

World Cup Soccer good for Nev. sportsbooks

By J.D. Morris, Las Vegas Sun

In another sign that the American public is embracing soccer more than ever, the Nevada gaming industry appears to have cashed in on this year's World Cup at a record level.

It's difficult to say with certainty that betting on soccer hit a record this year, because the Nevada Gaming Control Board doesn't break down revenue for the sport specifically, but the category that includes soccer was up. That category is labeled "other" and includes such sports as boxing and auto racing.

But data from 1994 through last month show that "other" revenue in June is usually higher during years when the World Cup is held. And it's grown tremendously.

In June 1994, when the United States hosted the tournament, Nevada reported \$1.05 million in "other" sports betting revenue. Last month, that figure was \$5.9 million – the highest "other" June since 1997, when heavyweight boxer Mike Tyson was disqualified for biting off a piece of Evander Holyfield's ear during an infamous fight in Las Vegas.

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