 2.4%          |
| <b>Total</b> | <b>960,307,159</b> | <b>41,752,485</b> | <b>114,078</b> | <b>100.0%</b> |

\* Includes keno and bingo

### Casino Expenses

| Expenses              | All Casinos        | Average Casino    | Daily Average | % of Rev.    |
|-----------------------|--------------------|-------------------|---------------|--------------|
| Bad Debt              | 2,088,888          | 90,821            | 248           | 0.2%         |
| Comps*                | 315,030,630        | 13,696,984        | 37,423        | 32.8%        |
| Gaming Taxes          | 71,063,043         | 3,089,698         | 8,442         | 7.4%         |
| Payroll               | 103,139,506        | 4,484,326         | 12,252        | 10.7%        |
| <b>Total Expenses</b> | <b>560,277,992</b> | <b>24,359,913</b> | <b>66,557</b> | <b>58.3%</b> |

\* Includes preferred guest expense

### Room Revenues & Occupancy

| Category               | All Rooms    | Average Casino | Daily Average | % of Rev. |
|------------------------|--------------|----------------|---------------|-----------|
| <b>Sales</b>           | 218,478,209  | 9,499,053      | 25,954        | 63.8%     |
| <b>Comp Rooms</b>      | 124,096,118  | 5,395,483      | 14,742        | 36.2%     |
| <b>Total Revenue</b>   | 342,574,327  | 14,894,536     | 40,695        | 100.0%    |
| <b>Available Rooms</b> | 3,723,934    | 161,910        | 442           | 0         |
| <b>Rooms Occupied</b>  | 2,426,000    | 105,478        | 288           | 0         |
| <b>Occupancy Rate</b>  | <b>65.1%</b> | <b>0</b>       | <b>0</b>      | <b>0</b>  |

### Per Room Per Day Statistics

| Average               | Dollars |
|-----------------------|---------|
| <b>Pit revenue</b>    | 51.21   |
| <b>Slot revenue</b>   | 331.22  |
| <b>Food Sales</b>     | 105.27  |
| <b>Beverage Sales</b> | 60.37   |
| <b>Rooms Payroll</b>  | 36.77   |
| <b>Room Rate</b>      | 141.21  |

### Average Number of Employees

| Department       | All Casinos   | Per Casino | Percentage     |
|------------------|---------------|------------|----------------|
| <b>Casino</b>    | 1,990         | 87         | 18.82%         |
| <b>Rooms</b>     | 1,514         | 66         | 14.32%         |
| <b>Food</b>      | 3,049         | 133        | 28.83%         |
| <b>Beverage</b>  | 807           | 35         | 7.63%          |
| <b>G &amp; A</b> | 1,725         | 75         | 16.31%         |
| <b>Other</b>     | 1,490         | 65         | 14.09%         |
| <b>Total</b>     | <b>10,575</b> | <b>460</b> | <b>100.00%</b> |

### Ratios

Total Current Assets to Total Current Liabilities Ratio: 188.31%

Total Capital to Total Liabilities: 66.86%

Total Complimentary Expense to Gaming Revenue: 35.69%

Total Revenue to Average Total Assets: 51.47%

Return on Invested Capital: 8.85%

All data as for fiscal (July 1-June 30) years.

All data from *Nevada Gaming Abstract*. Carson City: Nevada Gaming Control Board, 2025.

<https://gaming.nv.gov/about/abstract/report/>

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