

THE AVERAGE RENO/SPARKS CASINO, 2009

In fiscal 2009, 22 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 22 Reno/Sparks casinos earning \$1 million and over in fiscal 2009.

Average Casino: Total for “All Casinos” divided by 22.

Daily Average: “Average Casino” total divided by 365, 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	758,728,470	34,487,658	94,487	54.3%
Rooms	235,062,283	10,684,649	29,273	16.8%
Food	241,976,744	10,998,943	30,134	17.3%
Beverage	91,880,455	4,176,384	11,442	6.6%
Other	69,162,792	3,143,763	8,613	5.0%
Total	1,396,810,744	63,491,397	173,949	100.0%

Casino Revenues

Revenue	All Casinos	Average Casino	Daily Average	% of Total
Pit*	146,206,190	6,645,736	302,079	19.3%
Slots	590,459,296	26,839,059	1,219,957	77.8%
Poker	10,766,719	489,396	22,245	1.4%
Race Book	3,642,035	165,547	7,525	0.5%
Sports Book	7,654,230	347,920	15,815	1.0%
Total	758,728,470	34,487,658	1,567,621	100.0%

* Includes keno and bingo

Casino Expenses

Expenses	All Casinos	Average Casino	Daily Average	% of Rev.
Bad Debt	5,668,384	257,653.82	706	0.7%
Comps*	170,518,296	7,750,831.64	21,235	22.5%
Gaming Taxes	62,981,432	2,862,792.36	7,843	8.3%
Payroll	127,144,833	5,779,310.59	15,834	16.8%
Total Expenses	449,408,499	20,427,659.05	55,966	51.2%

* Includes preferred guest expense

Room Revenues & Occupancy

Category	All Rooms	Average Casino	Daily Average	% of Rev.
Sales	172,675,259	7,848,875	21,504	73.5%
Comp Rooms	62,387,024	2,835,774	7,769	26.5%
Total Revenue	235,062,283	10,684,649	29,273	100.0%
Available Rooms	4,584,165	208,371	571	0
Rooms Occupied	3,199,110	145,414	398	0
Occupancy Rate	69.79%	0	0	0

Per Room Per Day Statistics

Average	Dollars
Pit revenue	45.70
Slot revenue	184.57
Food Sales	75.64
Beverage Sales	28.72
Rooms Payroll	21.00
Room Rate	73.48

Average Number of Employees

Department	All Casinos	Per Casino	Percentage
Casino	4,045	184	26.17%
Rooms	2,381	108	15.40%
Food	4,707	214	30.45%
Beverage	1,104	50	7.14%
G & A	2,675	122	17.30%
Other	547	25	3.54%
Total	15,459	703	100.00%

Ratios

Total Current Assets to Total Current Liabilities Ratio: 533.1%
 Total Capital to Total Liabilities: 53.3%
 Total Complimentary Expense to Gaming Revenue: 26.3%
 Total Revenue to Average Total Assets: 68.5%
 Return on Invested Capital: 2.2%

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

All data from *Nevada Gaming Abstract*. Carson City: Nevada Gaming Control Board, 2010.

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

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