

Hard Rock Casino Gary marks a year as the state's top earner – Chicago Tribune

Written by Administrator
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Earnings remain strong for Hard Rock Casino Northern Indiana, which became the state's top earning casino for the past 12 consecutive months after topping the list again in September, according to the Indiana Gaming Commission's monthly revenue report.

The casino posted revenues of \$36.7 million in September, up from \$32.7 million in August and just shy of its July earnings peak of \$36.8 million. Hard Rock first took the top spot in September 2021 with \$29.5 million in revenues reported, according to the IGC. The casino first opened its doors in May.

Horseshoe Hammond continues to rank in the top three producing casinos in the state with earnings of \$27.3 million in September, falling just below Hard Rock Indianapolis which posted revenues of \$27.4 million for the month, the monthly report shows. Rankings were a reversal of August's standings for the two properties. September's figures were about \$5.4 million less than the September 2021 figure of \$32.7 million for Horseshoe Hammond.

Ameristar Casino in East Chicago reported earnings of \$16.2 million in September, down about \$500,000 from the \$16.7 million reported in August. Ameristar reported earnings of \$20.9 million in September 2021, according to the IGC.

Matt Schuffert, president of Hard Rock Northern Indiana, said the casino posted a strong September and he is pleased with the numbers coming from the first month of its online sports book.

"It's good to see growth in all aspects of our business. Year over year certainly was good," Schuffert said.

The sports book brought in more than \$7.8 million in September after the online sports book launched Sept. 6. Hard Rock first launched its retail sports book in May. The casino's retail sports book earned \$574,361 in August.

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“It is certainly going to take some time for that sector to grow,” Schuffert said. Starting in time for football season should help create strong volume, he said.

Ameristar Casino leads the state in sports book with \$134 million in revenues in September. Total earnings for the state's 12 casinos in September was \$382.5 million. Horseshoe Casino Hammond's sports book brought in about \$6 million through its sports book.

Moving into the final quarter of 2022, Schuffert said typically business grows until the week leading up to Christmas. Business typically gets a boost when the weather gets colder and options for outdoor activities decline.

Schuffert said the casino's entertainment options should help it continue to draw visitors. He is not concerned about how the economy may impact his casino.

“At this point. I think we're seeing a lot of continued growth in our business,” Schuffert said. “Certainly anytime there is a risk of increased cost to our consumers it is something to keep an eye on.”

“We are certainly seeing some declines at some of the other properties around the state. We are also seeing some growth year over year at other properties around the state,” Schuffert said.

Horseshoe Hammond and Ameristar East Chicago do not comment on the IGC monthly reports.

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