

# MAINE

A first full year of legal sports betting propelled Maine's commercial casino gaming industry to a record annual revenue total of \$218.7 million in 2024, despite a decline in revenue from electronic gaming devices at the state's two land-based casino properties.

## KEY STATE INFORMATION

### NUMBER OF COMMERCIAL CASINOS

2

### CASINO FORMAT

Land-Based Casinos;  
Racinos

### REGULATORY AUTHORITY

Maine Gambling  
Control Board

### GROSS CASINO GAMING REVENUE 2024

\$218.7

### GAMING TAX REVENUE 2024

\$72.8M



## Market Overview

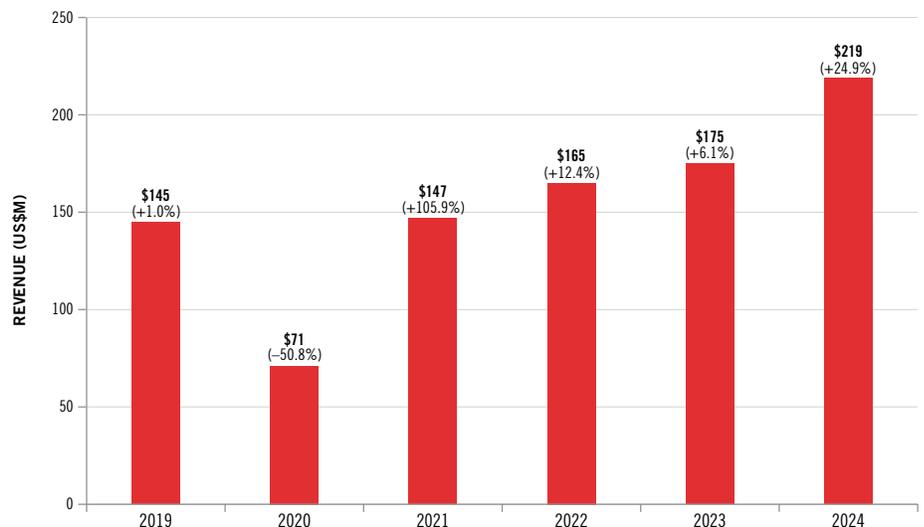
Maine offers commercial casino gaming at one land-based casino-resort and one racino. Both properties offer electronic gaming devices and table games and are subject to oversight by the Maine Gambling Control Board and Gambling Control Unit.

Commercial casino gaming was first authorized in 2003 after voters approved a statewide referendum allowing electronic gaming devices at Bangor Raceway—what is now Hollywood Casino Bangor. In 2011, Hollywood Casino received approval to add table games. Maine's second casino, located in Oxford County, was authorized via a separate voter referendum held in 2010.

Under Maine's regulatory framework, a maximum of two commercial casino gaming facilities may be operated after approval in a local referendum. There is also a statewide cap of 3,000 electronic gaming devices, with the allocation split evenly between the two properties.

Under legislation approved in 2022, Maine's two commercial casinos and licensed racing simulcast facilities are also authorized to offer retail sports betting, while the state's federally recognized Indian tribes are authorized to partner with commercial operators to offer mobile sports wagering within Maine. Mobile sports betting went live via two licensed platforms in November 2023, while retail sports betting was launched at a venue in Portland in September 2024.

## MAINE: COMMERCIAL CASINO GAMING REVENUE (US\$M) 2019 to 2024



SOURCE: Maine Gambling Control Board

## Market Performance

In 2024, statewide commercial casino gaming revenue was \$218.7 million, an increase of 24.9 percent from the prior year.

The record total primarily reflected the first full year of legal sports wagering in Maine. Total revenue from sports betting amounted to \$56.8 million, compared with just \$9.2 million from less than two months of operation in 2023. The state's two mobile sports betting platforms, operated by DraftKings and Caesars Entertainment, accounted for all but \$306,000 of the annual total.

Revenue from traditional land-based casino games offered by Maine's two commercial casino properties was \$161.9 million in 2024, a decline of 2.4 percent compared to the previous year. Total revenue from electronic gaming devices at the two casinos was \$137.3 million, down 3.1 percent. In contrast, table game revenue was \$24.5 million, up 3.7 percent.

## Gaming Tax Distribution

Maine's two commercial casinos are subject to different tax rates. Hollywood Casino, as a racino property, pays 39 percent of electronic gaming device revenue and 1 percent of electronic gaming device handle in taxes, while Oxford Casino, as a standalone casino, is subject to a tax rate of 46 percent of electronic gaming device revenue. Both casinos pay 16 percent of their table game revenue in taxes.

In 2024, Maine's commercial casino gaming and sports betting operators generated total gaming tax revenue of \$72.8 million, up 3.9 percent from the previous year.

The biggest recipients of gaming tax dollars in Maine are the state's Department of Education to support K-12 school programs, scholarship programs to state and community colleges, and a state fund established in 2000 to provide prevention-related services and other healthcare programs for Maine families. Gaming tax revenue is also distributed to support the state's horse racing industry, agricultural programs and the local governments that host commercial casinos.

## Competitive Landscape

Maine's commercial casinos operate at the outer edge of a New England market that includes commercial and tribal casino-resorts in Connecticut, Massachusetts and Rhode Island. The state's casinos also face increasing cross-border competition from charitable gaming locations in neighboring New Hampshire, which are able to offer electronic gaming devices based on the outcome of historical horse races and limited-stakes table games.

Maine's wider gaming market also includes three off-track betting facilities that are eligible to offer retail sports wagering alongside Oxford Casino and Hollywood Casino Bangor, in accordance with legislation approved by Maine lawmakers in 2022. Similarly, Maine is home to four federally recognized Indian tribes that do not operate casino gaming on Indian lands, but are permitted to offer statewide mobile sports betting in partnership with sportsbook operators.

## Policy & Regulatory Review

### Regulatory Reform

In March, Gov. Janet Mills (D) signed a bill to enact several regulatory reforms.

The legislation specifically authorized the Maine Gambling Control Board to utilize approved independent testing laboratories to evaluate and certify electronic gaming devices prior to their deployment on the gaming floors of the state's two land-based casinos. Previously, the state's regulatory authority was required to approve new devices directly.

In October, the board published draft regulations regarding the approval of independent testing labs in order to implement the statutory change.

In addition, the legislation also enabled Maine's two casino operators to deploy their own systems to monitor the transactions of electronic gaming devices in their facilities. Maine's regulator had previously contracted a single, centralized system to monitor all transactions on its behalf.

### Responsible Gaming

In April, Gov. Mills signed a separate bill to establish a universal self-exclusion list for patrons that wish to deny themselves access to all forms of gaming in Maine.

Prior law had limited self-exclusion to the state's two land-based casino facilities. The new law extended Maine's central self-exclusion program to also cover sports wagering, fantasy sports and pari-mutuel wagering on horse races.

In October, the Maine Gambling Control Board published draft regulations to implement the new legislation. Among other things, the proposed rules would require any request for self-exclusion to specify whether the patron sought to be excluded from casino gaming, sports wagering, fantasy sports or wagering on horse racing, or all of those activities. The regulations also would require self-exclusion to be available both in-person at casino facilities and the control board's physical office, as well as online via the websites of sports betting, fantasy sports and advance deposit wagering operators.

### Sports Betting

Maine policymakers enacted several amendments to the state’s sports betting regulatory framework in 2024.

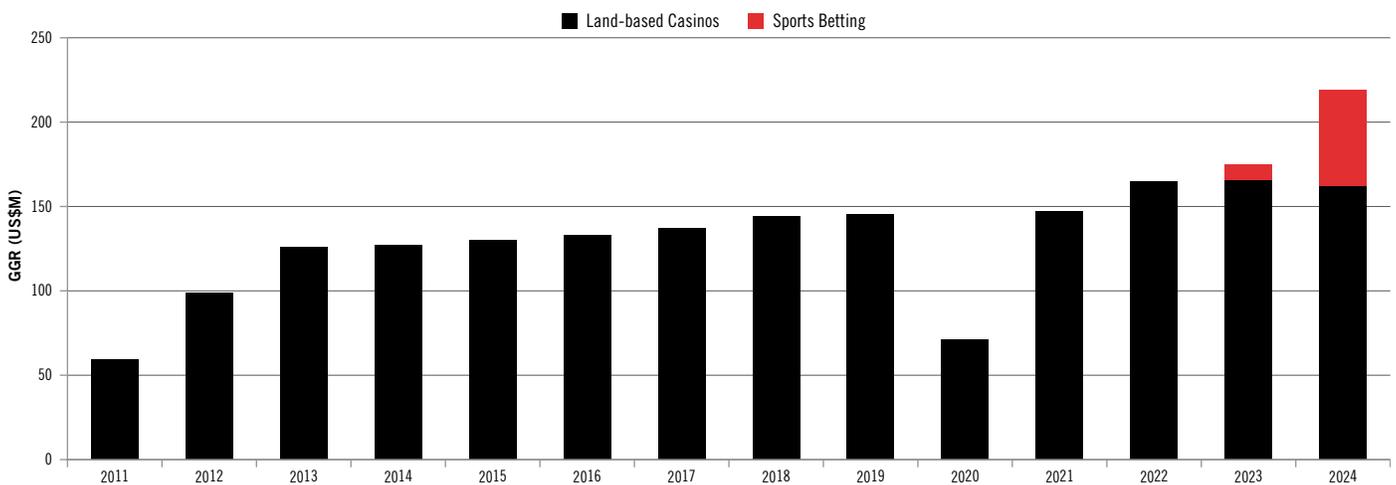
In March, Gov. Mills signed a bill to change the license terms for sports wagering operators and suppliers from four years to one year, following an initial four-year period. As a result, sports betting operators and providers will be obliged to renew their licenses on an annual basis once

their initial licenses expire, with the fees required for each renewal reduced accordingly.

Separately, the Maine Gambling Control Board adopted new regulations in April to enable the agency’s director to maintain a list of persons involuntarily excluded from participating in the state’s sports wagering market for several specific reasons, including a risk that allowing them to place bets may undermine the integrity of a sports event.

### MAINE: COMMERCIAL GAMING REVENUE (US\$M) 2011 to 2024

Maine’s mobile and retail sportsbooks generated total revenue of \$56.8 million during the first full year of legal sports wagering in the state. Sports betting accounted for almost 26 percent of overall statewide commercial gaming revenue.



SOURCE: Maine Gambling Control Board