

## NEW JERSEY CASINO CONTROL COMMISSION

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Tennessee Avenue and Boardwalk  
Atlantic City, NJ 08401

# ***CCC Announces 2010 Casino Revenue***

## **For Immediate Release**

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**ATLANTIC CITY**— Casino revenues fell 9.6 percent in 2010 to \$3.6 billion, according to figures released Monday by the state Casino Control Commission. Slot machine revenues declined by 9 percent to \$2.48 billion for the year while revenue from table games decreased by 10.9 percent to \$1.09 billion.

“We have seen continued strength in non-gaming areas, but the state of the economy and the increase in competition continued to hurt casino revenue last year,” Casino Control Commission Chair Linda M. Kassekert said. “The hotels, the restaurants and the clubs are busy, a clear indication that Atlantic City continues to be a great place to visit. I am confident that as the economy improves casino revenues will rebound.”

After adjustments and promotional gaming credits, Atlantic City’s casinos paid \$260.9 million on taxable gross revenue of \$3.26 billion in 2010. That money, 8 percent of taxable gross revenue, goes into the Casino Revenue Fund which pays for programs that benefit qualifying senior citizens and people with disabilities. In addition, the casinos incurred another \$44.6 million in reinvestment obligations. They are required to reinvest 1.25 percent of taxable gross revenues in projects approved by the Casino Reinvestment Development Authority.

In December alone, revenues declined by 12.8 percent to \$237.2 million. Slot revenues in December fell 9.8 percent to \$161.5 million and table revenues fell 18.7 percent to \$75.7 million.

Win, or casino revenue, is the net amount of money won by casinos. It is not profit.

*(Detailed data on revenues from each individual casino can be found at the Commission’s website <http://www.njccc.gov/casinos/financia/mthrev/>. For more information contact the Office of Communications.)*

# DECEMBER 2010 STATISTICS

## CASINO WIN AND GROSS REVENUE

<u>December</u>	2010	2009	Increase	(Decrease)
			\$	%
Casino Win	\$237,186,034	\$272,100,704	(34,914,670)	(12.8)
Adjustments	5,899	1,371	4,528	N/A
Gross Revenue	237,191,933	272,102,075	(34,910,142)	(12.8)
Deduction for Eligible				
Promotional Gaming Credits	26,221,479	23,360,840	2,860,639	12.2
Taxable Gross Revenue	<u>\$210,970,454</u>	<u>\$248,741,235</u>	<u>(37,770,781)</u>	<u>(15.2)</u>
 <u>December YTD</u>				
Casino Win	\$3,565,047,001	\$3,943,171,237	(378,124,236)	(9.6)
Adjustments	164,728	(47,066)	211,794	N/A
Gross Revenue	3,565,211,729	3,943,124,171	(377,912,442)	(9.6)
Deduction for Eligible				
Promotional Gaming Credits	303,466,464	251,765,513	51,700,951	20.5
Taxable Gross Revenue	<u>\$3,261,745,265</u>	<u>\$3,691,358,658</u>	<u>(429,613,393)</u>	<u>(11.6)</u>

## CASINO REVENUE FUND

	Gross Revenue Tax *	Interest on Casino Revenue Fund
December 2010	\$16,877,636	(\$20,893)
January through December 2010	\$260,939,621	(\$126,823)
May 1978 through December 2010	\$8,327,479,014	\$130,567,860

\* Includes payments from tax audit deficiencies

## CASINO REINVESTMENT DEVELOPMENT AUTHORITY OBLIGATIONS

(Based on 1.25% of Gross Revenue)

December 2010	\$2,964,899
January through December 2010	\$44,565,147

## FIVE HIGHEST MONTHS AND YEARS-TO-DATE OF WIN FOR DECEMBER

(\$ in Millions)

December 2006	\$415.1	December YTD 2006	\$5,217.7
December 2005	\$387.0	December YTD 2005	\$5,018.3
December 2007	\$371.2	December YTD 2007	\$4,920.8
December 2004	\$360.8	December YTD 2004	\$4,806.8
December 2001	\$347.9	December YTD 2008	\$4,545.0

## FIVE HIGHEST MONTHS OF WIN IN THE HISTORY OF ATLANTIC CITY

(\$ in Millions)

July 2005	\$504.8
August 2006	\$494.4
July 2006	\$480.5
August 2003	\$474.9
July 2004	\$473.9

As of January 10, 2011

**ATLANTIC CITY CASINO INDUSTRY  
COMPARISON OF CASINO WIN  
FOR THE MONTH AND YEAR-TO-DATE ENDED DECEMBER 2010 AND 2009  
(PARENTHESIS INDICATE DAILY AVERAGES)\***

	December 2010		December 2009	
	Month	Year-to-Date	Month	Year-to-Date
AC Hilton	9,530,920 (307,449)	163,650,458 (448,357)	11,687,811 (377,026)	192,012,440 (526,061)
Bally's AC	27,099,853 (874,189)	426,004,995 (1,167,137)	33,483,123 (1,080,101)	474,346,098 (1,299,578)
Borgata	46,923,597 (1,513,664)	647,669,637 (1,774,437)	49,300,962 (1,590,354)	695,330,569 (1,905,015)
Caesars	28,608,274 (922,848)	408,729,995 (1,119,808)	36,177,764 (1,167,025)	460,209,351 (1,260,848)
Harrah's Marina	32,217,463 (1,039,273)	453,471,060 (1,242,386)	34,678,955 (1,118,676)	488,478,895 (1,338,298)
Resorts	9,623,425 (310,433)	155,209,190 (425,231)	11,849,183 (382,232)	191,675,804 (525,139)
Showboat	15,961,057 (514,873)	285,026,921 (780,896)	21,507,872 (693,802)	316,675,093 (867,603)
Tropicana	24,262,388 (782,658)	300,442,821 (823,131)	22,389,055 (722,228)	313,598,089 (859,173)
Trump Marina	10,106,133 (326,004)	147,386,539 (403,799)	10,053,156 (324,295)	162,599,833 (445,479)
Trump Plaza	9,928,025 (320,259)	175,057,029 (479,608)	12,970,585 (418,406)	202,270,805 (554,167)
Trump Taj Mahal	22,924,899 (739,513)	402,398,356 (1,102,461)	28,002,238 (903,298)	445,974,260 (1,221,847)
Industry	<u>\$237,186,034</u> <u>(7,651,163)</u>	<u>\$3,565,047,001</u> <u>(9,767,251)</u>	<u>\$272,100,704</u> <u>(8,777,443)</u>	<u>\$3,943,171,237</u> <u>(10,803,208)</u>

\* Industry daily averages may not foot due to rounding.

As of January 10, 2011

(a) Resorts reflects 6 days under Resorts International Hotel, Inc, management and 25 days operating as DGMB Casino, LLC.

**THE ATLANTIC CITY CASINO INDUSTRY  
CASINO WIN ANALYSIS  
FOR THE MONTH ENDED DECEMBER 2010 VERSUS 2009**

	SLOT MACHINE WIN			TABLE GAME WIN			TOTAL CASINO WIN		INCREASE (DECREASE) %
	2010	2009	INCREASE (DECREASE) %	2010	2009	INCREASE (DECREASE) %	2010	2009	
AC Hilton	7,286,380	7,523,092	(3.1)	2,244,540	4,164,719	(46.1)	9,530,920	11,687,811	(18.5)
Bally's AC	17,556,092	20,790,680	(15.6)	9,543,761	12,692,443	(24.8)	27,099,853	33,483,123	(19.1)
Borgata	30,914,838	29,033,524	6.5	16,008,759	20,267,438	(21.0)	46,923,597	49,300,962	(4.8)
Caesars	16,549,727	19,170,036	(13.7)	12,058,547	17,007,728	(29.1)	28,608,274	36,177,764	(20.9)
Harrah's Marina	23,212,988	26,375,199	(12.0)	9,004,475	8,303,756	8.4	32,217,463	34,678,955	(7.1)
Resorts	7,029,191	8,168,960	(14.0)	2,594,234	3,680,223	(29.5)	9,623,425	11,849,183	(18.8)
Showboat	13,469,586	17,184,165	(21.6)	2,491,471	4,323,707	(42.4)	15,961,057	21,507,872	(25.8)
Tropicana	14,321,725	15,760,368	(9.1)	9,940,663	6,628,687	50.0	24,262,388	22,389,055	8.4
Trump Marina	7,256,425	8,007,400	(9.4)	2,849,708	2,045,756	39.3	10,106,133	10,053,156	0.5
Trump Plaza	7,423,673	8,481,542	(12.5)	2,504,352	4,489,043	(44.2)	9,928,025	12,970,585	(23.5)
Trump Taj Mahal	16,456,947	18,506,248	(11.1)	6,467,952	9,495,990	(31.9)	22,924,899	28,002,238	(18.1)
<b>Total</b>	<b><u>\$161,477,572</u></b>	<b><u>\$179,001,214</u></b>	<b>(9.8)</b>	<b><u>\$75,708,462</u></b>	<b><u>\$93,099,490</u></b>	<b>(18.7)</b>	<b><u>\$237,186,034</u></b>	<b><u>\$272,100,704</u></b>	<b>(12.8)</b>

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**THE ATLANTIC CITY CASINO INDUSTRY  
CASINO WIN ANALYSIS  
FOR THE YEAR-TO-DATE ENDED DECEMBER 2010 VERSUS 2009**

	SLOT MACHINE WIN		INCREASE (DECREASE)	TABLE GAME WIN		INCREASE (DECREASE)	TOTAL CASINO WIN		INCREASE (DECREASE)
	2010	2009	%	2010	2009	%	2010	2009	%
AC Hilton	121,822,540	138,017,904	(11.7)	41,827,918	53,994,536	(22.5)	163,650,458	192,012,440	(14.8)
Bally's AC	283,638,705	314,338,881	(9.8)	142,366,290	160,007,217	(11.0)	426,004,995	474,346,098	(10.2)
Borgata	422,852,611	431,395,370	(2.0)	224,817,026	263,935,199	(14.8)	647,669,637	695,330,569	(6.9)
Caesars	248,514,994	284,752,454	(12.7)	160,215,001	175,456,897	(8.7)	408,729,995	460,209,351	(11.2)
Harrah's Marina	350,535,636	388,327,533	(9.7)	102,935,424	100,151,362	2.8	453,471,060	488,478,895	(7.2)
Resorts	114,449,657	142,390,803	(19.6)	40,759,533	49,285,001	(17.3)	155,209,190	191,675,804	(19.0)
Showboat	234,116,753	259,277,744	(9.7)	50,910,168	57,397,349	(11.3)	285,026,921	316,675,093	(10.0)
Tropicana	205,543,341	221,775,764	(7.3)	94,899,480	91,822,325	3.4	300,442,821	313,598,089	(4.2)
Trump Marina	113,359,416	125,270,157	(9.5)	34,027,123	37,329,676	(8.8)	147,386,539	162,599,833	(9.4)
Trump Plaza	124,446,446	142,521,259	(12.7)	50,610,583	59,749,546	(15.3)	175,057,029	202,270,805	(13.5)
Trump Taj Mahal	258,070,652	273,706,207	(5.7)	144,327,704	172,268,053	(16.2)	402,398,356	445,974,260	(9.8)
Total	<u>\$2,477,350,751</u>	<u>\$2,721,774,076</u>	(9.0)	<u>\$1,087,696,250</u>	<u>\$1,221,397,161</u>	(10.9)	<u>\$3,565,047,001</u>	<u>\$3,943,171,237</u>	(9.6)

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