

## THE AVERAGE RENO/SPARKS CASINO, 2011

In fiscal 2011, 21 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 21 Reno/Sparks casinos earning \$1 million and over in fiscal 2011.

**Average Casino:** Total for “All Casinos” divided by 21.

**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	662,779,706	31,560,938	86,468	53.2%
Rooms	211,279,629	10,060,935	27,564	16.9%
Food	202,867,776	9,660,370	26,467	16.3%
Beverage	90,077,628	4,289,411	11,752	7.2%
Other	79,832,105	3,801,529	10,415	6.4%
<b>Total</b>	<b>1,246,836,844</b>	<b>59,373,183</b>	<b>162,666</b>	<b>100.0%</b>

### Casino Revenues

Revenue	All Casinos	Average Casino	Daily Average	% of Total
Pit*	120,792,773	5,752,037	15,759	18.2%
Slots	522,516,328	24,881,730	68,169	78.8%
Poker	8,866,409	422,210	1,157	1.3%
Race Book	1,773,673	84,461	231	0.3%
Sports Book	8,830,523	420,501	1,152	1.3%
<b>Total</b>	<b>662,779,706</b>	<b>31,560,938</b>	<b>86,468</b>	<b>100.0%</b>

\* Includes keno and bingo

### Casino Expenses

Expenses	All Casinos	Average Casino	Daily Average	% of Rev.
Bad Debt	1,746,143	83,149.67	228	0.3%
Comps*	142,514,471	6,786,403.38	18,593	21.5%
Gaming Taxes	53,919,949	2,567,616.62	7,035	8.1%
Payroll	114,215,281	5,438,822.90	14,901	17.2%
<b>Total Expenses</b>	<b>386,028,296</b>	<b>18,382,299.81</b>	<b>50,362</b>	<b>58.2%</b>

\* Includes preferred guest expense

### Room Revenues & Occupancy

Category	All Rooms	Average Casino	Daily Average	% of Rev.
<b>Sales</b>	156,013,225	7,429,201	20,354	73.8%
<b>Comp Rooms</b>	55,266,404	2,631,734	7,210	26.2%
<b>Total Revenue</b>	211,279,629	10,060,935	27,564	100.0%
<b>Available Rooms</b>	4,509,637	214,745	588	0
<b>Rooms Occupied</b>	3,076,179	146,485	401	0
<b>Occupancy Rate</b>	<b>68.21%</b>	<b>0</b>	<b>0</b>	<b>0</b>

### Per Room Per Day Statistics

Average	Dollars
<b>Pit revenue</b>	39.27
<b>Slot revenue</b>	169.86
<b>Food Sales</b>	65.95
<b>Beverage Sales</b>	29.28
<b>Rooms Payroll</b>	20.57
<b>Room Rate</b>	68.68

### Average Number of Employees

Department	All Casinos	Per Casino	Percentage
<b>Casino</b>	3,645	174	25.23%
<b>Rooms</b>	2,342	112	16.21%
<b>Food</b>	4,213	201	29.16%
<b>Beverage</b>	1,100	52	7.61%
<b>G &amp; A</b>	2,497	119	17.28%
<b>Other</b>	651	31	4.51%
<b>Total</b>	<b>14,448</b>	<b>688</b>	<b>100.00%</b>

### Ratios

Total Current Assets to Total Current Liabilities Ratio: 114.0%  
 Total Capital to Total Liabilities: 65.6%  
 Total Complimentary Expense to Gaming Revenue: 28.0%  
 Total Revenue to Average Total Assets: 65.3%  
 Return on Invested Capital: 0.6%

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

All data from *Nevada Gaming Abstract*. Carson City: Nevada Gaming Control Board, 2012.

<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)