
NIAGARA CASINOS GENERATE RECORD GAMING REVENUE

(Niagara Falls, ON) April 7, 2016 – The numbers are in and Falls Management Group LP announced today a record-earning year for Niagara Casinos in 2015 with nearly \$700 million generated in gross gaming revenue.

“We’ve been working towards this for some time,” said Art Frank, President, Niagara Casinos. “Our winning mix included the right number of great associates working together to deliver superior customer service, a suite of innovative marketing initiatives that resonated with our customers, and favourable economic factors like the weak Canadian dollar and low gas prices that boosted tourism in the area.”

Frank added that the numbers speak for themselves. An impressive 9.2 million people visited the casinos in 2015, up 5.4 per cent from last year. Hotel occupancy, meanwhile, remained the same at 100 per cent of available rooms, and the theatre’s occupancy rate was 98 per cent with over 296 performances.

The big number makes perfect sense and is in line with the number of awards and honours the operation has been recognized with over the same time period including:

- Hamilton-Niagara Top Employers Award, Canada’s Top 100 Employers
- Ontario’s Favourite Casino, Toronto Sun Readers’ Choice Awards
- Favourite Entertainment Destinations (Casino/Slots), Hamilton Spectator Readers’ Choice Awards
- Best Live Entertainment Venue, Niagara Falls Review Readers’ Choice Awards
- CAA Four-Diamond Award (Fallsview Hotel, Ponte Vecchio & 21 Club), AAA/CAA Diamond Awards
- Best of Award of Excellence (Ponte Vecchio & 21 Club), Wine Spectator
- 4 Green Keys, Green Key Global

Through its corporate giving program, Niagara Casinos continued its tradition of corporate sponsorship for community events and destination marketing initiatives throughout 2015 that amounted to nearly \$1 million, including the United Way of Niagara Falls (\$225,000) Niagara Parks Commission’s summer fireworks program (\$15,000), Niagara Falls’ New Year’s Eve in The Park (\$50,000) and the Winter Festival of Lights (\$75,000).

The casinos are also a proud, long-time host sponsor of notable Niagara fundraising events, namely the Niagara Wine Festival’s Icewine Gala and Niagara College Foundation’s Seafood Gala.

Further to financial contributions, many casino employees, executives and senior managers donated thousands of volunteer hours this past year, serving on boards of local tourism and non-profit organizations while helping to raise awareness for local initiatives.

Related Links:

Fallsview Casino Online Media Centre: <https://fallsviewcasinoresort.com/about/media>

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