



## ATLANTIC CITY GAMING INDUSTRY BY-THE-NUMBERS

### *Gaming Industry Overview Q&A*

- **In 2003, how many commercial casinos operated in the United States?**  
*Last year, 443 casinos operated in 11 states nationwide.<sup>1</sup>*
- **How much money do Americans spend in U.S. casinos?**  
*In 2003, Americans spent an average of \$27 billion dollars at commercial casinos nationwide. Consumers spent less on casinos than they spent on fast food, but more than at the box office.<sup>1</sup>*
- **What state or locale generates the highest casino revenue?**  
*Nevada, with total revenues of \$9.6 billion. New Jersey revenues totaled \$4.5 billion.<sup>1</sup>*
- **How many people visited U.S. casinos last year?**  
*More than 53 million people visited casinos last year. More than one-quarter of the U.S. population over the age of 21 took trips to casinos. More people visited casinos than visited zoos, watched a movie in a theater or attended a major league baseball game last year.<sup>1</sup>*
- **How often do Americans visit U.S. casinos?**  
*In 2003, people over the age of 21 took 310 million trips to casinos nationwide. That's an average of 5.8 trips per gambler.<sup>1</sup>*

### *The Casino Cash-Handlers*

**Some key cash-handling positions within casinos are responsible for the following functions:**

- **Cage cashiers:** These individuals distribute cash to casino patrons by check cashing, and conversion of coins, tokens and gaming chips. They also exchange foreign currency and establish credit for guests.
- **Soft count team:** These individuals count money from table game drop boxes and slot machine bill validators.



## *Atlantic City Casino Cash Flow*

- In 2003, the average daily drop at Atlantic City's 1,370 casino **table games** was more than \$19 million. The total annual drop was more than \$7 billion. ("Drop" refers to the amount of money changed into chips.)<sup>2</sup>
- Atlantic City's 42,378 **slot machines** averaged a daily handle of more than \$112 million dollars in 2003. The total annual handle was nearly \$41 billion. (A "handle" is the aggregate amount bet at a machine during a 24-hour period, not just the initial bet.)<sup>2</sup>

## *Gaming in New Jersey*

- More than 33.2 million people visit Atlantic City's casinos, Boardwalk and restaurants each year, making it one of the most popular gaming destinations in the United States.<sup>3</sup>
- The State of New Jersey legalized gambling in 1976, with the first casino opening two years later.<sup>1</sup>
- In 2003, the gross gaming revenue from slot and table games in New Jersey totaled nearly \$4.5 billion.<sup>2</sup>

## *Fun \$50 facts about Atlantic City*

- Placed end to end, it would take more than 42,240 \$50 bills—or almost \$2,112,000—to stretch the entire 4 miles of Atlantic City's famous Boardwalk.
- It would take more than 1,153,846 bills to cover The Borgata Casino's 120,000 sq. ft of gaming space—or more than \$57 million dollars worth of new \$50 bills.
- One can purchase more than seven pounds of Atlantic City saltwater taffy with a newly-redesigned \$50.<sup>5</sup>

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<sup>1</sup> American Gaming Association, 2003 Survey of the States report

<sup>2</sup> New Jersey Casino Control Commission

<sup>3</sup> Atlantic City Tourism Board

<sup>4</sup> American Gaming Association, 2003 Statistics

<sup>5</sup> One pound of loose Fralinger's Taffy (founded in 1885) costs \$6.99 per pound.