

# Tribal Sports Betting Report 2024

## INCLUDING:

- The continued growth of tribal sports betting
- The rise of same game parlays
- When bettors reinvest their winnings

**Kambi**

# Introduction

Tribal gaming operators have proven over time that they are at the cutting edge when it comes to running a gaming and entertainment enterprise, continuing to carve out their own reputation as a leader in the space.

With the experience and customer databases already in place, adding a high-quality sports betting experience to an operator's portfolio provides the opportunity to reach out to a whole new demographic and elevate the rest of the casino floor and property.

Following the inaugural edition last year, this year's Tribal Sports Betting Report highlights another year of growth in an important industry segment. Underlining this is data from Kambi's large tribal sports betting network, providing a snapshot of the current state of sports betting in Indian country and the direction it is heading.

# Kambi in Indian country

Since the repeal of PASPA, Kambi has become the trusted sportsbook provider to tribal operators throughout North America. Today, Kambi is live with multiple tribes and has a proven track record of providing premium sports betting services to tribal gaming operators, including Ilani, Potawatomi, Seneca, and several others.

Kambi takes a consultative approach, which provides tribal operators with the know-how to effectively navigate the complexities of offering sports betting. With tribal operators' expertise in offering high quality entertainment and gaming

experiences, and Kambi's award-winning sports betting products, there are no limits to success achieved together. Kambi can help tribes through the process of providing sports betting to their customers, offering insights and advice through the extensive data we've collected from working with our tribal operators.

Ultimately, the decision is up to the tribes on what strategic approach they wish to take, but Kambi's experience has provided a unique opportunity to learn from tribes' pain points, as well as success stories, allowing us to effectively guide them through those decision-making steps.



# The Kambi effect

A testimonial from Potawatomi Casino | Hotel

“Located near the city center, Potawatomi Casino | Hotel is the heart of the gaming and entertainment experience in downtown Milwaukee. When the opportunity came along to expand our gaming options into sports betting, we jumped at the chance to create Potawatomi Sportsbook.



Milwaukee is a city with a storied sports history and we understood that we needed to be a bigger part of that culture. The addition of our temporary sportsbook has not only surpassed our expectations,

but opened us up to a new market and created an influx of new guests to the property.

The Kambi platform has allowed us to cater to our bettors' needs with a huge menu of bet offerings, including their world-class Same Game Parlay. Kambi also brings top-notch system stability to the table, providing so much more than what I have experienced in the past with other providers.

Overall, due to the success of the Potawatomi Sportsbook, we are seeing enhanced engagement across the community on radio, TV and word of mouth. We expect that engagement to reach another level as we move into our state-of-the-art retail sportsbook that will become the sports fan's hub in the city of Milwaukee.”

Justin Arnett,  
VP of Digital Gaming of Potawatomi Casino | Hotel



# Kambi tribal partner network

## B2C partners

In addition to Kambi's tribal operators which opted for a complete B2B approach with their sportsbook, others decided to outsource operations to a B2C operator within the Kambi network.

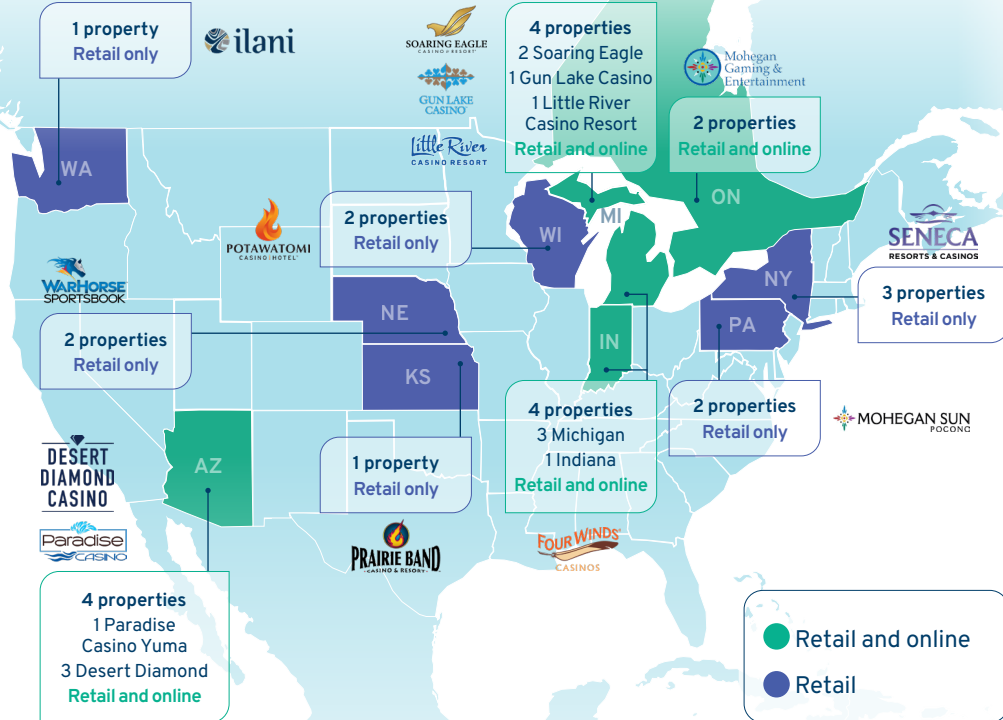
**Mohegan Sun Pocono**  
Kindred

**Mohegan Sun Lehigh Valley**  
Kindred

**Paradise Casino Yuma**  
Kindred

**Gun Lake Casino**  
Parx

**Little River Casino Resort**  
RSI



## Seneca Gaming Corporation

Kambi signed a partnership with Seneca back in 2019, making them the first tribal operator on the Kambi network. Kambi has since provided its award-winning sports betting technology to three properties in Western New York, as well as online and mobile sports betting solutions.

## Soaring Eagle

Kambi entered a multi-channel agreement in 2021 with Saginaw Chippewa Gaming Enterprises to provide on-property and online sports betting technology to two of Michigan's most popular casino properties, Soaring Eagle Casino & Resort and Saganing Eagles Landing Casino & Hotel.

## Mohegan Gaming and Entertainment

Following the legalization of single-event sports wagering in Ontario, Canada, Kambi partnered with Mohegan Gaming and Entertainment to support a mobile sportsbook branded PlayFallsview. Later in 2022, Kambi partnered with MGE properties - Fallsview Casino and Niagara Casino - in the Canadian province to provide sports betting solutions to each property.

## Four Winds Casinos

Operated by the Pokagon Band of Potawatomi, Four Winds Casinos has three locations in Michigan and one location in Indiana. As one of the top gaming and entertainment brands in the Midwest, Kambi has provided on-property and online sports betting technology and services to Four Winds since 2020.

## Ilani

Kambi signed an agreement with ilani in 2022 to provide on-property sportsbook solutions. Developed by the Cowlitz Tribe and Salishan-Mohegan, a partnership that includes Mohegan Sun, ilani is one of Washington state's largest casino properties with 100,000 total square feet of gaming space.

## Potawatomi Casinos & Hotels

Following their partnership agreement in 2023, Potawatomi Casinos and Hotels has benefited from Kambi's sports betting services with great success in two locations in Wisconsin. Kambi successfully helped Potawatomi launch the first sportsbook in Milwaukee and will open a state-of-the-art retail sportsbook this year.

## Desert Diamond Casinos

An enterprise of the Tohono O'odham Nation, Desert Diamond Casinos has four properties throughout Arizona located in Tucson, Sahuarita, Glendale and Why. Kambi entered an agreement with Desert Diamond to provide on-property sportsbook solutions to three of their locations, as well as online under the brand Desert Diamond Sports.

## WarHorse Gaming

Kambi signed a sportsbook agreement with WarHorse Gaming LLC in 2023, helping them launch the first on-property sportsbook in the state of Nebraska. An initial launch at WarHorse Casino in Lincoln as well as additional kiosks in Horseman's Park in Omaha will be followed by a second launch at WarHorse Casino Omaha later in 2024.

## Prairie Band Casino & Resort

Owned by the Prairie Band Potawatomi Nation, Kambi came to an agreement with Prairie Band Casino and Resort in 2023. Since then, Kambi has helped launch the first tribal sportsbook in Kansas at their 35,000 square foot casino with 10 kiosks and four state-of-the-art bar top terminals.

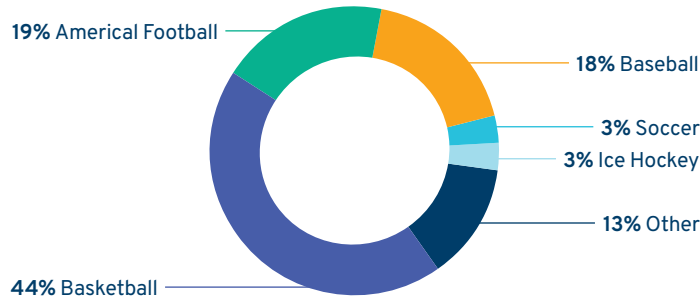
# Kambi network insights

As the trusted partner to tribal operators across North America, Kambi is able offer unique insights into current and future trends that few sportsbooks can match. Below are a selection of key takeaways using data from the Kambi tribal partner network.

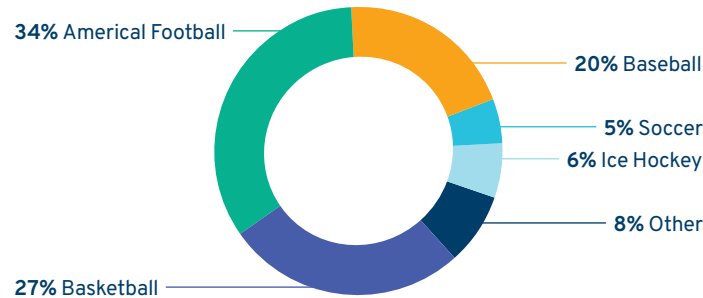
## Most bet on sports

Overall, basketball is the top bet on sport by handle for tribal partners on the Kambi network in online betting and retail betting combined. However, when it comes to volume of bets, football takes the top spot.

## 2023 top sports by handle



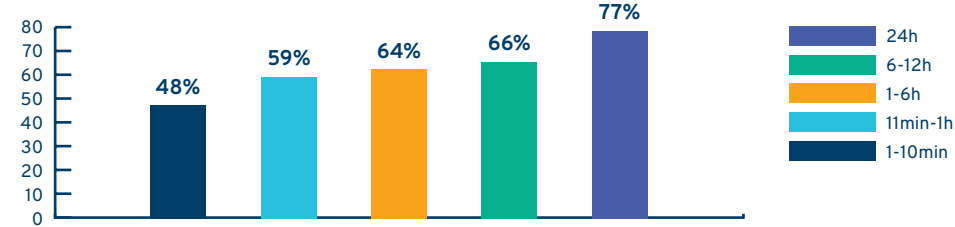
## 2023 top sports by number of bets



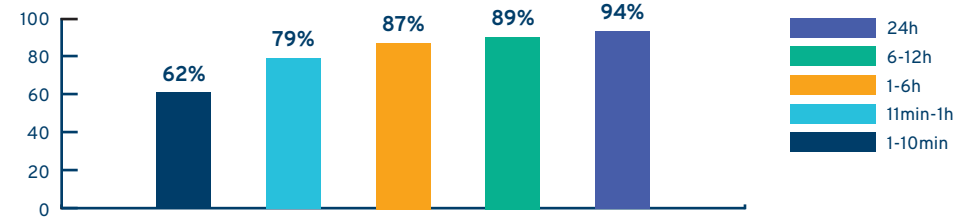
## Won bets reinvested same day

Bettors with a winning bet are likely to reinvest that money the same day. Here we look at what percent of winning bettors in both online and retail placed another bet within different timeframes following a win. Within 24 hours after winning a bet, 94% of online or mobile bettors have reinvested those winnings into another bet, while on the property, 77% of bettors reinvest within a 24-hour period.

### Retail



### Online



**128%** Handle  
2022-2023

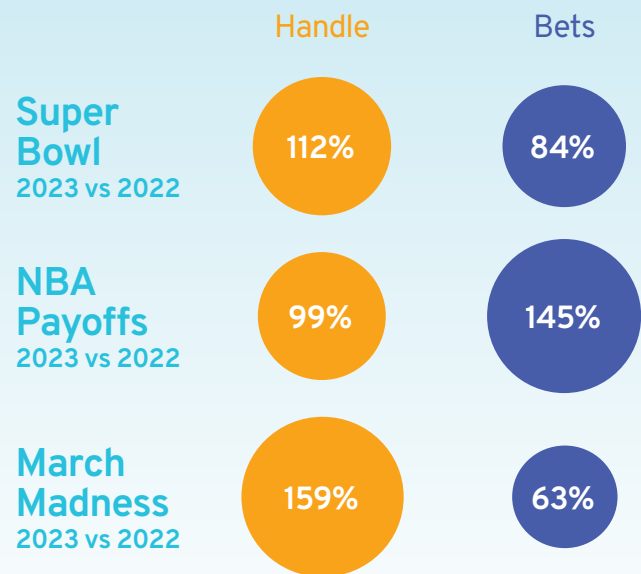
With tribes' expertise in casino entertainment and Kambi's experience in sports betting excellence, there has been strong overall growth in tribal sports betting. Handle for Kambi's tribal partners between 2022-2023 grew a total of 128% year on year.

**48%** Tribal loyalty  
members  
retention rate

Casino loyalty programs are important elements for driving profitable and incremental revenues. Tribal operators on the Kambi network have seen their loyalty members return more than once in a 28-day period at an average rate of 48% throughout 2023.

## Increase in on-property betting for major sporting events 2022-2023

For years, bettors have flocked to casino sportsbooks for some of the largest North American sporting events such as the Super Bowl, March Madness and the NBA Playoffs. Thanks to continuous expansion in regulated sports betting markets, we've seen retail betting activity on these events continue to grow at a pace.

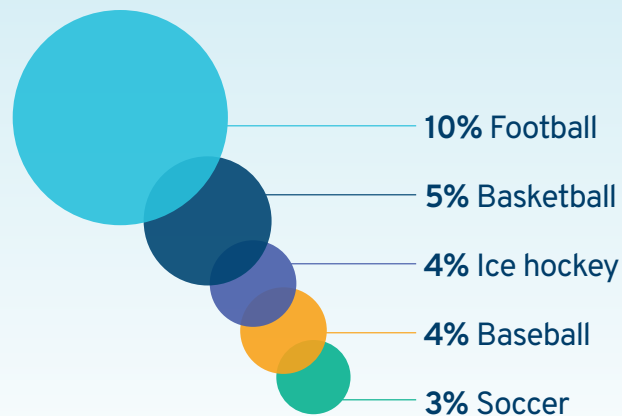


## Top sports same game parlay bets 2022-2023

With Kambi's award winning same game parlay product, tribal operators benefit from offering their customers the most extensive market of combinable bets, capitalizing on the biggest trend in the sports betting world today.

Below are the percentage of same game parlay bets on the top sports for Kambi tribal operators, where football leads the way with 10% of all retail and online bets placed being a Same game parlay.

### Same game parlay bets



# A message from Kambi



**On behalf of Kambi, we are honored to continue our support of tribal operators throughout the US and empowering each of them to reach their ambitious goals.**

Tribes have shown time and time again they know what it takes to launch successful casinos and sports betting should be no different.

Whether it is retail, online, or both, Kambi is committed to delivering the right experiences to attract US bettors and more importantly provide our tribal partners with the resources necessary to retain them long-term. Moreover, Kambi's strength of product, differentiated offering, unmatched partner support, and regulatory

excellence remains paramount to our mission of generating long-term sustainable revenues alongside our partners.

We look forward to our ongoing tribal collaboration and showcasing Kambi's commitment to, and expertise in, delivering a best-of-breed proposition in each tribe's respective sports wagering markets.

Finally, I would like to personally thank you for the opportunity to play a small role in Tribal gaming across the country.

Sincerely,

**David M. Bretnitz**  
Vice President of Sales



# 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

betPARX

CHURCHILL DOWNS  
INCORPORATED

DESERT  
DIAMOND  
CASINO

PENN  
ENTERTAINMENT

Bally's

ilani

Mohegan  
Gaming &  
Entertainment

RUSH STREET  
INTERACTIVE

SENECA  
RESORTS & CASINOS

POTAWATOMI  
CASINO | HOTEL

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. Together with Shape Games, Abios, and an AI-driven trading platform, Tzeract, Kambi provides a feeling of optimism and positivity that we can reach our common goals.





# Kambi



Best Sports Betting Product



Sports Betting Supplier  
Innovation in Sports  
Betting Software





[kambi.com](https://kambi.com)

**Kambi**