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MESQUITE VISITOR PROFILE

Calendar Year 2005

Annual Report

January 1, 2005 to December 31, 2005

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**Las Vegas Convention And
Visitors Authority**

By:

GLS Research

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VISITOR PROFILE STUDY

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EXECUTIVE SUMMARY

The Mesquite Visitor Profile Study is conducted monthly and reported annually to provide an ongoing assessment of the Mesquite visitor and trends in visitor behavior over time. **In the past, data has been collected within a fiscal year, from July through June, and all reports prior to 2004 displayed fiscal year data. Based on collective feedback of the LVCVA's resort partners and other key audiences, beginning with the 2004 visitor profile the data is presented following a calendar year timeframe. With data now reported on a calendar year basis, the 2003 figures in this report may differ from the fiscal 2003 figures reported in previous visitor profile studies.**

This report presents the findings from the 1,200 personal interviews conducted by GLS Research from January 1, 2005 to December 31, 2005, as well as findings from 2003 and 2004. One hundred (100) in-person interviews were conducted per month in or near Mesquite hotel-casinos and hotels.

When we note that a difference between subgroups on a particular measure is "significant" or "statistically significant," we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is "not significant" or "not statistically significant," we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This section presents the research highlights, beginning on the next page. The findings are presented in detail starting on page 10.

REASONS FOR VISITING

Thirteen percent (13%) of those surveyed this year were first-time visitors to Mesquite, down from 18% in 2003 and 17% in 2004. Among first-time visitors, 29% said their primary reason for visiting Mesquite was vacation or pleasure, and 6% mentioned gambling, up from 1% in 2003. The proportion of first-time visitors who said they were just passing through Mesquite was 37%, (down significantly from 49% in 2003). Among repeat visitors, 18% mentioned vacation or pleasure as the primary reason for their current visit, (down from 30% in 2003 and 22% last year), while 17% cited gambling (up from 14% in 2003 and 2004). One in four (25%) repeat visitors said they were just passing though Mesquite, down from 31% in 2003. The average number of visits by all visitors in the past year was 8.7 (up significantly from the average of 7.0 in 2003 and 5.7 in 2004). The average number of visits by all visitors in the past five years was 20.9, up from 17.7 in 2003 and 17.4 in 2004. The average number of visits by repeat visitors in the past year was 9.9 (up from 6.7 in 2004), and 23.9 in the past five years, an increase from 20.9 in 2004.

SUMMARY TABLE OF REASONS FOR
VISITING AND VISITATION FREQUENCY

	2003	2004	2005
Proportion of respondents who were first-time visitors	18%	17%	13%
Proportion of respondents whose primary purpose for current trip was vacation or pleasure (first-time visitors)	32%	34%	29%
Proportion of respondents whose primary purpose for current trip was to gamble (first-time visitors)	1%	3%	6%
Proportion of respondents whose primary purpose for current trip was just passing through (first-time visitors)	49%	34%	37%
Proportion of respondents whose primary purpose for current trip was vacation or pleasure (repeat visitors)	30%	22%	18%
Proportion of respondents whose primary purpose for current trip was to gamble (repeat visitors)	14%	14%	17%
Proportion of respondents whose primary purpose for current trip was just passing through (repeat visitors)	31%	29%	25%
Average number of visits in past five years (all visitors)	17.7	17.4	20.9
Average number of visits in past five years (repeat visitors)	21.4	20.9	23.9
Average number of visits in past year (all visitors)	7.0	5.7	8.7
Average number of visits in past year (repeat visitors)	8.3	6.7	9.9

TRAVEL PLANNING

Almost all visitors arrived in Mesquite in a personal vehicle (97%), with 2% using bus services. Most visitors decided where to stay in Mesquite before leaving home (91%, up from 79% in 2003 and 87% in 2004). The majority of visitors (59%, down from 76% in 2003 and 78% in 2004) decided which shows to see after arriving in Mesquite. Seven in eight visitors (87%) decided which attractions to visit before leaving home (up significantly from 47% in 2003). More than three in four (76%) visitors decided where to gamble before leaving home (up significantly from 55% in 2003 and 62% in 2004), while 19% decided after arriving in Mesquite (down from 39% in 2003 and 32% last year). More than nine in ten visitors (96%, up from 89% in 2003) decided what recreational activities to enjoy in Mesquite before leaving home. Only 3% used the assistance of a travel agent in planning their trip to Mesquite. Forty-four percent (44%) visited other places in Nevada and neighboring states, down from 50% in 2004. Twenty-eight percent (28%) of all Mesquite visitors also visited Las Vegas on their current trip.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2003	2004	2005
Proportion of respondents who traveled to Mesquite in a personal vehicle (automobile/truck/RV/motorcycle)	98%	98%	97%
Proportion of respondents who traveled to Mesquite using bus services	2%	2%	2%
Proportion of respondents who decided where to stay in Mesquite before leaving home	79%	87%	91%
Proportion of respondents who decided which shows to see in Mesquite after arrival	76%	78%	59%
Proportion of respondents who decided which attractions to visit in Mesquite before leaving home	47%	83%	87%
Proportion of respondents who decided where to gamble in Mesquite before leaving home	55%	62%	76%
Proportion of respondents who decided where to gamble in Mesquite after arrival	39%	32%	19%
Proportion of respondents who decided what recreational activities to do in Mesquite before leaving home	89%	94%	96%
Proportion of respondents who used the assistance of a travel agent planning their trip to Mesquite	3%	3%	3%
Proportion of respondents who toured nearby places	47%	50%	44%
Proportion of all respondents who visited Las Vegas on their current trip to Mesquite	31%	30%	28%

TRIP CHARACTERISTICS AND EXPENDITURES

The average number of adults per party was 2.1. Only 4% had people under the age of 21 in their immediate party, down from 7% in 2003. Sixty-eight percent (68%) of Mesquite visitors stayed overnight, while 32% were visiting Mesquite just for the day. The average Mesquite visit was 1.8 nights and 2.8 days. Sixty-two percent (62%) stayed in a hotel or motel, up from 56% in 2003. The average number of room occupants was 2.1. Non-package visitors spent an average of \$47.74 per night for lodging, up significantly from \$38.25 in 2003 and \$43.82 in 2004. Nearly six in ten lodgers (58%) paid a *regular room rate*. Thirteen percent (13%) purchased a package trip, with an average package cost of \$276.09. Over the course of their entire stay in Mesquite, visitors spent an average of \$53.84 for food and drink (up from \$43.75 in 2003), \$1.74 for local transportation (down from \$6.63 in 2003), \$10.00 for recreational activities (up from \$6.17 in 2003), \$0.02 for shows (down from \$0.15 in 2003 and \$0.81 in 2004), and \$4.76 for other expenses.

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2003	2004	2005
Average number of adults in immediate party	2.2	2.1	2.1
Proportion of respondents with persons under 21 in their immediate party	7%	5%	4%
Proportion of respondents who stayed overnight	69%	70%	68%
Proportion of respondents who were in Mesquite for the day only	31%	30%	32%
Days stayed (average)	2.6	2.8	2.8
Nights stayed (average)	1.6	1.8	1.8
Proportion of respondents who stayed in a hotel or motel room	56%	59%	62%
Number of room occupants (average — hotel/motel only)	2.1	2.0	2.1
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	\$38.25	\$43.82	\$47.74
Proportion of respondents who paid a regular room rate (among those who stayed in a hotel or motel)	63%	59%	58%
Proportion of visitors who bought a hotel/transportation or hotel/amenities package or traveled with a tour/travel group where lodging was included (among those who stayed overnight in a hotel or motel)	16%	18%	13%
Average cost of package per person (among package/tour group visitors)	\$212.68	\$271.92	\$276.09
Average trip expenditures for food and drink (all respondents)	\$43.75	\$53.64	\$53.84
Average trip expenditures for local transport (all respondents)	\$6.63	\$2.72	\$1.74
Average trip expenditures for recreational activities (all respondents)	\$6.17	\$9.37	\$10.00
Average trip expenditures for shows and entertainment (all respondents)	\$0.15	\$0.81	\$0.02
Average trip expenditures for other expenses (all respondents)	\$4.57	\$4.71	\$4.76

GAMING BEHAVIOR AND BUDGETS

Eighty-eight percent (88%) of visitors gambled while in Mesquite, an increase from 85% in 2003. Those who gambled budgeted an average of \$268.38 for gambling, up from \$218.64 in 2003 and \$228.87 in 2004. Gamblers spent an average of 3.8 hours per day gambling, up from 3.3 hours in 2003 and 3.4 hours in 2004. Seventy-two percent (72%) of gamblers played slot or video machines most often, while 17% played blackjack the most often.

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2003	2004	2005
Proportion who gambled while visiting Mesquite	85%	87%	88%
Average trip gambling budget (among those who gambled)	\$218.64	\$228.87	\$268.38
Average number of hours per day spent gambling (among those who gambled)	3.3	3.4	3.8
Proportion who played slot machines/video machines most often (among those who gambled)	73%	70%	72%
Proportion who played blackjack most often (among those who gambled)	16%	19%	17%

ATTITUDINAL INFORMATION

The vast majority of visitors (95%) reported that they were “very satisfied” with their trip to Mesquite. Among the few respondents who said they were only “somewhat” satisfied with their trip, 51% had complaints with their hotel, and 12% said it was because they did not win enough money.

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2003	2004	2005
Proportion who were “very satisfied” with their current trip to Mesquite	94%	96%	95%
Proportion who complained about not winning enough money (among those who were “somewhat satisfied”)	9%	3%	12%
Proportion who complained about their hotel (among those who were “somewhat satisfied”)	56%	58%	51%

VISITOR DEMOGRAPHICS

More than three-quarters (79%) of respondents were 50 years old or older (up significantly from 68% in 2003), and 29% were 65 or older. Eighty-six percent (88%) of visitors were married, and 80% were from the Western United States. Six in ten visitors (60%) had a household income of less than \$60,000 (up from 54% in 2003), while 37% had incomes of \$60,000 or more. Forty-seven percent (47%) were retired, and 39% had a high school education or less.

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2003	2004	2005
Proportion of respondents who were 50 years old or older	68%	73%	79%
Proportion of respondents 65 years old or older	26%	27%	29%
Proportion of respondents who were married	88%	86%	88%
Proportion of respondents with a household income less than \$60,000	54%	57%	60%
Proportion of respondents with a household income of \$60,000 or more	39%	37%	37%
Proportion of respondents who were retired	39%	42%	47%
Proportion of respondents with a high school diploma or less	41%	38%	39%
Proportion of respondents who were from the West	78%	79%	80%

SUMMARY OF ECONOMIC IMPACT FACTORS

The following table summarizes the various factors included throughout this report related to the *economic impact* of Mesquite visitors.

SUMMARY TABLE OF ECONOMIC IMPACT FACTORS

	2003	2004	2005
Days stayed (average)	2.6	2.8	2.8
Nights stayed (average)	1.6	1.8	1.8
Proportion of respondents who stayed overnight	69%	70%	68%
Proportion of respondents who stayed in a hotel or motel room	56%	59%	62%
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	\$38.25	\$43.82	\$47.74
Proportion of visitors who bought a hotel/transportation or hotel/amenities package or were traveling as part of a tour/travel group where accommodations were included (among those who stayed overnight in a hotel or motel)	16%	18%	13%
Average cost of package per person (among package/tour group visitors)	\$212.68	\$271.92	\$276.09
Number of room occupants (average — hotel/motel only)	2.1	2.0	2.1
Average trip expenditures for food and drink (all respondents)	\$43.75	\$53.64	\$53.84
Average trip expenditures for local transportation (all respondents)	\$6.63	\$2.72	\$1.74
Average trip expenditures for recreational activities (all respondents)	\$6.17	\$9.37	\$10.00
Average trip expenditures for shows (all respondents)	\$0.15	\$0.81	\$0.02
Average trip expenditures for other expenses (all respondents)	\$4.57	\$4.71	\$4.76
Proportion who gambled while visiting Mesquite (all respondents)	85%	87%	88%
Average trip gambling budget (among those who gambled)	\$218.64	\$228.87	\$268.38

Details on these economic impact factors can be found throughout the body of this report.

INTRODUCTION

The Mesquite Visitor Profile Study is conducted monthly during the year and reported annually to provide an ongoing assessment of the Mesquite visitor and trends in visitor behavior over time.

More specifically, the Mesquite Visitor Profile aims:

- To provide a profile of Mesquite visitors in terms of socio-demographic and behavioral characteristics.
- To monitor trends in visitor behavior and visitor characteristics.
- To supply detailed information on the vacation and gaming habits of different visitors groups, particularly gaming and non-gaming expenditures.
- To allow the identification of market segments and potential target markets.
- To provide a basis for calculating the economic impact of different visitor groups.
- To determine visitor satisfaction levels.

METHODOLOGY

In-person interviews were conducted with 1,200 randomly selected visitors. One hundred (100) interviews were conducted each month for 12 months from January through December 2005. Qualified survey respondents were visitors to Mesquite (non-residents) who were at least 21 years of age. Only visitors who planned to leave Mesquite within 24 hours were asked to complete the survey.

Visitors were intercepted near Mesquite hotel-casinos and hotels. To assure a random selection of visitors, different locations were utilized on each interviewing day. Upon completion of the interview, visitors were given souvenirs as tokens of appreciation. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

Interviews were edited for completeness and accuracy, coded, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research. The questionnaire administered to visitors is appended to this report in the form of aggregate results.

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of 1,200 respondents unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between subgroups on a particular measure is “significant” or “statistically significant,” we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is “not significant” or “not statistically significant,” we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

This report presents the results of the 2005 study, as well as the results from 2003 and 2004. Statistically significant differences in the behavior, attitudes, and opinions of visitors from year to year are pointed out in the text of the report. Throughout this report, if data is not presented for all three years, it is because the question was not asked in all three years.

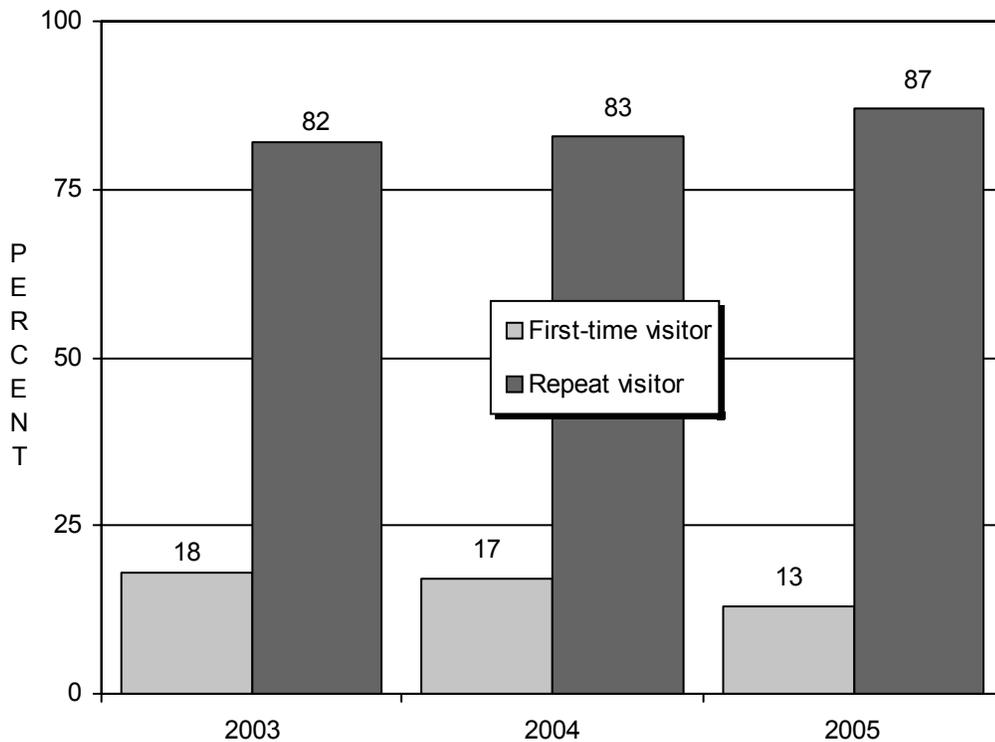
Details on the findings and conclusions of the survey are presented in the following sections of this report.

SUMMARY OF FINDINGS

REASONS FOR VISITING

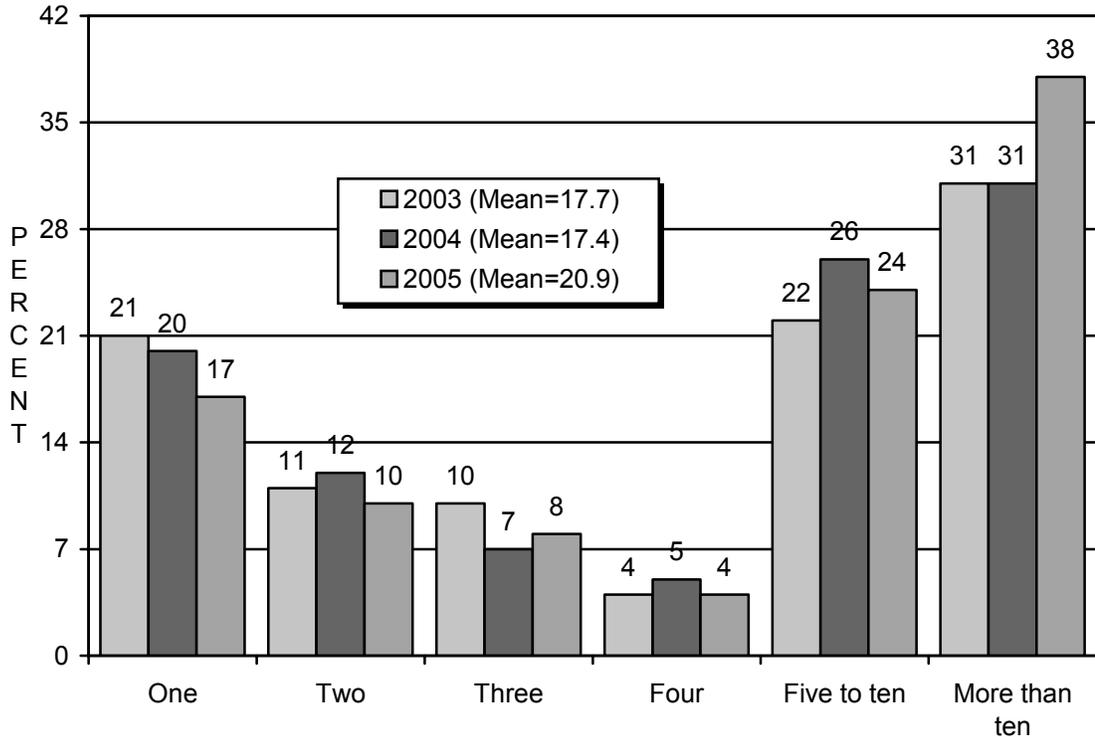
In 2005, 87% of respondents said they had visited Mesquite before, an increase from 82% in 2003 and 83% last year. Thirteen percent (13%) were first time visitors, down from 18% in 2003 and 17% in 2004 (Figure 1).

FIGURE 1
First Visit vs. Repeat Visit*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

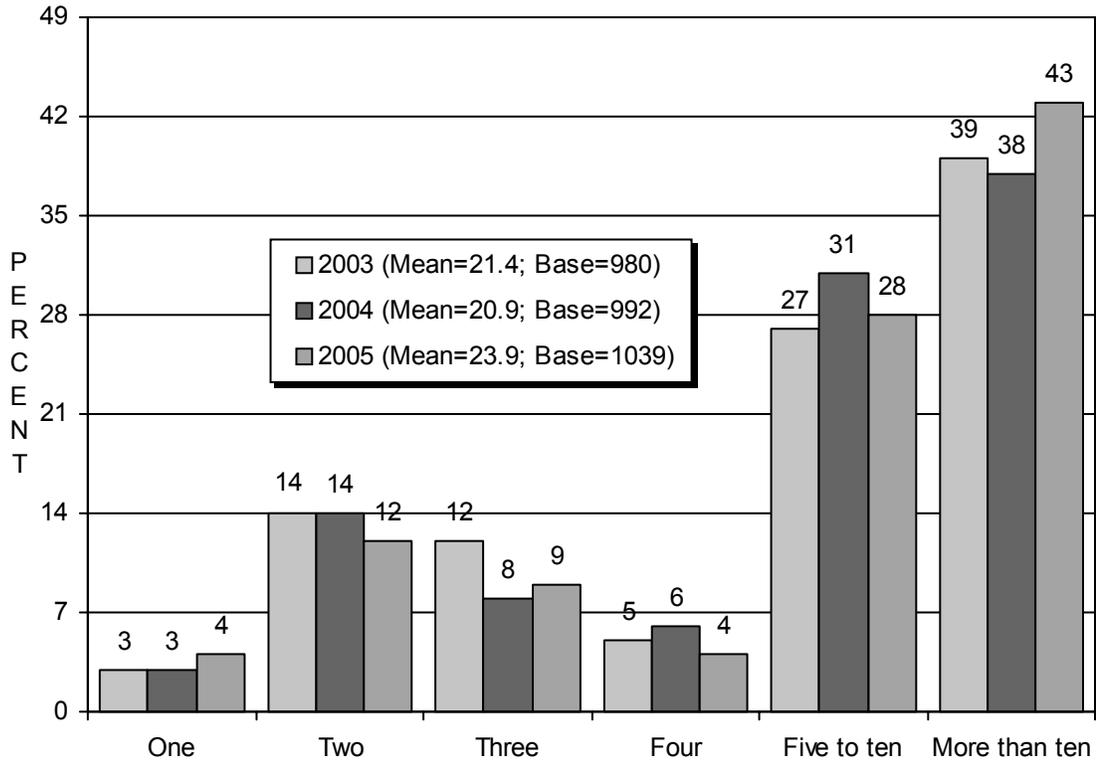
FIGURE 2
 Frequency Of Visits In Past Five Years*
 (Among All Visitors)



The average (mean) number of visits to Mesquite in the past five years *among all visitors* was 20.9, an increase from 17.7 in 2003 and 17.4 in 2004. Seventeen percent (17%) of respondents said they had only visited Mesquite once in the past five years, down from 21% in 2003 and 20% in 2004, while 38% reported visiting Mesquite more than 10 times in the past 5 years, an increase from 31% in both 2003 and 2004 (Figure 2).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

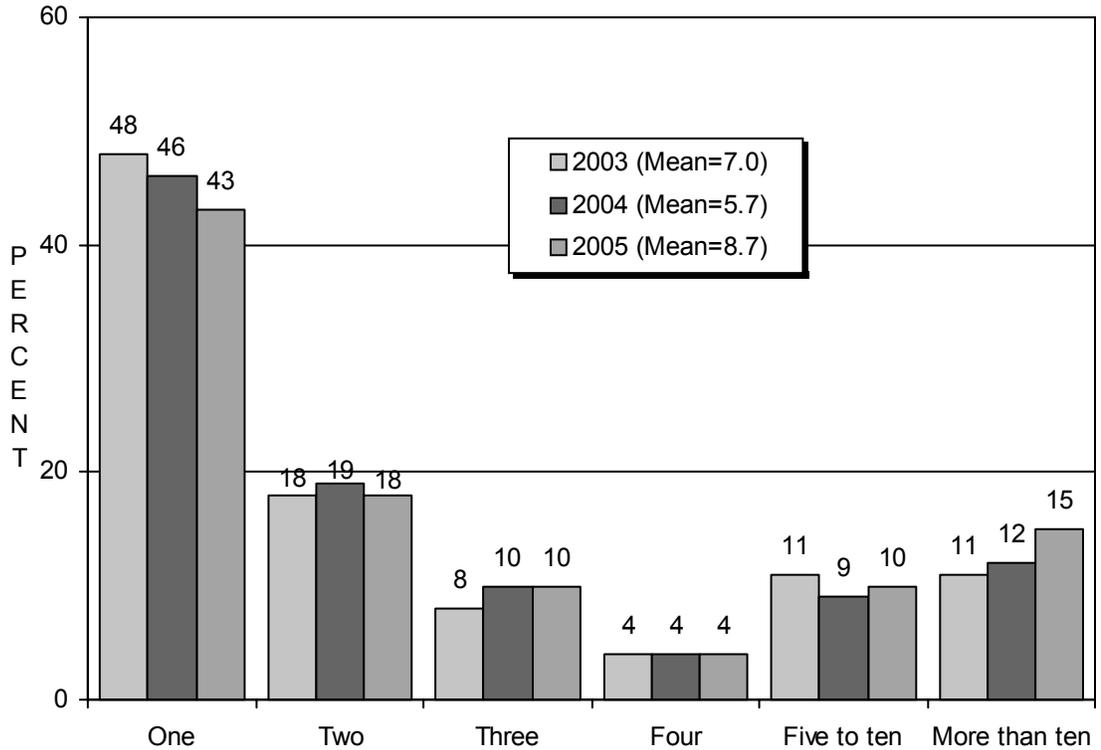
FIGURE 3
Frequency Of Visits In Past Five Years*
(Among Repeat Visitors)



The average number of visits to Mesquite in the past five years *among repeat visitors* was 23.9, a significant increase from 20.9 in 2004 (Figure 3). Forty-three percent (43%) of repeat visitors said they had visited Mesquite more than ten times in the past 5 years, an increase from 39% in 2003 and 38% in 2004.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

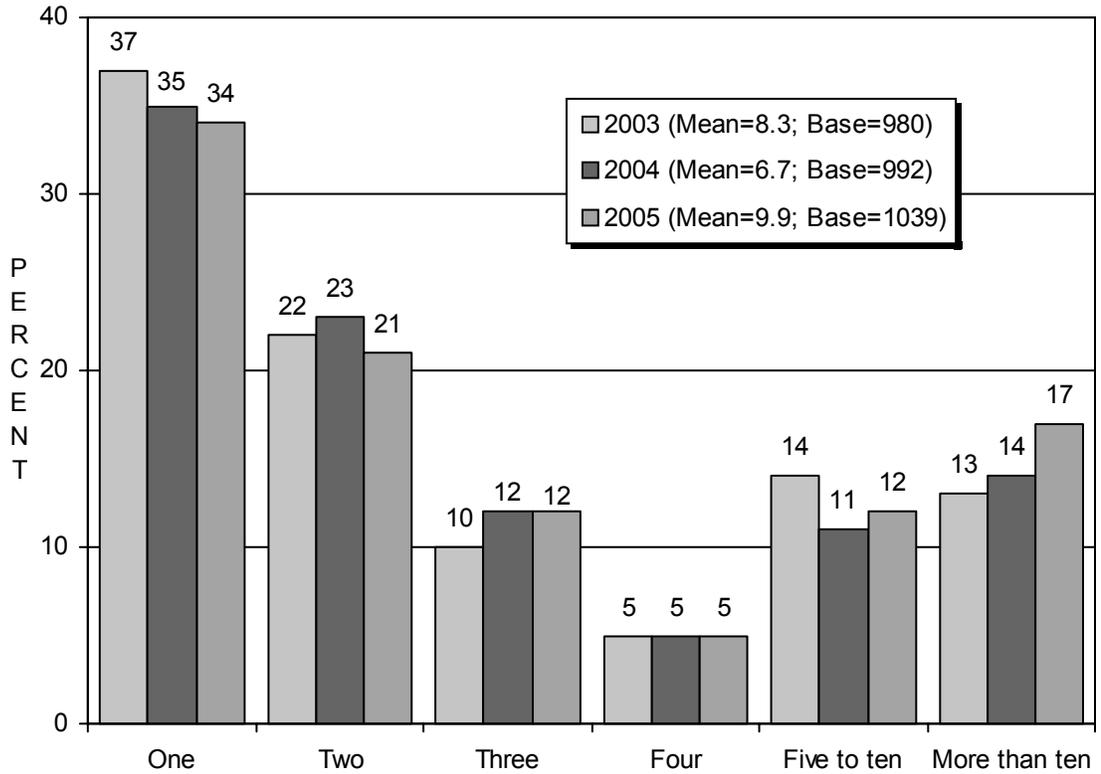
FIGURE 4
 Frequency Of Visits In Past Year*
 (Among All Visitors)



Among *all visitors*, respondents reported visiting Mesquite an average of 8.7 times in 2005, up significantly from an average of 7.0 in 2003 and 5.7 in 2004 (Figure 4). Again, this increase can be ascribed to an increase in the number of respondents who visited Mesquite ten or more times in the past year: up from 11% in 2003 to 12% in 2004 to 15% in 2005.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

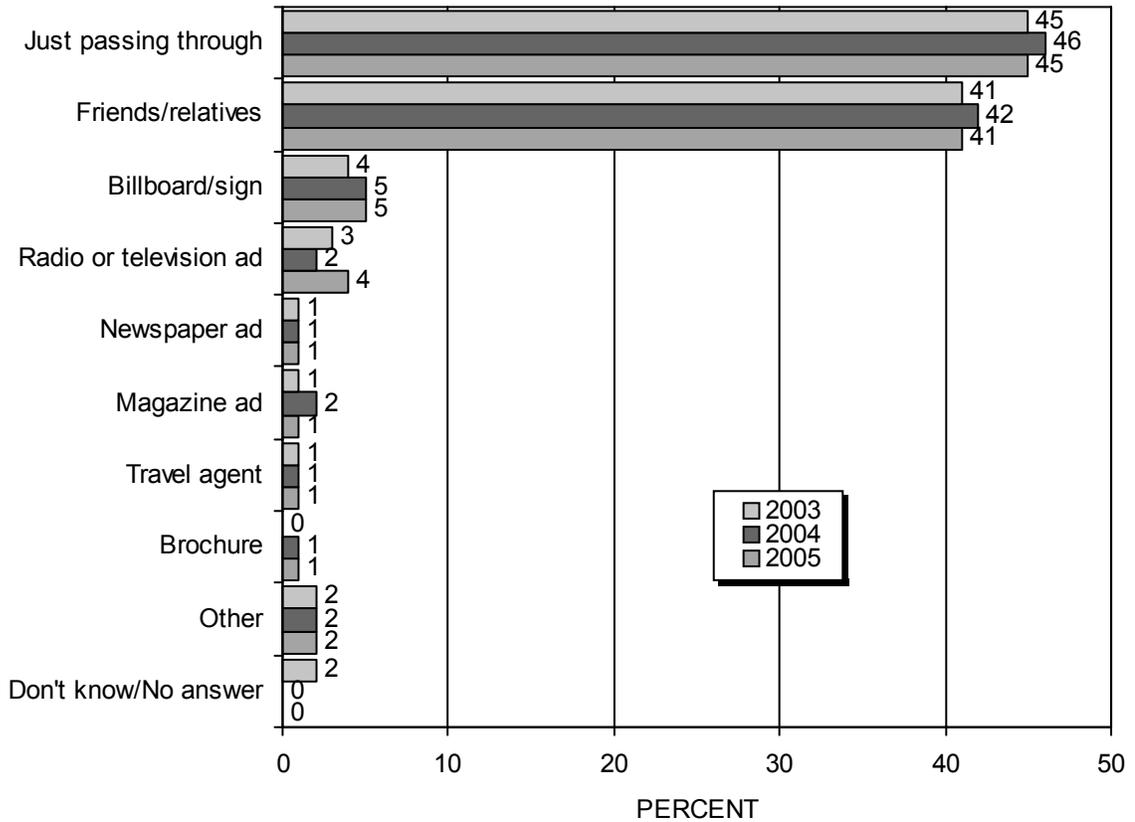
FIGURE 5
 Frequency Of Visits In Past Year*
 (Among Repeat Visitors)



During the past year, repeat visitors averaged 9.9 trips to Mesquite, significantly greater than the average of 6.7 trips reported in 2004 (Figure 5). Seventeen percent (17%) of repeat visitors reported visiting Mesquite more than ten times in the past year, an increase from 13% in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

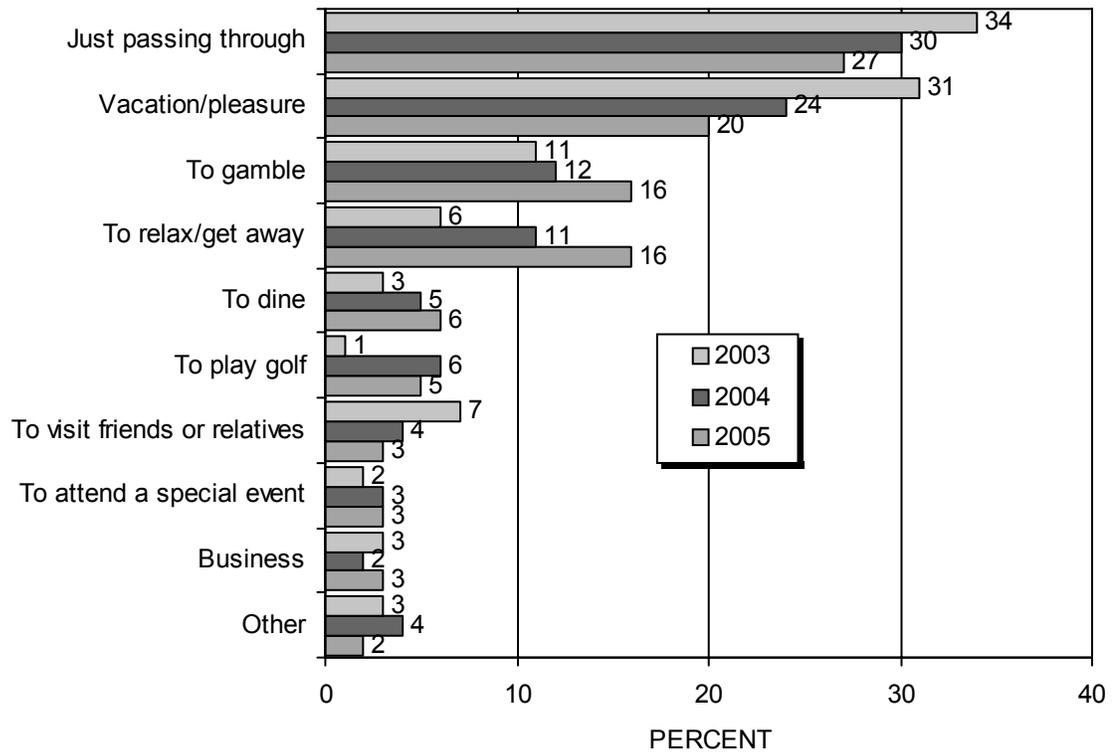
FIGURE 6
 How First Became Aware Of Mesquite*



Most Mesquite visitors said they first became aware of Mesquite while passing through (45%), or from friends and relatives (41%). Five percent (5%) said they first found out about Mesquite from a billboard or a sign, and 4% said they first found out about Mesquite from a radio or television advertisement (Figure 6).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 7
 Primary Purpose Of Current Visit*
 (Among All Visitors)

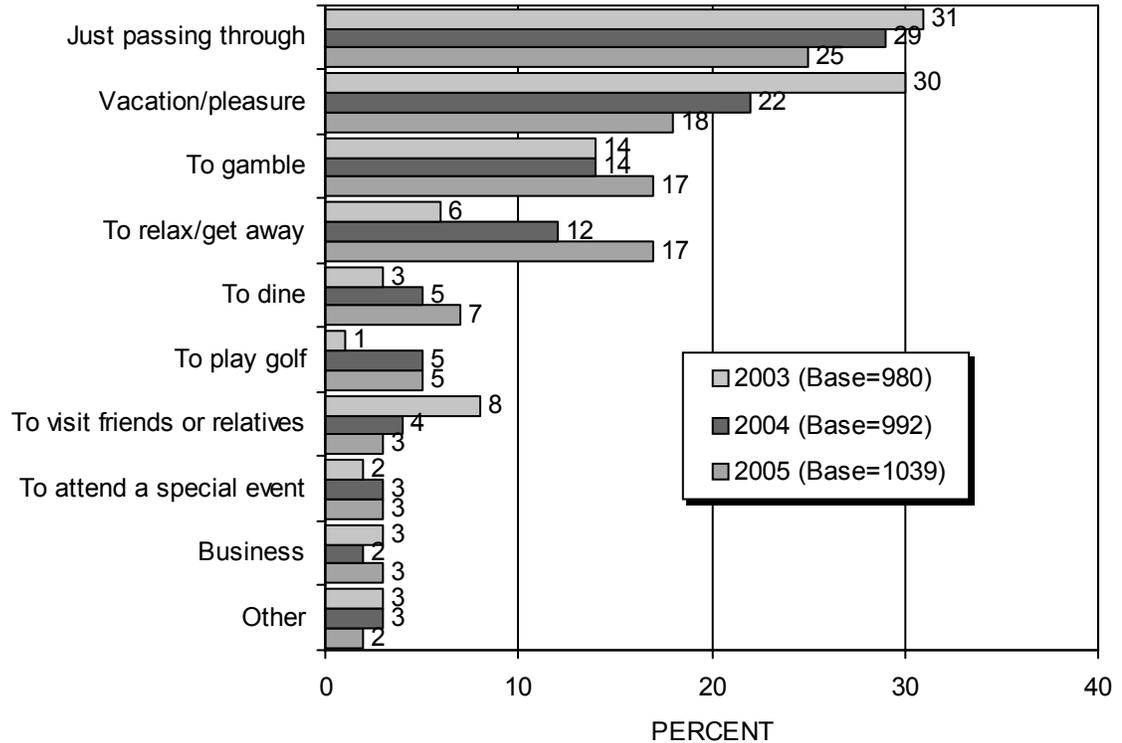


Twenty percent (20%) of Mesquite visitors said they were visiting for vacation or pleasure, down from 31% in 2003. The proportion who said they were just passing through Mesquite (27%) was also down significantly, from 34% in 2003. Sixteen percent (16%) said they came to Mesquite primarily to gamble, up from 11% in 2003 and 12% last year. Another 16% said they came to Mesquite to relax, up from 6% in 2003 and 11% in 2004. Six percent (6%) were in Mesquite primarily to dine (up from 3% in 2003 and 5% in 2004), while (5%) were visiting Mesquite to play golf (up significantly from 1% in 2003). Three percent (3%) were visiting friends or relatives (down from 7% in 2003), and 3% were in Mesquite to attend a special event (Figure 7).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Starting July 1, 2003, additional response options were added to this question concerning the primary purpose of the current visit. The change in the proportion of visitors saying they came to Mesquite for vacation or pleasure is largely due to this change in the response set — that is, visitors who would have previously chosen “vacation/pleasure” as the reason for their current visit are now choosing more specific responses like “to relax/get away” and “to dine.”

FIGURE 8
 Primary Purpose Of Current Visit*
 (Among Repeat Visitors)



Among repeat visitors, one-quarter (25%) said they were just passing through Mesquite, a decrease from 31% in 2003. Two in ten visitors (18%) said they were visiting Mesquite for vacation or pleasure, down significantly from 30% in 2003 and 22% last year. Seventeen percent (17%) said they came to Mesquite primarily to gamble (up from 14% in 2003 and 2004), while another 17% were visiting primarily to relax or just get away (up from 6% in 2003 and 12% in 2004). Seven percent (7%) were in Mesquite primarily to dine (up from 3% in 2003), and 5% were in Mesquite to play golf (up from 1% in 2003). Three percent (3%) were visiting friends or relatives (down from 8% in 2003), 3% were in Mesquite to attend a special event, and 3% were in town on business (Figure 8).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 9
 Primary Purpose Of Current Visit — 2005
 (First-Time vs. Repeat Visitors)

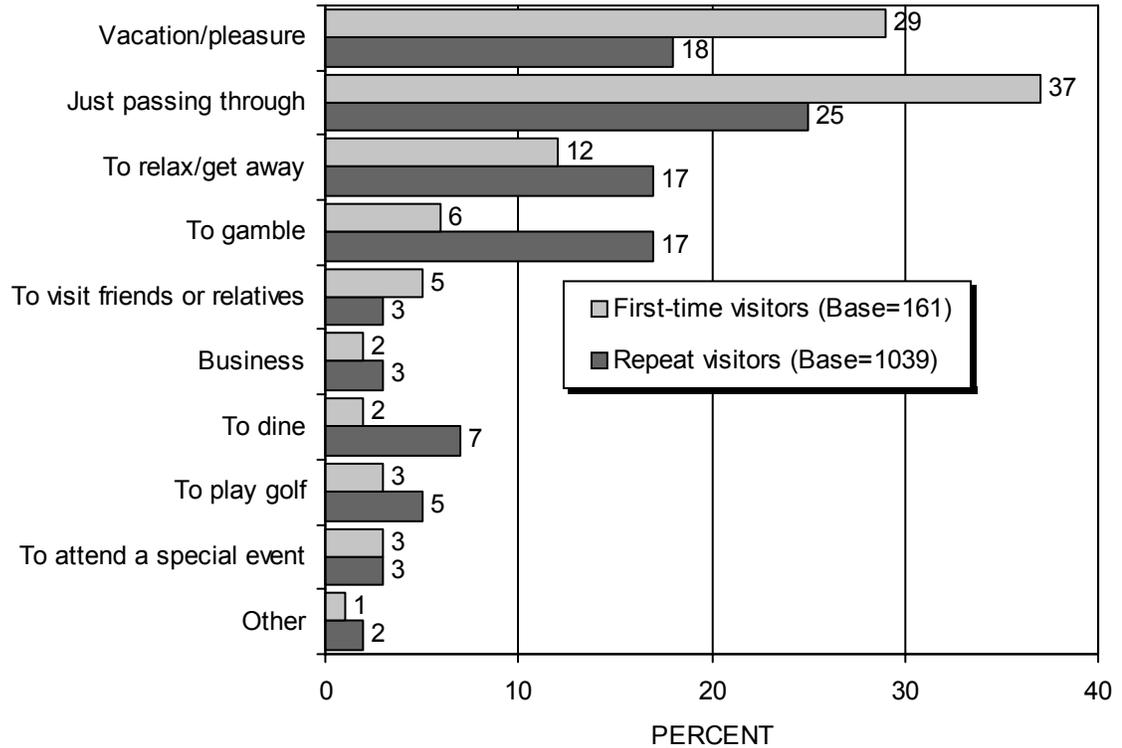
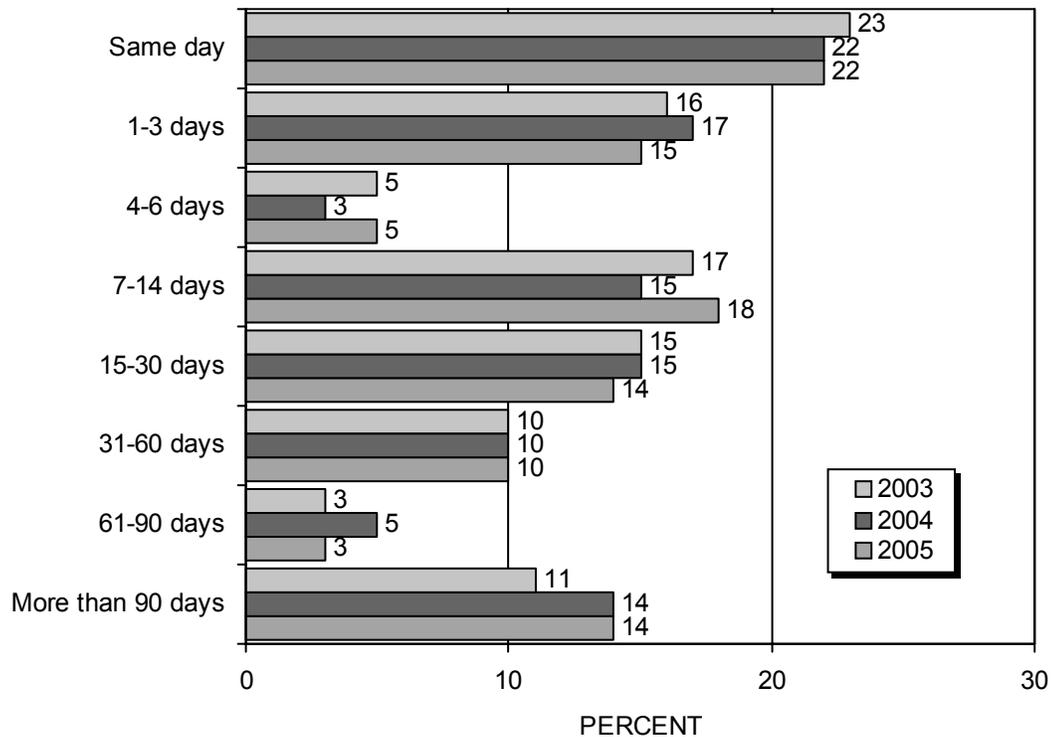


Figure 9 compares *repeat visitors* with *first-time visitors* in terms of the purpose of their *current* visit to Mesquite for 2005. First-time visitors were significantly more likely than repeat visitors to say they were just passing through Mesquite (37% vs. 25%) or visiting Mesquite for vacation or pleasure (29% vs. 18%). Repeat visitors were far more likely than first-time visitors to say they were visiting Mesquite specifically to relax and get away (17% vs. 12%), to gamble (17% vs. 6%), or to dine (7% vs. 2%).

TRAVEL PLANNING

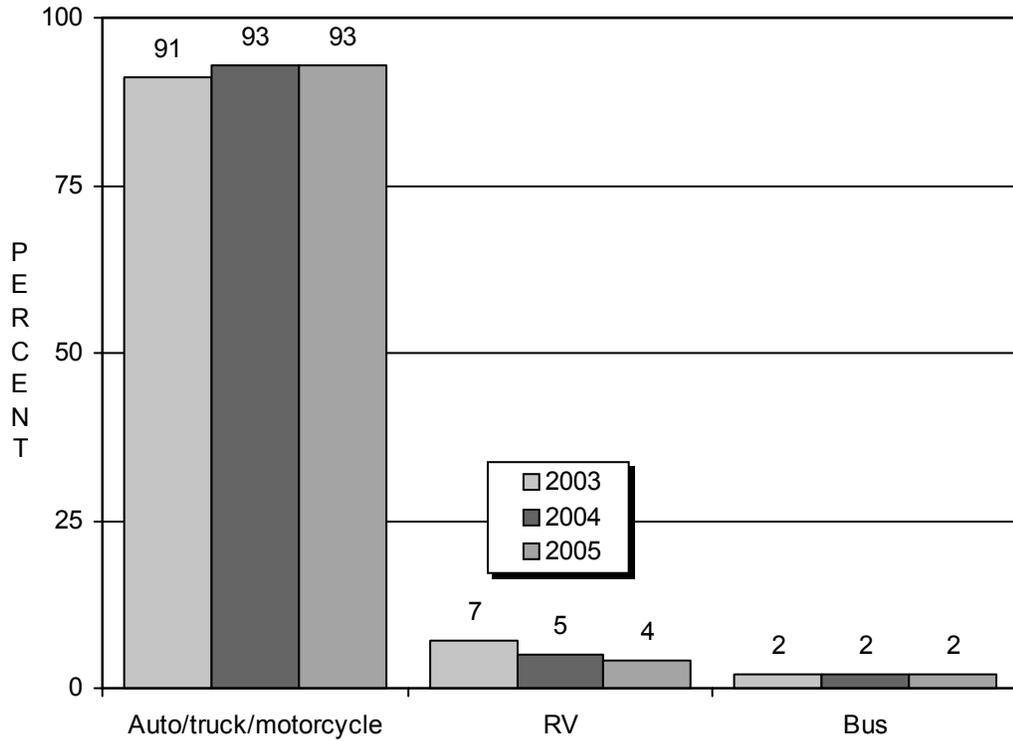
Travel planning varied broadly — from same-day planning to travel plans made more than 90 days in advance. Over one-half of visitors (59%) said they planned their latest trip to Mesquite a week or more in advance, about the same as past years. Twenty-two percent (22%) said they decided to visit Mesquite the same day they visited, and 20% planned their trip between one and six days in advance (Figure 10).

FIGURE 10
 Advance Travel Planning*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

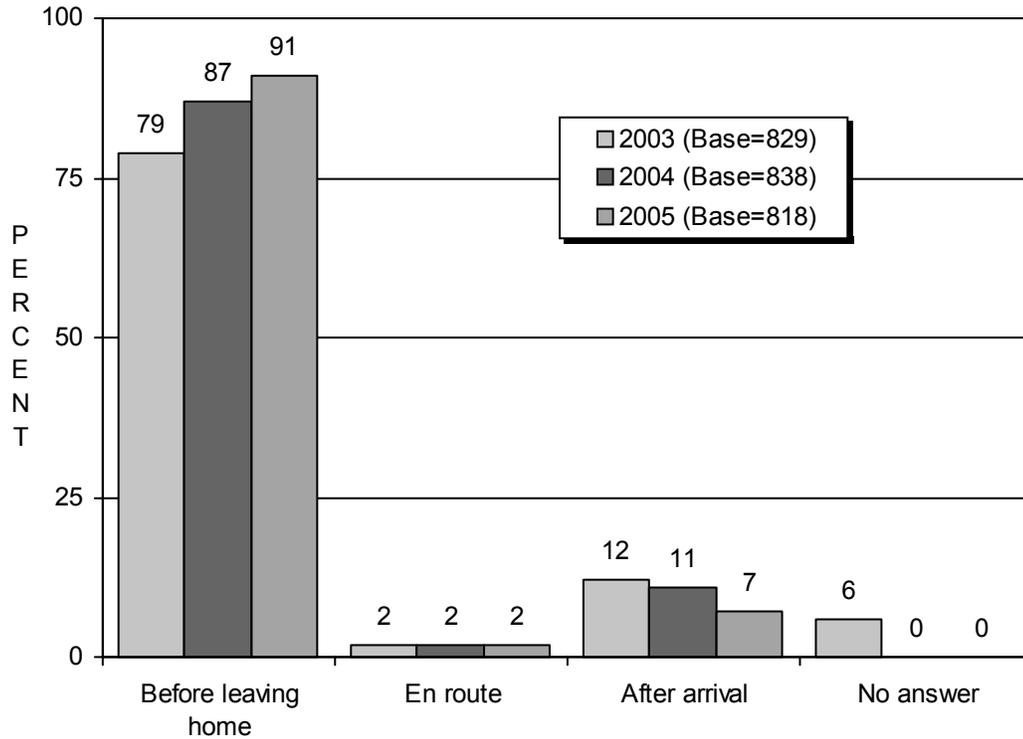
FIGURE 11
Transportation To Mesquite*



Almost all Mesquite visitors (97%) arrived in a personal vehicle. Ninety-three percent (93%) drove an automobile, a truck, or a motorcycle, and 4% drove an RV (down from 7% in 2003). Two percent (2%) of visitors arrived by bus (Figure 11).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

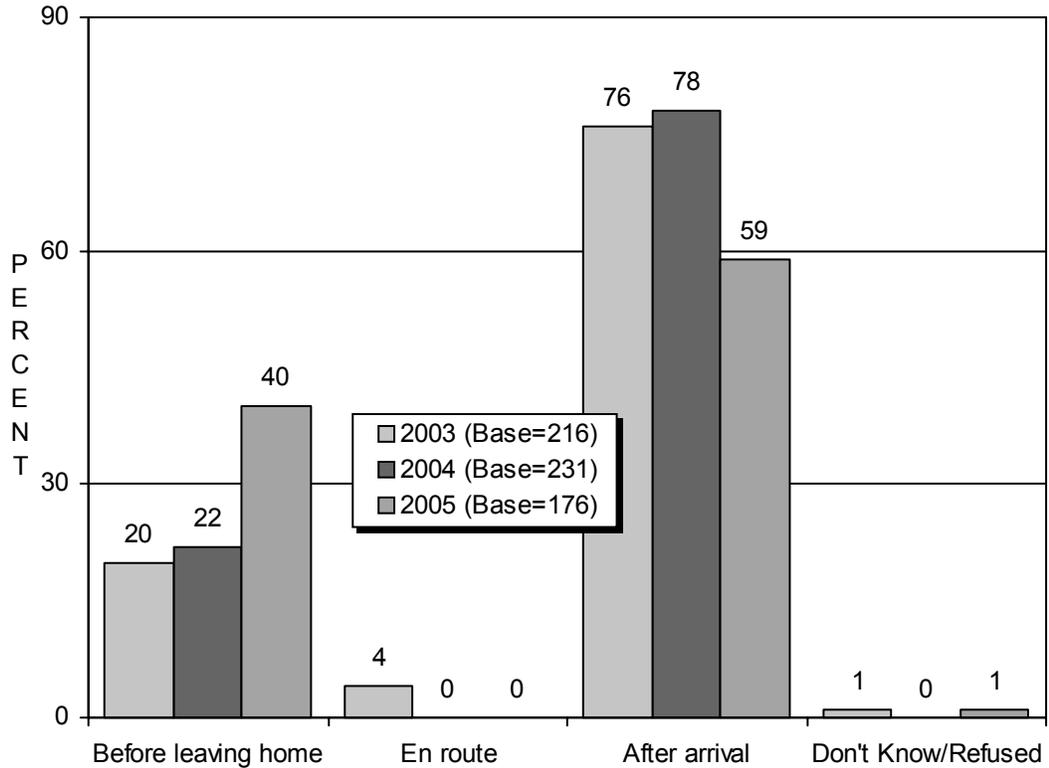
FIGURE 12
 When Decided Where To Lodge*
 (Among Those Who Stayed Overnight)



Among the 68% of visitors in 2005 who stayed overnight in Mesquite, most decided where to lodge in Mesquite prior to their visit (91%, up from 79% in 2003 and 87% in 2004). Seven percent (7%) decided after arriving in Mesquite, down from 12% in 2003 and 11% in 2004, and 2% decided where to lodge while en route to Mesquite (Figure 12).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

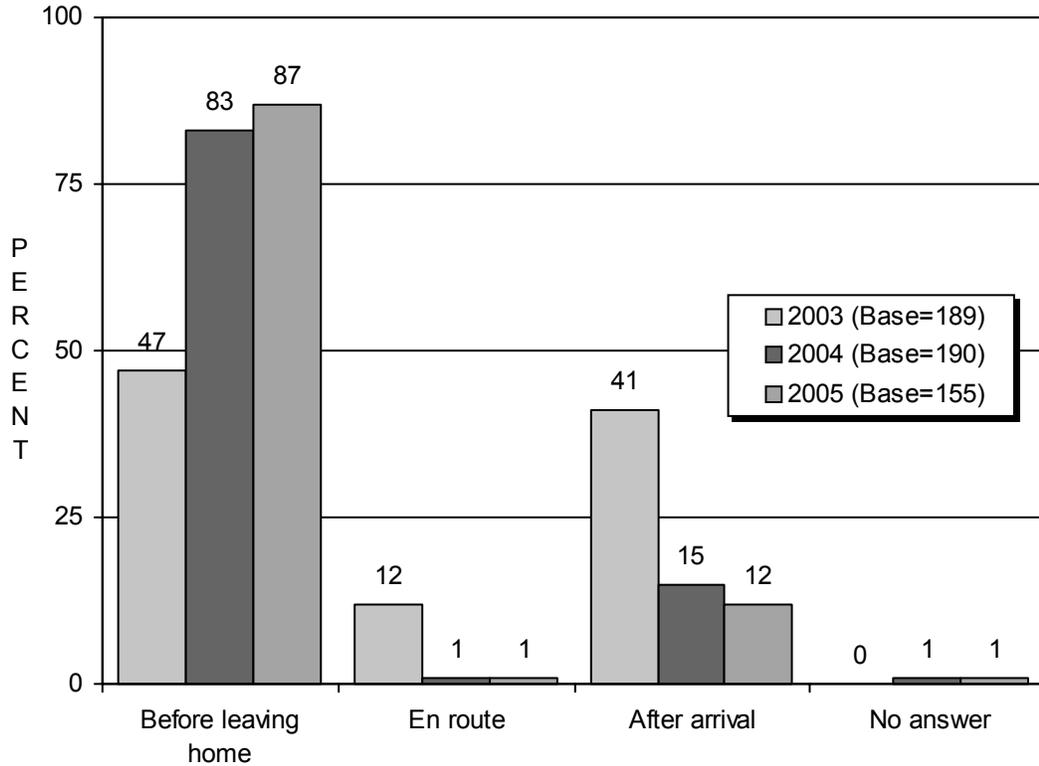
FIGURE 13
 When Decided Which Shows To See*
 (Among Those Who Saw Shows)



Among the 15% of visitors in 2005 who reported going to a show in Mesquite, most (59%) decided what shows to see after their arrival (down from 76% in 2003 and 78% in 2004). Forty percent (40%) decided what shows to see prior to their arrival, up from 20% in 2003 and 22% in 2004 (Figure 13).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

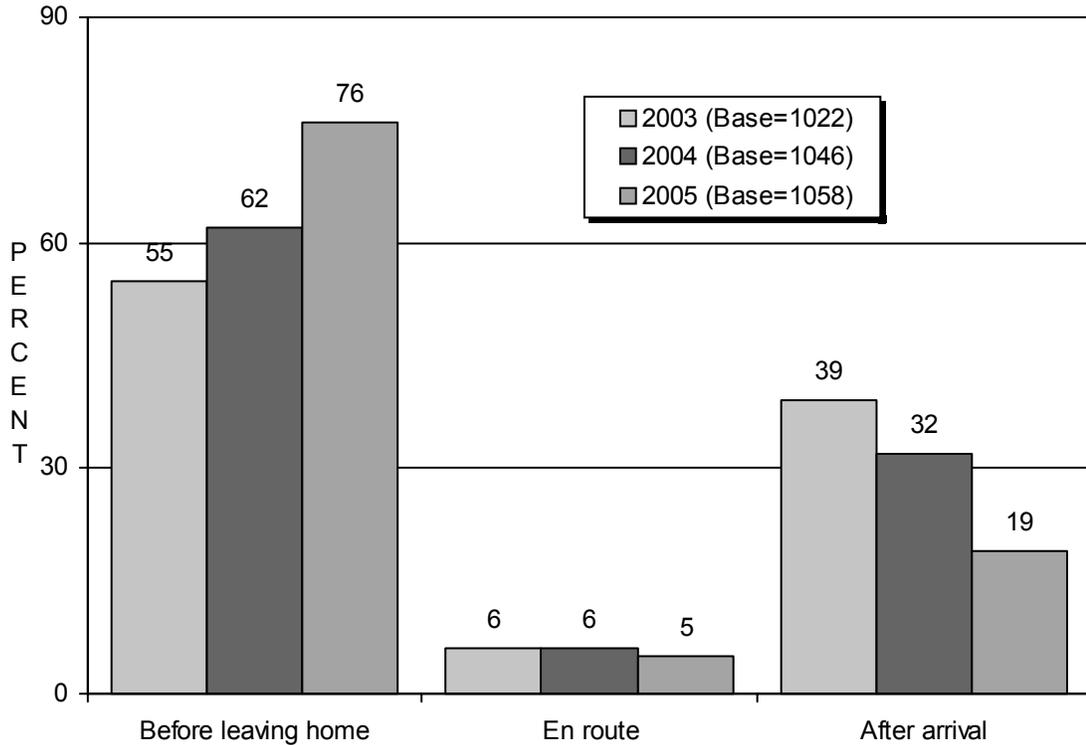
FIGURE 14
 When Decided What Attractions To Visit*
 (Among Those Who Visited Attractions)



Among the 13% of 2005 visitors who reported visiting an attraction in Mesquite, 87% decided what attractions to see prior to arriving in Mesquite, up significantly from 47% in 2003 (Figure 14). Twelve percent (12%) decided what attractions to see after their arrival, down from 41% in 2003. One percent (1%) said they decided what attractions to see while en route to Mesquite, down from 12% in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

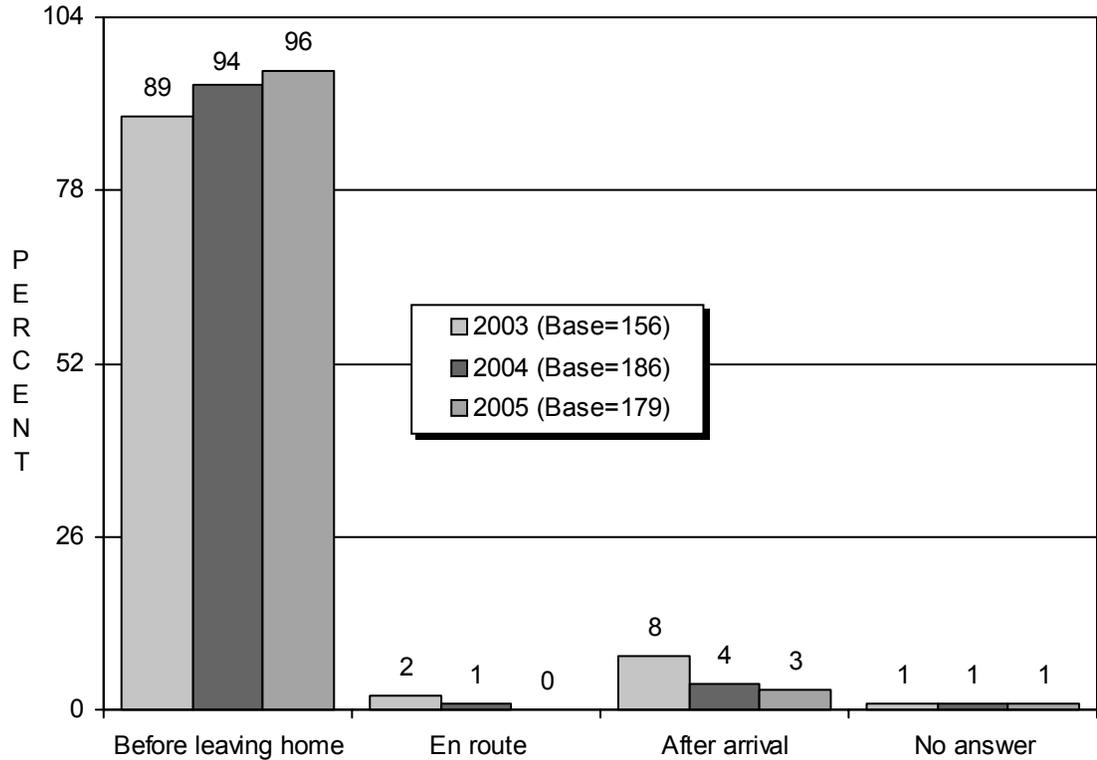
FIGURE 15
 When Decided Where To Gamble*
 (Among Those Who Gambled)



Among the 88% of visitors who gambled during their trip to Mesquite in 2005, 76% said they decided where to gamble in Mesquite before leaving home, up significantly from 55% in 2003 and 62% in 2004 (Figure 15). Nineteen percent (19%) said they decided where to gamble after they arrived in Mesquite, down from 39% in 2003 and 32% last year. Five percent (5%) said they decided where to gamble while en route to Mesquite, about the same as in past years.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

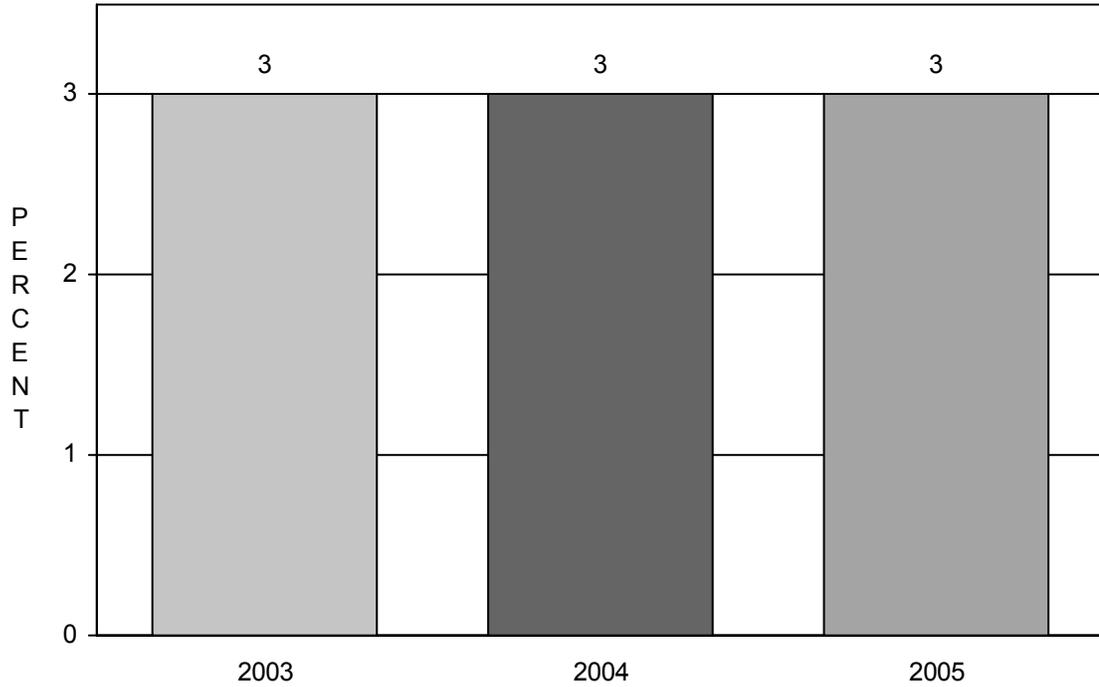
FIGURE 16
 When Decided What Recreational Activities To Enjoy*
 (Among Those Who Engaged In Recreational Activities)



Among the 15% of 2005 visitors who engaged in recreational activities during their visit to Mesquite, the vast majority (96%, up from 89% in 2003) said they decided what recreational activities they would enjoy in Mesquite before leaving home (Figure 16). Just 3% said they decided what recreational activities they would enjoy after arriving in Mesquite.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

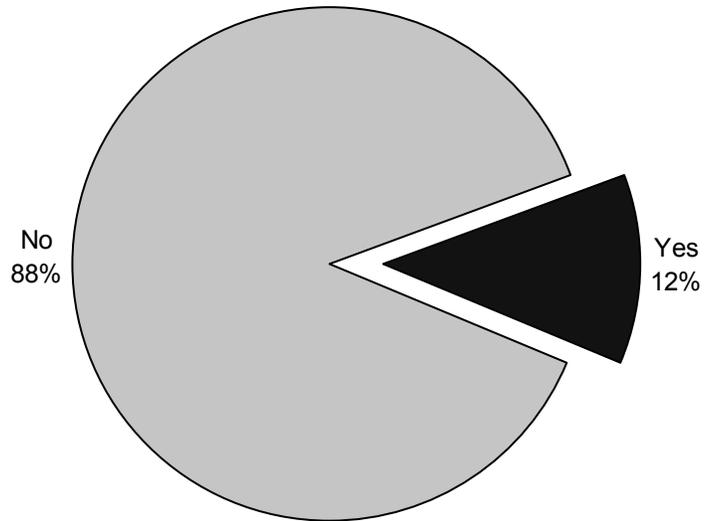
FIGURE 17
Travel Agent Assistance*



In 2005, 3% of all Mesquite visitors were assisted in their travel planning by a travel agent, unchanged from past years (Figure 17).

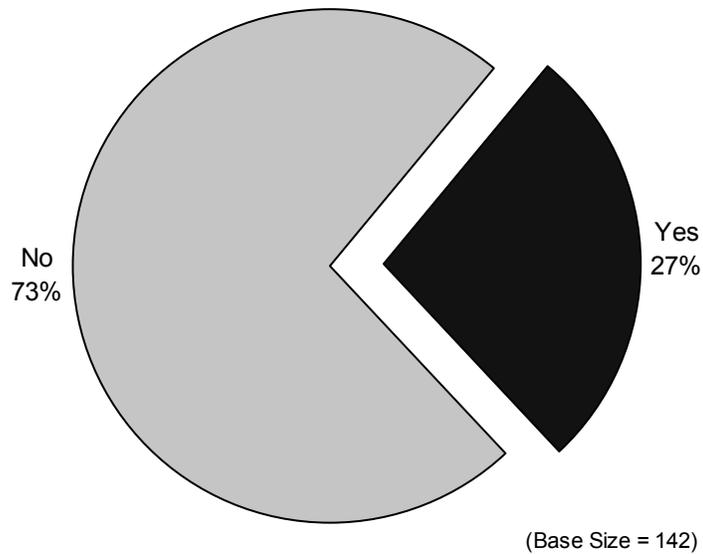
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 18
Whether Used Internet To Plan Trip



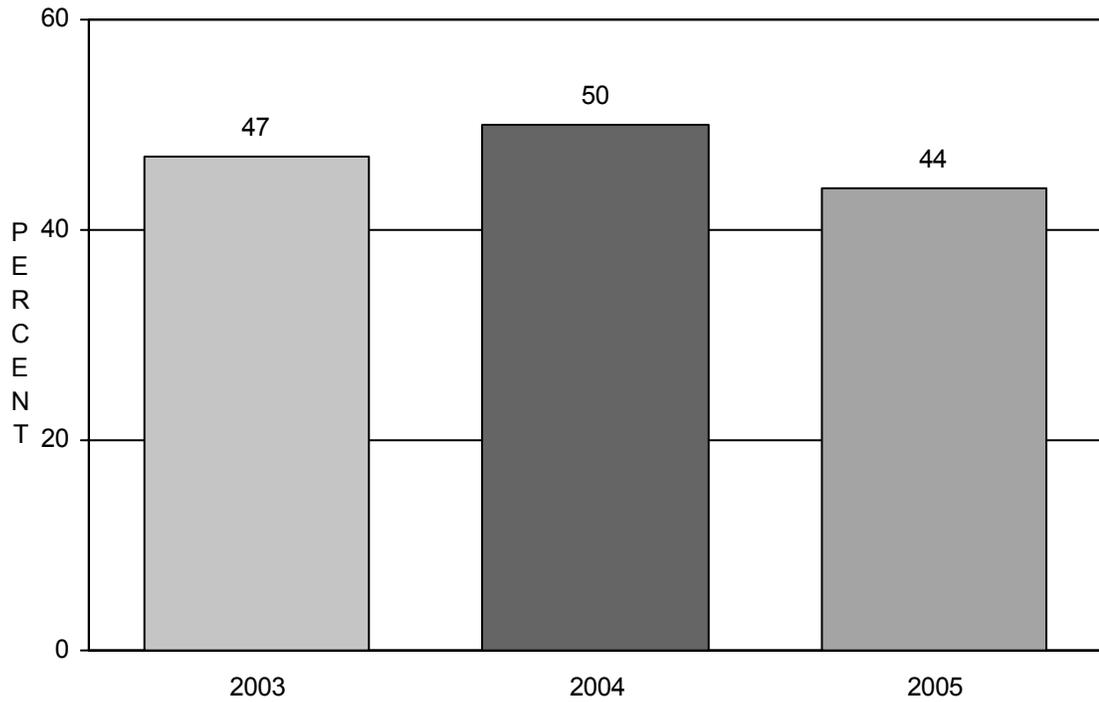
Beginning in 2005 visitors to Mesquite were asked if they used the Internet to plan their trip. Twelve percent (12%) said yes (Figure 18).

FIGURE 19
Whether Internet Influenced Choice Of Accommodations



Beginning in 2005, visitors who used the Internet to plan their trip were asked if they found information on the Internet that influenced their choice of accommodations. Twenty-seven percent (27%) said they had (Figure 19).

FIGURE 20
Touring Other Areas*

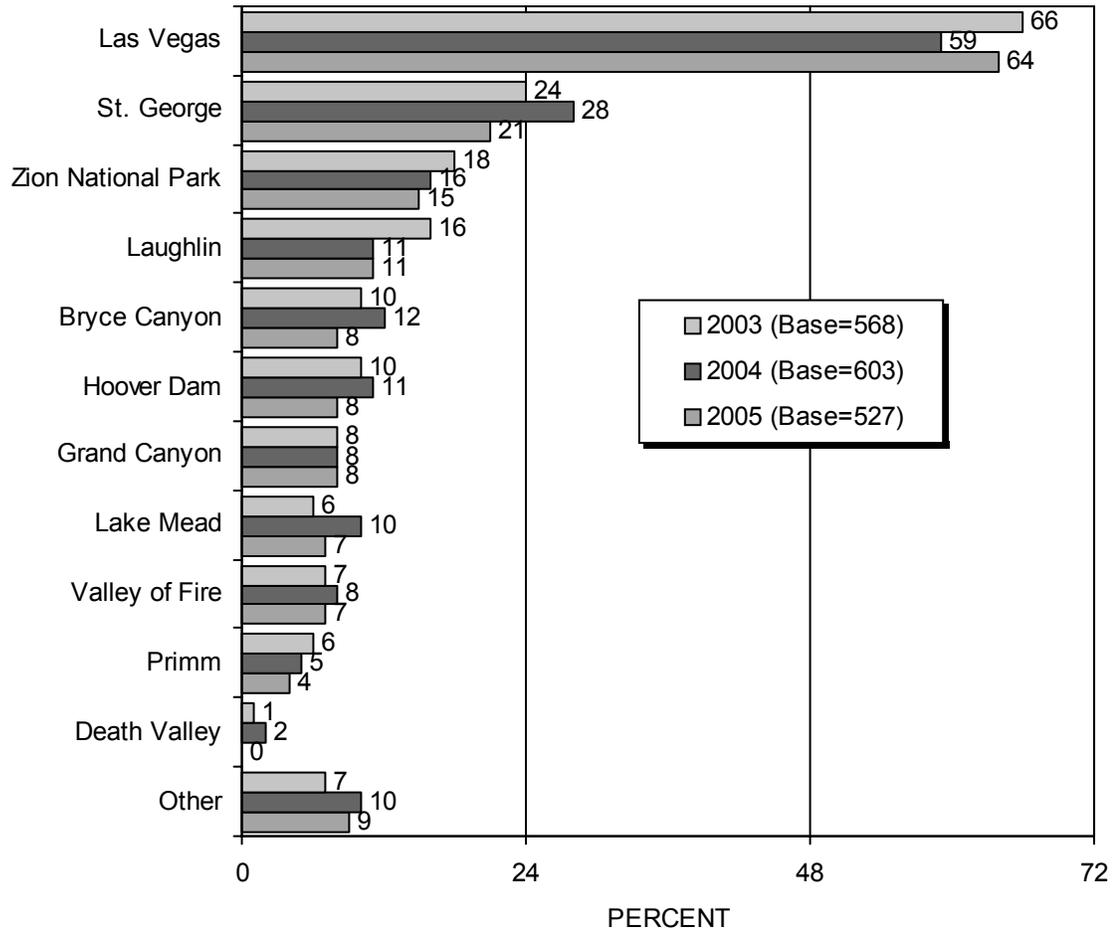


We asked visitors if they had visited, or planned to visit, other areas of Nevada and nearby states (Figure 20). Forty-four percent (44%) said yes, down from 50% in 2004.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "Yes" responses are reported in this figure.

FIGURE 21
 Other Places Visited*
 (Among Those Who Visited Nearby Places)

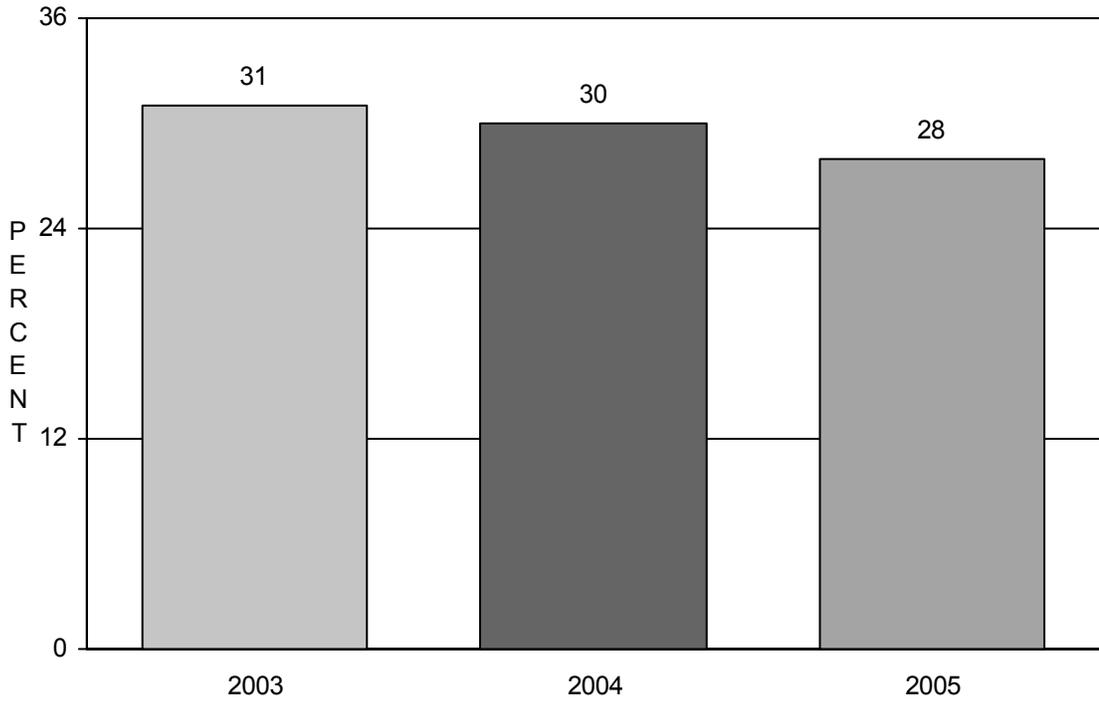


Among those who said they visited nearby areas, 64% visited Las Vegas, 21% visited St. George (down from 28% last year), 15% visited Zion National Park, 11% visited Laughlin (down from 16% in 2003), 8% visited Bryce Canyon (down from 12% in 2004), 8% visited Hoover Dam (down from 11% in 2004), 8% visited the Grand Canyon, 7% visited Lake Mead, 7% visited the Valley of Fire, and 4% visited Primm (Figure 21).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Multiple responses were permitted to this question.

FIGURE 22
Proportion Of All Mesquite Visitors
Who Visited Las Vegas*



Among *all* Mesquite visitors, nearly three in ten (28%) said they also visited, or planned to visit, Las Vegas on their current trip, similar to past years (Figure 22).

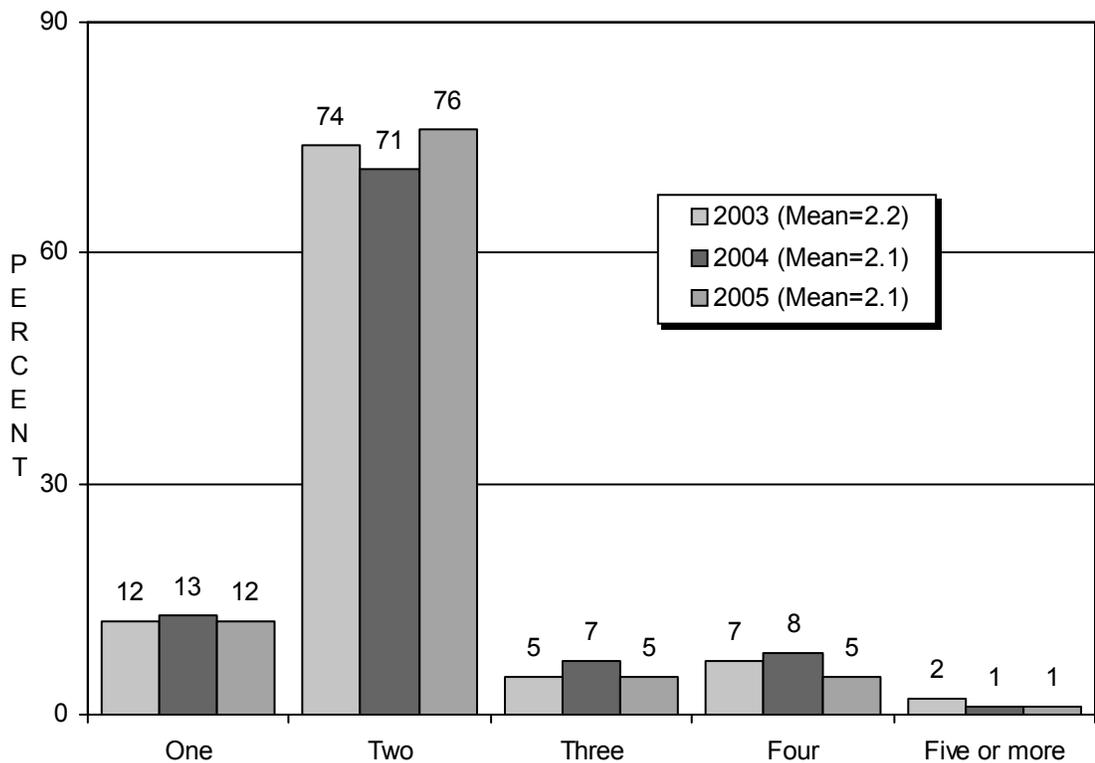
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "Yes" responses are reported in this figure.

TRIP CHARACTERISTICS AND EXPENDITURES

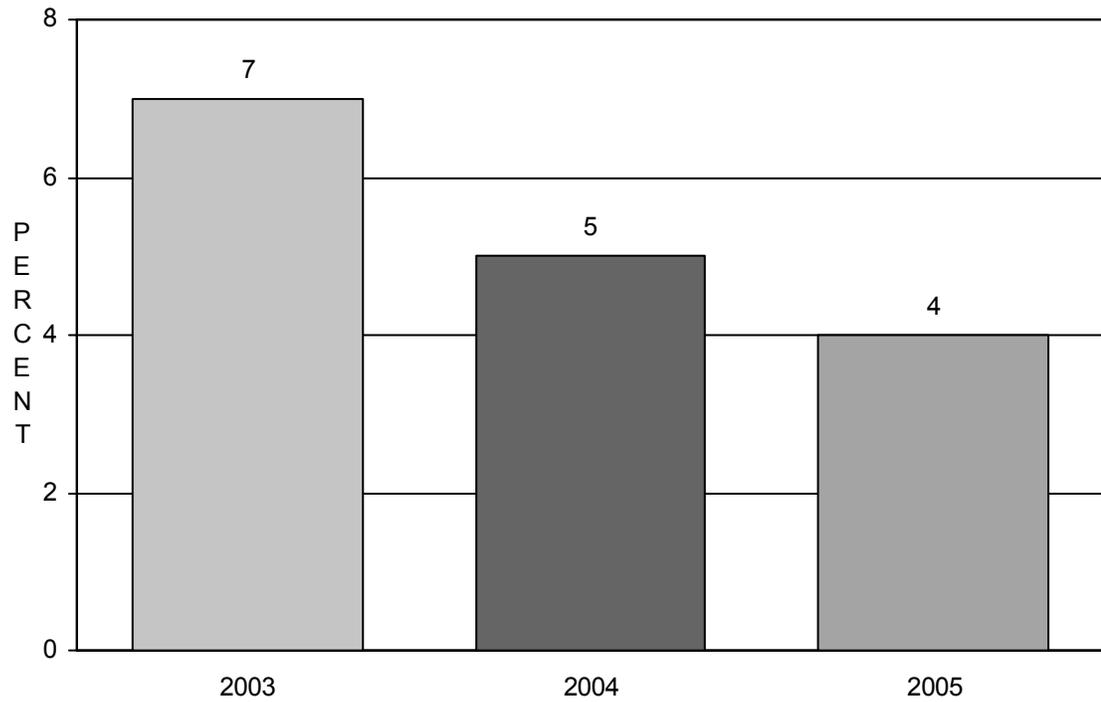
We asked visitors how many adults (21 years old or older), including themselves, were in their immediate party (Figure 23). The majority of Mesquite visitors (76%, up from 71% in 2004) reported two adults in their immediate party. Five percent (5%) reported 3 adults in their immediate party, 5% reported 4 adults (down from 7% in 2003 and 8% in 2004), 1% said there were 5 or more people in their party (down from 2% in 2003), while another 12% said they were traveling alone. The average party size was 2.1, down from 2.2 in 2003.

FIGURE 23
 Adults In Immediate Party*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 24
People In Party Under Age 21*



Four percent (4%) of visitors reported having people in their party under the age of 21, down significantly from 7% in 2003 (Figure 24).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "Yes" responses are reported in this figure.

FIGURE 25
Nights Stayed*

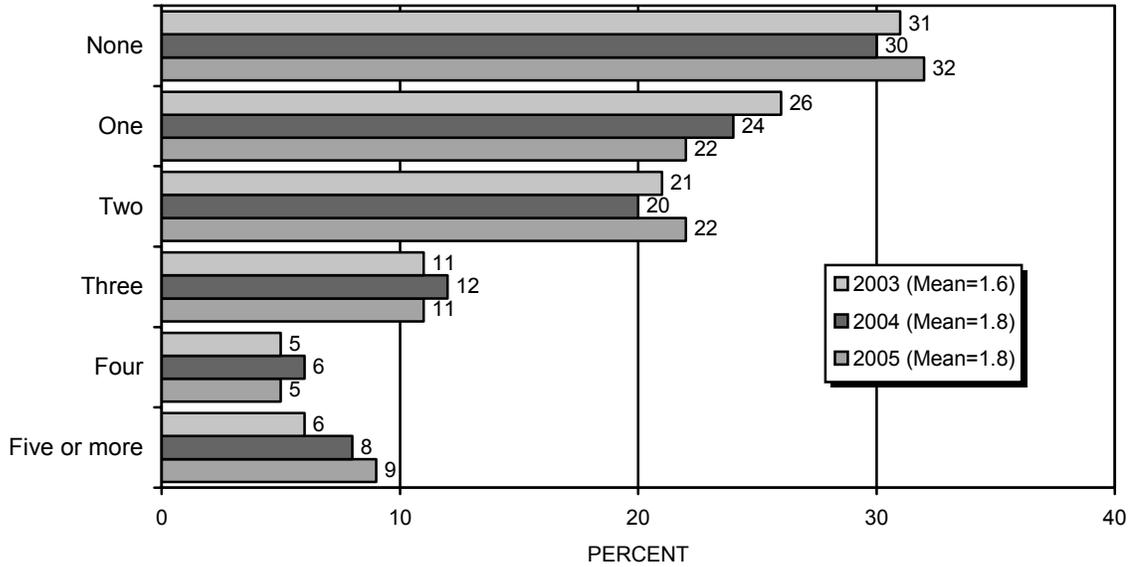
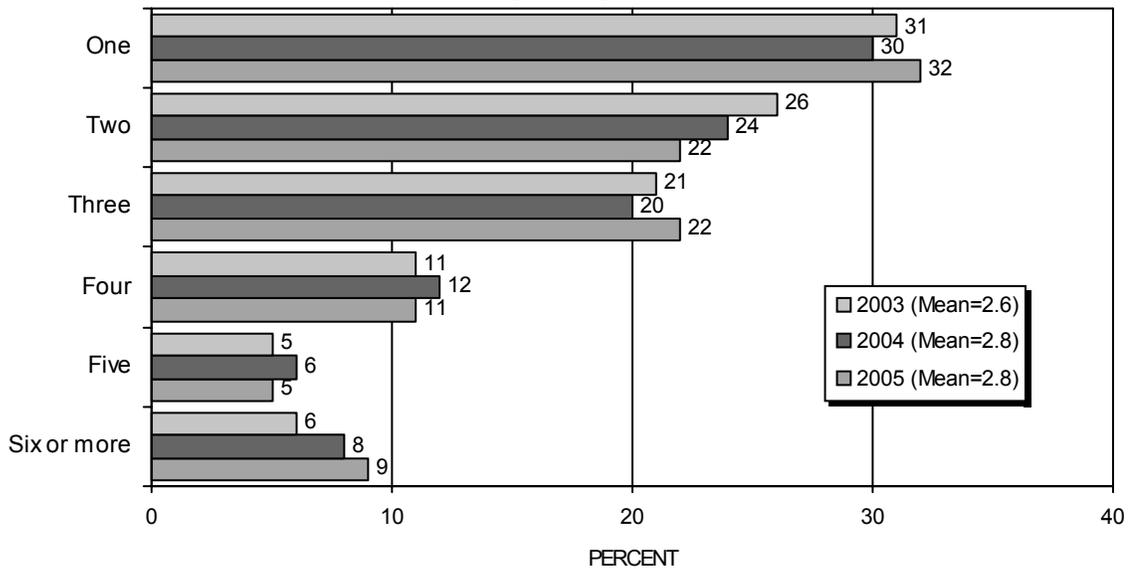


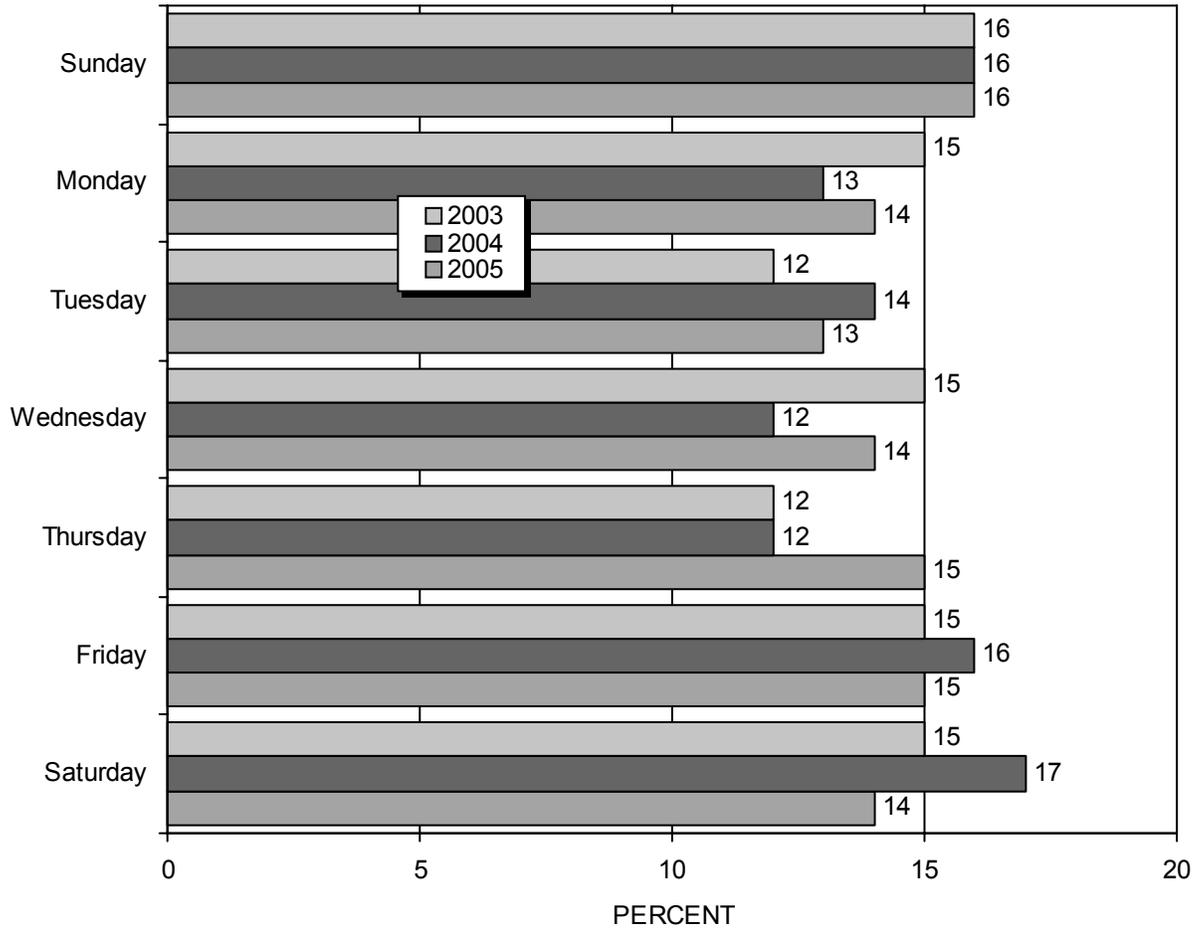
FIGURE 26
Days Stayed*



During 2005, Mesquite visitors stayed an average of 1.8 nights and 2.8 days. Nine percent (9%) of visitors reported staying five or more nights and six or more days, up from 6% in 2003 (Figures 25 and 26).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

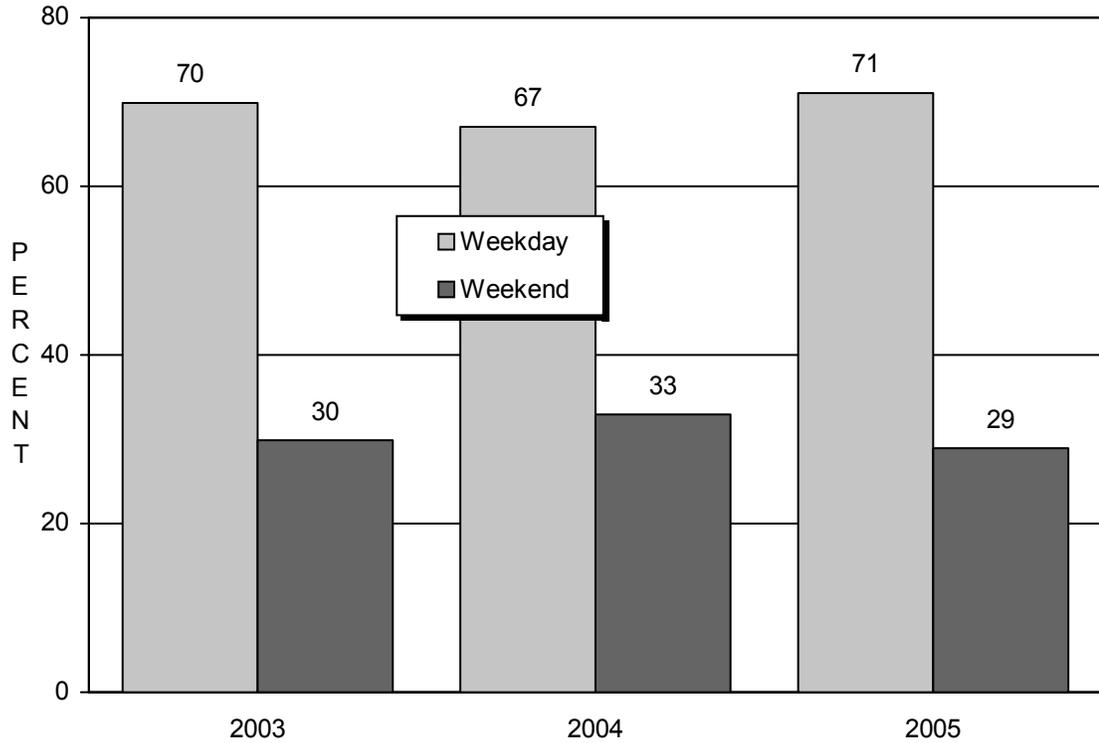
FIGURE 27
 Day Of Arrival*



In 2005, visitors were most likely to arrive in Mesquite on a Sunday (16%), followed by a Thursday or Friday (15% each). Visitors were least likely to arrive on a Tuesday (13%) (Figure 27).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

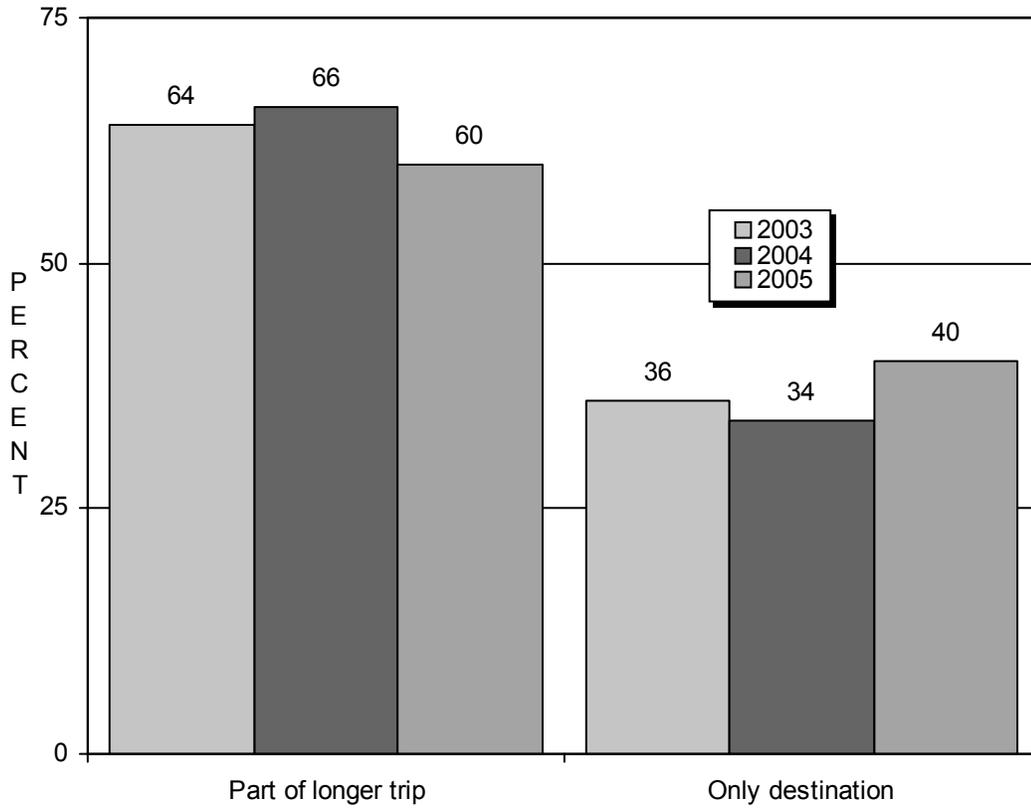
FIGURE 28
Weekend Versus Weekday Arrival*



In 2005, seven in ten (71%) of visitors arrived in Mesquite between Sunday and Thursday, up from 67% in 2004. Twenty-nine percent (29%) arrived in Mesquite on a Friday or a Saturday, down from 33% last year (Figure 28).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

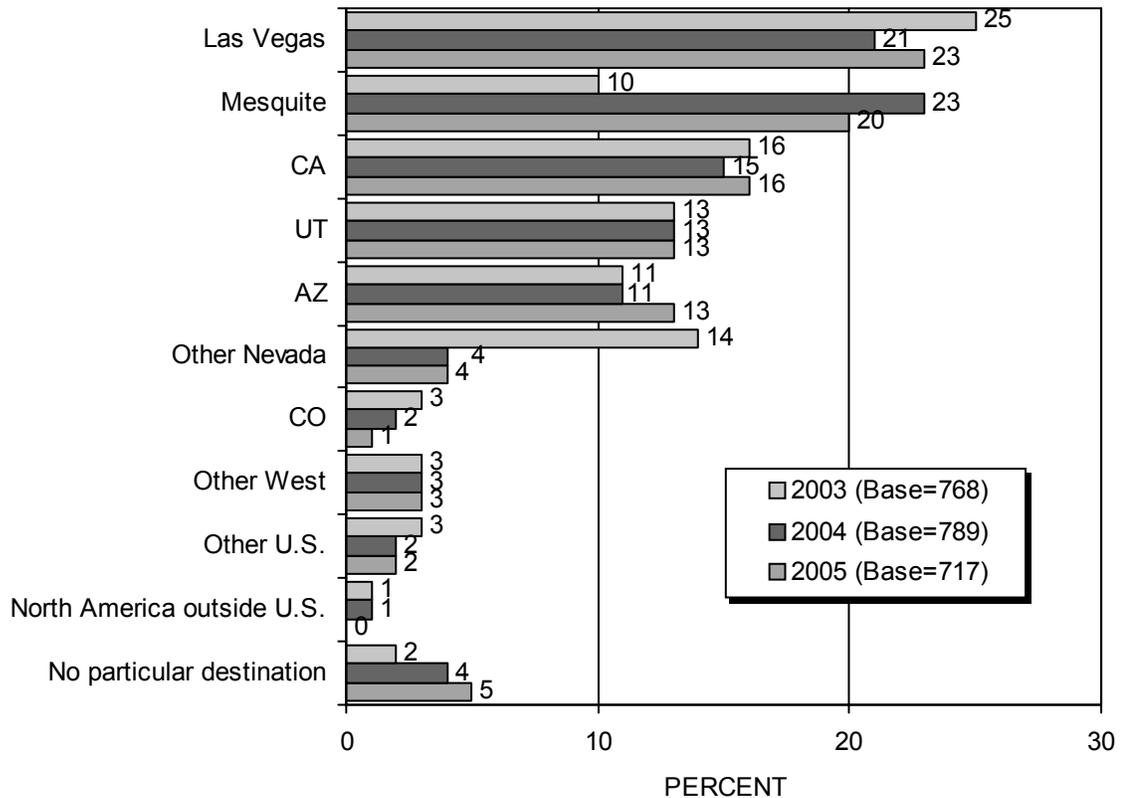
FIGURE 29
Whether Mesquite Visit Is Part Of A Longer Trip*



Six in ten Mesquite visitors (60%) said their visit to Mesquite was part of a longer trip (Figure 29), down from 64% in 2003 and 66% in 2004.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

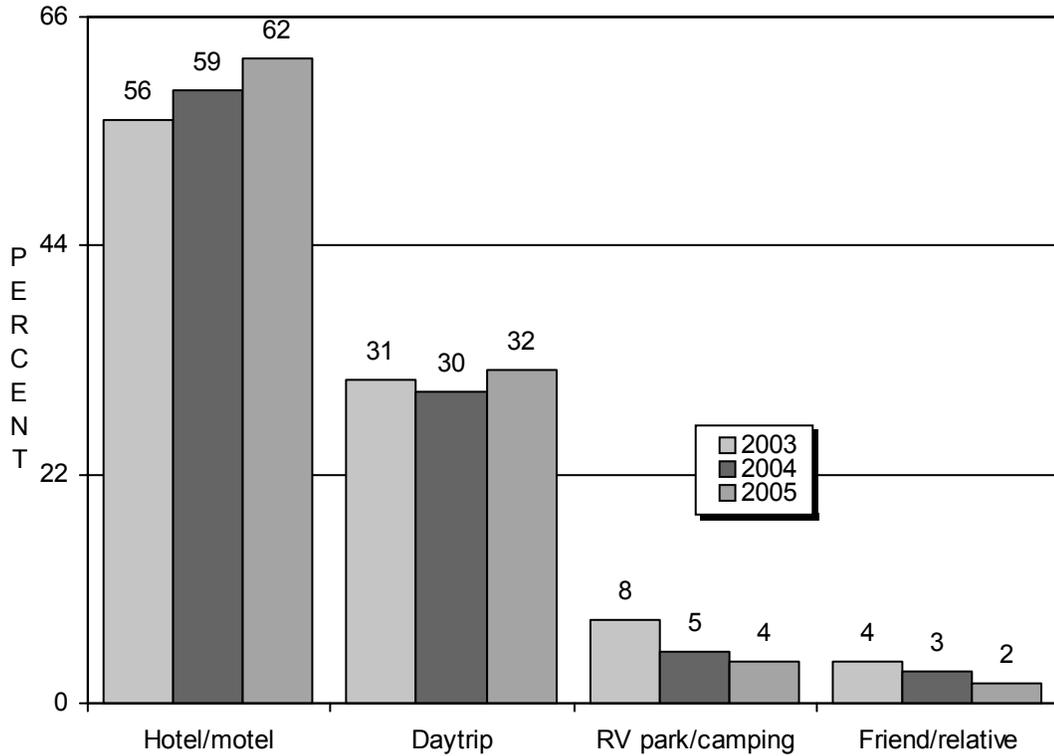
FIGURE 30
 Primary Destination Of Trip*
 (Among Those On A Longer, Multi-Destination Trip)



We asked visitors to name their primary destination if Mesquite was not their only destination (Figure 30). Two in ten (20%) said Mesquite was their primary destination (up from 10% in 2003), while 23% said Las Vegas, and 4% named other Nevada destinations (down from 14% in 2003). California was mentioned by 16%, followed by Utah and Arizona (13% each), Colorado (1%), and other destinations in the Western U.S. (3%). Two percent (2%) mentioned other destinations in the U.S. outside the West, while less than 1% mentioned other North American destinations outside the U.S. Five percent (5%) of respondents said they had no particular destination in mind, up from 2% in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

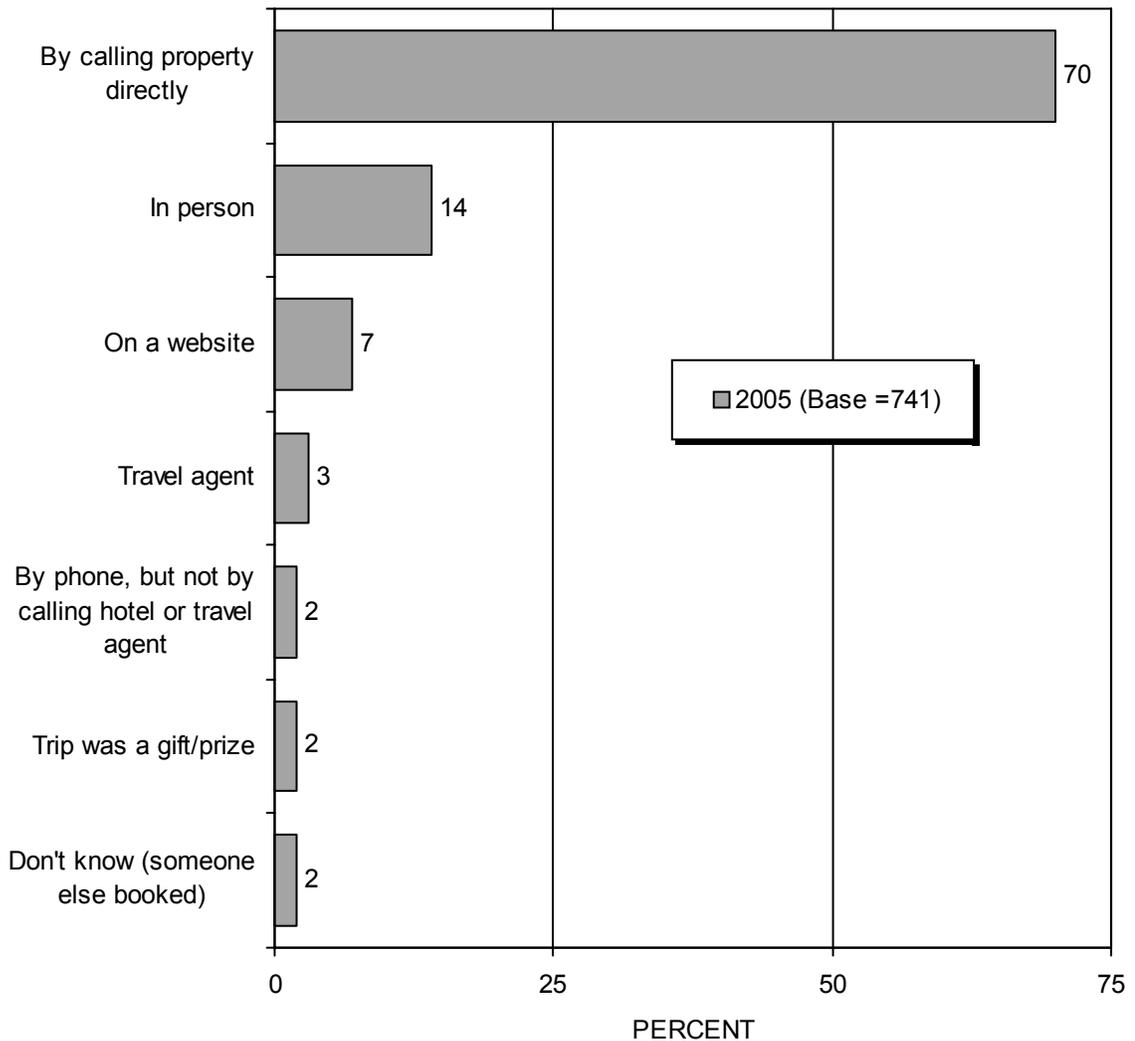
FIGURE 31
 Where Lodged*



As shown in Figure 31, more than six in ten visitors (62%) stayed in hotels or motels in Mesquite in 2005, up from 56% in 2003. Thirty-two percent (32%) were visiting Mesquite for the day. Four percent (4%) were in an RV or camping, down from 8% in 2003. Two percent (2%) were staying with friends or relatives.

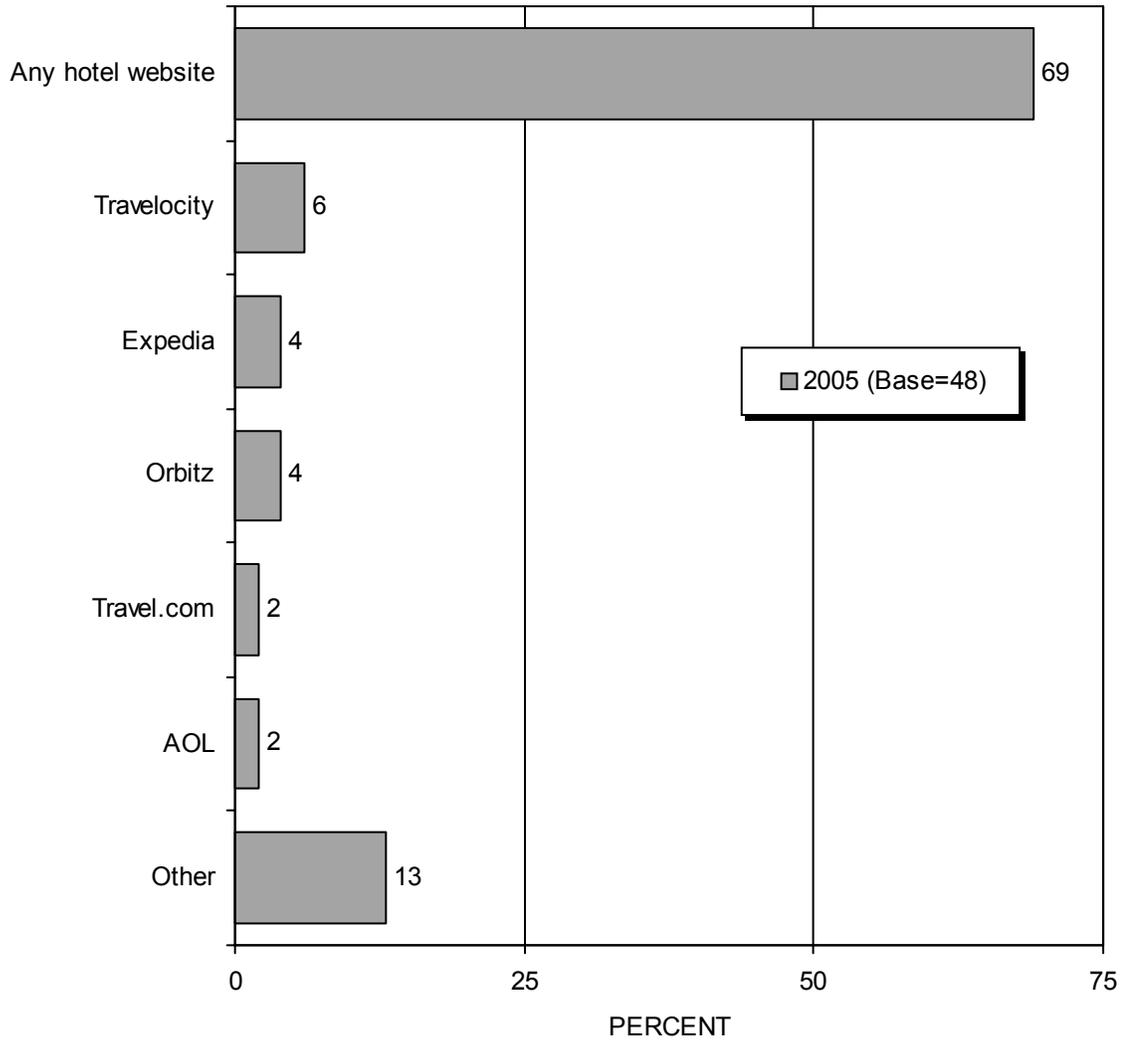
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 32
How Booked Accommodations



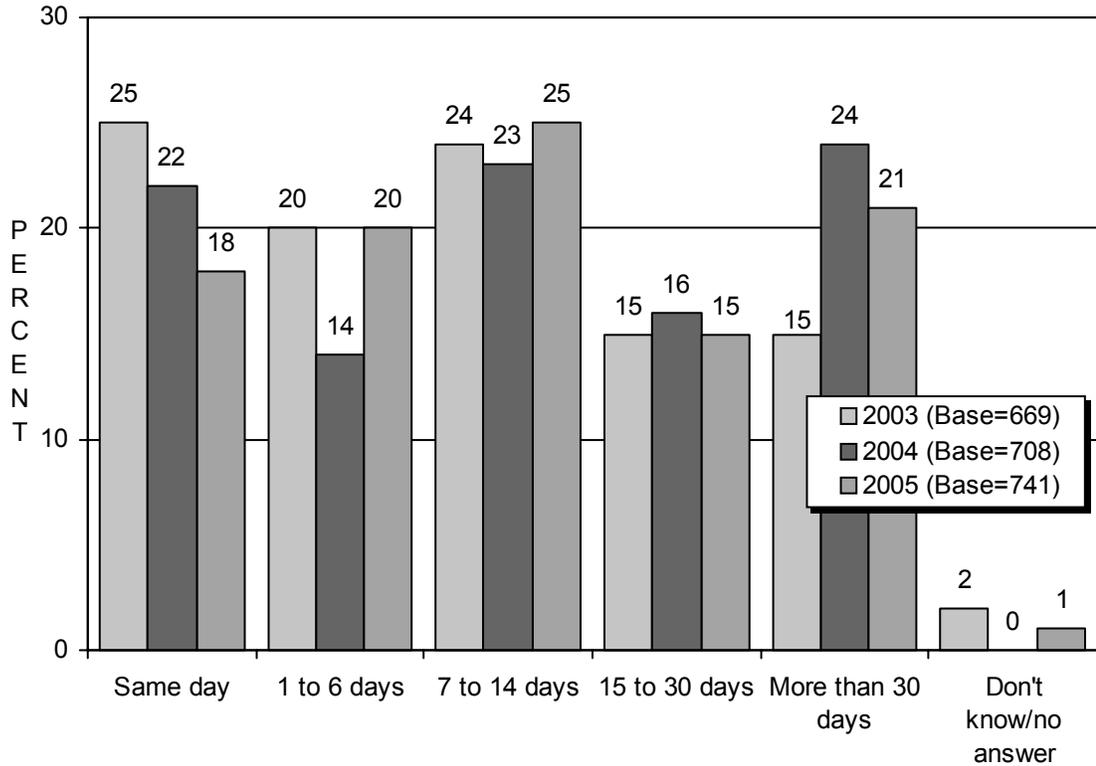
Beginning in 2005, visitors to Mesquite were asked how they booked their accommodations. Seventy percent (70%) said they booked their accommodations by calling the property directly, 14% booked in person, 7% booked their accommodations through a website, 3% said they used a travel agent, 2% booked by phone but not by calling the hotel or a travel agent, and another 2% said that the trip was a gift. Two percent (2%) said someone else booked their accommodations. (Figure 32).

FIGURE 33
Website Used to Book Accommodations
(Among Those Who Used The Internet)



Beginning in 2005, visitors who booked their accommodations on a website were asked which website they used (Figure 33). The vast majority of these Internet users (69%) said they used a hotel web site to book their accommodations. Six percent (6%) used Travelocity, 4% each used Expedia or Orbitz, while 2% each booked their accommodations through Travel.com or AOL. The remaining 13% used some other web site to book their accommodations.

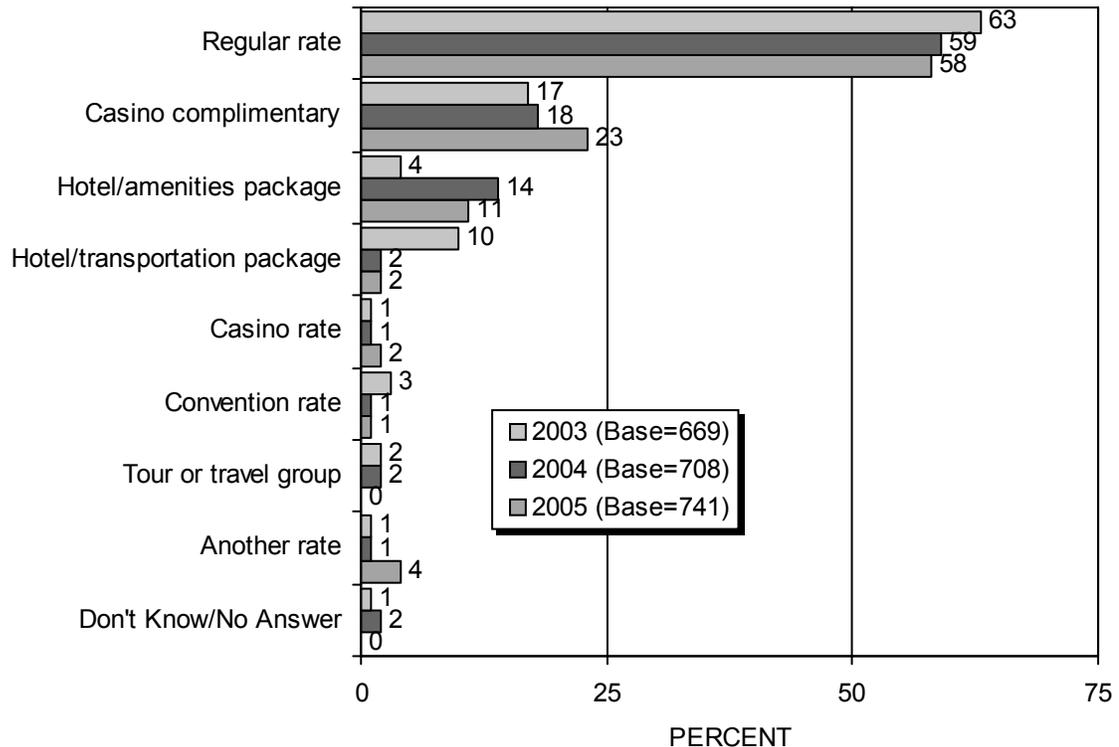
FIGURE 34
 How Far In Advance Accommodations Were Booked*
 (Among Those Staying In A Hotel, Motel, or RV Park)



We asked those staying in a hotel, motel, or RV park how far in advance they had booked accommodations (Figure 34). Eighteen percent (18%) booked their accommodations on the day of their arrival, down from 25% in 2003. Twenty percent (20%) of visitors booked one to six days in advance (up from 14% in 2004), 25% booked seven to 14 days in advance, 15% booked 15 to 30 days in advance, and 21% booked more than 30 days in advance (up significantly from 15% in 2003).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

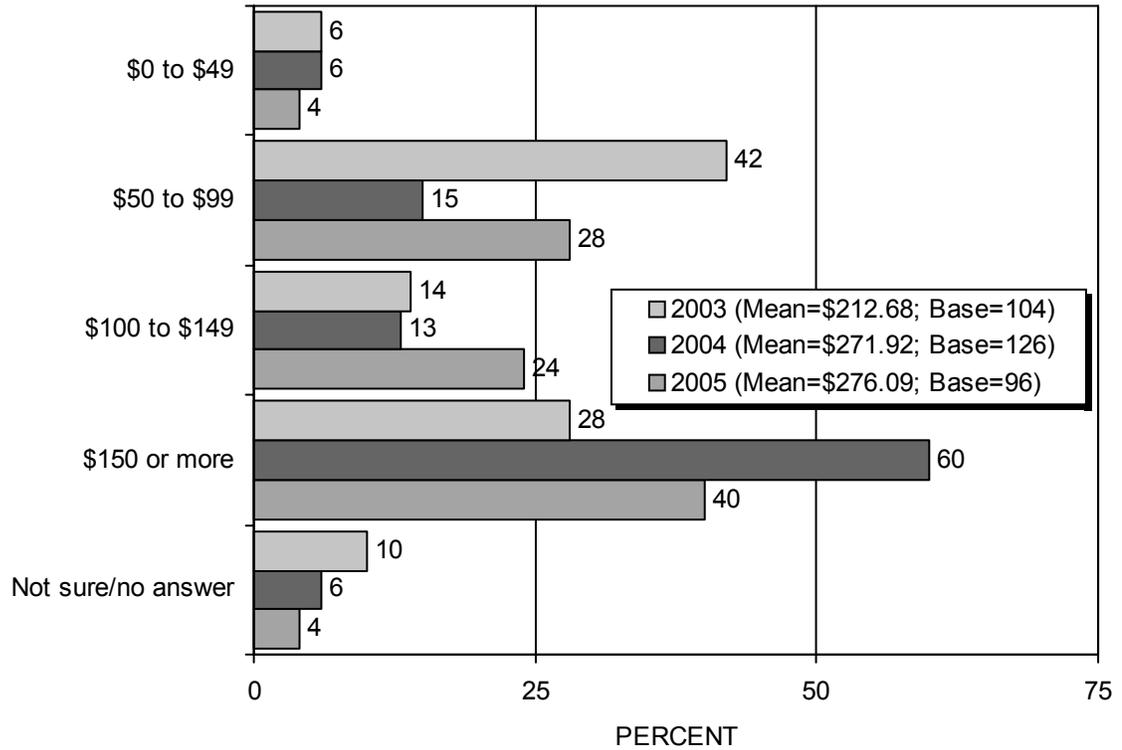
FIGURE 35
 Type Of Room Rate*
 (Among Those Staying In A Hotel Or Motel)



We asked those staying in a hotel or motel what type of room rate they had received for their accommodations (Figure 35). Nearly six in ten (58%) said they paid a regular room rate. Twenty-three percent (23%) of lodgers received a casino complimentary rate, up from 17% in 2003 and 18% last year. Another 13% paid some type of group rate, with 2% saying it was a hotel/transportation package rate (down significantly from 10% in 2003), 11% saying it was a hotel/amenities package rate (up significantly from 4% in 2003), and less than 1% saying it was a tour or travel group rate, down from 2% each in 2003 and 2004. Two percent (2%) received a special casino rate, 1% paid a convention or company group rate, and 4% reported paying some other rate, up from 1% each in 2003 and 2004.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

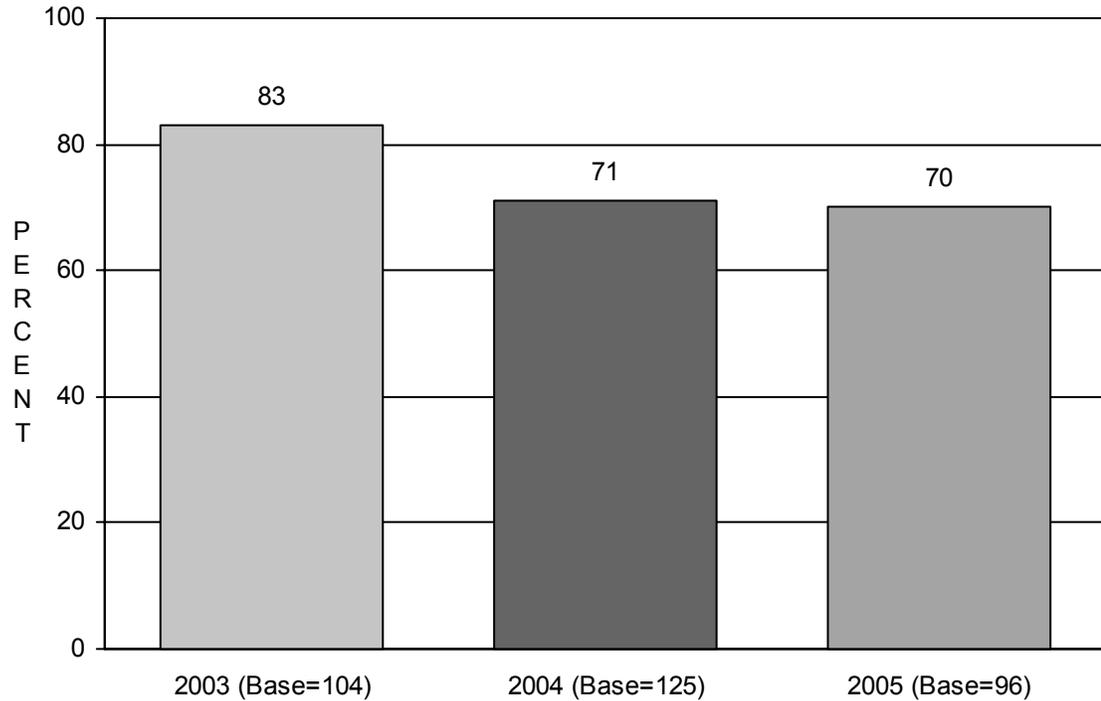
FIGURE 36
 Cost Of Package — Per Person*
 (Among Those Who Bought A Package)



We asked for the package cost from visitors who had purchased a hotel/transportation, hotel/amenities, or tour/travel group package (Figure 36). Four percent (4%) of these visitors paid less than \$50 for their package, while 28% paid \$50-\$99 on their package deal (up from 15% in 2004, but down significantly from 42% in 2003). Another 24% paid between \$100 and \$149 (up from 13% in 2004), and 40% paid \$150 or more (down significantly from 60% in 2004). Four percent (4%) of visitors were not sure how much their package cost. The average per-person package cost for 2005 was \$276.09.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 37
Package Purchased Directly From A Hotel*
(Among Those Who Bought A Package)

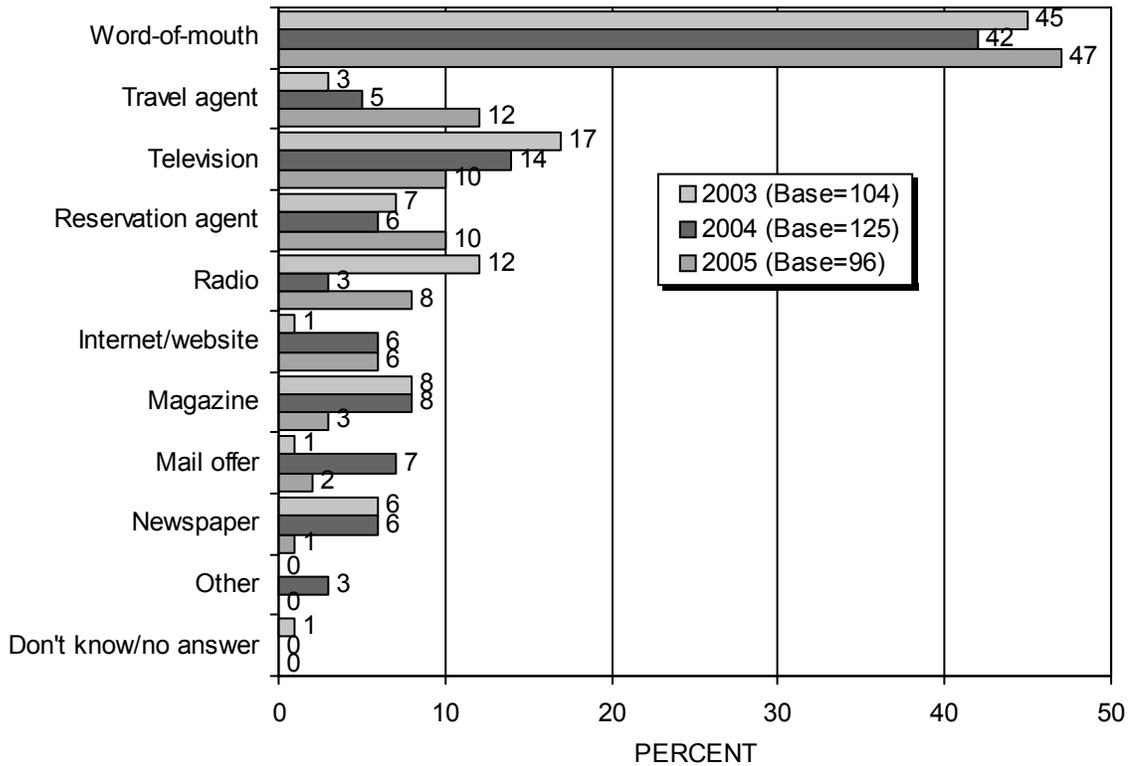


We asked visitors who purchased a package if they purchased it directly from the hotel, and 70% said they had, a significant decrease from 83% in 2003 (Figure 37).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "Yes" responses are reported in this figure.

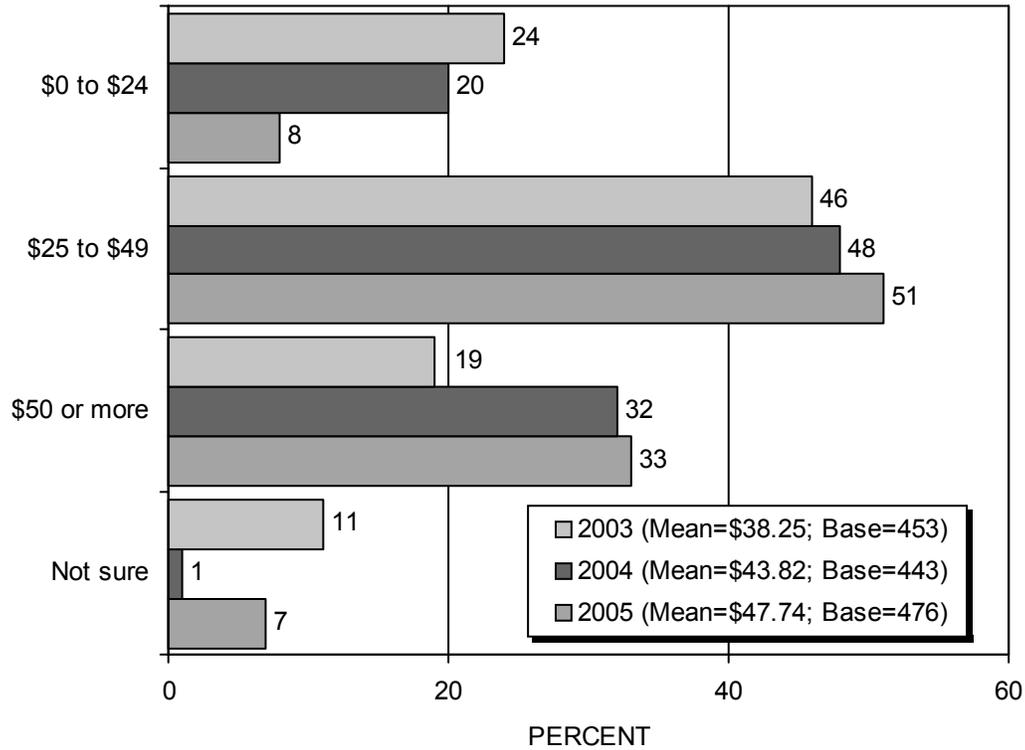
FIGURE 38
 Where First Heard About The Package*
 (Among Those Who Bought A Package)



When asked where they first heard about the package they purchased, almost five in ten package purchasers (47%) said they first heard about it from friends, co-workers, or relatives (word-of-mouth), while 12% said through a travel agent (up from 3% in 2003 and 5% in 2004), 10% mentioned a television advertisement, and 8% cited a radio advertisement. Ten percent (10%) heard about their package from a reservation agent/call center, 6% through the Internet or a website (up from 1% in 2003), 3% heard about the package through a magazine, and 2% said they received an offer in the mail. Only 1% said they heard about their rate through a newspaper ad, down from 6% in 2004. (Figure 38).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

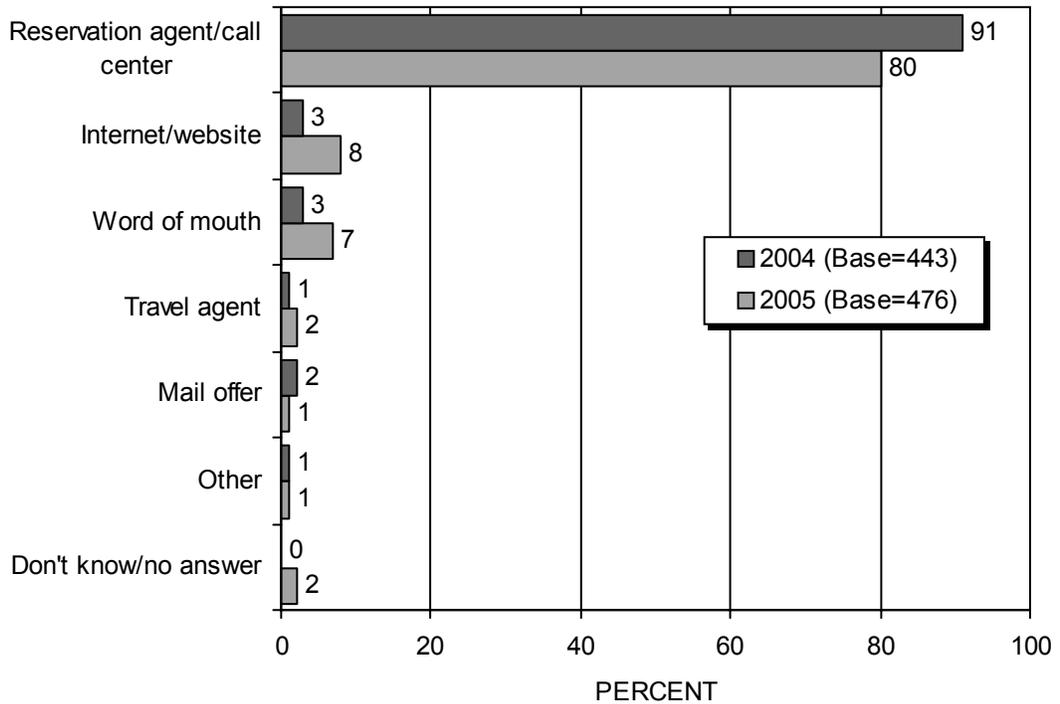
FIGURE 39
 Lodging Expenditures — Average Per Night*
 (Among Those Staying In A Hotel Or Motel/Non-Package)



The average (mean) hotel expenditure was \$47.74, up significantly from the average of \$43.82 in 2004 and \$38.25 in 2003 (Figure 39). About one-half of visitors (51%) reported spending between \$25 and \$49 per night on their room, and 33% spent \$50 or more (up significantly from 19% in 2003). Eight percent (8%) said the average per-night cost of their hotel or motel room (non-package) was under \$25, down from 24% in 2003 and 20% in 2004.

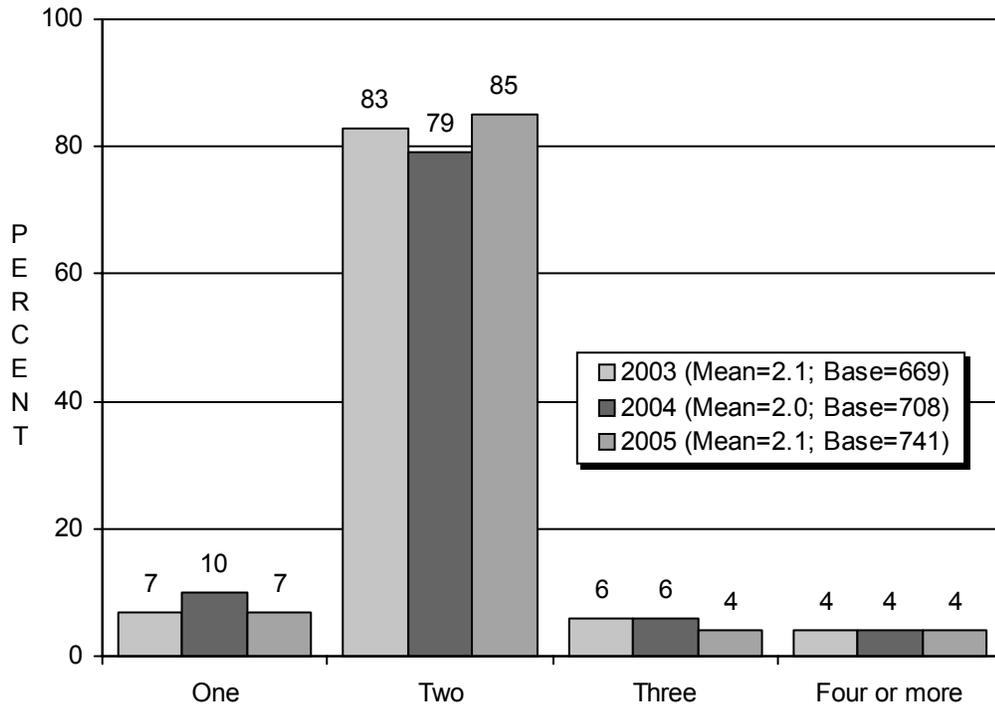
* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 40
How First Learned About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package)



Beginning in 2004, non-package hotel and motel lodgers were asked how they first found out about the room rate they paid (Figure 40). The vast majority (80%) said they first heard of their room rate from a reservation agent or through a call center (down from 91% last year). Smaller numbers reported first hearing about their room rate through the Internet (8%, up from 3% in 2004), word of mouth (7%, up from 3% last year), a travel agent (2%), or an offer received in the mail (1%).

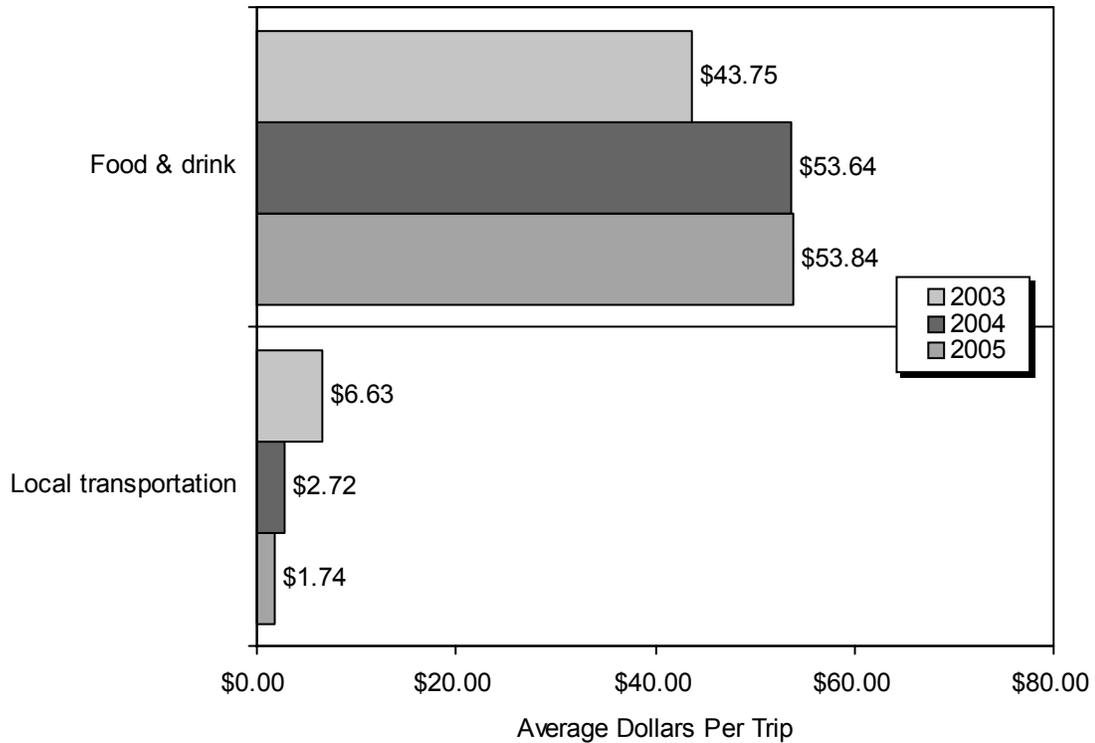
FIGURE 41
Number Of Room Occupants*
 (Among Those Staying In A Hotel Or Motel)



As Figure 41 shows, most Mesquite visitors reported two room occupants (85%, up significantly from 79% last year). The proportion of visitors lodging alone was 7%. Eight percent (8%) of visitors reported three or more room occupants. The average (mean) number of room occupants was 2.1, similar to past years.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 42
Average Trip Expenditures On Food & Drink —
And Local Transportation*
(Including Visitors Who Spent Nothing In That Category)



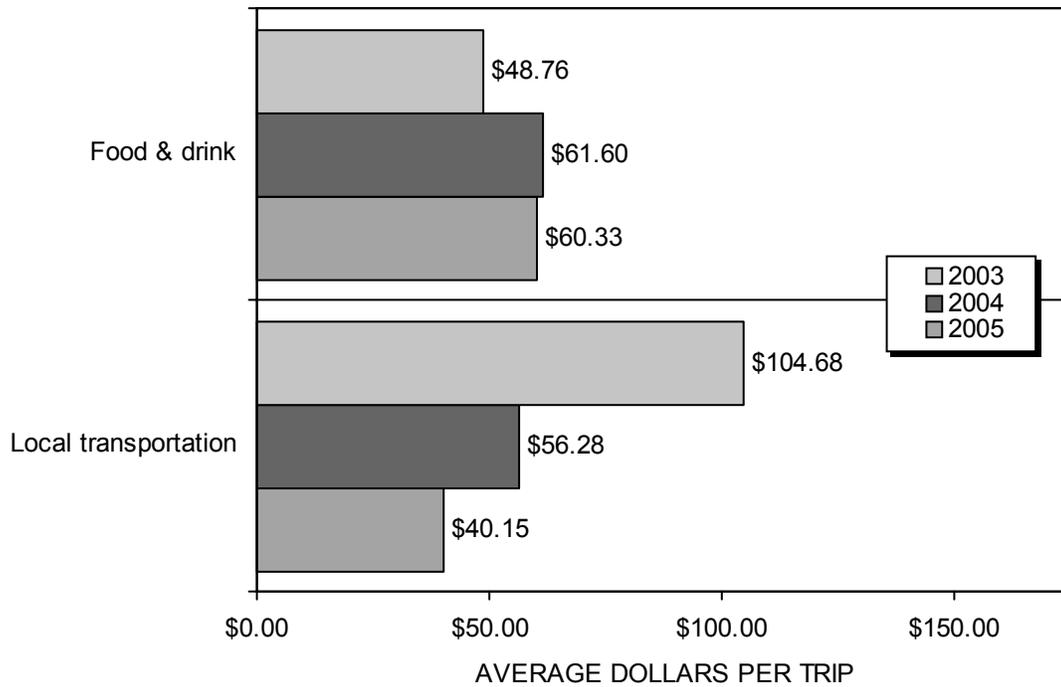
We asked all visitors about their daily expenditures on food and drink and on local transportation. Figure 42 shows the average trip expenditures *including visitors who said they spent nothing in that category*. In 2005, the average food and drink expenditure was \$53.84, almost identical to last year, but up significantly from \$43.75 in 2003.

The average local transportation expenditure for 2005 was \$1.74, down significantly from \$6.63 in 2003.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Trip expenditures are calculated by multiplying respondents' estimated daily expenditures by the number of days they had spent in Mesquite on their most recent trip.

FIGURE 43
 Average Trip Expenditures On Food & Drink —
 And Local Transportation*
 (Among Those Who Spent Money In That Category)



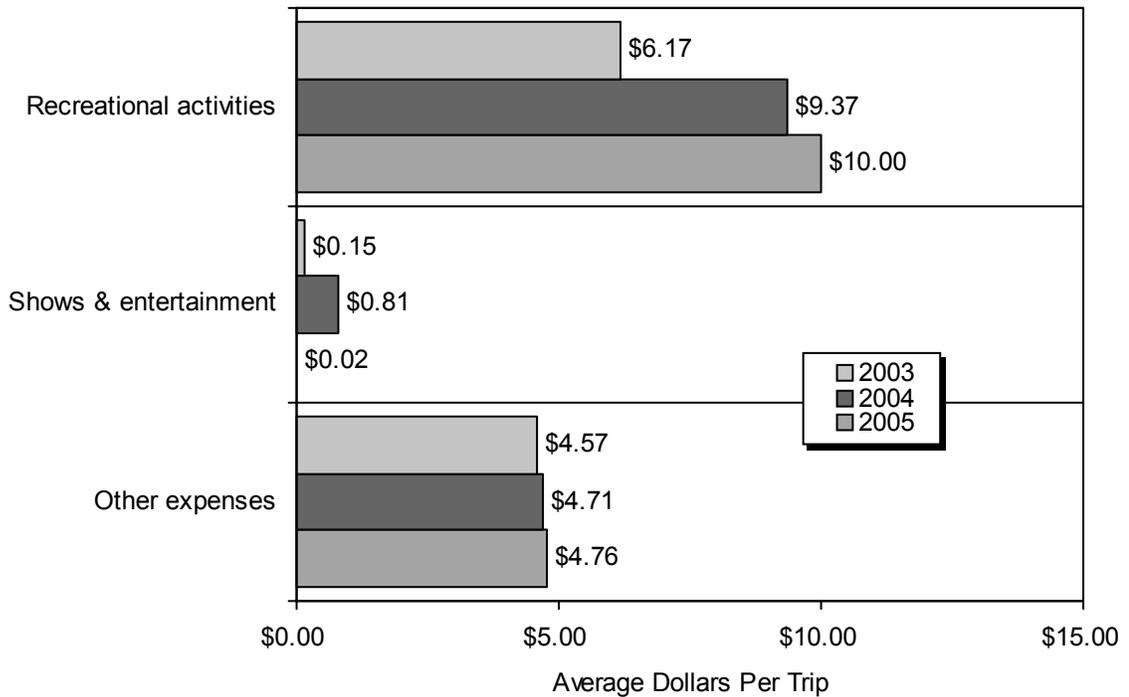
Among visitors who spent money in these categories, the average expenditure on food and drink in 2005 was \$60.33 — again, similar to last year but up significantly from \$48.76 in 2003. The average expenditure on local transportation in 2005 was \$40.15, down significantly from \$104.68 in 2003 (Figure 43).

Percentages of respondents who spent money in each category are shown in the following table:

	2003	2004	2005
<u>Food and Drink</u>			
Base size	(1077)	(1045)	(1071)
Proportion of total	90%	87%	89%
<u>Local Transportation</u>			
Base size	(76)	(58)	(52)
Proportion of total	6%	5%	4%

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

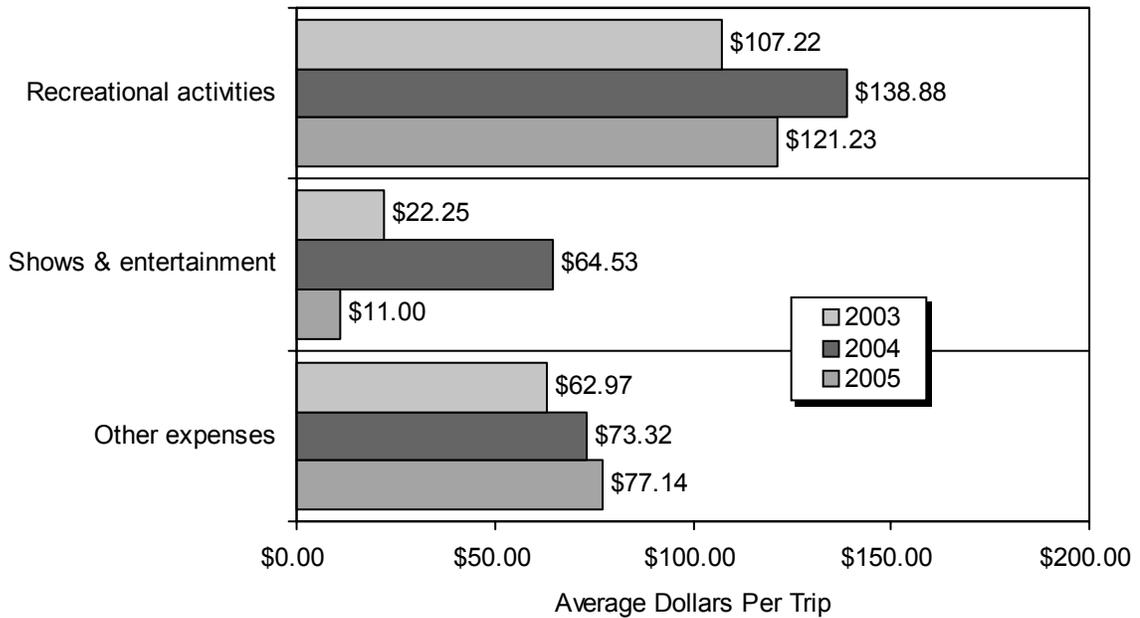
FIGURE 44
 Average Trip Expenditures On Recreational Activities,
 Shows And Entertainment, And Other Expenses*
 (Including Visitors Who Spent Nothing In That Category)



We asked all visitors about the amount of money they spent on recreational activities, shows and entertainment, and other expenses during their visit to Mesquite. Figure 44 shows these average expenditures *including visitors who said they spent nothing in each category*. The average expenditure for recreational activities in 2005 was \$10.00, up from \$6.17 in 2003. The average expenditure for shows was \$0.02 per trip, down from the average of \$0.15 in 2003 and \$0.81 in 2004. The average expenditure for other expenses was \$4.76, almost identical to last year's average of \$4.71.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 45
Average Trip Expenditures On Recreational Activities,
Shows And Entertainment, And Other Expenses*
(Among Those Who Spent Money In That Category)



Considering only visitors who spent money in each category, the average expenditure for recreational activities in 2005 was \$121.23, while the average expenditure for shows was \$11.00. Visitors also spent an average of \$77.14 on other expenses (Figure 45).

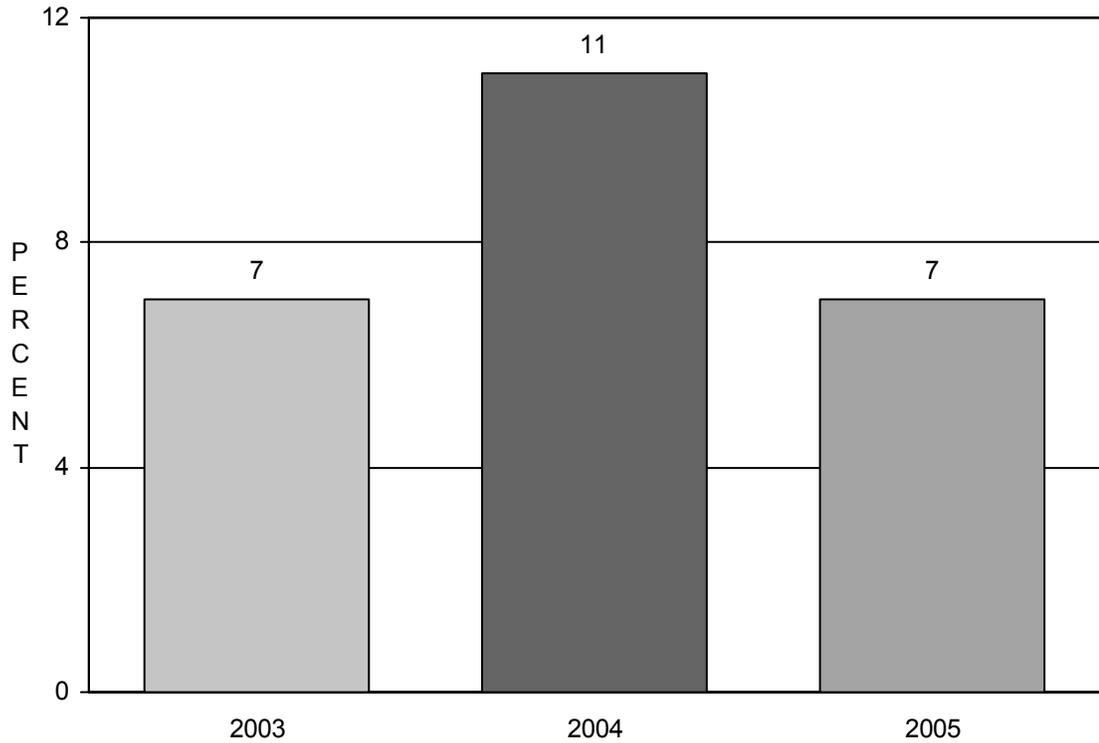
Percentages of respondents who spent money in each category are shown in the following table:

	2003	2004	2005
Recreation			
Base size	(70)	(81)	(99)
Proportion of total	6%	7%	8%
Shows			
Base size	(8)*	(15)*	(2)*
Proportion of total	1%	1%	0.2%
Other			
Base size	(88)	(77)	(74)
Proportion of total	7%	6%	6%

* Note extremely small base size

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 46
Whether Played Golf While Visiting Mesquite*

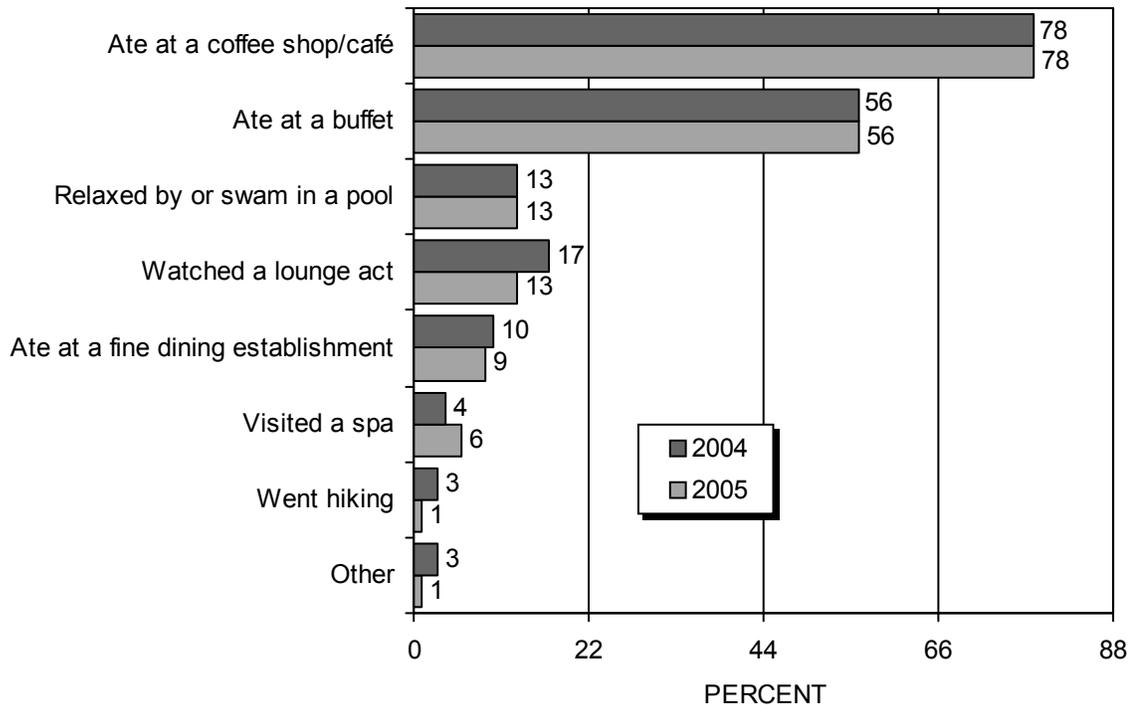


Seven percent (7%) of Mesquite visitors said they played golf while visiting Mesquite, the same as the 2003 figure, but down significantly from 11% in 2004 (Figure 46).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "Yes" responses are reported in this figure.

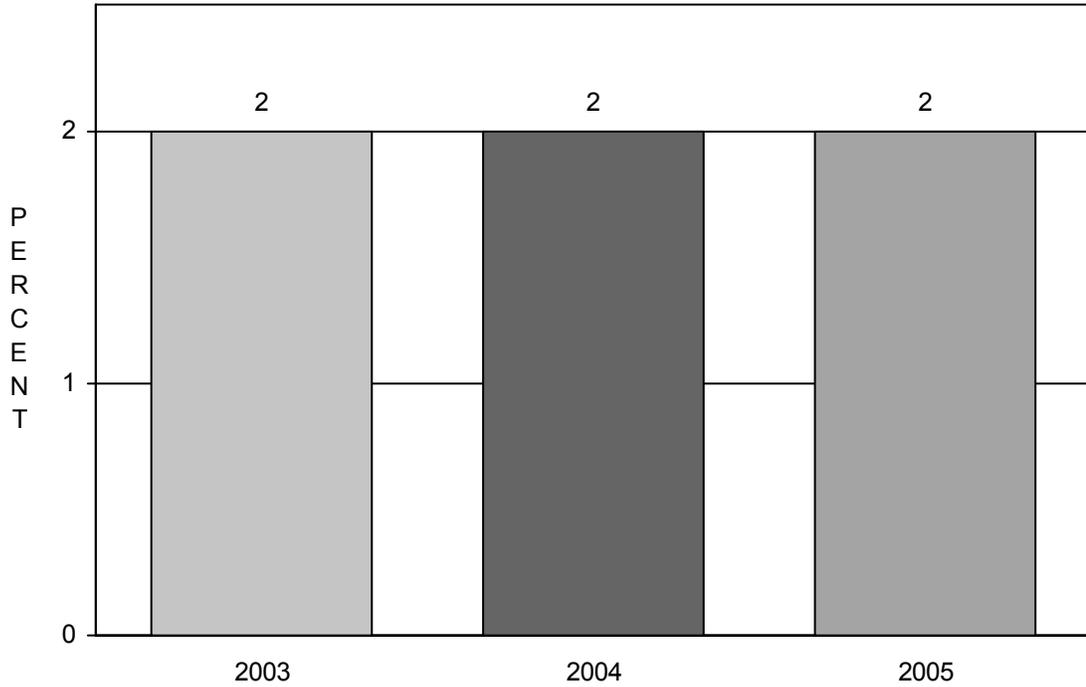
FIGURE 47
 Other Activities Participated In While Visiting Mesquite*



Starting in 2004, respondents were asked whether they participated (or planned to participate) in several other activities during their visit to Mesquite (Figure 47). Seventy-eight percent (78%) said they ate at a coffee shop or café in Mesquite, and 56% said they ate at a buffet. Thirteen percent (13%) said they watched a lounge act (down from 17% in 2004), 13% relaxed by or swam in a pool, 9% ate at a fine dining establishment, and 6% visited a spa. One percent (1%) went hiking, a decrease from 3% last year.

* Multiple responses were permitted to this question.

FIGURE 48
Whether Stopped By The Mesquite Visitors Center*



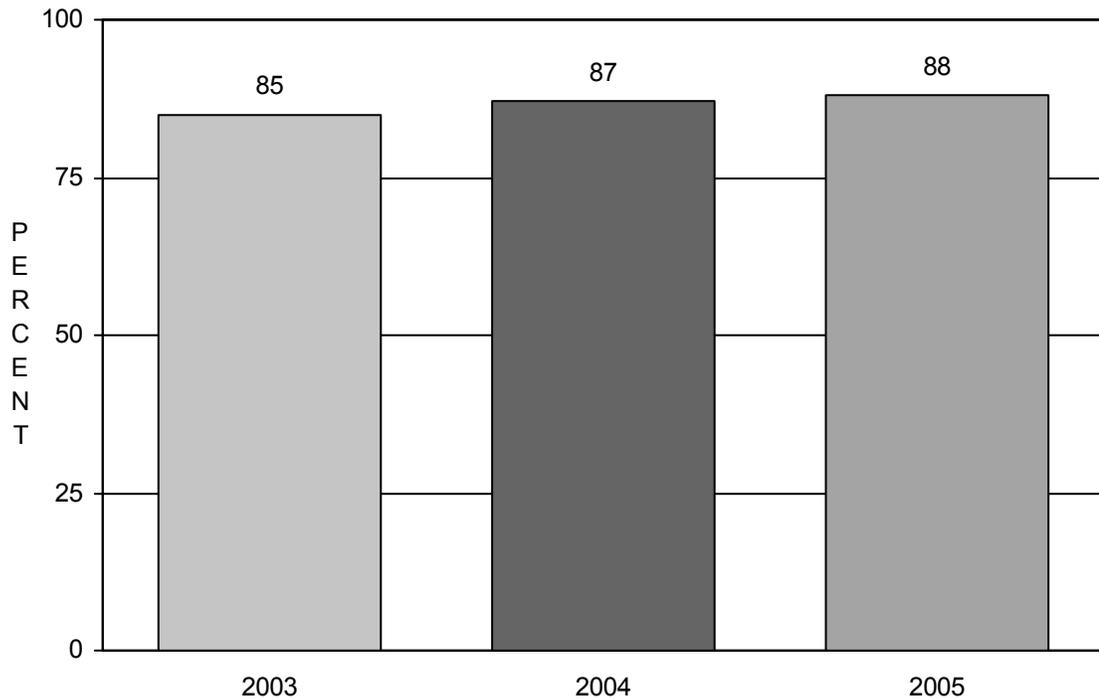
Two percent (2%) of visitors said they stopped by the Mesquite Visitors Center while in Mesquite, the same as past years (Figure 48).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

GAMING BEHAVIOR AND BUDGETS

Eighty-eight percent (88%) of visitors gambled while in Mesquite, up from 85% in 2003 (Figure 49).

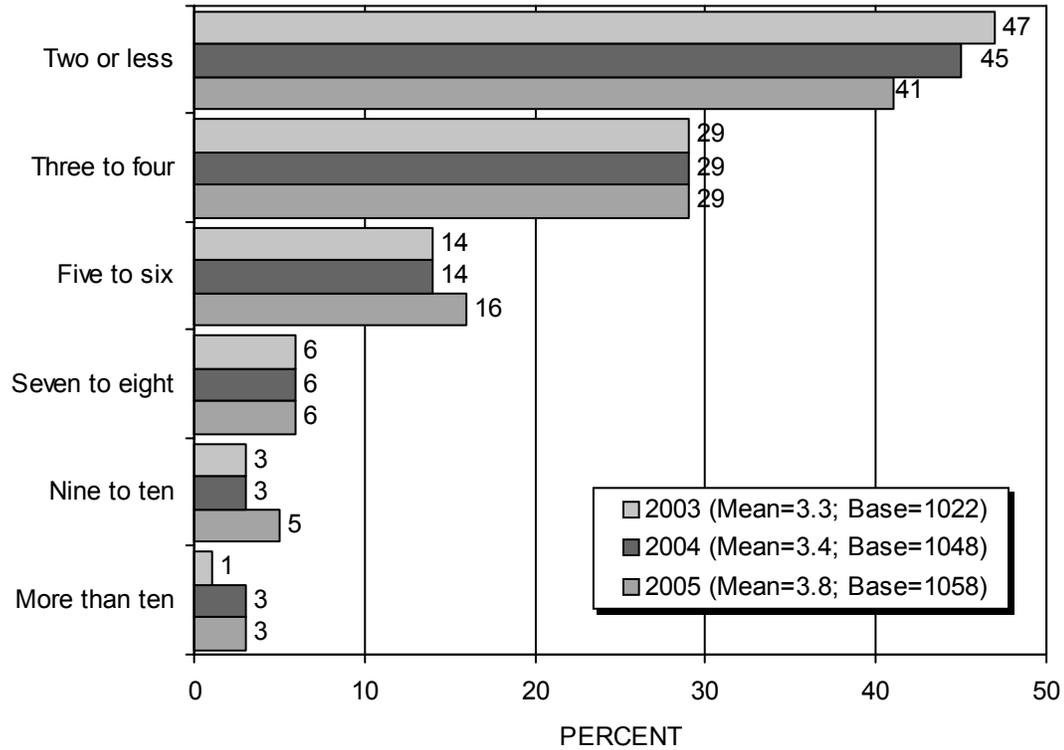
FIGURE 49
Whether Gambled While in Mesquite*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "Yes" responses are reported in this figure.

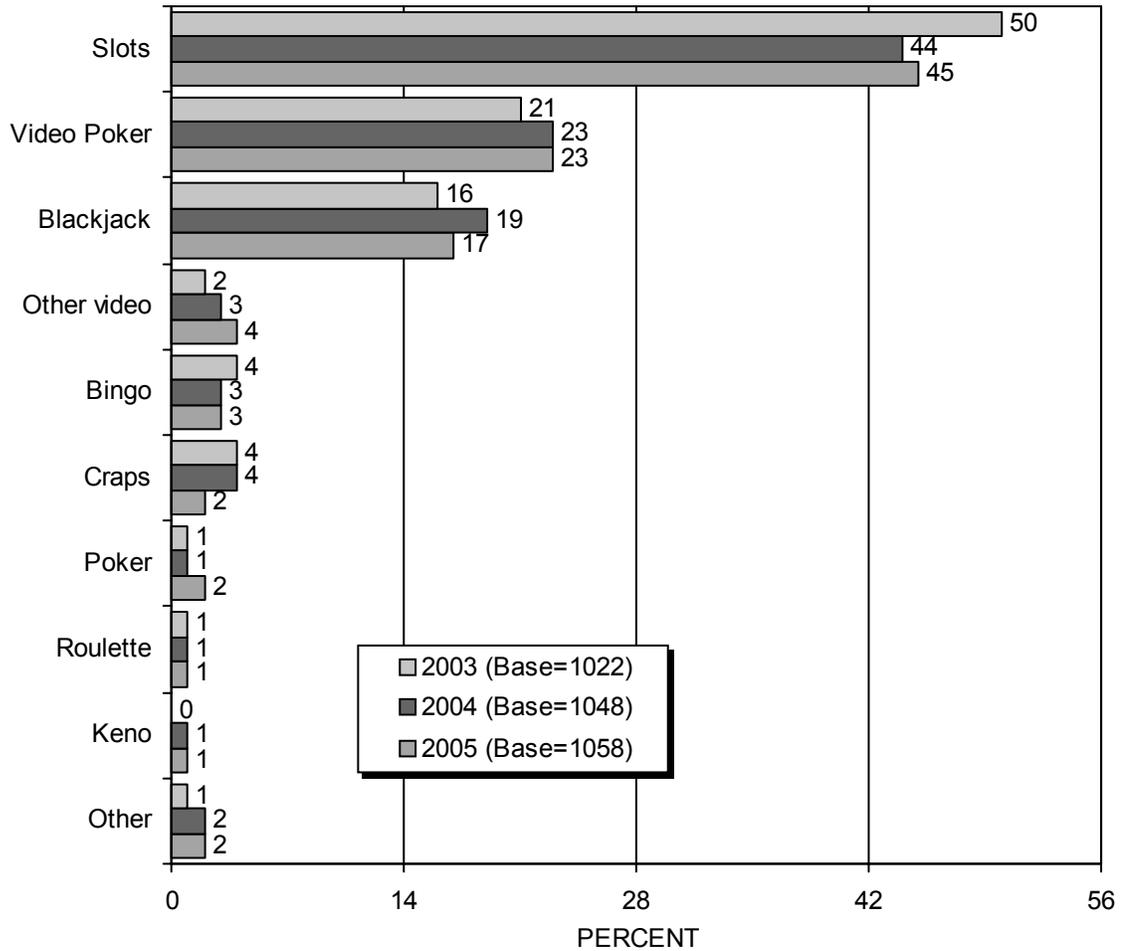
FIGURE 50
 Hours Of Gambling — Average Per Day*
 (Among Those Who Gambled)



Among those who gambled while in Mesquite in 2005, 41% spent two hours or less gambling daily, down from 47% in 2003 and 45% in 2004 (Figure 50). However, 8% spent nine or more hours per day gambling, up significantly from 4% in 2003 and 6% in 2004. The average (mean) number of hours spent gambling was 3.8, up from 3.3 in 2003 and 3.4 last year.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

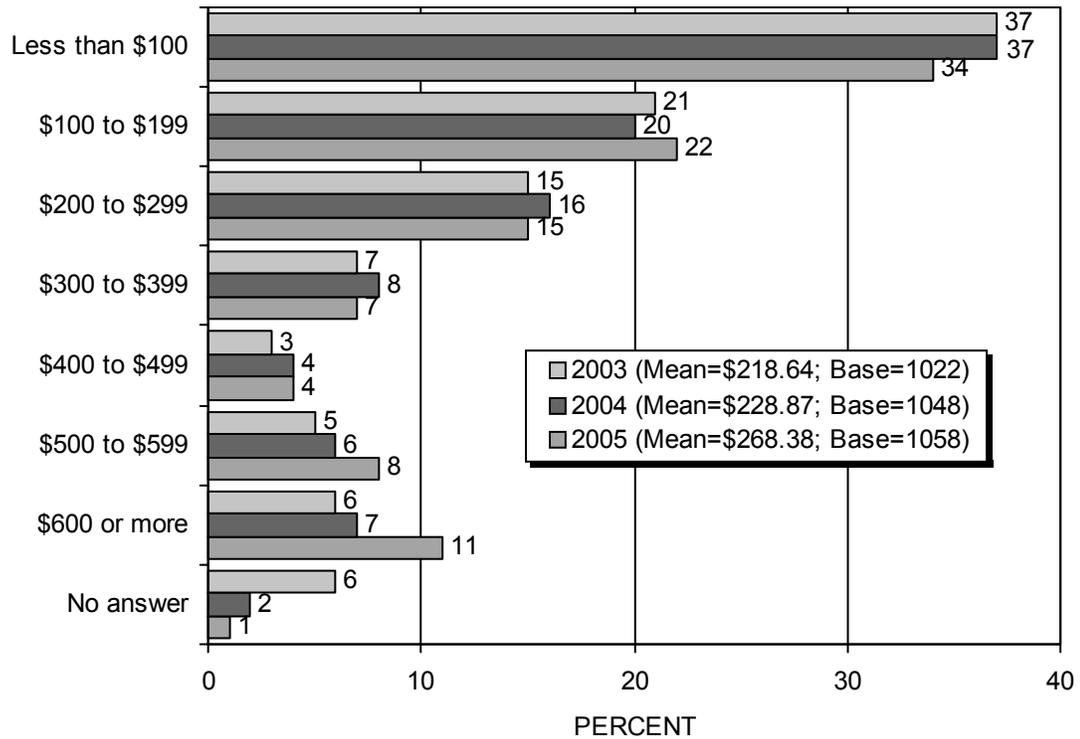
FIGURE 51
 Casino Game Played Most Often*
 (Among Those Who Gambled)



As Figure 51 shows, the largest proportion of gamblers (45%) played slot machines most often, although this is down significantly from 2003 (50%). This was followed by video poker (23%), and blackjack (17%). Players of all other games make up the remaining 15% of the total. Two percent (2%) of visitors played craps most frequently, down from 4% each in 2003 and 2004, and 2% played poker most often, up from 1% each in 2003 and 2004.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

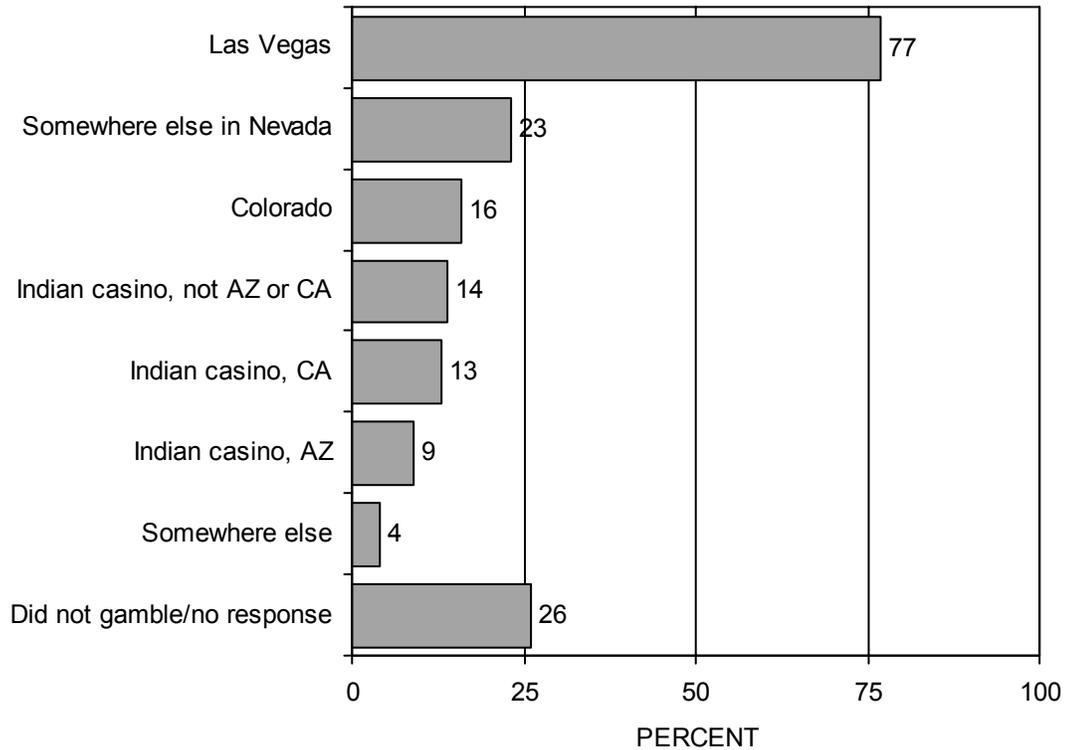
FIGURE 52
Trip Gambling Budget*
(Among Those Who Gambled)



The average trip gambling budget in 2005 was \$268.38, up from \$218.64 in 2003 and \$228.87 in 2004 (Figure 52). The increase can be traced to an increase in those who budgeted \$500 to \$599 for gambling (8%, up from 5% in 2003 and 6% in 2004), or \$600 or more (11%, up from 6% in 2003 and 7% in 2004).

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

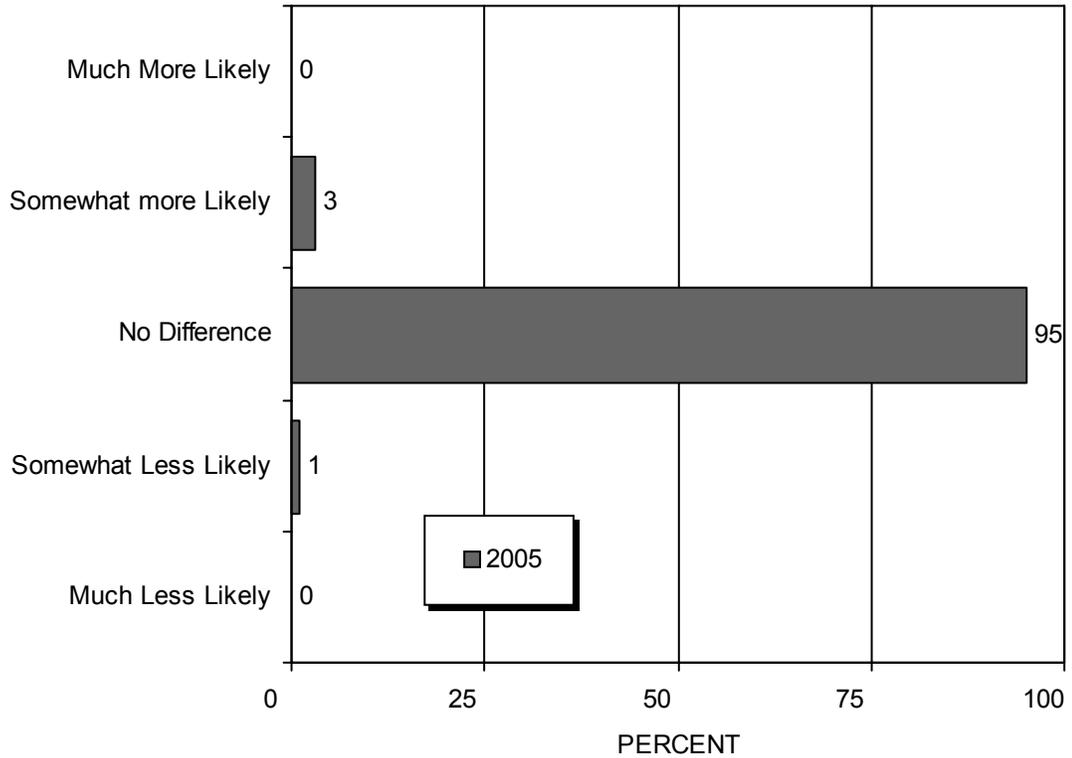
FIGURE 53
Where Respondents Gambled Outside Mesquite*



Beginning in 2005, all Mesquite respondents were asked where else they had gambled in a casino facility during the past 12 months outside Mesquite. Seventy-seven percent (77%) of respondents reported gambling in Las Vegas during the past year, 23% gambled somewhere else in Nevada, 16% gambled at a casino in Colorado, 14% at a casino on an Indian reservation not in Arizona or California, 13% at an Indian reservation in California, 9% at an Indian reservation in Arizona, and 4% gambled somewhere else over the past 12 months (Figure 53). One-quarter of respondents (26%) didn't gamble at any of these locations outside Mesquite.

* Multiple responses were permitted to this question.

FIGURE 54
Likelihood Of Visiting Mesquite With
More Places To Gamble Outside Mesquite



Beginning in 2005, all visitors to Mesquite were asked a competitive impact question, worded as follows:

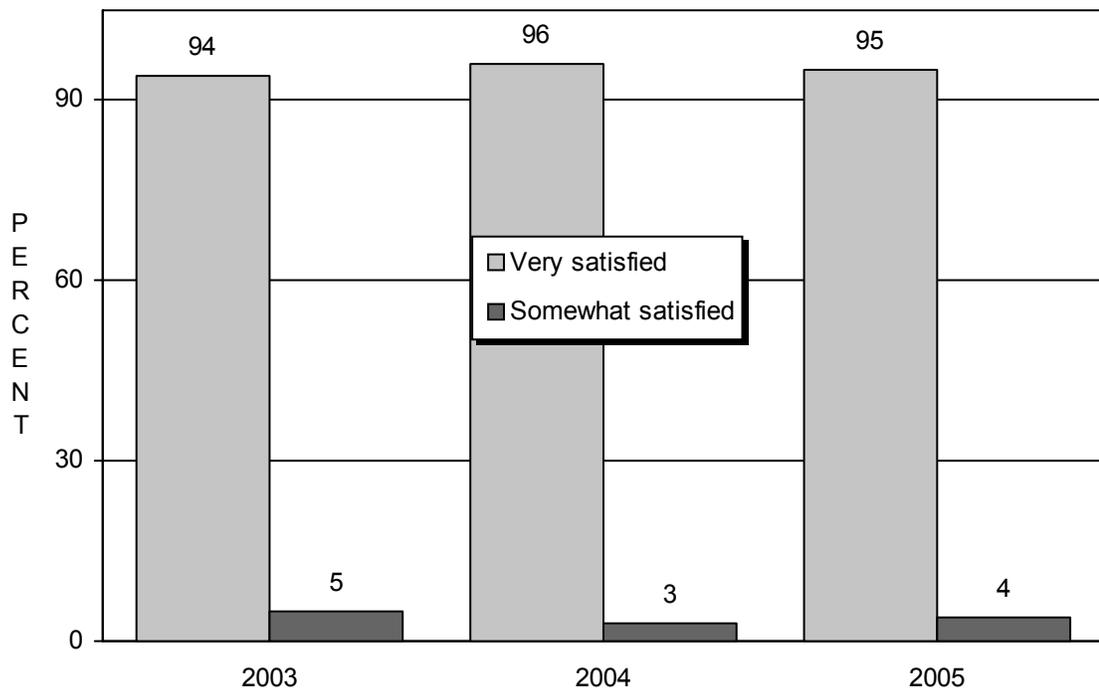
“Now that there are more places to gamble outside of Mesquite, do you feel you are more likely or less likely to visit Mesquite, or does it not make a difference in your decision to visit Mesquite?”

The overwhelming majority (95%) said that having other places to gamble made no difference in their decision to visit Mesquite. Only 3% said it made them somewhat more likely to visit Mesquite, and only 1% said it made them somewhat less likely to visit Mesquite (Figure 54).

ATTITUDINAL INFORMATION

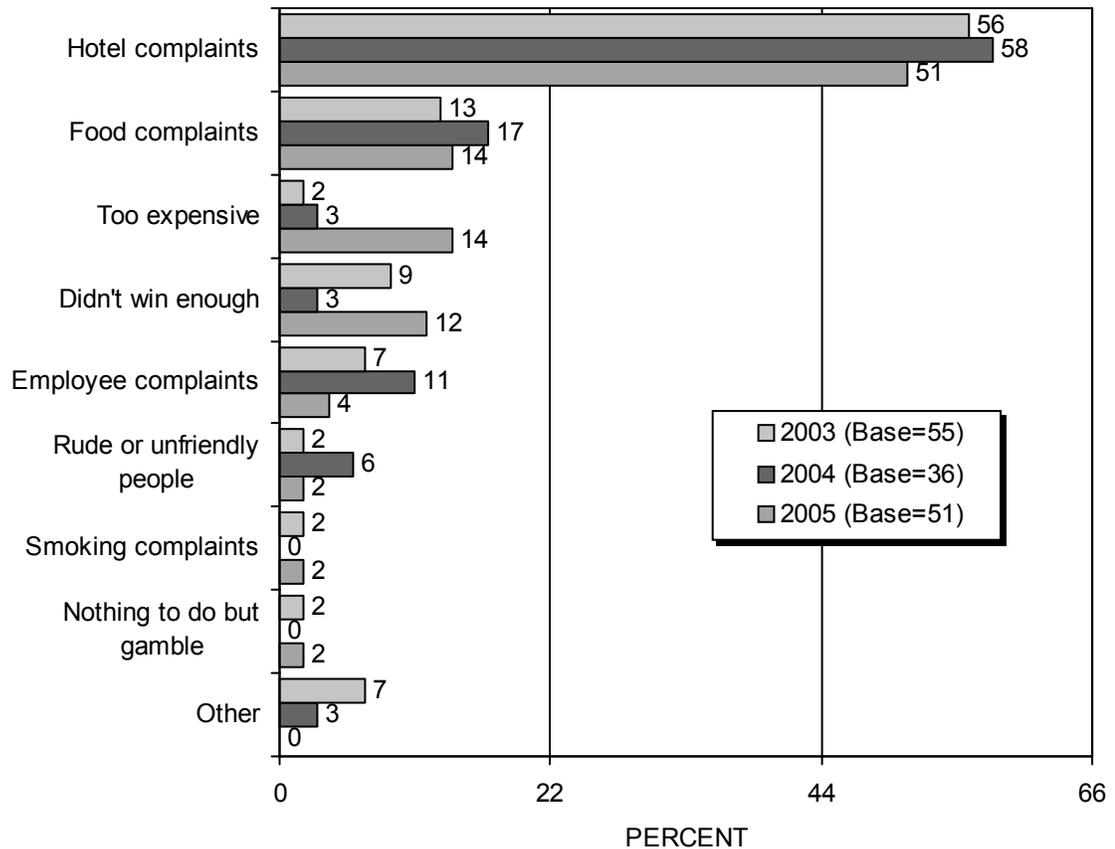
Virtually all (99%) visitors gave Mesquite a high satisfaction rating (Figure 55), with 95% of visitors saying they were “very” satisfied with their visit to Mesquite. Four percent (4%) were “somewhat” satisfied, and only 1% of visitors expressed dissatisfaction.

FIGURE 55
Satisfaction With Visit*



* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

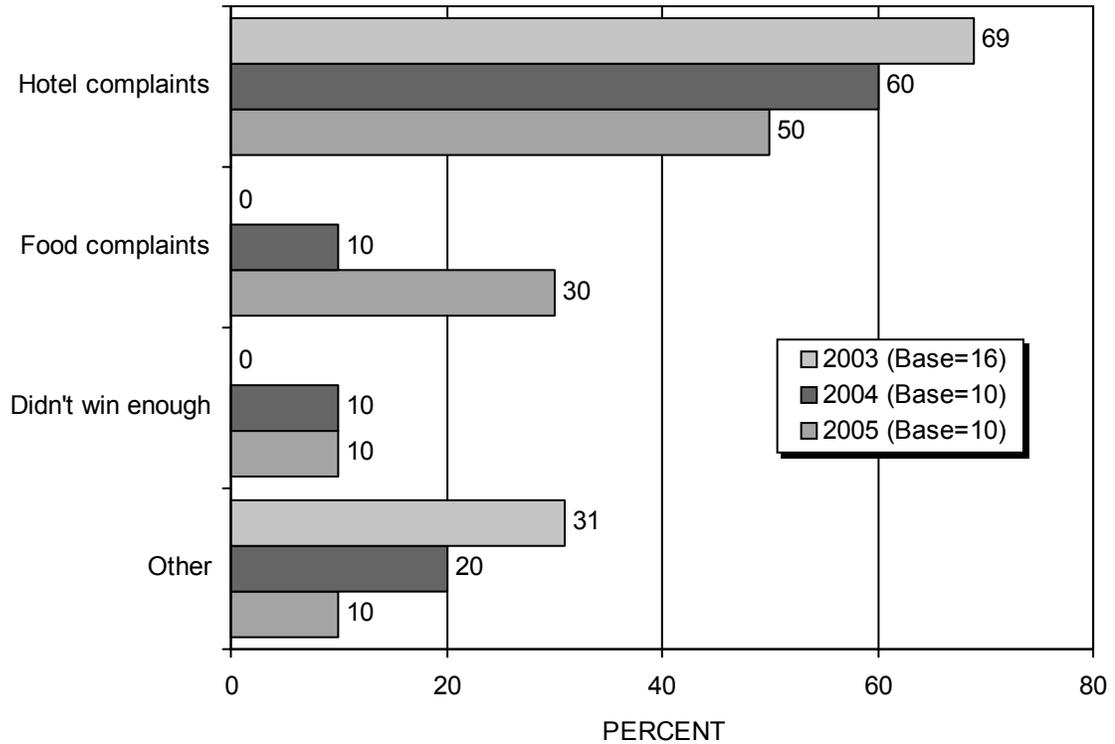
FIGURE 56
 Why Not “Very” Satisfied With Visit*
 (Among Those Who Were “Somewhat” Satisfied)



Those who were “somewhat” satisfied with their visit to Mesquite were asked why they were not “very” satisfied (Figure 56). Of the 51 respondents in this category in 2005, the largest proportion (51%) said they had hotel complaints, similar to past years. Fourteen percent (14%) complained about the food, another 14% said Mesquite was too expensive (up from 2% in 2003 and 3% in 2004), 12% said they didn’t win enough money gambling, 4% complained about hotel/casino employees, and 2% each mentioned rude or unfriendly people, smoking, or said there was nothing to do in Mesquite but gamble.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 57
 Why Dissatisfied With Visit*
 (Among Those Who Were Dissatisfied)



Those who were dissatisfied with their visit to Mesquite were asked why (Figure 57). Of the 10 respondents in this category, five (50%) had hotel complaints, while three (30%) complained about the food.

* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

VISITOR DEMOGRAPHICS

As Figures 58 and 59 show, respondents to the 2005 Mesquite Visitor Profile were likely to be married (88%), white (97%), 50 years old or older (79%, up from 68% in 2003), and from the Western U.S. (80%). Respondents were as likely to be employed (50%, down from 57% in 2003 and 54% in 2004) as retired (47%, up from 39% in 2003 and 42% in 2004). Six in ten visitors (60%) had a household income of less than \$60,000 (up from 54% in 2003), while 37% had incomes of \$60,000 or more. Four in ten (39%) had a high school education or less.

FIGURE 58
 VISITOR DEMOGRAPHICS

	YEAR 2003	YEAR 2004	YEAR 2005
<u>GENDER</u>			
Male	51%	50%	50%
Female	49	50	50
<u>MARITAL STATUS</u>			
Married	88	86	88
Single	3	5	3
Separated/divorced	6	6	6
Widowed	3	4	4
<u>EMPLOYMENT</u>			
Employed	57	54	50
Unemployed	2	1	1
Student	0	0	0
Retired	39	42	47
Homemaker	3	3	2
<u>EDUCATION</u>			
High school or less	41	38	39
Some college	34	35	35
College graduate	23	25	23
Trade/vocational school	2	3	3
<u>AGE</u>			
21 to 29	4	3	2
30 to 39	9	7	5
40 to 49	19	17	15
50 to 59	28	29	31
60 to 64	14	17	19
65 or older	26	27	29
Refused/No answer	1	0	0
MEAN	55.0	56.3	57.8
BASE	(1200)	(1200)	(1200)

FIGURE 59
VISITOR DEMOGRAPHICS
(Continued/2)

	YEAR 2003	YEAR 2004	YEAR 2005
<u>ETHNICITY</u>			
White	96%	97%	97%
African-American/Black	1	0	1
Asian/Asian American	1	1	0
Hispanic/Latino	2	1	1
Other	1	1	1
<u>HOUSEHOLD INCOME</u>			
Less than \$20,000	2	6	3
\$20,000 to \$39,999	24	25	27
\$40,000 to \$59,999	28	26	30
\$60,000 to \$79,999	21	20	22
\$80,000 or more	18	17	15
Not sure/no answer	8	5	4
<u>VISITOR ORIGIN</u>			
<u>U.S.A.</u>	<u>93</u>	<u>93</u>	<u>91</u>
Eastern states [*]	2	3	2
Southern states [†]	3	3	3
Midwestern states [‡]	10	8	6
<u>Western states[§]</u>	<u>78</u>	<u>79</u>	<u>80</u>
<u>California</u>	<u>10</u>	<u>10</u>	<u>9</u>
Southern California	9	9	7
Northern California	1	1	1
<u>All Other West</u>	<u>68</u>	<u>69</u>	<u>71</u>
Utah	32	31	30
Arizona	4	3	5
Greater Las Vegas	10	10	10
Other West	23	25	26
No ZIP code given	0	0	0
<u>Foreign</u>	<u>7</u>	<u>7</u>	<u>9</u>
BASE	(1200)	(1200)	(1200)

^{*} Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

[†] Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

[‡] Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

[§] Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

APPENDIX:

**QUESTIONNAIRE WITH
AGGREGATE RESULTS**

RESPONDENT ID# _____
 INTERVIEW DATE: ____/____/____
INTERVIEW DAY:
 INTERVIEW LOCATION CODE _____
 TIME STARTED (USE 24-HOUR CLOCK)
 ____:____

TIME ENDED (USE 24-HOUR CLOCK)
 ____:____
 INTERVIEW LENGTH _____ MIN.
 INTERVIEWER ID # _____
RESPONDENT GENDER (BY OBSERVATION)
 MALE50%
 FEMALE50

Hello. I'm _____ from GLS Research, a national marketing research firm. We are conducting a survey of visitors to Mesquite. All answers are kept strictly confidential.

1. Are you a visitor to Mesquite, or are you a resident of the Mesquite area?

VISITOR.....	ASK Q2
RESIDENT	TERMINATE
NOT SURE/DK	
REFUSED/NA.....	

2. We are supposed to interview people who are 21 years old or older. Are you 21 years old or older?

YES	ASK Q3
NO	TERMINATE
NOT SURE/DK	
REFUSED/NA.....	

3. Will you be leaving Mesquite within the next 24 hours?

YES	ASK A1
NO	TERMINATE
NOT SURE/DK.....	
REFUSED/NA	

A1. Is this your first visit to Mesquite, or have you visited before?

FIRST VISIT	13%	SKIP TO A4 ON PAGE 2
VISITED BEFORE.....	87	ASK A2
NOT SURE/DK.....	0	
REFUSED/NA	0	

A2. Including this trip, how many times have you visited Mesquite in the *past 5 years*? **(RECORD NUMBER BELOW AS 2 DIGITS. IF RESPONDENT SAYS "1," CONFIRM THAT THIS IS NOT THE RESPONDENT'S FIRST VISIT.)**

20.85 MEAN (ALL VISITORS)
23.92 MEAN (REPEAT VISITORS) (N=1039)

A3. Including this trip, how many times have you visited Mesquite in the *past 12 months*? **(RECORD NUMBER BELOW AS 2 DIGITS.)**

8.72 MEAN (ALL VISITORS)
9.92 MEAN (REPEAT VISITORS) (N=1039)

A4. **(ASK OF ALL RESPONDENTS.)**
 How did you first become aware of Mesquite?
(ASK AS AN OPEN-ENDED QUESTION. ACCEPT ONLY ONE RESPONSE.)

NEWSPAPER AD 1%
 MAGAZINE AD..... 1
 RADIO OR TELEVISION AD 4
 BILLBOARD/SIGN 5
 FRIENDS/RELATIVES
 (WORD-OF-MOUTH)..... 41
 TRAVEL AGENT 1
 HOTEL/MOTEL DIRECTORY..... 1
 JUST PASSING THROUGH 45
 BROCHURE/PAMPHLET 1
 SOME OTHER WAY 2
 NOT SURE/DK..... 0
 REFUSED/NA 0

A5. What was the *primary purpose* of *THIS* trip to Mesquite? **(ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE.)**

TO ATTEND OR WORK AT A
 CONVENTION/TRADE SHOW0%
 TO ATTEND A
 CORPORATE MEETING 1
 TO GAMBLE..... 16
 INCENTIVE TRAVEL
 PROGRAM (WON A TRIP AS A
 BONUS
 FROM EMPLOYER).....0
 VACATION/PLEASURE20
 VISIT FRIENDS/RELATIVES3
 TO ATTEND A SPECIAL
 EVENT (E.G., GOLF, RODEO,
 OR A FIGHT).....3
 TO ATTEND/PARTICIPATE
 IN A CASINO TOURNAMENT0
 OTHER BUSINESS
 PURPOSES..... 1
 JUST PASSING THROUGH27
 WEDDING/TO GET MARRIED0
 TO PLAY GOLF5
 TO GO TO A SPA.....0
 TO RELAX/GET AWAY 16
 TO DINE6
 SOME OTHER REASON2
 NOT SURE/DK0
 REFUSED/NA.....0

A6. Is this visit to Mesquite part of a longer trip where Mesquite is just one leg of that trip, or is Mesquite your only destination?

PART OF LONGER TRIP 60%	ASK A7
ONLY DESTINATION..... 40	SKIP TO B1
NOT SURE/DK 0	
REFUSED/NA..... 0	

A7. You just said Mesquite was not your only destination on this trip. When you left your home town or city, what was the PRIMARY destination of your trip? **(ASK AS AN OPEN-ENDED QUESTION. ACCEPT ONLY ONE RESPONSE. NOTE: THE PRIMARY DESTINATION CANNOT BE THEIR HOME TOWN OR CITY. PROBE IF NECESSARY TO MAKE SURE IT IS NOT: "That's not your home town or city, is it?")**
(N=717)

- LAS VEGAS, NEVADA 23%
- MESQUITE, NEVADA..... 20
- CALIFORNIA..... 16
- UTAH..... 13
- ARIZONA 13
- OTHER NEVADA 4
- COLORADO..... 1
- OTHER WEST 3
- OTHER U.S..... 2
- OTHER NORTH AMERICA 0
- NO PARTICULAR DESTINATION..... 5

B1. Did you travel to Mesquite by... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

- Air..... 0%
- Bus
(IF "YES" ASK, "Do you mean...":)
Regularly scheduled bus service like Greyhound..... 0
- Or a chartered or escorted bus service or bus tour 2
- Automobile..... 83
- Truck..... 10
- Motorcycle 0
- Recreational Vehicle (RV)..... 4
- REFUSED/NA..... 0

B2. How far in advance did you plan this trip to Mesquite? **(ASK AS OPEN END.)**

- SAME DAY 22%
- 1-3 DAYS BEFORE 15
- 4-6 DAYS BEFORE 5
- 7-14 DAYS BEFORE 18
- 15-30 DAYS BEFORE 14
- 31-60 DAYS BEFORE 10
- 61-90 DAYS BEFORE 3
- MORE THAN 90 DAYS BEFORE..... 14
- NOT SURE/DK 0
- REFUSED/NA..... 0

B3. Did a travel agency assist you in planning your trip?

YES3%	ASK B4
NO97	SKIP TO B5
NOT SURE/DK.....0	
REFUSED/NA0	



(ASK ONLY OF THOSE WHO SAID "YES" IN B3.)

B4. Did the travel agent... **(READ LIST)** (N=33)

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>RE-FUSED</u>
Influence your decision to visit Mesquite?.....	14%	86%	0%	0%
Influence your choice of accommodations?	17	83	0	0
"Book" your transportation?.....	66	34	0	0

B4a. Did you use the Internet in planning your trip?

YES 12%

NO 88

(ASK ONLY OF THOSE WHO SAID "YES" IN B4a.)

B4b. Did you find information on the Internet that influenced your choice of accommodations?

YES 27% (N=142)

NO 73

B5. **(ASK OF ALL RESPONDENTS.)**

At what point in your planning did you decide... **(READ LIST AND FIRST 3 RESPONSE CODES.)**

AMONG ALL RESPONDENTS:

- a. Where to lodge in Mesquite?
- b. What shows to see in Mesquite?
- c. What attractions to visit in or near Mesquite?
- d. What events to attend in Mesquite?
- e. Where to gamble in Mesquite?
- f. What recreational activities you would enjoy in Mesquite?

	READ THESE RESPONSE CODES			DO NOT READ THESE RESPONSE CODES		
	Before Leaving Home	While En Route To Mesquite	After Arrival	DOES NOT APPLY	DON'T KNOW	RE-FUSED
a. Where to lodge in Mesquite?	62%	1%	5%	32%	0%	0%
b. What shows to see in Mesquite?	6	0	9	85	0	0
c. What attractions to visit in or near Mesquite?	11	0	2	87	0	0
d. What events to attend in Mesquite?	5	0	0	95	0	0
e. Where to gamble in Mesquite?	67	5	17	12	0	0
f. What recreational activities you would enjoy in Mesquite?	14	0	1	85	0	0

AMONG THOSE TO WHOM THE QUESTION APPLIES:

- a. Where to lodge in Mesquite?
- b. What shows to see in Mesquite?
- c. What attractions to visit in or near Mesquite?
- d. What events to attend in Mesquite?
- e. Where to gamble in Mesquite?
- f. What recreational activities you would enjoy in Mesquite?

	Before Leaving Home	While En Route To Mesquite	After Arrival	DK/NA	
a. Where to lodge in Mesquite?	91%	2%	7%	0%	(N=818)
b. What shows to see in Mesquite?	40	0	59	1	(N=176)
c. What attractions to visit in or near Mesquite?	87	1	12	1	(N=155)
d. What events to attend in Mesquite?	97	0	2	2	(N=58)
e. Where to gamble in Mesquite?	76	5	19	0	(N=1058)
f. What recreational activities you would enjoy in Mesquite?	96	0	3	1	(N=179)

C1. On this trip to Mesquite, where did you lodge?
(ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. A "LODGING" IS ANY PLACE THE RESPONDENT SLEPT OVERNIGHT. SOME PEOPLE MIGHT COME TO MESQUITE AT NIGHT JUST TO GAMBLE THROUGH THE NIGHT AND LEAVE THE NEXT DAY. THESE PEOPLE DID NOT "LODGE" ANYWHERE — CODE 96.)

- HOTEL/MOTEL 62%
- FRIENDS/RELATIVES 2
- RV/CAMPER/CAMPING 4
- DID NOT LODGE ANYWHERE .. 32
- TIMESHARE..... 0
- NOT SURE/DK..... 0
- REFUSED/NA 0

C1a. **[ADDED 2005]**
 Which of the following **[SHOW CARD]** best describes how you, or someone in your party, booked your accommodations in Mesquite?
(ACCEPT ONLY ONE RESPONSE.) (N=741)

- a. Booked by phone, calling the hotel or motel 70%
- b. Booked through a travel agent (either in person or by phone)..... 3
- c. Booked by phone but not by calling the hotel directly and not through a travel agent 2
- d. Booked at a website on the Internet 7
- e. Booked in person at the hotel or motel..... 14
- f. The trip was a gift, prize, or incentive, so the accommodations were booked for you..... 2
- g. Not sure because someone else in your party booked the hotel and you don't know how they did it..... 2
- OTHER (SPECIFY:)
 (VOLUNTEERED)..... 0
- REFUSED/NA (VOLUNTEERED)..... 0

C1b. **[ADDED 2005]**
[IF RESPONSE "d" IN C1b IS CHOSEN, ASK:]
 Which website did you use to book your accommodations? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE).** (N=48)

- a. AOL (America Online)...2%
- b. Expedia.com 4
- c. Orbitz 4
- d. Travel.com 2
- e. Travelocity..... 6
- f. Hotel web site (any)..... 69
- g. OTHER 13
- h. NOT SURE/DK 0
- i. REFUSED/NA..... 0

C2. How far in advance did you make your reservations for your (hotel room/motel room/RV park space) for this trip to Mesquite? **(ASK AS OPEN END.)** (N=741)

- SAME DAY 18%
- 1-6 DAYS BEFORE 20
- 7-14 DAYS BEFORE 25
- 15-30 DAYS BEFORE 15
- MORE THAN 30 DAYS BEFORE 21
- NOT SURE/DK 1
- REFUSED/NA..... 0

C3. Including yourself, how many people stayed in your room? (N=741)

- ONE 7%
- TWO 85
- THREE 4
- FOUR 3
- FIVE OR MORE 1
- REFUSED/NA..... 0

2.06 MEAN

C4. Which of the following rate categories best describes your room rate? **(SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.)**(N=741)

HOTEL/TRANSPORTATION PACKAGE DEAL2%	ASK C5
TOUR/ TRAVEL GROUP0	
HOTEL/AMENITIES PACKAGE DEAL11	SKIP TO C8
CONVENTION GROUP/ COMPANY MEETING.....1	
CASINO RATE2	
REGULAR FULL-PRICE ROOM RATE58	SKIP TO C9
CASINO COMPLIMENTARY.....23	
ANOTHER RATE4	SKIP TO C8
NOT SURE/DK.....0	
REFUSED/NA0	

C5 Did you purchase your package directly from a hotel? (N=96)

YES.....70%

NO.....30

NOT SURE/DK0

REFUSED/NA.....0

C6. What was the total *PER PERSON* cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=96)

\$0 - \$49 4%

\$50 - \$99 28

\$100 - \$149 24

\$150 or more 40

Refused/No answer 4

\$276.09 MEAN
\$125.00 MEDIAN

C7. Where did you *first* hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=96)

NEWSPAPER 1%

TELEVISION 10

RADIO 8

MAGAZINE 3

TRAVEL AGENT 12

WORD-OF-MOUTH 47

OUTDOOR BILLBOARD 0

INTERNET/WEBSITE 6

OFFER RECEIVED IN THE MAIL 2

RESERVATION AGENT/ CALL CENTER 10

OTHER 0

NOT SURE/DK 0

REFUSED/NA 0

PACKAGE VISITORS SKIP TO C9

C8. **(ASK ONLY OF NON-PACKAGE VISITORS)**
 By the time you leave Mesquite, how much will you have spent, *on average per night*, on your hotel or motel room? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=476)

\$0 - \$24 8%

\$25 - \$49 51

\$50 or more 33

Refused/No answer 7

\$47.74 MEAN
\$41.00 MEDIAN

C8a. How did you *first* find out about the room rate you paid? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=476)

- RESERVATION AGENT/
CALL CENTER 80
- WORD-OF-MOUTH..... 7
- INTERNET AD (POP-UP
OR BANNER AD)
/WEBSITE..... 8
- OFFER RECEIVED IN THE MAIL..... 1
- TRAVEL AGENT 2
- OTHER 1
- NOT SURE/DK 2

C9. **(ASK OF ALL RESPONDENTS.)**

Including yourself, how many adults 21 years old or older are in your IMMEDIATE party (such as a spouse or friends who are traveling with you)? (IF RESPONDENT SAYS MORE THAN 8, EXPLAIN: "If you are part of a tour group, do not include all members of your tour group — only those adult friends and relatives who are traveling with you.")

(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)

- 1..... 12%
- 2..... 76
- 3..... 5
- 4..... 5
- 5 or more 1
- 2.08 MEAN
- 2.00 MEDIAN

C10. Are there any people *under the age of 21* in your IMMEDIATE party?

- YES 4%
- NO 96
- NOT SURE/DK..... 0
- REFUSED/NA 0

C11. By the time you leave, how many *nights* will you have stayed in Mesquite? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)**

- None 32%
- 1 22
- 2 22
- 3 11
- 4 5
- 5 or more 9
- 1.75 MEAN
- 1.00 MEDIAN

IF THE ANSWER TO C11 IS "00," THEN C1 MUST BE "96."

C12. By the time you leave, how many *days* will you have been in Mesquite? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. MUST BE AT LEAST "01.")**

- 1 32%
- 2 22
- 3 22
- 4 11
- 5 5
- 6 or more 9
- 2.75 MEAN
- 2.00 MEDIAN

C13. On what day of the week did you arrive in Mesquite?

- SUNDAY 16%
- MONDAY 14
- TUESDAY 13
- WEDNESDAY 14
- THURSDAY 15
- FRIDAY 15
- SATURDAY..... 14
- REFUSED/NA..... 0

D1. Have you gambled during this visit to Mesquite?

YES 88%	ASK D2
NO 12	
NOT SURE/DK..... 0	SKIP TO D5 ON PAGE 7
REFUSED/NA 0	

D2. On average, how many hours *PER DAY* did you spend gambling? **(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. IF GREATER THAN 12, CLARIFY BY ASKING: "Do you mean that you spent on average [FILL IN NUMBER OF HOURS] hours gambling every day you were here?")** (N=1058)

0-2	41%
3-4	29
5-6	16
7-8	6
9-10	5
MORE THAN 10	3
<u>3.77</u> MEAN	
<u>3.00</u> MEDIAN	

D3. Which type of casino game do you play *MOST OFTEN*. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=1058)

SLOT MACHINES	45%
VIDEO POKER.....	23
OTHER VIDEO MACHINES (21, KENO, ETC.).....	4
BINGO	3
BLACKJACK.....	17
CRAPS	2
KENO	1
POKER.....	2
ROULETTE	1
OTHER	2
NOT SURE/DK.....	0
REFUSED/NA	0

D4. Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you. **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=1058)

\$1 - \$99	34%
\$100 - \$199	22
\$200 - \$299	15
\$300 - \$399	7
\$400 - \$499	4
\$500 - \$599	8
\$600 or more	11
Refused/No answer.....	1
<u>\$268.38</u> MEAN	
<u>\$100.00</u> MEDIAN	

D12. **(ASK OF ALL RESPONDENTS.)**

In which of the following locations have you gambled at a casino facility during the past 12 months? Please do not include "card rooms," even though they are similar to casinos. Have you gambled... **(READ LIST)**

SUMMARY OF YES RESPONSES

A. At a casino on an Indian reservation in California	13%
B. At a casino on an Indian reservation in Arizona	9
C. At a casino on an Indian reservation outside of California and Arizona	14
D. At a casino in Colorado	16
I. In Las Vegas, Nevada	77
J. Somewhere else in Nevada (outside the Las Vegas area)	23
OTHER (SPECIFY:)	4

D15. Now that there are more places to gamble outside of Mesquite, do you feel you are **MORE LIKELY** or **LESS LIKELY** to visit Mesquite, or does it make **NO DIFFERENCE** in your decision to visit Mesquite? **(IF MORE OR LESS LIKELY, ASK:) Is that MUCH (more/less likely) or SOMEWHAT (more/less likely)?**

MUCH MORE LIKELY	0%
SOMEWHAT MORE LIKELY	3
NO DIFFERENCE.....	95
SOMEWHAT LESS LIKELY	1
MUCH LESS LIKELY.....	0
NOT SURE/DK	0
REFUSED/NA.....	0
<u>3.03</u> MEAN	

B6. Will you (or did you) visit other areas of Nevada or the surrounding area, either before or after this visit to Mesquite?

YES..... 44%	ASK B7
NO..... 56	SKIP TO B8
NOT SURE/DK..... 0	
REFUSED/NA..... 0	

B7. On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**

- A. Las Vegas 64% (N=527)
- B. Laughlin..... 11
- C. Primm (Stateline) 4
- D. Hoover Dam 8
- E. Lake Mead..... 7
- F. Mt. Charleston/ Lee Canyon 0
- G. Valley of Fire 7
- H. Grand Canyon..... 8
- I. Death Valley 0
- J. Bryce Canyon..... 8
- K. Zion National Park..... 15
- L. St. George (Utah)..... 21
- X. Other 9

B8. Which of the following activities did you (or will you) participate in during your stay in Mesquite? **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**

- A. Relax or swim at a pool 13%
- B. Play golf..... 7
- C. Visit a spa 6
- D. Eat at a buffet 56
- E. Eat at a coffee shop/café..... 78
- F. Eat at a fine dining establishment 9
- G. Hiking..... 1
- H. Watch a lounge act..... 13
- I. Other..... 1

B9. While in Mesquite, did you stop by the Mesquite Visitors Center?

- YES.....2%
- NO98
- NOT SURE/DK0
- REFUSED/NA.....0

C14. By the time you leave Mesquite, how much will you have spent *ON AVERAGE PER DAY* in Mesquite for... **(READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

- A. Food and drink. Please include only your own, personal expenses and not those of your entire party. \$53.84 MEAN (INCLUDING \$0) (PER TRIP AVERAGES)
\$60.33 MEAN (EXCLUDING \$0)
- B. Local transportation (for example, car rental, taxi limo, gas). Please include all your daily transportation expenses \$1.74 MEAN (INCLUDING \$0) (PER TRIP AVERAGES)
\$40.15 MEAN (EXCLUDING \$0)

C15. By the time you leave Mesquite, how much will you have spent in Mesquite on each of the following items *IN TOTAL FOR YOUR ENTIRE TRIP*? Please include only your own, personal expenses and not those of your entire party. **(READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)**

- A. Recreational activities such as golf, horseback riding, a spa, or shooting \$10.00 MEAN (INCLUDING \$0)
\$121.23 MEAN (EXCLUDING \$0)
- B. Shows/entertainment (not including gambling)..... \$0.02 MEAN (INCLUDING \$0)
\$11.00 MEAN (EXCLUDING \$0)
- X. Other \$4.76 MEAN (INCLUDING \$0)
\$77.14 MEAN (EXCLUDING \$0)



Just a few more questions on your impressions of Mesquite in general...

F1. Overall, how satisfied were you with your visit to Mesquite? Were you... **(READ LIST.)**

Very satisfied..... 95%	SKIP TO G1 ON PAGE 9
Somewhat satisfied 4	ASK F2
Somewhat dissatisfied 1	ASK F3
Very dissatisfied *	* - less than 1%
<u>DO NOT READ</u>	
NOT SURE/DK..... 0	SKIP TO G1 ON PAGE 9
REFUSED/NA 0	

F2. You just said you were *somewhat* satisfied with your overall experience in Mesquite. What is the *MAIN* reason that keeps you from saying you were *very* satisfied? **(ACCEPT ONLY ONE RESPONSE.)** (N=51)

- | | |
|------------------------------------|--|
| HOTEL COMPLAINTS 51% | HOTEL/CASINO EMPLOYEE COMPLAINTS..... 4% |
| FOOD COMPLAINTS..... 14 | RUDE/UNFRIENDLY PEOPLE 2 |
| TOO EXPENSIVE 14 | SMOKING COMPLAINTS 2 |
| DIDN'T WIN ENOUGH GAMBLING..... 12 | NOTHING TO DO BUT GAMBLE 2 |

AFTER ANSWERING F2, SKIP TO G1

F3. What is the *MAIN* reason you were dissatisfied with your overall experience in Mesquite? **(ACCEPT ONLY ONE RESPONSE.)** (N=10)

- HOTEL COMPLAINTS 50%
- FOOD COMPLAINTS..... 30
- DIDN'T WIN ENOUGH GAMBLING..... 10
- RUDE/UNFRIENDLY PEOPLE..... 10



Now I'd like to ask you a few final questions for statistical purposes.

G1. Are you currently... **(READ LIST. ACCEPT ONLY ONE RESPONSE.)**

Employed 50%	ASK G2
Unemployed 1	SKIP TO G3
Student 0	
Retired 47	
Homemaker 2	
DO NOT READ	
REFUSED/NA 0	SKIP TO G3

G2. What is your occupation? **(SPECIFY OCCUPATION, NOT TITLE OR COMPANY NAME. "SELF EMPLOYED" IS NOT AN ACCEPTABLE RESPONSE. PROBE FOR THE TYPE OF WORK DONE.)** (N=595)

SALES/CLERICAL 30%
SERVICE WORKERS 29
PROFESSIONAL/TECHNICAL 17
MANAGERS/OFFICIALS/ PROPRIETORS 15
CRAFTWORKERS/FOREMEN 8
FARMING/AGRICULTURE 2
LABORER 1

G3. What was the last grade or year of school that you completed? **(DO NOT READ LIST.)**

GRADE SCHOOL OR SOME HIGH SCHOOL 2%
HIGH SCHOOL DIPLOMA (FINISHED GRADE 12) 37
SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE) 35
GRADUATED COLLEGE 18
GRADUATE SCHOOL (MASTER'S OR PH.D.) 5
TECHNICAL, VOCATIONAL, OR TRADE SCHOOL 3
REFUSED/NA 0

G4. What is your marital status? Are you... **(READ FIRST 4 ITEMS IN LIST.)**

Married 88%
Single 3
Separated or divorced 6
Widowed 4
REFUSED/NA 0

G5. What country do you live in?

USA 91%	ASK G6	
AUSTRALIA *	* - less than 1%	
CANADA 9		
ENGLAND (GREAT BRITAIN) *		
FRANCE 0		
GERMANY *		
ITALY 0		
JAPAN 0		
MEXICO 0		
NETHERLANDS (HOLLAND) *		SKIP TO G7
SOUTH KOREA 0		
SWEDEN 0		
OTHER EUROPE (NORWAY, DENMARK, SPAIN, PORTUGAL, ETC.; SPECIFY:) *		
OTHER *		
REFUSED/NA *	SKIP TO G7	

G6. **(ASK ONLY OF VISITORS FROM THE USA)**

What is your ZIP code, please?
(REGION - FROM ZIP CODE)

EAST	2%
SOUTH	3
MIDWEST	6
WEST	80
CALIFORNIA	9
SOUTHERN CA	7
NORTHERN CA	1
UTAH	30
ARIZONA	5
GREATER LAS VEGAS	10
OTHER WEST	26
FOREIGN VISITORS	9
NO ZIP CODE	0

G7. **(ETHNICITY BY OBSERVATION. IF UNSURE, ASK:)**

Most people think of themselves as belonging to a particular ethnic or racial group. What ethnic or racial group are you a member of? **(ASK ONLY IF NECESSARY: Are you white, Black or African American, Asian or Asian American, Hispanic or Latino — or of some other ethnic or racial background?)** * - less than 1%

WHITE	97%
BLACK OR AFRICAN AMERICAN	1
ASIAN OR ASIAN AMERICAN	*
HISPANIC/LATINO	1
NATIVE AMERICAN	1
MIXED RACE	0
OTHER	0
NOT SURE/DON'T KNOW	0
REFUSED/NO ANSWER	0

EDITORS!

ALL EUROPEAN AND MIDDLE EASTERN NATIONALITIES (FOR EXAMPLE, IRISH, ITALIAN, JEWISH, ARAB, ARMENIAN, TURKISH, ETC.) SHOULD BE CLASSIFIED AS "WHITE". ALL PACIFIC ISLANDERS (PHILIPPINES, HAWAII, SAMOA, FIJI, ETC.) SHOULD BE CLASSIFIED AS "ASIAN".

G8. What is your age, please? **(RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)**

57.83 MEAN
59.00 MEDIAN

Which of the following categories does your age fall into? **(READ LIST.)**

21 to 29	2%
30 to 39	5
40 to 49	15
50 to 59	31
60 to 64	19
65 and older	29
REFUSED/NA	0

G9. Please tell me which one of these categories includes your total household income before taxes last year. **(SHOW CARD "B".)** Include your own income and that of any member of your household who is living with you.

A. Less than \$20,000	3%
B. \$20,000 to \$29,999	11
C. \$30,000 to \$39,999	16
D. \$40,000 to \$49,999	15
E. \$50,000 to \$59,999	15
F. \$60,000 to \$69,999	12
G. \$70,000 to \$79,999	10
H. \$80,000 to \$89,999	6
I. \$90,000 to \$99,999	4
J. \$100,000 or more	5
NOT SURE/DK	0
REFUSED/NA	4

CARD A

HOTEL/MOTEL RATES

1. HOTEL/TRANSPORTATION PACKAGE DEAL

One price that includes your hotel room *and* airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

2. HOTEL/AMENITIES PACKAGE DEAL (NO TRANSPORTATION INCLUDED)

One price that includes your hotel room *and* other items such as shows, meals, or other amenities, but *does not* include airfare or bus transportation to Las Vegas.

3. TOUR/TRAVEL GROUP

You are traveling as part of a tour or travel group. The tour/travel group package price includes room *and* airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

4. CONVENTION GROUP/COMPANY MEETING

Arranged through an employer or convention.

5. CASINO RATE

Special reduced rate arranged through a casino host or casino employee.

6. REGULAR FULL-PRICE ROOM RATE

Full price, no discounts.

7. CASINO COMPLIMENTARY

Room is free of charge.

8. ANOTHER RATE

Any other special room rate not shown above.

CARD B

INCOME CATEGORIES

- A. Less than \$20,000**
- B. \$20,000 to \$29,999**
- C. \$30,000 to \$39,999**
- D. \$40,000 to \$49,999**
- E. \$50,000 to \$59,999**
- F. \$60,000 to \$69,999**
- G. \$70,000 to \$79,999**
- H. \$80,000 to \$89,999**
- I. \$90,000 to \$99,999**
- J. \$100,000 or more**