

Tribal Sports Betting Report 2025

Your essential guide to the tribal sports betting landscape

Kambi

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Welcome

The tribal gaming market continues to be a driving force in the evolution of the US sports betting landscape.

Kambi is proud to be a trusted partner to tribal operators across North America, providing cutting-edge technology and tailored solutions that empower tribes to maximize their sportsbook potential both online and on-property. In this report, we analyze the latest trends shaping tribal sports betting, and showcase player engagement insights from our extensive network of tribal operators. But the benefits go even further than just the sportsbook, as we also see how Potawatomi Casino Hotel, Milwaukee, Wisconsin, has benefited from the launch of its Kambi-powered sportsbook across the entire property.

Whether you are a tribal operator seeking to optimize your sportsbook or an industry stakeholder looking to understand the trajectory of tribal gaming, Kambi's 2025 Tribal Sports Betting Report provides the insights needed to navigate this dynamic sector with confidence.

David Bretnitz,
Kambi VP of Sales, Americas



Kambi B2B tribal partner network





Seneca
 New York
 Allegany
 Buffalo Creek
 Niagara
 Partnered in 2019



Desert Diamond
 Arizona
 Sahaurita
 Tucson
 West Valley
 Partnered in 2021



Potawatomi
 Wisconsin
 Potawatomi Carter
 Potawatomi Hotel
 and Casino
 Partnered in 2023



Four Winds
 Michigan & Indiana
 Dowagiac
 Hartford
 New Buffalo
 South Bend
 Partnered in 2020



Mohegan Gaming & Entertainment
 Ontario & Pennsylvania
 Fallsview
 Casino Resort
 Casino Niagara
 Mohegan Pennsylvania
 Partnered in 2022



Warhorse
 Nebraska
 Horseman's Park
 Warhorse Casino
 Partnered in 2023



Soaring Eagle
 Michigan
 Saganing Eagle
 Landing Resort
 Soaring Eagle Casino
 and Resort
 Partnered in 2021



Ilani
 Washington
 Ilani Casino Resort
 Partnered in 2022



Choctaw Nation of Oklahoma
 Oklahoma
 Partnered in 2024

- Retail & online
- Retail
- Prelaunch



Prairie Band Casino & Resort
 Kansas
 Partnered in 2023



Wind Creek Hospitality
 Illinois
 Wind Creek Chicago
 Southland
 Partnered in 2024

The sports betting halo effect at Potawatomi



With the strong retail presence of many tribal operators, Kambi delivers a complete sportsbook experience on-property, featuring our award-winning Bet Builder, live betting, and cashout. Through partnerships with tribal operators, Kambi has seen firsthand how a Kambi-powered sportsbook drives engagement and boosts overall property performance, leading to increased sales in areas such as food and beverage and growth in rewards memberships.



Potawatomi is one such operator to experience these benefits firsthand, as their Vice President of Digital Gaming, Justin Arnett, explains below.

Since launching our state-of-the-art sportsbook at Potawatomi Casino Hotel in May of 2024, we've seen a significant impact not just within our sportsbook, but across our entire property. Sports betting has introduced a new wave of guests, particularly younger audiences, who have become engaged Reward Card members and active participants in other forms of gaming, driving an overall uplift to our casino floor.

Beyond gaming, the addition of our sportsbook has positively influenced other areas of our property. We've experienced a **14% increase** in food and beverage activity, demonstrating how sports betting enhances the broader guest experience. Partnering with Kambi has been instrumental in this success. Their high-performance sports

betting technology and industry expertise have allowed us to deliver a premium product that resonates with our guests and contributes to our continued growth.

Justin Arnett,
VP of Digital Gaming at Potawatomi



POTAWATOMI
CASINO | HOTEL™

2024 Reward Members activity between the ages of 21-34

▲ **154%** increase in Reward Members

▲ **199%** increase in total property visits

▲ **30%** increase in average monthly visits per member

Kambi tribal network insights

Online and on-property

2024 handle

+51%

vs. 2023

Number of bets 2024

+72%

vs. 2023

On-property

2024 handle

+54%

vs. 2023

Number of bets 2024

+74%

vs. 2023

Online

2024 handle

+32%

vs. 2023

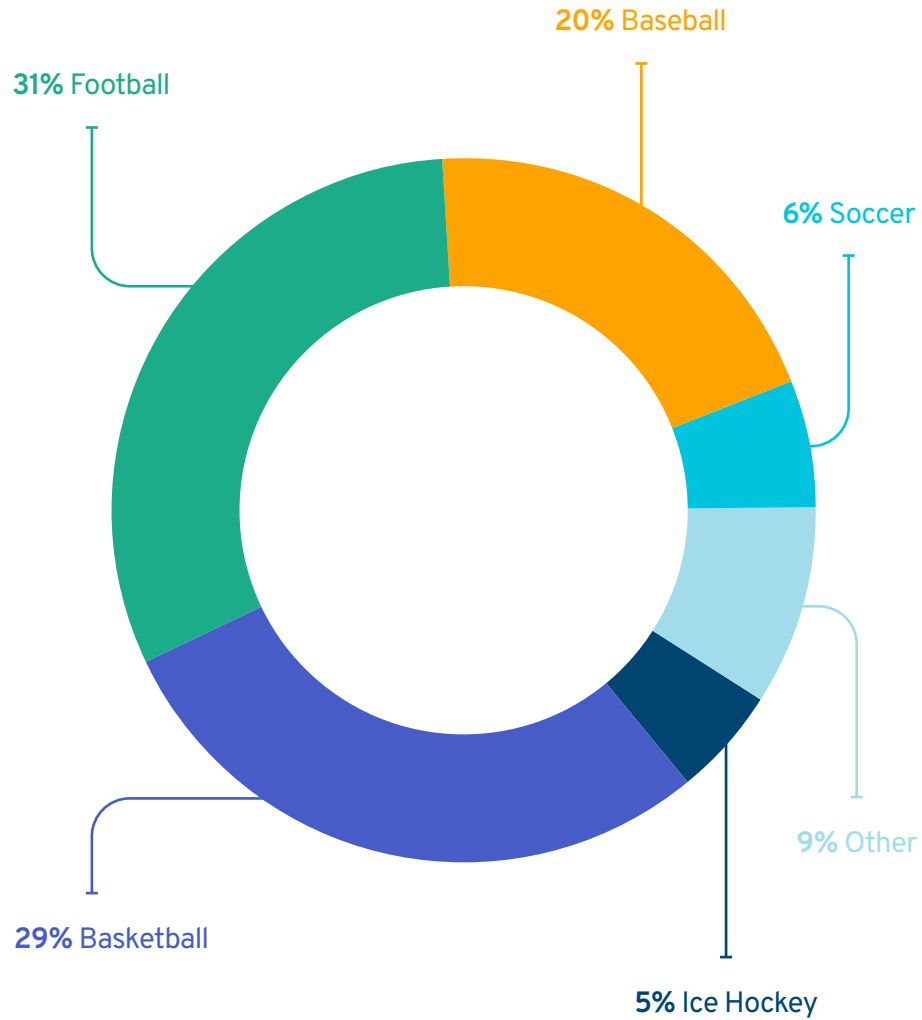
Number of bets 2024

+51%

vs. 2023

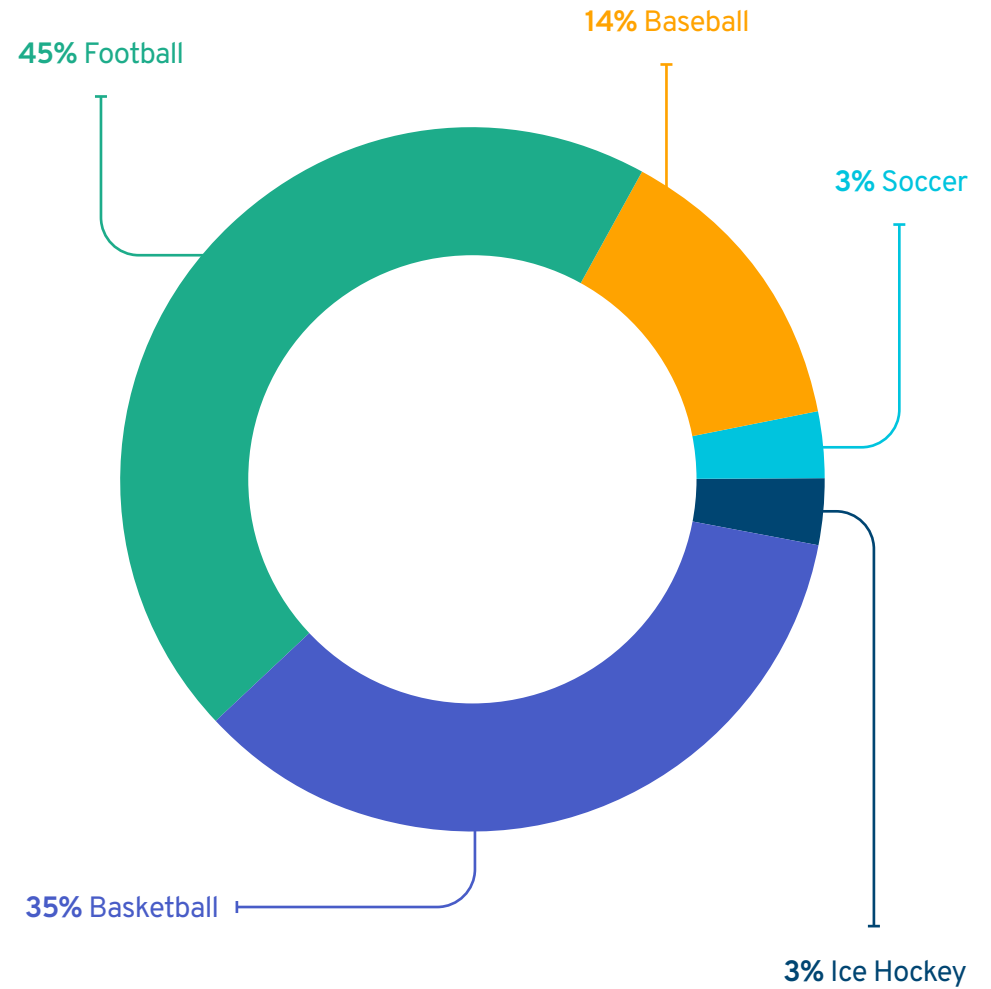
Most bet on sports

(number of bets, online & on-property)



Most popular sports included in Bet Builder bets

(number of bets, online & on-property)



On-property turnover growth during major sporting events

Bettors are increasingly more likely to flock to casino properties for some of North America's largest sporting events including the Super Bowl, March Madness, and the NBA Playoffs. In 2024 we saw these figures grow from the year prior.



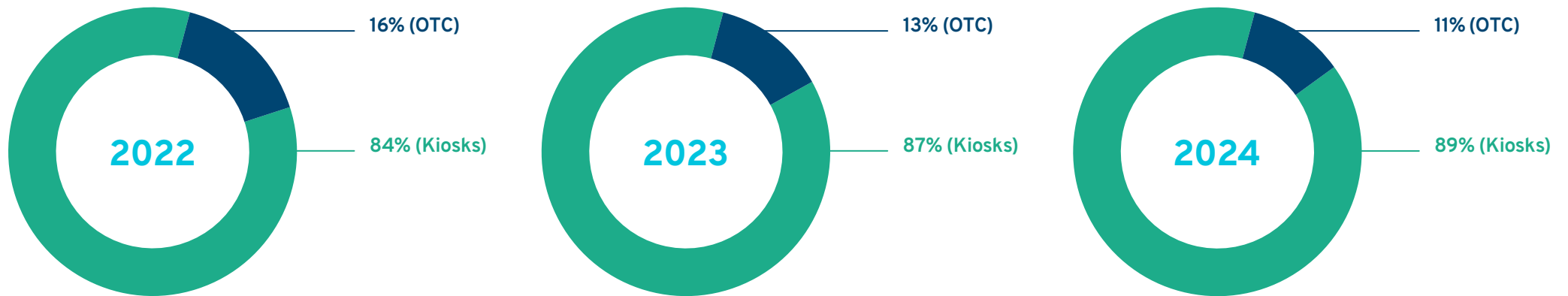
Cashed out bets reinvested

Having a quality cash out function can be an important tool for keeping bettors engaged. On the Kambi network, nearly **half of online bettors** that cashed their bets out reinvest their money in a new bet within **5 minutes**.



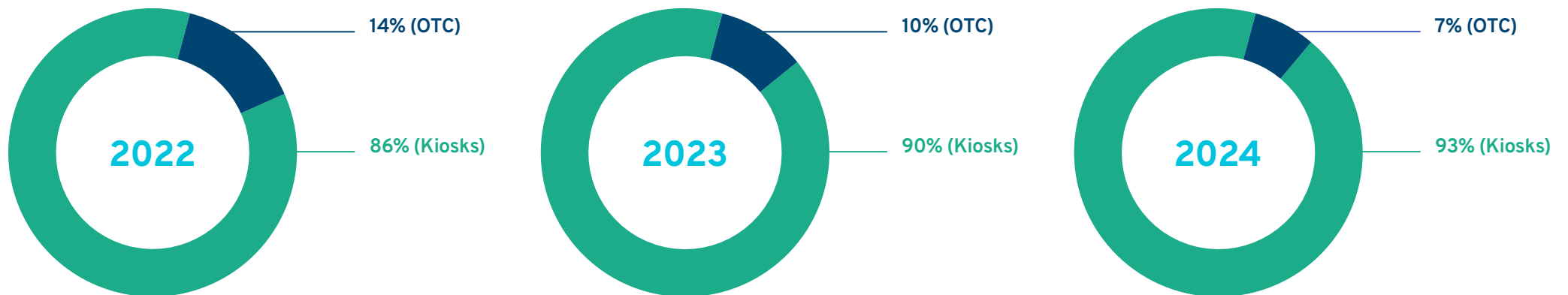
Number of bets at kiosks vs over the counter

Over the past three years, there has been a continued trend of customers placing more bets at casino kiosks, rather than over the counter.



Number of Bet Builder bets at kiosks vs over the counter

Bettors prefer using kiosks at a higher rate when building their Bet Builders, as they offer a more comprehensive betting experience than over the counter.



About Kambi

Since taking the first legal post-PASPA wager in 2018, Kambi has established itself as the leading independent provider of premium sports betting technology and services to the regulated North American betting and gaming industry.

The trusted partner to more than 40 operators including Bally's Corporation, Rush Street Interactive, Desert Diamond, Mohegan Gaming and Entertainment, and Seneca Gaming Corporation, Kambi has a track record of proven excellence in online and on-property sportsbook provision, providing operators with the high-performance technology and regulatory certainty required to grow and out-compete the market.

Trusted partner to more than 40 operators including



Kambi's core sportsbook encompasses a broad offering, from scalable technology and odds-compiling through to customer intelligence and risk management, delivering a market-leading on-property sportsbook, including the Kambi kiosk, that brings online pace to the retail space.

Founded in 2010, Kambi has spent more than a decade focused exclusively on the sports betting vertical, building a cutting-edge and data-led turnkey product that delivers a superior user experience and provides partners with the freedom to differentiate.

Today, Kambi aims to bring together the industry's leading companies and operators so that we can redefine what's possible and thrive in a dynamic landscape.



Kambi



The home of **premium sports betting solutions**