



The Outlet Shops at Mohegan Sun Pocono



MOHEGAN SUN
POCONO

Mohegan Sun Pocono Facts

- As the first casino in Pennsylvania, Mohegan Sun Pocono is one of the leading gaming resorts in the state and carries with it the prestige of the Mohegan Sun brand name.
- With a total investment in the Resort of over \$750M to date, Mohegan Sun Pocono features a full complement of gaming attractions and a wide array of resort amenities including:
 - 82,000 square feet of Gaming Space
 - 2,300 Slot Machines
 - 80 Table Games
 - 18 Table World Class Poker Room
 - New 240 Room 3 Star Hotel with all Modern Amenities including 80,000 square feet of meeting space.

Mohegan Sun Pocono Facts (cont.)

- The acclaimed Sapphire Spa, a full service spa and treatment facility
- Award Winning Dining – Featuring offerings from Wolfgang Puck, Pearl Sushi Bar, Ruth’s Chris Steak House, Bar Louie, Ben and Jerry’s, Johnny Rockets and more.
- Unrivaled Entertainment and Nightlife in the region
 - 10,000 seat Mohegan Sun Arena situated nearby featuring 75 entertainment shows per year and home to regional minor league franchises including the Yankees affiliate and the Penguins affiliate .
 - ----Outdoor concert series at the racetrack featuring 26 events per year.
 - Signature Racing Events at Pocono Downs race track every weekend during the spring and summer.

Visitation Highlights – Mohegan Sun Pocono

- Over 4.5 Million visits per year with an average of 20,000 people on a weekend day and 10,000 people on a weekday
- Over 22 Million Adults within a 2 Hour Drive, Identical to Mohegan Sun CT
- Total combined universe of over \$100M Momentum, Direct Mail Coupon and Mohegan Sun Players Club dollars available to be spent annually in the new outlet center.
- The addition of The Outlets at Mohegan Sun is expected to draw an additional 2 million visits per year and add substantially to the base of available loyalty points

Development Highlights – The Outlets at Mohegan Sun Pocono

- From the Developer of The Forum Shops at Caesars, Las Vegas and The Shops at Mohegan Sun, Uncasville, CT comes the next great innovation in retailing and design. **The Gordon Group** will be creating a compelling retail dining and entertainment destination befitting this great resort.
- Using a creative development approach, we will deliver a blend of interconnected memorable lifestyle experiences that will create a **Super Regional Destination with National Appeal** including:
 - A carefully curated 250,000 square foot indoor outlet mall featuring a wide array of today's best and most unique retail, restaurant and entertainment brands, leveraging the resort's embedded foot traffic and loyalty rewards program.
 - A 6 screen movie theater and 15,000 square foot Kids Quest
 - A direct interior connection to the resort's main gaming floor

Other New Developments coming to Mohegan Pocono...

- A new indoor waterpark and 320 room Adventure Hotel.
 - Delivering a truly innovative indoor and outdoor adventure destination, this indoor water park will deliver fresh takes on the most sought after experiences all tailored to the adult guest and families
 - The family activity area will feature high energy and experiential activities unique to the region and geared to broadening the resort's appeal and increasing the overall length of stay.
- The Ultimate Sports Plex – A super regional sports and wellness destination catering to large sports groups, leagues and families.
 - Indoor and outdoor playing fields, 2 large enclosed “bubbles” that will house year round athletic facilities
 - A clubhouse, locker room and registration area

Indoor Waterpark and Hotel



PROJECT DEMOGRAPHICS

Current and Expected Visitation

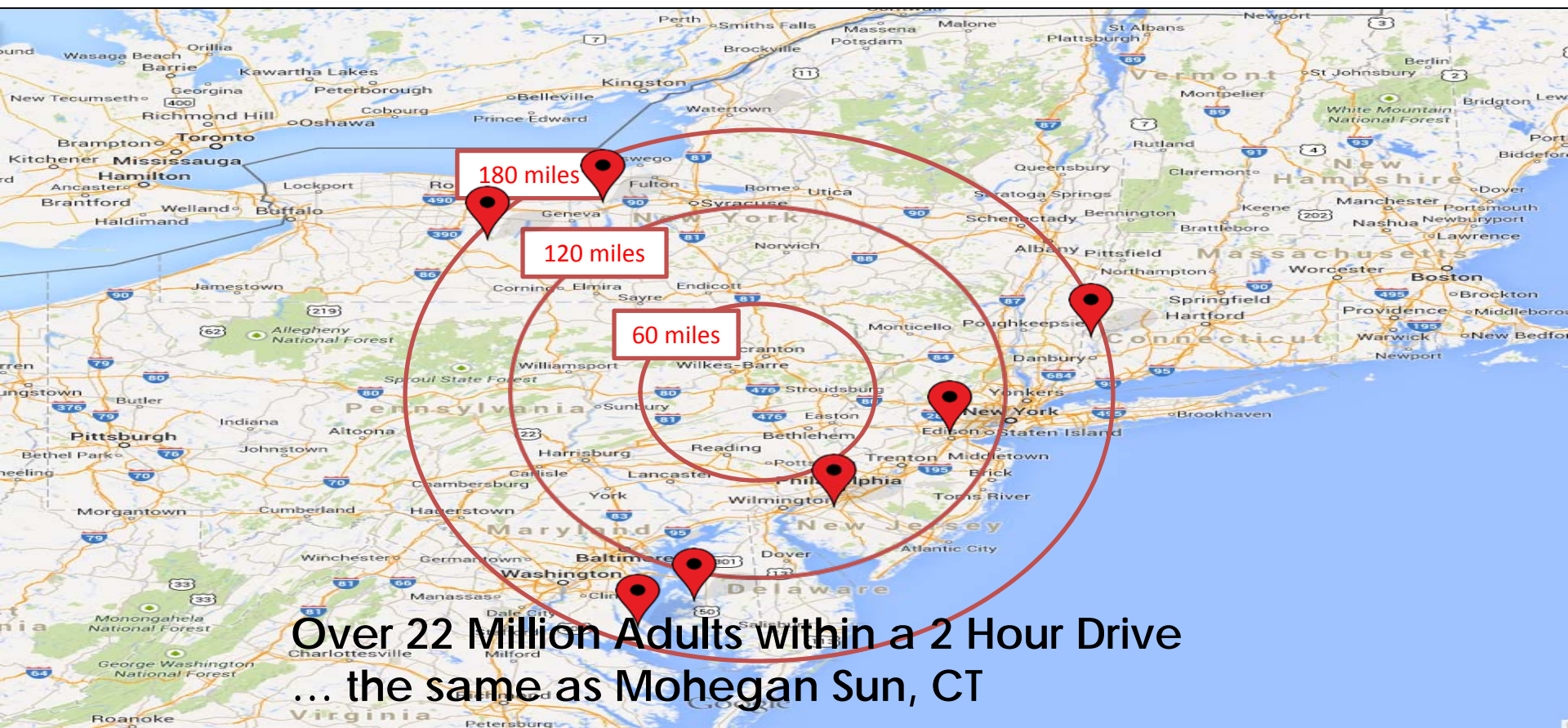
Mohegan Sun at Pocono Downs currently attracts nearly 10,000 visitors daily, and 20,000 visitors on weekend days. Based on our experience we expect a regional outlet center to add an average of 6,000 new visitors per day, not including the trips generated by the hotel and water park.

Current Customer Base

- 49% Men 51% Women
- 55% between age 18 and 49
- Pennsylvania, New York, New Jersey, Massachusetts and Connecticut are primary feeder markets
- Over 55% of people in 120 Mile radius have Avg Household Income Between \$50 and \$200K
- 22 million people within 2 hour drive time

Employee Base

Mohegan Sun at Pocono Downs employs nearly 2,000 people. This employee base will contribute to the shopping and dining business as well.



THE POCONO REGION IS EXPLODING

- Over 25 million visits and 9 million overnight stays per year and growing at 10% per year.
- Fueled by new development and an east coast “Staycation” trend
- Other significant regional attractions include:
 - Some of the world’s most innovative water and adventure park resorts
 - Multiple ski resorts including Montage Mountain 5 miles away
 - Amusement parks, automobile racing, full service resorts and theme parks all within 1 hour of Mohegan Sun Pocono
 - Camping, hunting, fishing, golfing and so much more.
 - All within 2 hours of New York city.
 - In 2014 over \$2.5 billion in tourism dollars were spent in the region

REGIONAL ADVENTURE RESORTS

Great Wolf Lodge

- 40 Miles Away
- Featuring Family Indoor Waterpark Hotel

Kalahari Lodge

- 40 Miles Away
- Featuring Indoor Waterpark and Conference Hotel

Camelback Resort

- 45 Miles
- Next Gen Waterpark Adventure Resort
- Skiing

Montage Mountain

- 15 Miles Away
- Luxury Ski Resort
- Water Park/Zip Lines/Adventure Park

A changed landscape in last 15 years...



**MONTAGE
MOUNTAIN
1984**

Scranton



WATERPARK



**TOYOTA
PAVILION
AT MONTAGE MOUNTAIN**

2003



2006

**MOHEGAN SUN
POCONO**



2011



RAILRIDERS

2013



**shops at
Montage**

2007

2000

1998

**MOHEGAN SUN
ARENA AT CASEY PLAZA**



**WILKES-BARRE
SCRANTON**



Wilkes-Barre

Marketing Spend

\$32 million annually

Momentum Program

Entertainment

Promotions

Advertising

Direct Mail

Special Events

Momentum

- **275,000 guests in the Momentum Program (12 month active)**
- **2.6 million visits from Momentum program members – 4.5 total visits**
- **8.3 million Momentum \$s awarded annually and 7.7 million are redeemed**
- **5.5 million Choice Credits are awarded annually and 4 million are redeemed**



Direct Mail

- **2.4 million pieces of direct mail annually**
- **Average response rate of 25.8% to direct mail communications**
- **12 million emails annually**

YOU
COULD WIN
\$1 MILLION
THIS MONTH!



MOHEGAN SUN
POCONO

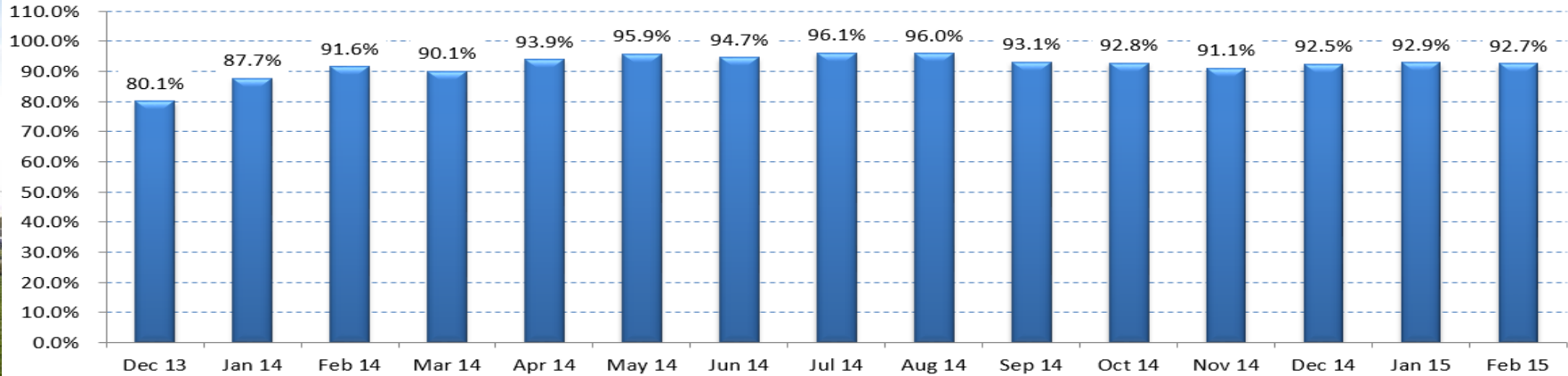
APRIL | 2015



MOHEGAN SUN
POCONO

Hotel

Hotel Occupancy Rate





200 Ruth's Chris Locations Nationwide
Location at Mohegan Sun Pocono ranks in the **TOP 4**



More than 70 Bar Louie Locations Nationwide
Location at Mohegan Sun Pocono ranks in the **TOP 2**

RECORD SALES

BROOKSTONE

1st in gross revenues (300+ stores)

CACHE

5th in gross revenues (153 stores)

CHICO'S

8th in gross revenues (600 boutique stores)

JOHNNY ROCKETS

1st or 2nd in gross revenues (194 restaurants)

KIDS QUEST/CYBER QUEST

1st in gross revenues (26 locations)

YANKEE CANDLE

3rd overall and 1st non-flagship in gross revenues



Brookstone



CACHE



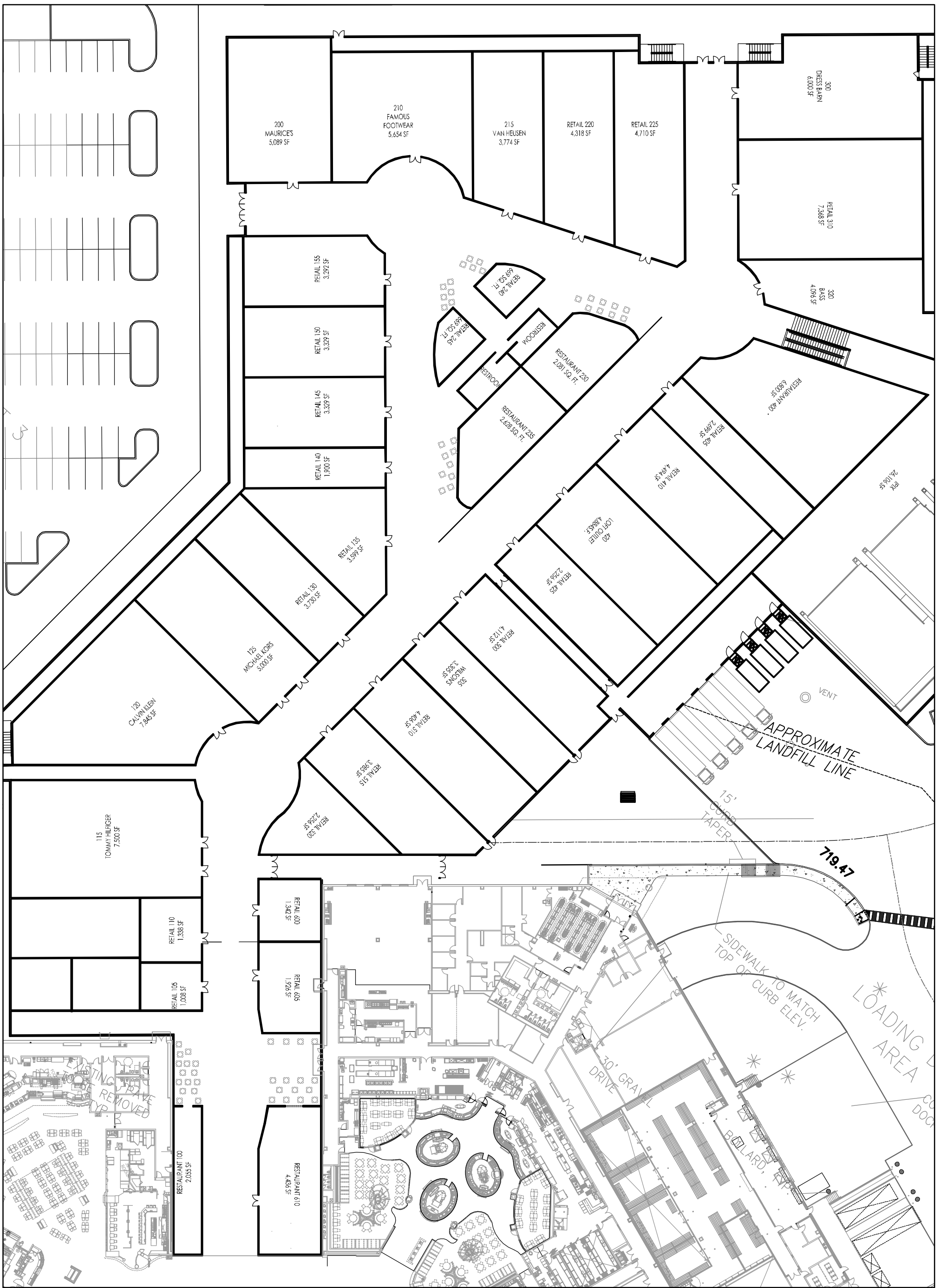
YANKEE
CANDLE[®]
a passion for fragrance

Site plan as it exists today...



Site plan with proposed retail...





Exterior Elevation



Interior Rendering

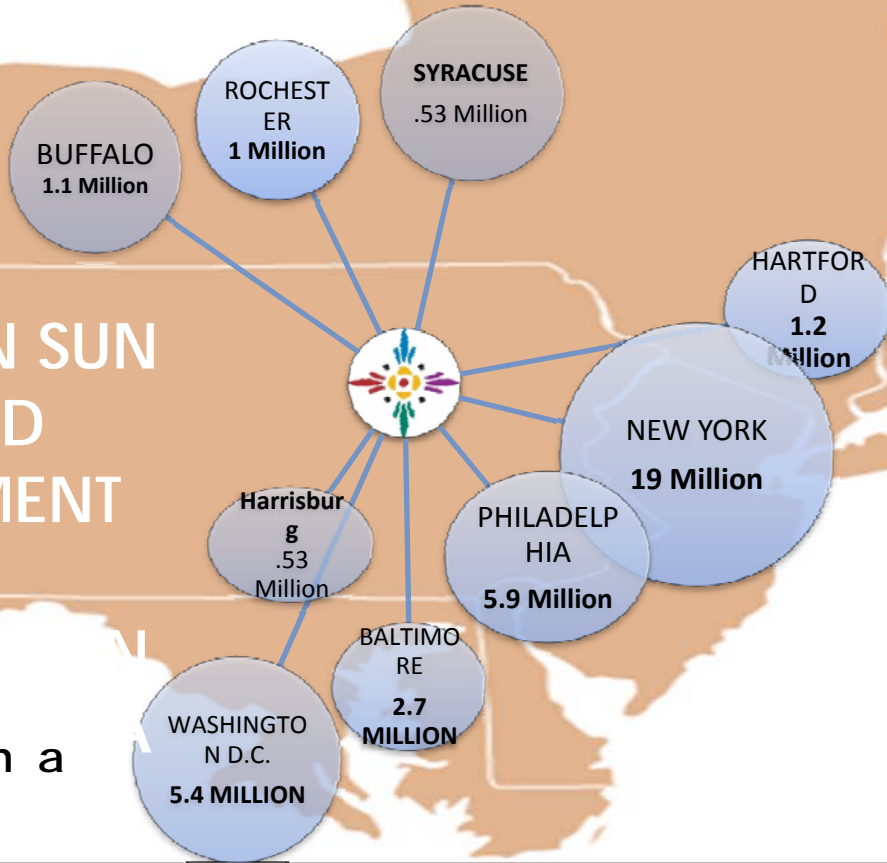


The Outlets at Mohegan Sun Pocono is now leasing...

- Scheduled to break ground in Summer 2015 with a Grand Opening of Fall 2016.
 - Over 1,200 new parking spaces will be added to a resort that already has ample parking
 - New highway interchange from i81 is being built that will connect directly to Mohegan Sun
 - Upgraded interior ring road and operations facilities will make for easy customer and service access
- **Total Project Cost**
 - \$100 million retail entertainment complex
 - \$125 million hotel waterpark

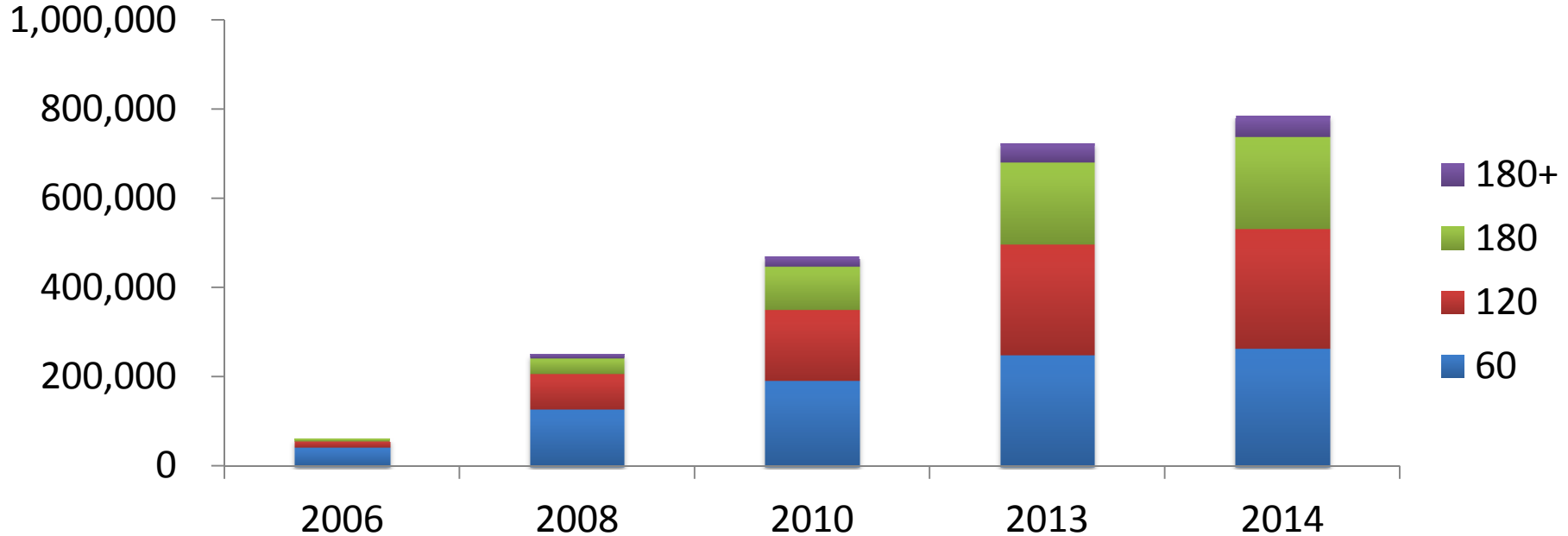
MOHEGAN SUN CONTINUED DEVELOPMENT WITHIN THE MID-ATLANTIC

Over 47M people within a
180 mile radius



Guest Visit by Distance

Unique Guest Visits – Distance to Mohegan Sun Pocono



PA/NJ Slot Win Ranking

\$21.7M

Bally's AC
Borgata
Harrahs
Caesars
Showboat
Trump Taj Majal
Tropicana
AC's Hilton
Resorts
Trump Plaza
Trump Marina
Sands


Parx
2006


Harrahs
Borgata
Bally's AC
Parx
Caesars
Harrahs
Trump Taj Majal
Showboat
Tropicana
Meadows

Presque Isle
Trump Plaza
Mt. Airy
Resorts
Penn National
AC's Hilton
Trump Marina
2008

Borgata
Parx
Harrahs
Harrahs
Bally's AC
Sands
Trump Taj Majal
Penn National
Meadows
Caesars
Rivers
Showboat

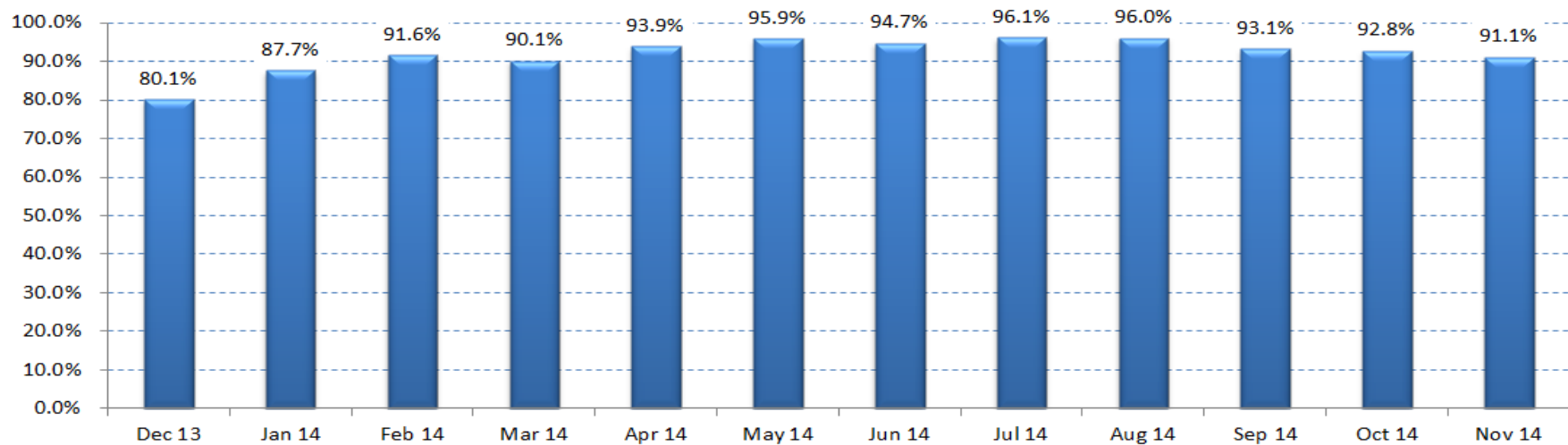
Tropicana
Presque Isle
Mt. Airy
Trump Plaza
Atlantic Club
Resorts
Trump Marina
Sugarhouse
2010

Borgata
Parx
Harrahs
Sands
Rivers
Harrahs
Meadows
Penn National

Caesars
Trump Taj Majal
Tropicana
Sugarhouse
Bally's AC
Showboat
Mt. Airy
Presque Isle
Atlantic Club
Resorts
Revel
Golden Nugget
Valley Forge
Trump Plaza
Lady Luck
2013

Borgata
Parx
Sands
Rivers
Harrah's
Meadows

Harrahs
Penn National
Tropicana
Caesars
Sugarhouse
Trump Taj Mahal
Bally's AC
Mt. Airy
Presque Isle
Golden Nugget
Showboat
Resorts
Revel
Valley Forge
Trump Plaza
Atlantic Club
Lady Luck
2014

\$217.6M

Hotel Occupancy Rate



Feedback

“A great Hotel and Casino, everyone is very friendly, courteous, and professional” – E. Lewis

“My mothers stay was fantastic, very clean room, check-in was easy, staff went beyond friendly, we felt right at home” – R. Schurn

Treat your self like a King | 5 of 5 stars



One of my favorite Casino on the East Coast. Classic hotel with fully professional staff to take care of you. The decor and rooms are extraordinary. Enjoy the Casino or relax in a 5 star Luxury. Everything from location to night life at this place is Superb.

RECOGNITION

The logo for Smartmeetings, with "Smart" in a large, bold, sans-serif font and "meetings" in a smaller, lowercase, sans-serif font to its right.

Smartmeetings

The year "2014" in a large, white, bold, sans-serif font, set against a dark grey rectangular background.

2014

The text "PLATINUM CHOICE" in a large, bold, grey, sans-serif font, with a horizontal line underneath it. Below the line, the words "AWARD WINNER" are written in a smaller, grey, sans-serif font, with wide letter spacing.

PLATINUM CHOICE
AWARD WINNER





CVB WINNERS

- Allentown CVB
- Anderson/Orange County CVB (p. 107)
- Atlanta CVB (p. 108)
- Charleston Area CVB
- Chesapeake CVB
- Cincinnati USA CVB
- Columbia Springs CVB
- Connecticut Convention & Sports Bureau/Connecticut Convention Center (p. 104)
- Dallas CVB
- Daytona Beach Area CVB
- Destination DC (p. 103)
- Detroit Metro CVB
- Greater Birmingham CVB
- Greater Fort Lauderdale CVB (p. 102)
- Greater Miami CVB (p. 101)
- Greater Palm Springs CVB
- Hilton Head Island CVB (p. 106)
- Irving CVB (p. 105)
- Las Vegas CVB
- Lexington CVB
- Los Angeles Tourism and Convention Board
- Maui Hawaii
- Miami Metropolitan
- Miami Pacific Area
- Monterey County CVB
- Nashville Metro CVB (p. 109)
- New Orleans Metropolitan CVB, Inc. (p. 103)
- NYC & Company
- Palm Beach County CVB
- Philadelphia CVB
- San Antonio CVB
- San Diego Tourism Authority (p. 100)
- San Francisco Travel Association
- Santa Fe CVB (p. 104)
- Tucson Falls CVB
- Utah Salt Lake
- Tucson Metropolitan
- Tucson Toronto
- Travel Alliance
- Tucson CVB
- Utah Salt Lake
- Utah Denver (p. 101)
- Utah Greenville SC
- Utah NC (p. 102)
- Utah Milwaukee
- Utah Reno
- Utah Newport Beach
- Utah Orlando
- Utah Phoenix (p. 105)
- Utah Salt Lake
- Utah Savannah
- Utah Seattle (p. 103)
- Utah Spokane

- Pennsylvania**
- Hershey Lodge & Convention Center
- Virginia**
- Shenandoah Valley of Tourism (p. 101)

- Mexico**
- Hilton Los Cabos Beach & Golf Resort
 - Riu Cancun Plaza del Carmen
 - Secrets The Vine Cancun (p. 101)
 - The St. Regis Mexico City
 - The St. Regis Punta Mita Resort

- La Quinta Resort & Club (p. 106)
- Manchester Grand Hyatt San Diego
- Monterey Plaza Hotel & Spa
- Uptown Valley Inn & Spa
- Fair Captiva Spa Resort

- Hilton Regency Denver at Colorado Convention Center
- The Jefferson - Valet
- The Ritz-Carlton Resort
- The Hilton Buckhead Resort
- Spa at Resort Creek Mountain



Connecticut

- Mohegan Sun (p. 103)
- District of Columbia**
- Mohegan Grand Washington DC
 - Marriott Marquis Washington, DC
 - Park Hyatt Washington
 - The Mayflower Renaissance Washington DC Hotel

Florida

- Universal Resort & Spa (p. 103)
- Uptown Miami, A Ritz-Carlton Hotel
- Grand Hyatt Tampa Bay
- Hilton Orlando Bonnet Creek
- Hyatt Regency Orlando
- JW Marriott Orlando
- Loxley Island Beach Hotel
- Omni Orlando Resort at ChampionsGate
- Ritz-Carlton Orlando, Lake Nona (p. 103)
- Rosen Shingle Creek
- Seagrass Marlin Golf Resort & Spa
- The Naples Beach Hotel & Golf Club
- The Ritz-Carlton, Amelia Island
- Sandestin Golf & Beach Resort (p. 102)
- Villa of Grand Cayman (p. 102)
- West Shores World Sea and Dolphin
- Wyndham Grand Orlando Resort, Resort Creek (p. 103)

Georgia

- Hyatt Regency Atlanta
- Hawaii**
- Grand Hyatt Kauai Resort & Spa (p. 101)
 - Hilton Hawaiian Village
 - Mahealani Hotel
 - The Fairmont Kona Lani

Idaho

- Sun Valley Resort
- Illinois**
- Element Chicago Millennium Park
 - Hyatt Regency Mid-America Plaza
 - Trump International Hotel & Tower Chicago

Louisiana

- Omni New Orleans
 - Hyatt Regency New Orleans
- Maryland**
- Capital National

Massachusetts

- Ritz-Carlton Boston
 - Newport Boston Hotel & World Trade Center (p. 103)
 - The Boston
- Michigan**
- Grand Hyatt

Both MSP and MSCT were recognized

Smart Meetings Magazine was launched in 2002 set the standard for the meetings industry.

Reaches more than 60,000 meeting professionals

Is the industry's leading monthly B2B publication



COME BE A PART OF THE FUTURE OF CASINO ENTERTAINMENT DESTINATIONS

For Further Information Contact:

862-203-4352

