

## NEW JERSEY CASINO CONTROL COMMISSION

---

Tennessee Avenue and Boardwalk  
Atlantic City, NJ 08401

# ***CCC Announces September Casino Revenue***

## **For Immediate Release**

Tuesday October 12, 2010

**Contact: Daniel Heneghan**  
**Public Information Officer**  
**609 441-3799**  
[daniel.heneghan@ccc.state.nj.us](mailto:daniel.heneghan@ccc.state.nj.us)

**ATLANTIC CITY**— Casinos reported \$296.3 million in casino win in September, a decrease of 11.6 percent over the same month a year ago.

Results reported to the New Jersey Casino Control Commission Tuesday show that the 11 casinos won \$209 million at the slot machines and another \$87.4 million at table games in September. Slot revenue fell 9.9 percent while table game revenues decreased by 15.6 percent. Copies of individual casino tax returns with detailed information on gaming revenues are available on the Commission web site at <http://www.njccc.gov/casinos/financia/mthrev/> .

After adjustments and a deduction for promotional gaming credits, casinos paid \$20.8 million on taxable gross revenue of \$259.6 million in September. 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 \$3.7 million in reinvestment obligations. They are required to reinvest 1.25 percent of gross revenues in projects approved by the Casino Reinvestment Development Authority.

For the first nine months of the year, casinos won \$2.8 billion, down 8.7 percent from the same period in 2009. Revenue from slot machines was down 8.5 percent and revenue from table games was down 9.3 percent for the nine months. Taxable gross revenue fell 10.8 percent to \$2.6 billion.

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.)*

# SEPTEMBER 2010 STATISTICS

## CASINO WIN AND GROSS REVENUE

September	2010	2009	Increase (Decrease)	
			\$	%
Casino Win	\$296,348,066	\$335,418,291	(39,070,225)	(11.6)
Adjustments	53,056	6,883	46,173	N/A
Gross Revenue	296,401,122	335,425,174	(39,024,052)	(11.6)
Deduction for Eligible				
Promotional Gaming Credits	36,839,279	36,124,705	714,574	2.0
Taxable Gross Revenue	<u>\$259,561,843</u>	<u>\$299,300,469</u>	<u>(39,738,626)</u>	<u>(13.3)</u>
<b>September YTD</b>				
Casino Win	\$2,782,133,889	\$3,048,002,777	(265,868,888)	(8.7)
Adjustments	132,711	(72,020)	204,731	N/A
Gross Revenue	2,782,266,600	3,047,930,757	(265,664,157)	(8.7)
Deduction for Eligible				
Promotional Gaming Credits	212,885,278	168,444,169	44,441,109	26.4
Taxable Gross Revenue	<u>\$2,569,381,322</u>	<u>\$2,879,486,588</u>	<u>(310,105,266)</u>	<u>(10.8)</u>

## CASINO REVENUE FUND

	Gross Revenue Tax *	Interest on Casino Revenue Fund
September 2010	\$20,764,947	(\$22,670)
January through September 2010	\$205,550,506	(\$65,856)
May 1978 through September 2010	\$8,272,025,888	\$130,628,827

\* Includes payments from tax audit deficiencies

## CASINO REINVESTMENT DEVELOPMENT AUTHORITY OBLIGATIONS

(Based on 1.25% of Gross Revenue)

September 2010	\$3,705,014
January through September 2010	\$34,778,333

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

(\$ in Millions)

September 2006	\$468.8	September YTD 2006	\$3,981.0
September 2005	\$429.4	September YTD 2005	\$3,803.7
September 2007	\$419.3	September YTD 2007	\$3,790.5
September 2004	\$408.9	September YTD 2004	\$3,682.9
September 2000	\$376.9	September YTD 2008	\$3,551.5

## 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 October 12, 2010

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

	September 2010		September 2009	
	Month	Year-to-Date	Month	Year-to-Date
AC Hilton	13,644,673 (454,822)	129,946,978 (475,996)	15,660,963 (522,032)	153,465,458 (562,145)
Bally's AC	33,328,870 (1,110,962)	336,246,072 (1,231,671)	39,692,972 (1,323,099)	366,765,456 (1,343,463)
Borgata	52,990,756 (1,766,359)	498,456,888 (1,825,849)	63,140,684 (2,104,689)	540,175,982 (1,978,667)
Caesars	34,360,901 (1,145,363)	320,474,925 (1,173,901)	39,521,791 (1,317,393)	347,091,677 (1,271,398)
Harrah's Marina	36,913,169 (1,230,439)	354,702,878 (1,299,278)	43,680,245 (1,456,008)	371,235,600 (1,359,837)
Resorts	12,942,561 (431,419)	123,912,477 (453,892)	16,370,692 (545,690)	151,399,200 (554,576)
Showboat	24,019,956 (800,665)	225,975,360 (827,749)	26,018,431 (867,281)	241,086,313 (883,100)
Tropicana	25,312,056 (843,735)	225,359,945 (825,494)	26,681,593 (889,386)	244,652,351 (896,162)
Trump Marina	13,023,550 (434,118)	112,786,255 (413,136)	13,133,312 (437,777)	128,660,403 (471,284)
Trump Plaza	13,981,405 (466,047)	138,473,657 (507,230)	15,540,661 (518,022)	157,495,462 (576,906)
Trump Taj Mahal	35,830,169 (1,194,339)	315,798,454 (1,156,771)	35,976,947 (1,199,232)	345,974,875 (1,267,307)
Industry	<u>\$296,348,066</u> (9,878,268)	<u>\$2,782,133,889</u> (10,190,967)	<u>\$335,418,291</u> (11,180,609)	<u>\$3,048,002,777</u> (11,164,845)

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

As of October 12, 2010

**THE ATLANTIC CITY CASINO INDUSTRY  
CASINO WIN ANALYSIS  
FOR THE MONTH ENDED SEPTEMBER 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	10,970,223	11,367,658	(3.5)	2,674,450	4,293,305	(37.7)	13,644,673	15,660,963	(12.9)
Bally's AC	23,240,057	27,702,322	(16.1)	10,088,813	11,990,650	(15.9)	33,328,870	39,692,972	(16.0)
Borgata	36,129,187	36,659,060	(1.4)	16,861,569	26,481,624	(36.3)	52,990,756	63,140,684	(16.1)
Caesars	20,777,809	25,508,681	(18.5)	13,583,092	14,013,110	(3.1)	34,360,901	39,521,791	(13.1)
Harrah's Marina	28,950,182	35,094,932	(17.5)	7,962,987	8,585,313	(7.2)	36,913,169	43,680,245	(15.5)
Resorts	9,722,596	11,880,965	(18.2)	3,219,965	4,489,727	(28.3)	12,942,561	16,370,692	(20.9)
Showboat	19,221,189	22,271,981	(13.7)	4,798,767	3,746,450	28.1	24,019,956	26,018,431	(7.7)
Tropicana	17,246,332	18,617,087	(7.4)	8,065,724	8,064,506	0.0	25,312,056	26,681,593	(5.1)
Trump Marina	9,742,882	9,816,531	(0.8)	3,280,668	3,316,781	(1.1)	13,023,550	13,133,312	(0.8)
Trump Plaza	10,506,318	11,417,095	(8.0)	3,475,087	4,123,566	(15.7)	13,981,405	15,540,661	(10.0)
Trump Taj Mahal	22,466,929	21,546,318	4.3	13,363,240	14,430,629	(7.4)	35,830,169	35,976,947	(0.4)
<b>Total</b>	<b><u>\$208,973,704</u></b>	<b><u>\$231,882,630</u></b>	<b>(9.9)</b>	<b><u>\$87,374,362</u></b>	<b><u>\$103,535,661</u></b>	<b>(15.6)</b>	<b><u>\$296,348,066</u></b>	<b><u>\$335,418,291</u></b>	<b>(11.6)</b>

As of October 12, 2010

**THE ATLANTIC CITY CASINO INDUSTRY  
CASINO WIN ANALYSIS  
FOR THE YEAR-TO-DATE ENDED SEPTEMBER 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	96,203,793	110,974,036	(13.3)	33,743,185	42,491,422	(20.6)	129,946,978	153,465,458	(15.3)
Bally's AC	223,490,225	244,430,659	(8.6)	112,755,847	122,334,797	(7.8)	336,246,072	366,765,456	(8.3)
Borgata	325,725,507	336,187,039	(3.1)	172,731,381	203,988,943	(15.3)	498,456,888	540,175,982	(7.7)
Caesars	193,703,735	218,021,773	(11.2)	126,771,190	129,069,904	(1.8)	320,474,925	347,091,677	(7.7)
Harrah's Marina	273,755,916	296,529,402	(7.7)	80,946,962	74,706,198	8.4	354,702,878	371,235,600	(4.5)
Resorts	90,838,600	113,262,000	(19.8)	33,073,877	38,137,200	(13.3)	123,912,477	151,399,200	(18.2)
Showboat	184,507,156	197,946,951	(6.8)	41,468,204	43,139,362	(3.9)	225,975,360	241,086,313	(6.3)
Tropicana	160,045,058	172,692,845	(7.3)	65,314,887	71,959,506	(9.2)	225,359,945	244,652,351	(7.9)
Trump Marina	87,347,569	98,287,646	(11.1)	25,438,686	30,372,757	(16.2)	112,786,255	128,660,403	(12.3)
Trump Plaza	97,518,344	112,460,773	(13.3)	40,955,313	45,034,689	(9.1)	138,473,657	157,495,462	(12.1)
Trump Taj Mahal	201,156,346	212,837,392	(5.5)	114,642,108	133,137,483	(13.9)	315,798,454	345,974,875	(8.7)
Total	<u>\$1,934,292,249</u>	<u>\$2,113,630,516</u>	(8.5)	<u>\$847,841,640</u>	<u>\$934,372,261</u>	(9.3)	<u>\$2,782,133,889</u>	<u>\$3,048,002,777</u>	(8.7)

As of October 12, 2010