



2008
Mesquite
Visitor Profile Study

MESQUITE VISITOR PROFILE

Calendar Year 2008

Annual Report

January 1, 2008 to December 31, 2008

Prepared for:

**Las Vegas Convention And
Visitors Authority**

By:

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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.

This report presents the findings from the 1,200 personal interviews conducted by GLS Research from January 1, 2008 to December 31, 2008, as well as findings from 2004, 2005, 2006, and 2007. 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.

NOTE: The impact of the national and global economic slowdown that became more pronounced in the last quarter of 2008 and the early months of 2009 is only partially reflected in the 2008 Mesquite Visitor Profile. The data reported here represents trip characteristic averages for visitors in Mesquite over the course of the entire year of 2008. National and global economic factors negatively affecting the travel industry – especially in terms of the number of people traveling – are not accounted for in this report.

REASONS FOR VISITING

Ten percent (10%) of those surveyed this year were first-time visitors to Mesquite, similar to last year (11%), but down from 17% in 2004, and 13% in 2005. Among first-time visitors, 22% said their primary reason for visiting Mesquite was vacation or pleasure (down from 34% in 2004), and 3% mentioned gambling. The proportion of first-time visitors who said they were just passing through Mesquite was 41%. Among repeat visitors, 11% mentioned vacation or pleasure as the primary reason for their current visit, (similar to last year's 9%, but down from 22% in 2004, 18% in 2005, and 14% in 2006). Fourteen percent (14%) said they came to Mesquite primarily to gamble (down from 17% in 2005), while 39% said they were just passing through Mesquite, an increase from 29% each in 2004 and 2006, 25% in 2005, and 32% last year. Among *all visitors*, the average number of visits in the past year was 6.4 in 2008, down significantly from 8.7 in 2005, 8.3 in 2006, and 7.9 last year. The average number of visits to Mesquite in the past five years *among all visitors* was 20.1, an increase from 17.4 in 2004, but consistent with last year's figure of 21.9. During the past year, repeat visitors averaged 7.0 trips to Mesquite, significantly lower than the average of 9.9 in 2005, 9.2 in 2006, and 8.8 last year.

SUMMARY TABLE OF REASONS FOR
VISITING AND VISITATION FREQUENCY

	2004	2005	2006	2007	2008
Proportion of visitors who were first-time visitors	17%	13%	11%	11%	10%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	34%	29%	23%	17%	22%
Proportion of first-time visitors whose primary purpose for current trip was to gamble	3%	6%	6%	5%	3%
Proportion of first-time visitors whose primary purpose for current trip was just passing through	34%	37%	40%	38%	41%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	22%	18%	14%	9%	11%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	14%	17%	15%	16%	14%
Proportion of repeat visitors whose primary purpose for current trip was just passing through	29%	25%	29%	32%	39%
Average number of visits in past five years (all visitors)	17.4	20.9	21.7	21.9	20.1
Average number of visits in past five years (repeat visitors)	20.9	23.9	24.3	24.4	22.3
Average number of visits in past year (all visitors)	5.7	8.7	8.3	7.9	6.4
Average number of visits in past year (repeat visitors)	6.7	9.9	9.2	8.8	7.0

TRAVEL PLANNING

Almost all visitors arrived in Mesquite in a personal vehicle (98%), with 2% using bus services. Most visitors decided where to lodge in Mesquite prior to their visit (94%, up from 89% in 2004). Most visitors (65%) decided what shows to see after their arrival (down from 78% in 2004). Nearly nine in ten visitors (89%) decided what attractions to see prior to arriving in Mesquite. Nearly eight in ten (79%) visitors decided where to gamble before their arrival in Mesquite (up significantly from 68% in 2004 but down from 82% in 2006), while 21% decided after arriving (down from 32% in 2004 but up from 18% in 2006). More than nine in ten visitors (93%) decided what recreational activities to enjoy in Mesquite before their arrival. Only 1% used the assistance of a travel agent in planning their trip to Mesquite, down from 3% each in 2004 and 2005. Forty-seven percent (47%) visited other places in Nevada and neighboring states, up from 40% last year. More than one-quarter (27%) of all Mesquite visitors also visited Las Vegas on their current trip, up significantly from 23% last year.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2004	2005	2006	2007	2008
Proportion of visitors who traveled to Mesquite in a personal vehicle (automobile/truck/RV/motorcycle)	98%	97%	98%	98%	98%
Proportion of visitors who traveled to Mesquite using bus services	2%	2%	1%	2%	2%
Proportion of visitors who decided where to stay in Mesquite before arrival	89%	93%	93%	93%	94%
Proportion of visitors who decided which shows to see in Mesquite after arrival	78%	59%	64%	62%	65%
Proportion of visitors who decided which attractions to visit in Mesquite before arrival	84%	88%	85%	86%	89%
Proportion of visitors who decided where to gamble in Mesquite before arrival	68%	81%	82%	81%	79%
Proportion of visitors who decided where to gamble in Mesquite after arrival	32%	19%	18%	19%	21%
Proportion of visitors who decided what recreational activities to do in Mesquite before arrival	95%	96%	95%	91%	93%
Proportion of visitors who used the assistance of a travel agent planning their trip to Mesquite	3%	3%	2%	2%	1%
Proportion of visitors who toured nearby places	50%	44%	43%	40%	47%
Proportion of all visitors who visited Las Vegas on their current trip to Mesquite	30%	28%	25%	23%	27%

TRIP CHARACTERISTICS AND EXPENDITURES

The average number of adults per party was 2.1. Only 3% had people under the age of 21 in their immediate party, down from 5% in 2004. Sixty-nine percent (69%) of Mesquite visitors stayed overnight, while 31% 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. The average number of room occupants was 2.1. Non-package visitors spent an average of \$45.89 per night for lodging. Forty-seven percent (47%) of lodgers said they paid a regular room rate (up significantly from 39% last year, but down from 59% in 2004 and 58% in 2005), while 40% received a casino complimentary rate (up significantly from 18% in 2004 and 23% in 2005). Nine percent (9%) of lodgers purchased a package trip, with an average cost of \$281.97, up significantly from \$201.45 last year. Over the course of their entire stay in Mesquite, visitors spent an average of \$50.34 for food and drink, \$2.76 for local transportation, \$6.62 for recreational activities, \$0.13 for shows, and \$3.40 for other expenses.

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2004	2005	2006	2007	2008
Average number of adults in immediate party	2.1	2.1	2.1	2.1	2.1
Proportion of visitors with persons under 21 in their immediate party	5%	4%	4%	3%	3%
Proportion of visitors who stayed overnight	70%	68%	69%	70%	69%
Proportion of visitors who were in Mesquite for the day only	30%	32%	31%	30%	31%
Days stayed (average)	2.8	2.8	2.9	2.7	2.8
Nights stayed (average)	1.8	1.8	1.9	1.7	1.8
Proportion of visitors who stayed in a hotel or motel room	59%	62%	62%	63%	62%
Number of room occupants (average)	2.0	2.1	2.0	2.0	2.1
Lodging expenditures (average per night — non-package)	\$43.82	\$47.74	\$49.16	\$47.42	\$45.89
Proportion of visitors who paid a regular room rate (among lodgers)	59%	58%	46%	39%	47%
Proportion of visitors who received a casino complimentary rate (among lodgers)	18%	23%	40%	44%	40%
Proportion of visitors who bought a package or travel group trip	18%	13%	11%	13%	9%
Average cost of package per person (among package/tour group visitors)	\$271.92	\$276.09	\$272.69	\$201.45	\$281.97
Average trip expenditures for food and drink	\$53.64	\$53.84	\$62.99	\$56.42	\$50.34
Average trip expenditures for local transportation	\$2.72	\$1.74	\$1.02	\$1.62	\$2.76
Average trip expenditures for recreational activities	\$9.37	\$10.00	\$7.64	\$8.68	\$6.62
Average trip expenditures for shows and entertainment	\$0.81	\$0.02	\$0.33	\$0.92	\$0.13
Average trip expenditures for other expenses	\$4.71	\$4.76	\$3.86	\$3.32	\$3.40

GAMING BEHAVIOR AND BUDGETS

Ninety-three percent (93%) of visitors gambled while in Mesquite, similar to last year, but a significant increase from 87% in 2004, 88% in 2005, and 89% in 2006. The average trip gambling budget in 2008 was \$274.78, up from \$228.87 in 2004. The average (mean) number of hours spent gambling was 3.5, down from 3.8 in 2005 and 3.7 in 2006. Seventy-six percent (76%) of gamblers played slot or video machines most often (up from 70% in 2004 and 72% in 2005), while 11% played blackjack most often (down from 19% in 2004, and 17% in 2005).

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2004	2005	2006	2007	2008
Proportion who gambled while visiting Mesquite	87%	88%	89%	92%	93%
Average trip gambling budget (among those who gambled)	\$228.87	\$268.38	\$273.68	\$280.19	\$274.78
Average number of hours per day spent gambling (among those who gambled)	3.4	3.8	3.7	3.4	3.5
Proportion who played slot machines/video machines most often (among those who gambled)	70%	72%	75%	76%	76%
Proportion who played blackjack most often (among those who gambled)	19%	17%	13%	13%	11%

ATTITUDINAL INFORMATION

Ninety-seven percent (97%) of visitors reported that they were “very satisfied” with their trip to Mesquite (up from 95% in 2005, 93% in 2006, and 94% last year).

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2004	2005	2006	2007	2008
Proportion who were “very satisfied” with their current trip to Mesquite	96%	95%	93%	94%	97%

VISITOR DEMOGRAPHICS

Mesquite visitors were likely to be married (90%), white (96%), and from the Western U.S. (76%, down from 80% in 2005). Eight in ten (81%) visitors were 50 or older (up from 73% in 2004), with over one-third (37%) 65 or older (up significantly from 2004-2007). Visitors were more likely to be retired (53%, up from 42% in 2004 and 47% in 2005) than employed (45%). Fifty-three percent (53%) had a household income of less than \$60,000 (down from 57% in 2004, 60% in 2005, and 63% in 2007), while 45% had incomes of \$60,000 or more. Four in ten (40%) had a high school education or less, while 41% reported some college.

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2004	2005	2006	2007	2008
Proportion of visitors who were 50 years old or older	73%	79%	83%	82%	81%
Proportion of visitors 65 years old or older	27%	29%	33%	32%	37%
Proportion of visitors who were married	86%	88%	90%	90%	90%
Proportion of visitors with a household income less than \$60,000	57%	60%	57%	63%	53%
Proportion of visitors with a household income of \$60,000 or more	37%	37%	39%	35%	45%
Proportion of visitors who were employed	54%	50%	47%	46%	45%
Proportion of visitors who were retired	42%	47%	50%	51%	53%
Proportion of visitors with a high school diploma or less	38%	39%	37%	41%	40%
Proportion of visitors with some college	35%	35%	36%	38%	41%
Proportion of visitors who were from the West	79%	80%	78%	78%	76%

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

	2004	2005	2006	2007	2008
Days stayed (average)	2.8	2.8	2.9	2.7	2.8
Nights stayed (average)	1.8	1.8	1.9	1.7	1.8
Proportion of visitors who stayed overnight	70%	68%	69%	70%	69%
Proportion of visitors who stayed in a hotel or motel room	59%	62%	62%	63%	62%
Lodging expenditures (average per night — non-package)	\$43.82	\$47.74	\$49.16	\$47.42	\$45.89
Proportion of visitors who bought a package or travel group trip	18%	13%	11%	13%	9%
Average cost of package per person (among package/tour group visitors)	\$271.92	\$276.09	\$272.69	\$201.45	\$281.97
Number of room occupants (average — hotel/motel only)	2.0	2.1	2.0	2.0	2.1
Average trip expenditures for food and drink	\$53.64	\$53.84	\$62.99	\$56.42	\$50.34
Average trip expenditures for local transportation	\$2.72	\$1.74	\$1.02	\$1.62	\$2.76
Average trip expenditures for recreational activities	\$9.37	\$10.00	\$7.64	\$8.68	\$6.62
Average trip expenditures for shows and entertainment	\$0.81	\$0.02	\$0.33	\$0.92	\$0.13
Average trip expenditures for other expenses	\$4.71	\$4.76	\$3.86	\$3.32	\$3.40
Proportion who gambled while visiting Mesquite	87%	88%	89%	92%	93%
Average trip gambling budget (among those who gambled)	\$228.87	\$268.38	\$273.68	\$280.19	\$274.78

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 2008. 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 2008 study, as well as the results from 2004, 2005, 2006, and 2007. 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 five years, it is because the question was not asked in all five 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 2008, 90% of visitors said they had visited Mesquite before, similar to last year, but a significant increase from 83% in 2004, and 87% in 2005. Ten percent (10%) were first time visitors, down significantly from 17% in 2004, and 13% in 2005 (Figure 1).

FIGURE 1
First Visit Vs. Repeat Visit

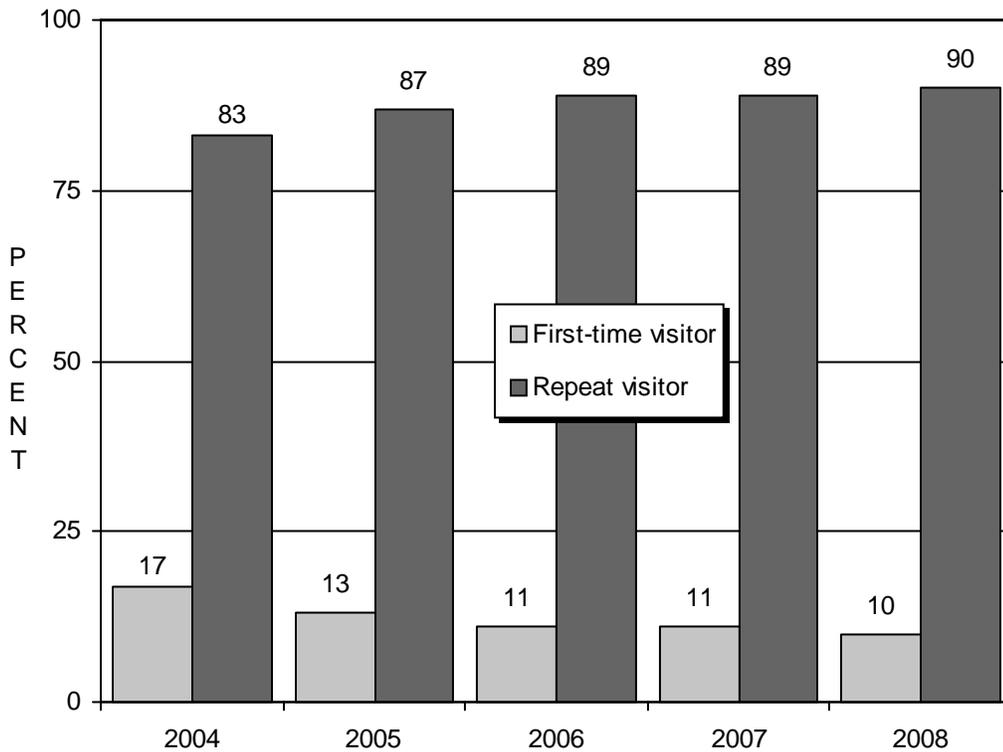
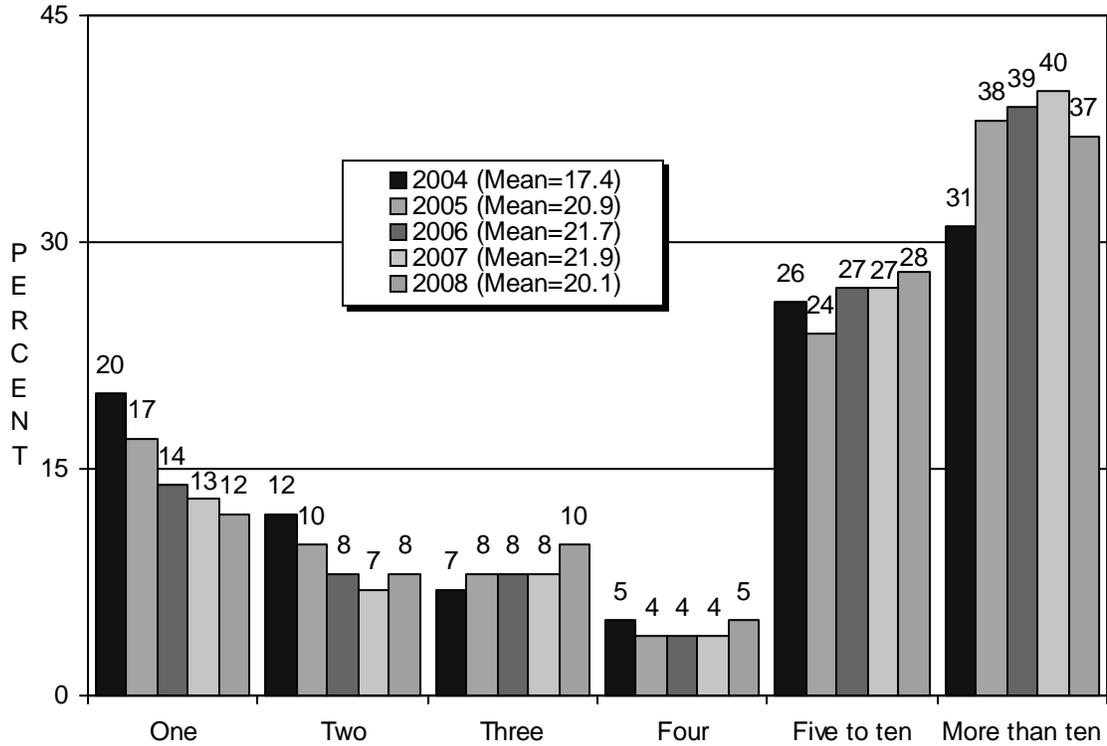
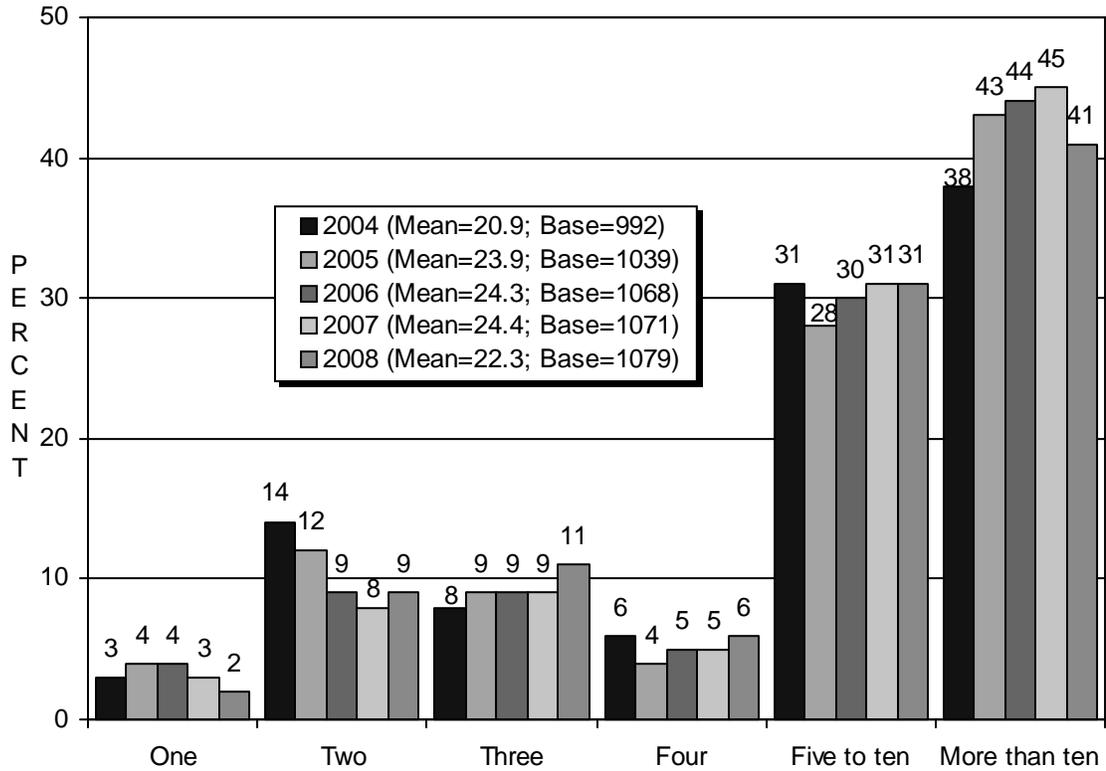


FIGURE 2
 Frequency Of Visits In Past Five Years
 (Among All Visitors)



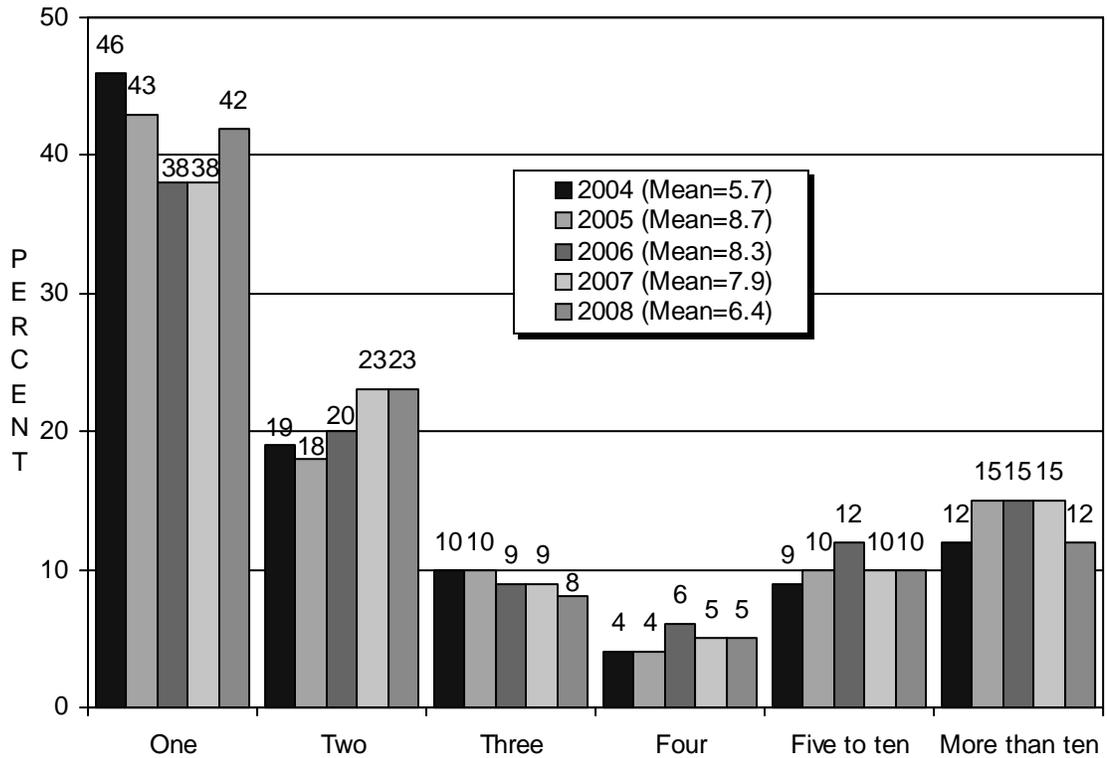
The average (mean) number of visits to Mesquite in the past five years *among all visitors* was 20.1, a significant increase from the average of 17.4 in 2004, but similar to the averages reported in 2005-2007. Twelve percent (12%) of visitors said they had visited Mesquite only once in the past five years, down significantly from 20% in 2004 and 17% in 2005. Eight percent (8%) said they had visited Mesquite twice in the past five years, down from 12% in 2004 and 10% in 2005. Thirty-seven percent (37%) reported visiting Mesquite more than 10 times in the past five years, a significant increase from 31% in 2004 (Figure 2).

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



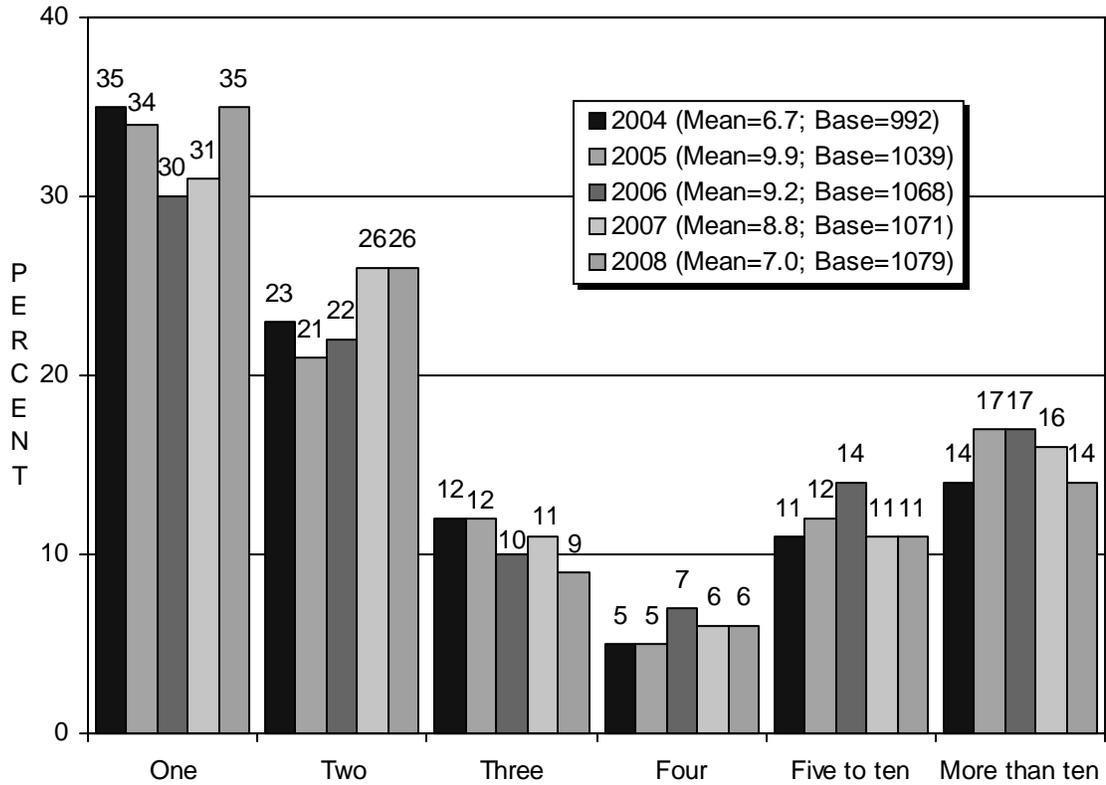
The average number of visits to Mesquite in the past five years *among repeat visitors* was 22.3, a slight decrease from the average of 24.4 reported last year (Figure 3). Nine percent (9%) of repeat visitors said they had visited Mesquite twice in the past five years, down from 14% in 2004 and 12% in 2005. Forty-one percent (41%) of repeat visitors said they had visited Mesquite more than ten times in the past five years, slightly lower than last year's 45%.

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

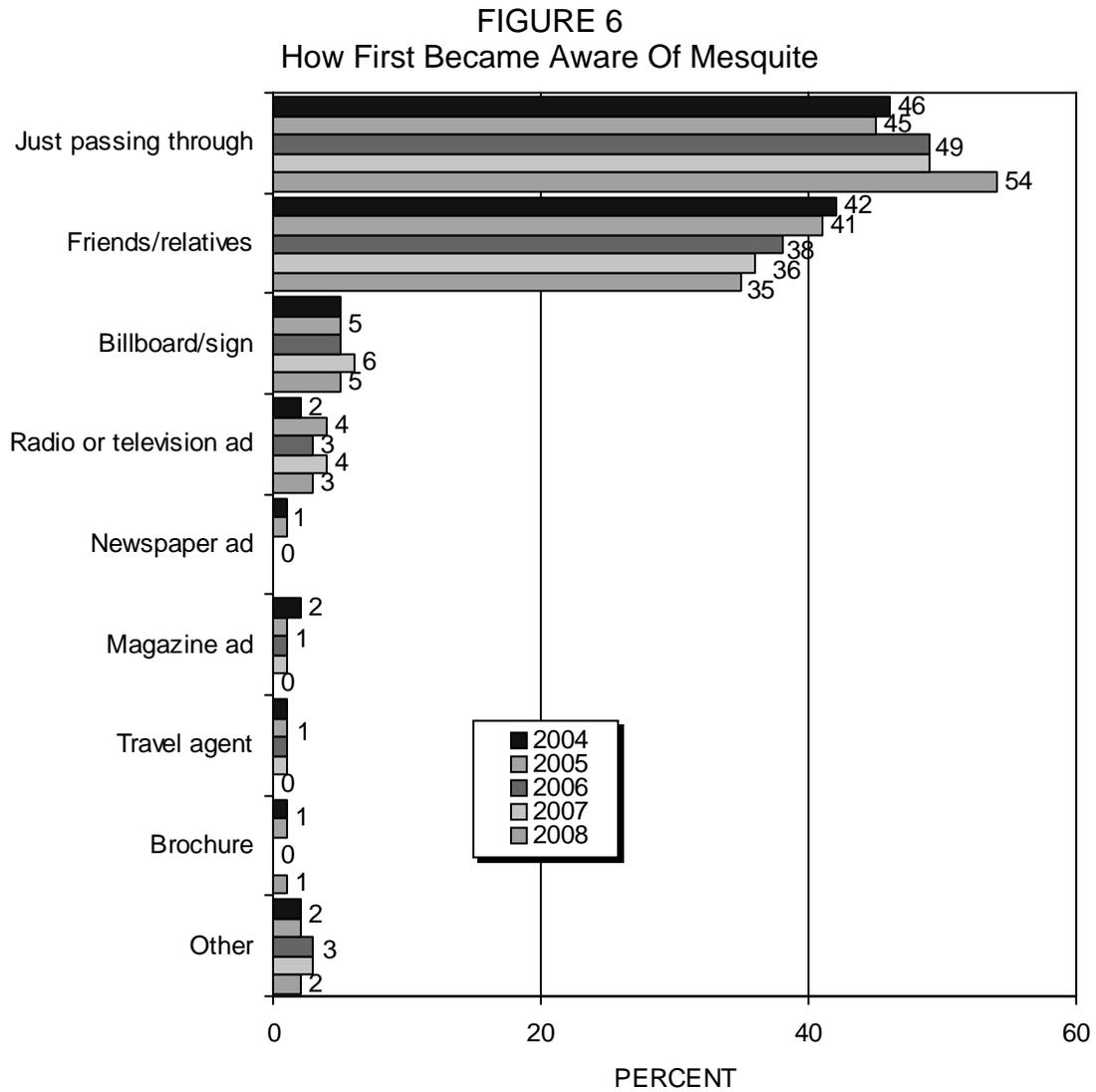


Among *all visitors*, the average number of visits to Mesquite in the past year was 6.4, down significantly from an average of 8.7 visits in 2005, 8.3 in 2006, and 7.9 last year (Figure 4). Forty-two percent (42%) visited Mesquite just once in the past year, up slightly from 38% for the previous two years, but down from 46% in 2004. Twenty-three percent (23%) visited twice, the same as last year, and up significantly from 19% in 2004, 18% in 2005, and 20% in 2006. Eight percent (8%) visited three times, down significantly from 10% each in 2004 and 2005, while 12% visited Mesquite ten or more times, down from 15% in 2005-2007.

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

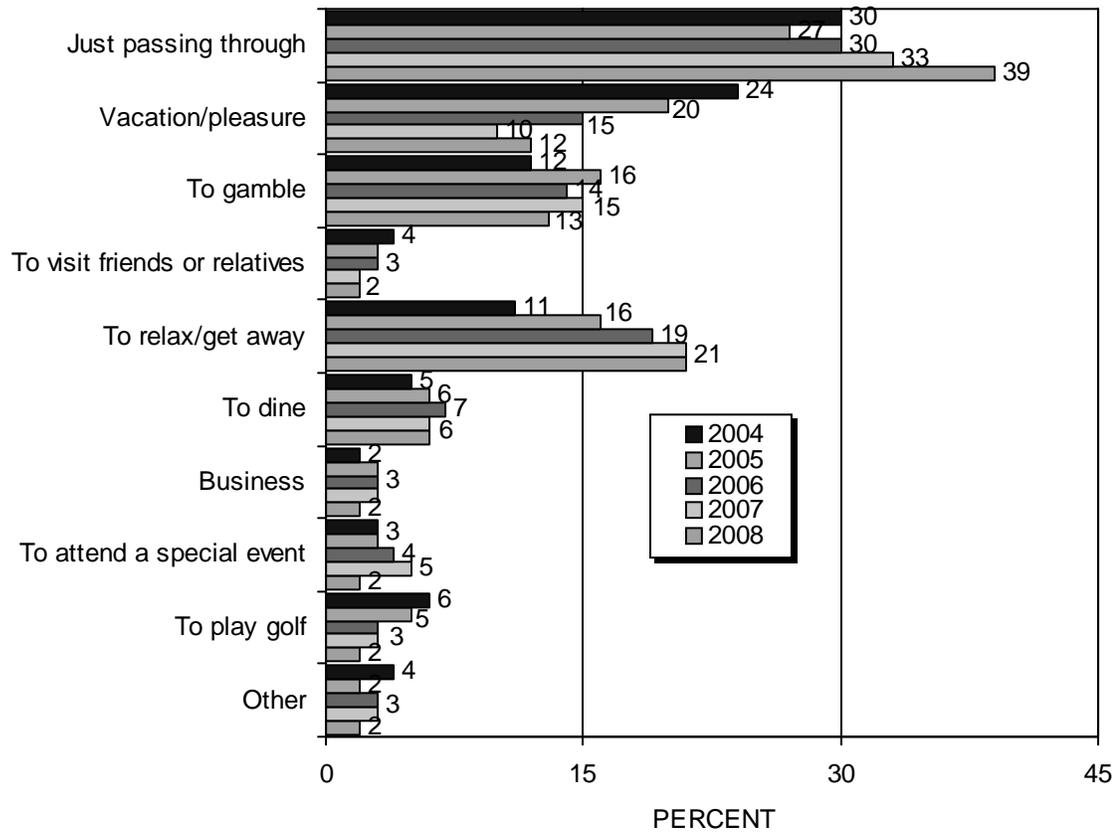


During the past year, repeat visitors averaged 7.0 trips to Mesquite, down significantly from the average of 9.9 trips in 2005, 9.2 in 2006, and 8.8 last year (Figure 5). Thirty-five percent (35%) of repeat visitors reported visiting Mesquite only once in the past year, up significantly from 30% in 2006 and 31% in 2007. Fourteen percent (14%) reported visiting Mesquite more than ten times, down significantly from 17% in 2006.



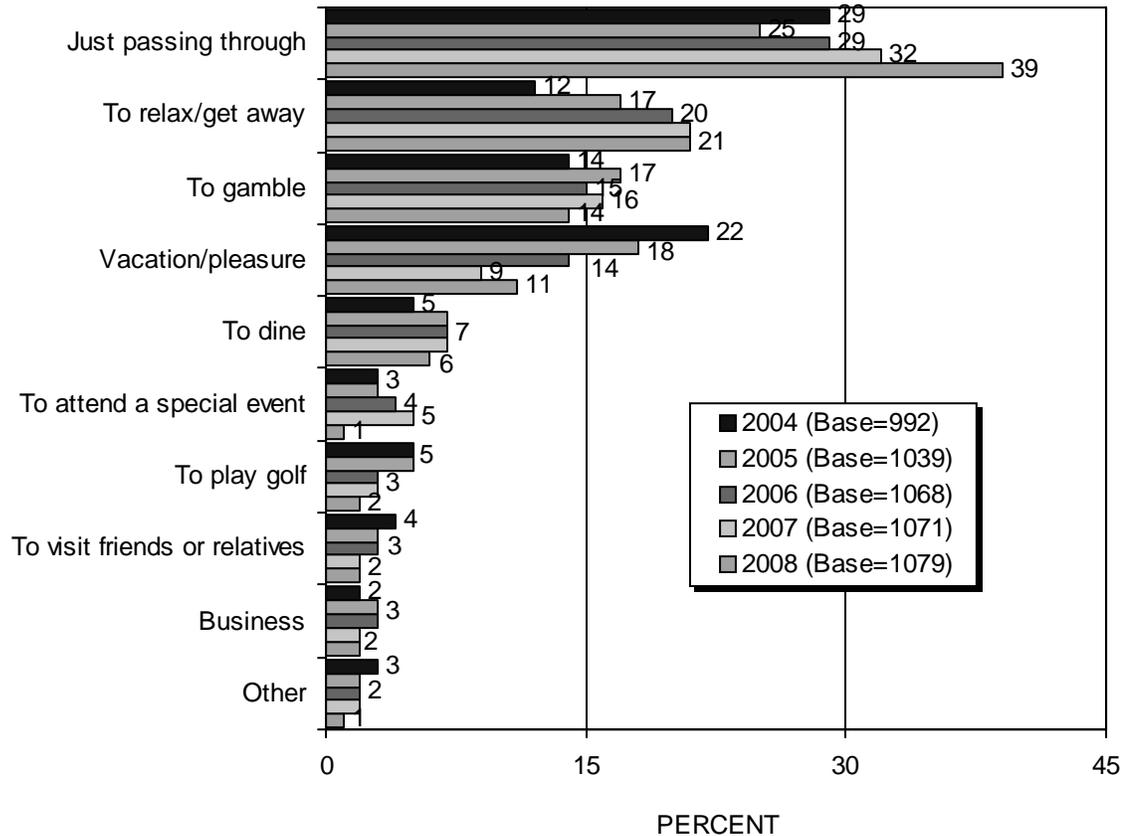
Over one-half (54%) of Mesquite visitors said they first became aware of Mesquite while passing through (up significantly from 46% in 2004, 45% in 2005, and 49% each in 2006 and 2007), while about one-third (35%) said they first heard about Mesquite from friends and relatives (down from 42% in 2004 and 41% in 2005). Five percent (5%) said they first found out about Mesquite from a billboard or a sign, and 3% said they first found out about Mesquite from a radio or television advertisement (Figure 6).

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



When asked the primary purpose of their current visit to Mesquite, nearly four in ten (39%) visitors said they were just passing through, up significantly from 30% in 2004 and 2006, 27% in 2005, and 33% last year (Figure 7). Two in ten (21%) said they came to Mesquite just to relax or get away, the same as last year, but up significantly from 11% in 2004 and 16% in 2005. Twelve percent (12%) said they were visiting Mesquite as a vacation or pleasure trip, similar to 10% last year, but down from 24% in 2004, 20% in 2005, and 15% in 2006. Thirteen percent (13%) said they came to Mesquite primarily to gamble (down slightly from 15% last year), 6% were in Mesquite primarily to dine, and 2% each came to attend a special event (down from 3% each in 2004 and 2005, 4% in 2006, and 5% last year), to play golf (down from 6% in 2004 and 5% in 2005), or to visit friends or relatives (down from 4% in 2004 and 3% in 2005).

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



Among repeat visitors, nearly four in ten (39%) said they were just passing through Mesquite, a significant increase from 29% in 2004 and 2006, 25% in 2005, and 32% last year (Figure 8). Eleven percent (11%) said they were visiting Mesquite for a vacation or pleasure trip, similar to last year, but down from 22% in 2004, 18% in 2005, and 14% in 2006. Fourteen percent (14%) said they came to Mesquite primarily to gamble (down from 17% in 2005), while 21% were visiting just to relax or get away (up significantly from 12% in 2004, and 17% in 2005). Six percent (6%) were in Mesquite primarily to dine, 2% each were in Mesquite to play golf (down from 5% each in 2004 and 2005), to visit friends or relatives (down from 4% in 2004), or for business purposes. One percent (1%) of repeat visitors were in Mesquite to attend a special event (down from 3% each in 2004 and 2005, 4% in 2006, and 5% last year).

FIGURE 9
 Primary Purpose Of Current Visit — 2008
 (First-Time Vs. Repeat Visitors)

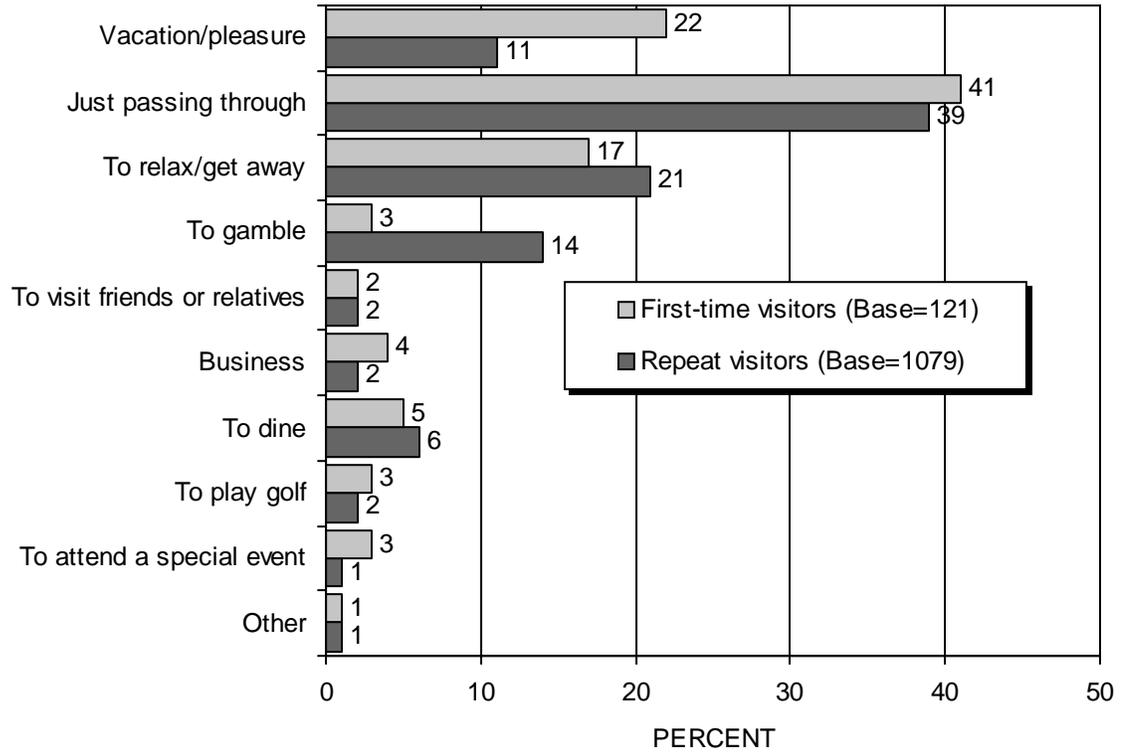


Figure 9 compares *repeat visitors* with *first-time visitors* in terms of the purpose of their *current* visit to Mesquite for 2008. First-time visitors were significantly more likely than repeat visitors to say they were visiting Mesquite as a vacation or pleasure trip (22% vs. 11%), while repeat visitors were significantly more likely than first-time visitors to say they were visiting Mesquite specifically to gamble (14% vs. 3%).

TRAVEL PLANNING

Travel planning varied broadly — from same-day planning to travel plans made more than 90 days in advance. Twenty-eight percent (28%) said they decided to visit Mesquite the same day they visited (up significantly from 22% each from 2004-2006, and 24% last year), and 17% planned their trip between one and six days in advance. Nearly one quarter of Mesquite visitors (23%) planned their trip between 7 and 14 days ahead (up from 15% in 2004, and 18% each from 2005-2007), and 6% planned their trip between 31 and 60 days in advance (down from 10% each from 2004-2006, and 9% last year). Twelve percent (12%) planned their trip more than 90 days ahead, down from 14% in both 2004 and 2005 (Figure 10).

FIGURE 10
 Advance Travel Planning

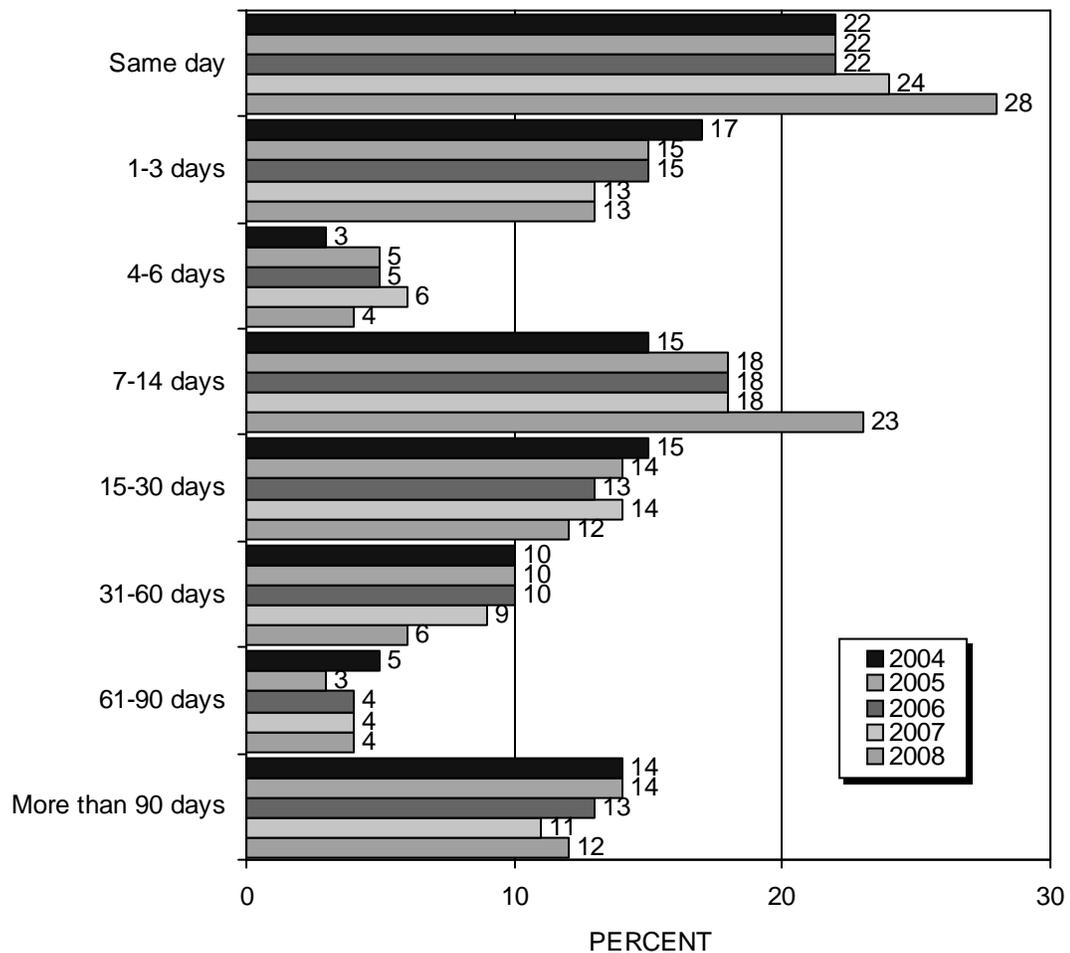
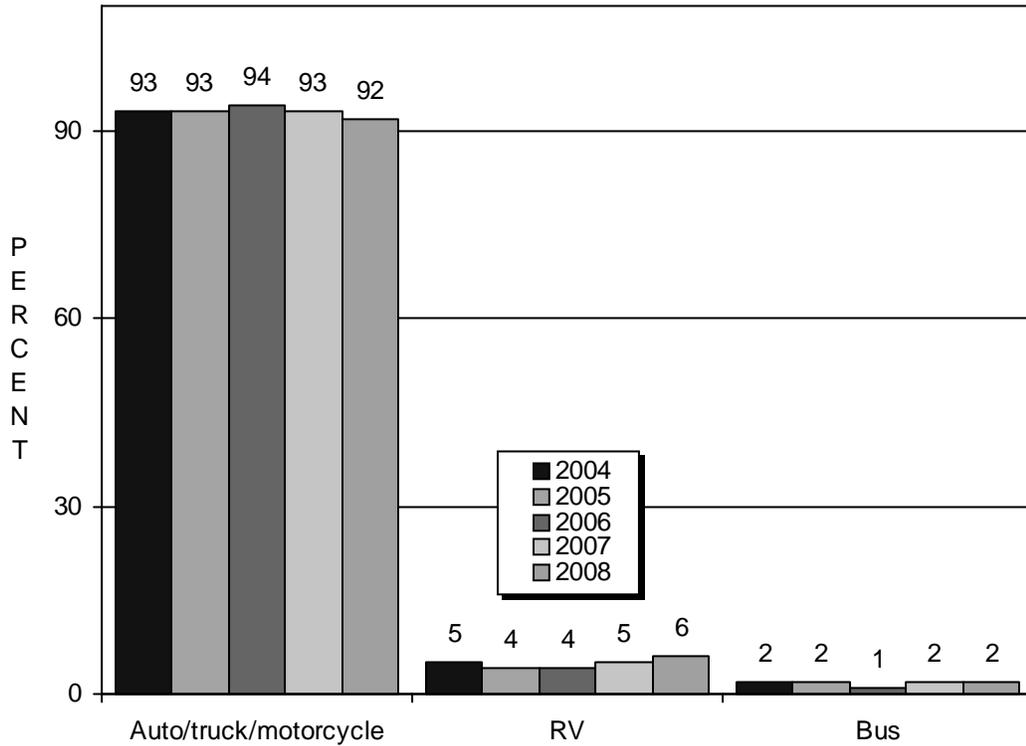
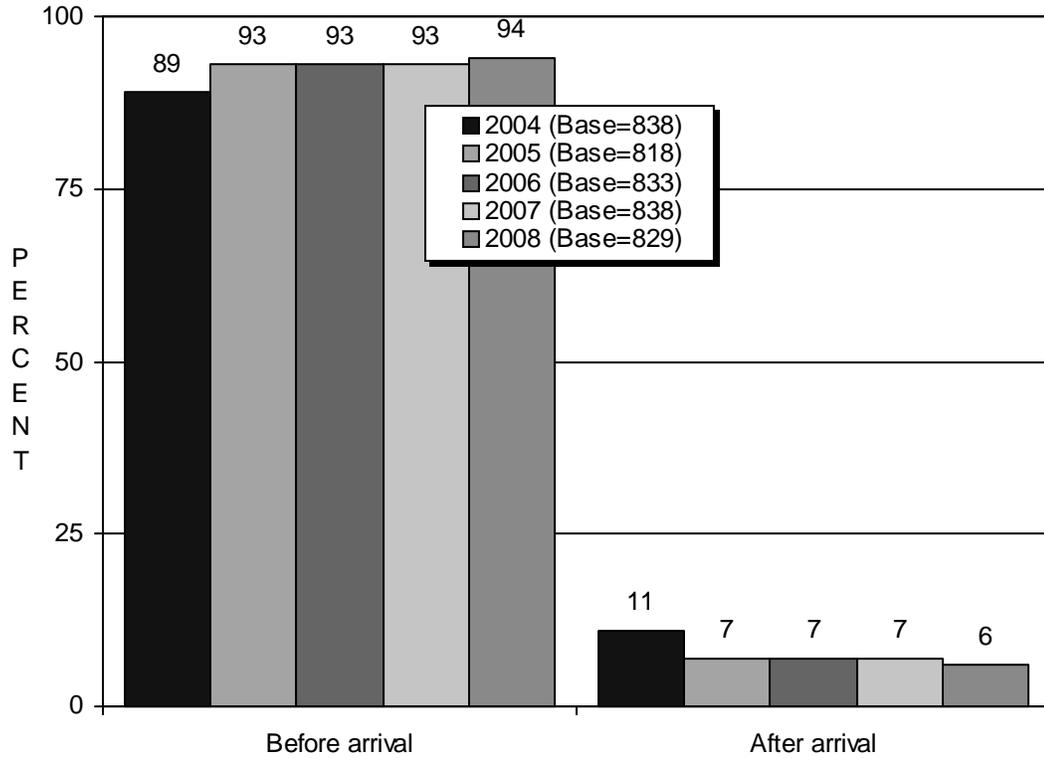


FIGURE 11
Transportation To Mesquite



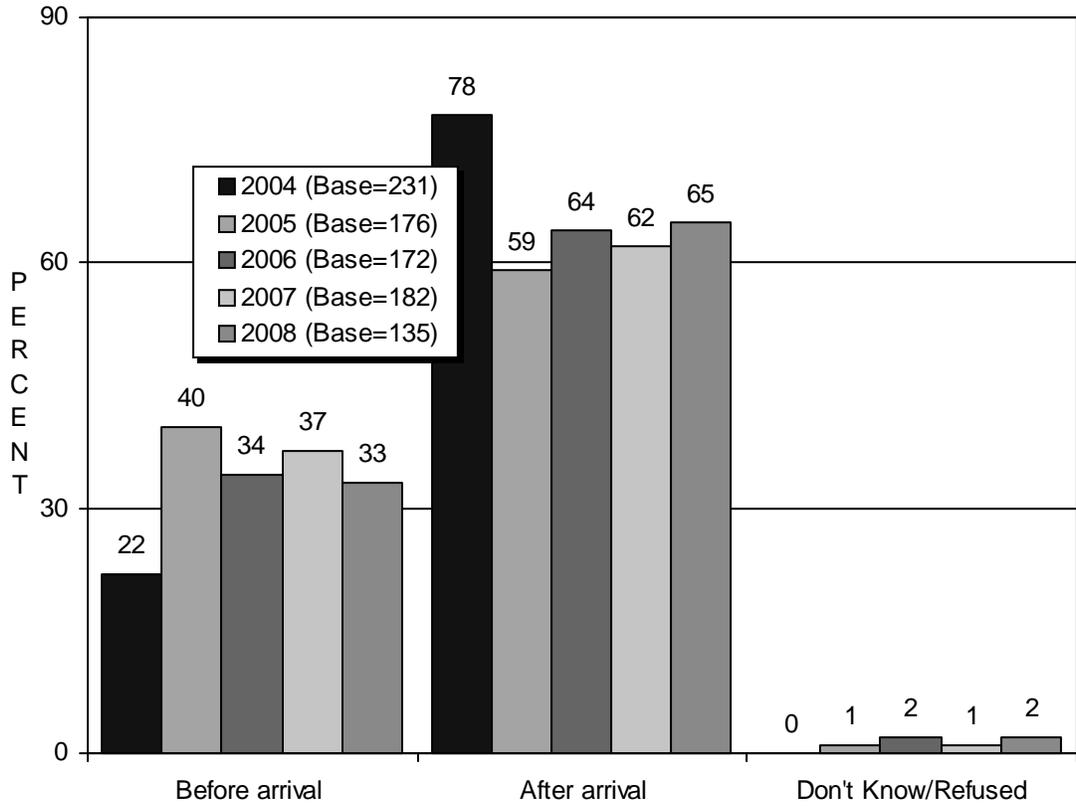
Almost all Mesquite visitors (98%) arrived in a personal vehicle. Ninety-two percent (92%) drove an automobile, a truck, or a motorcycle, and 6% drove an RV. Only 2% of visitors arrived by bus (Figure 11).

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



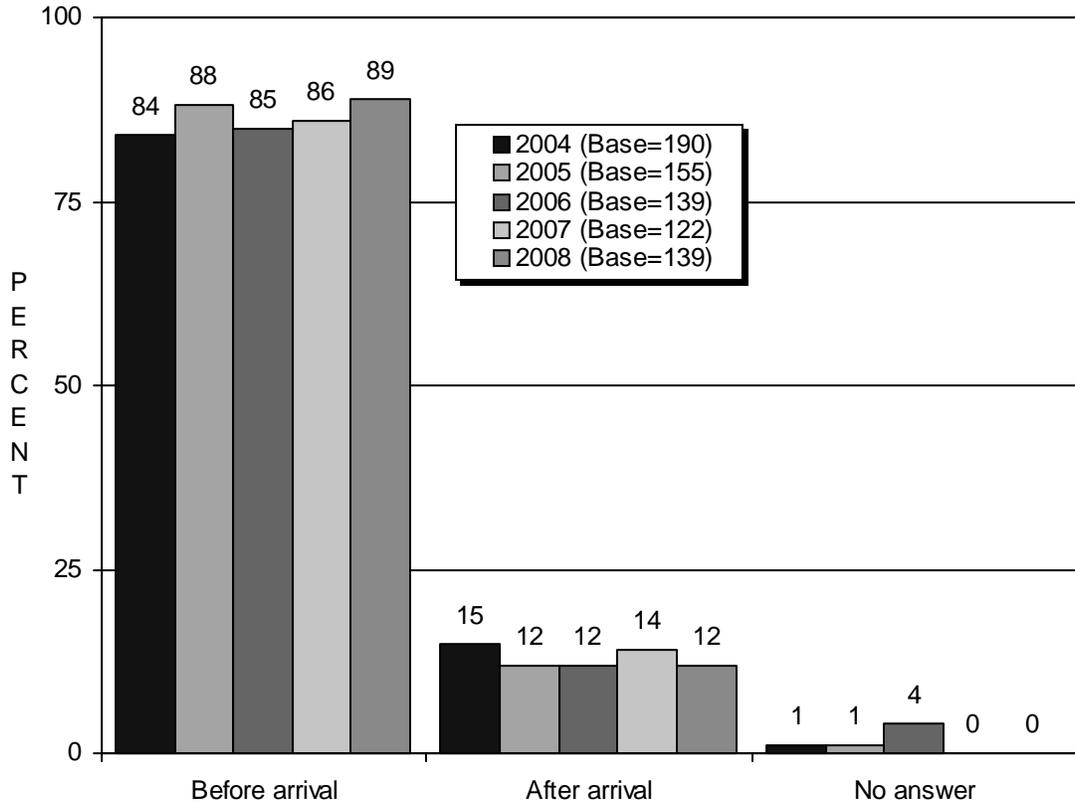
Among the 69% of visitors in 2008 who stayed overnight in Mesquite, most decided where to lodge in Mesquite prior to arriving in Mesquite (94%, up from 89% in 2004). Six percent (6%) decided where to lodge after their arrival, down from 11% in 2004 (Figure 12).

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



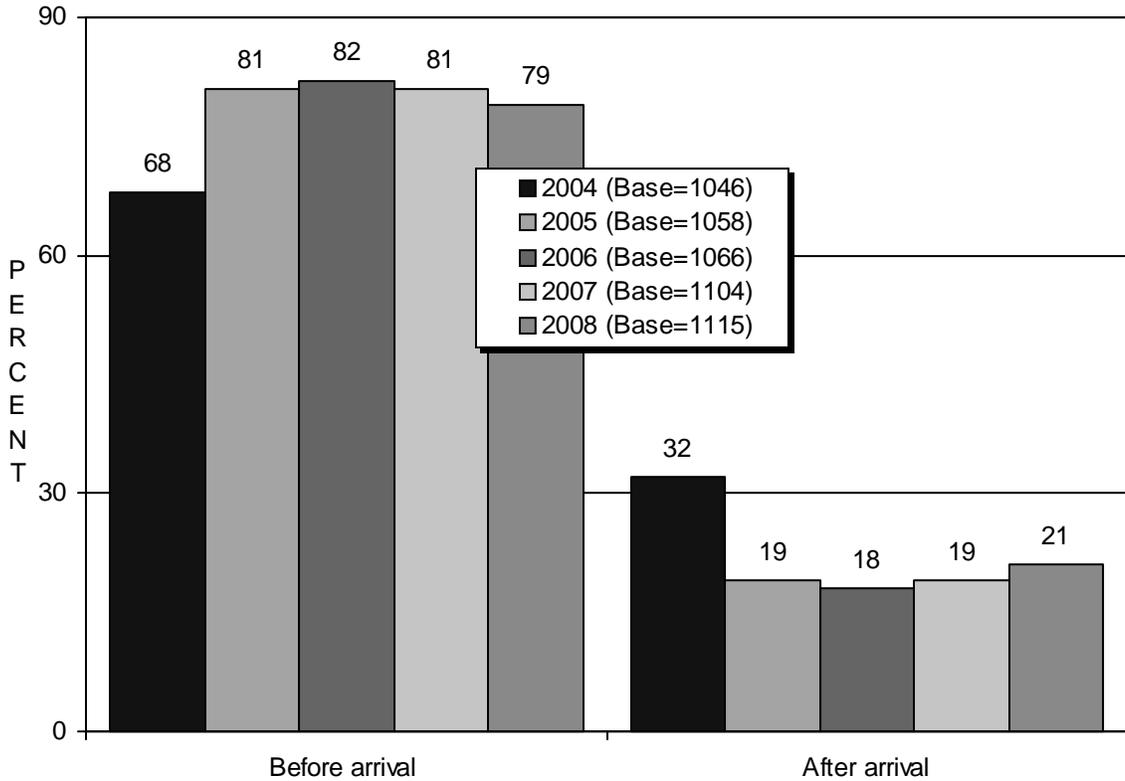
Among the 11% of visitors in 2008 who reported going to a show in Mesquite, most (65%) decided what shows to see after their arrival (down significantly from 78% in 2004). One-third (33%) decided what shows to see prior to their arrival, up from 22% in 2004 (Figure 13).

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



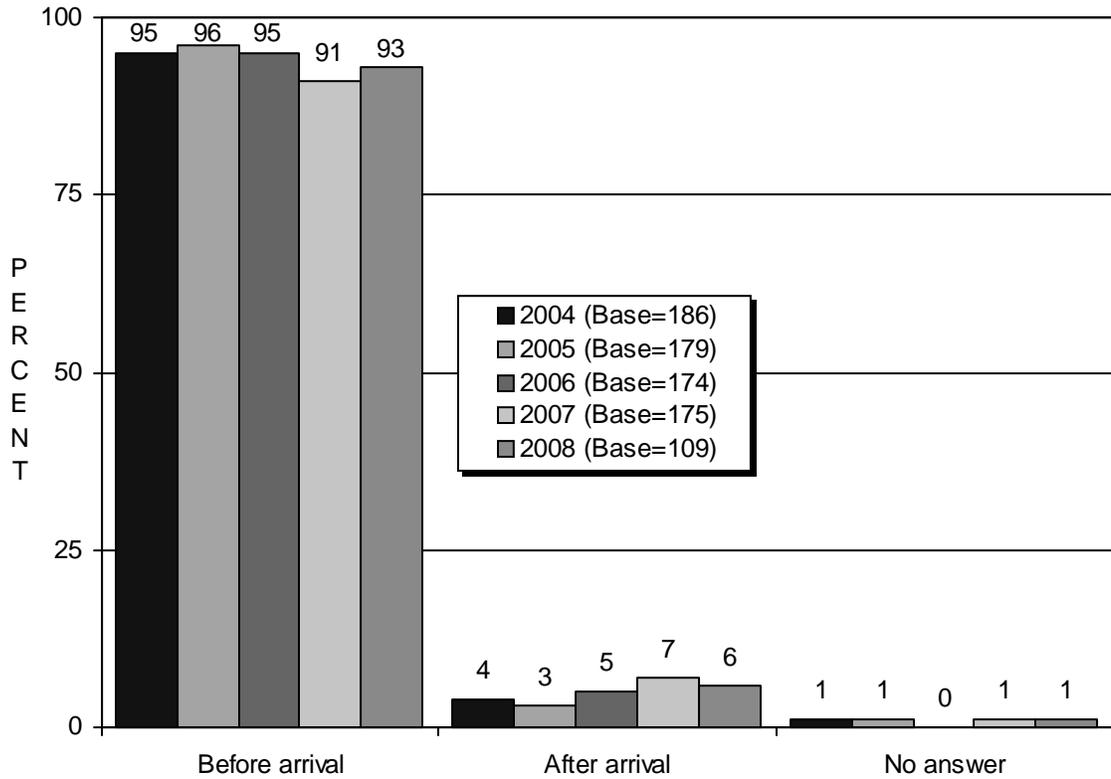
Among the 12% of 2008 visitors who reported visiting an attraction in Mesquite, 89% decided what attractions to see prior to arriving in Mesquite, similar to past years (Figure 14). Twelve percent (12%) decided what attractions to see after their arrival, also similar to past readings.

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



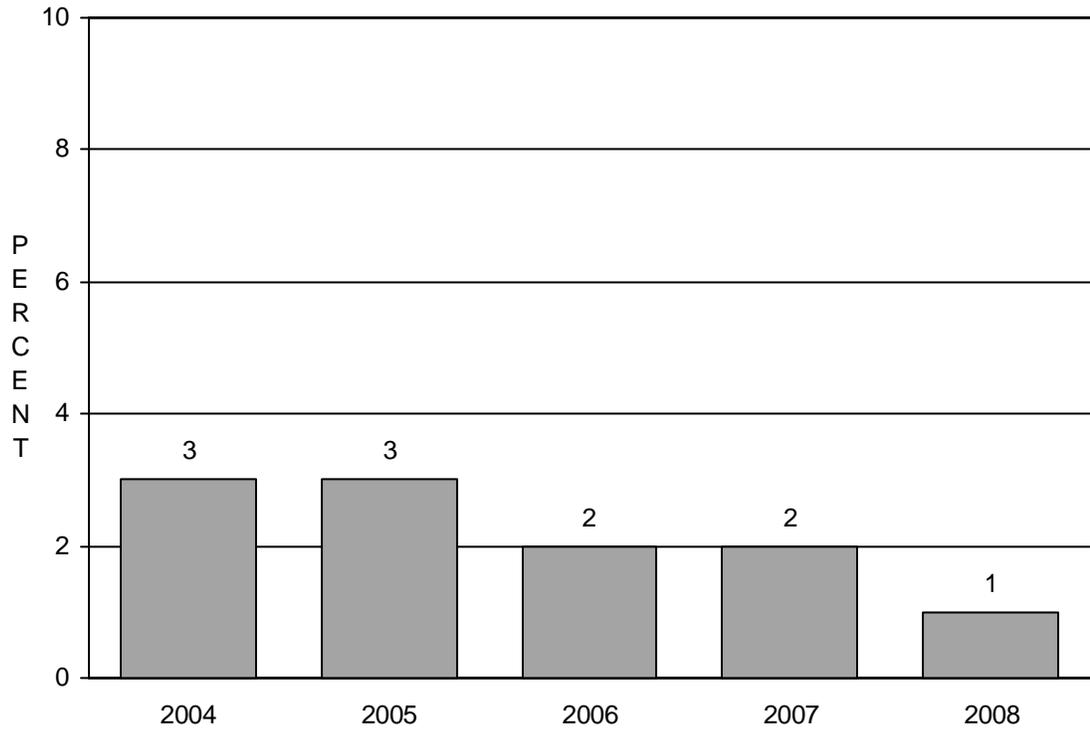
Among the 93% of visitors who gambled during their trip to Mesquite in 2008, 79% said they decided where to gamble in Mesquite before their arrival, down significantly from 82% in 2006, but up from 68% in 2004 (Figure 15). Twenty-one percent (21%) said they decided where to gamble after they arrived in Mesquite, down significantly from 32% in 2004, but up from 18% in 2006.

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



Among the 9% of 2008 visitors who engaged in recreational activities during their visit to Mesquite, the vast majority (93%) said they decided what recreational activities they would enjoy in Mesquite before their arrival (Figure 16). Just 6% said they decided what recreational activities they would enjoy after arriving in Mesquite.

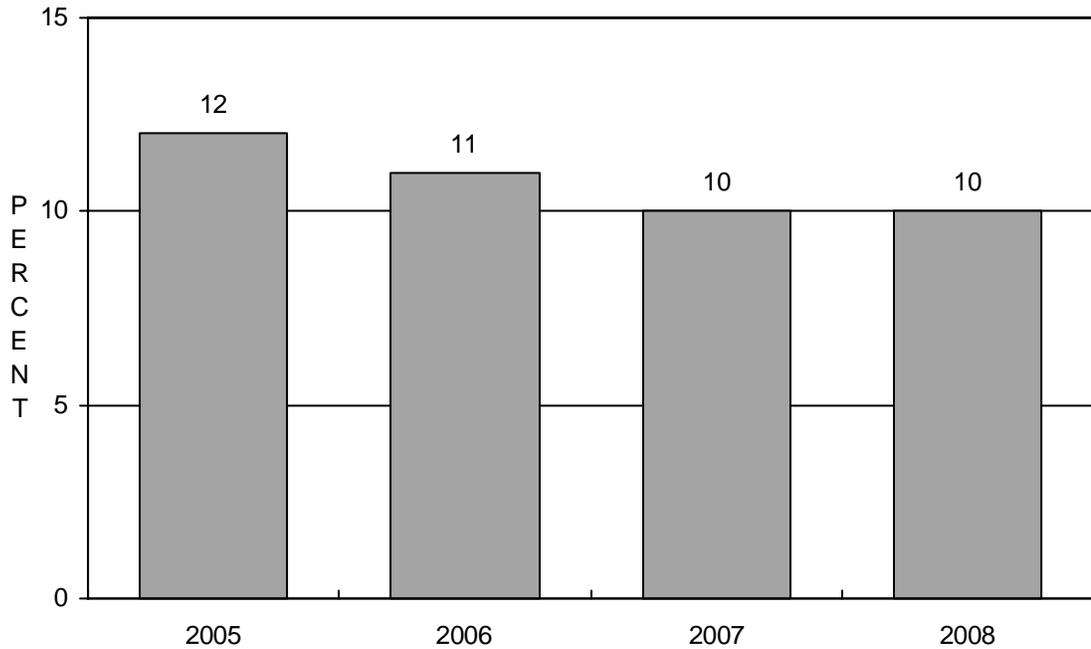
FIGURE 17
Travel Agent Assistance*



In 2008, 1% of all Mesquite visitors were assisted in their travel planning by a travel agent, down significantly from 3% in 2004 and 2005 (Figure 17).

* Only "Yes" responses are reported in this figure.

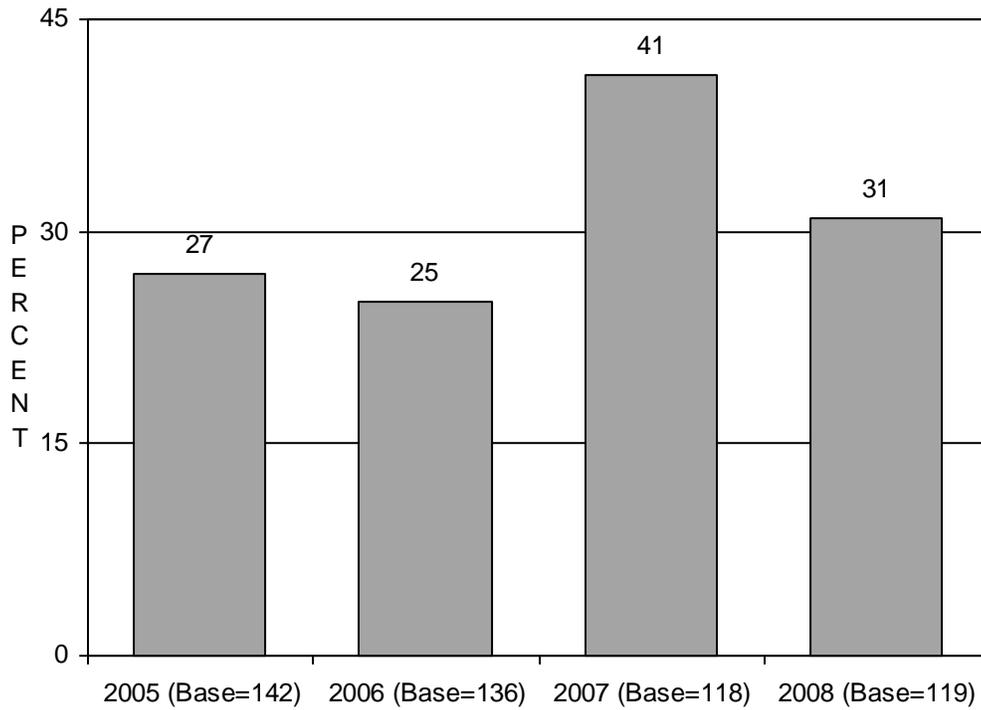
FIGURE 18
Whether Used The Internet To Plan Trip*



Beginning in 2005, visitors to Mesquite were asked if they used the Internet to plan their trip. Ten percent (10%) said yes in 2008, about the same as past years (Figure 18).

* NOTE: Only "Yes" responses are reported in this figure.

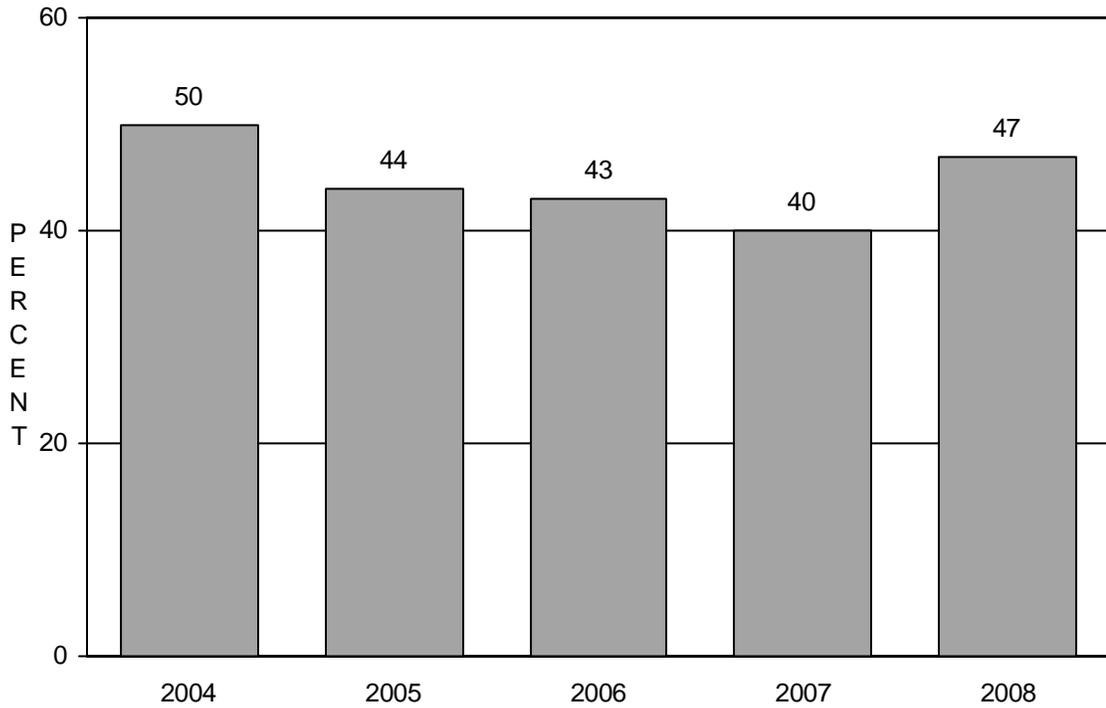
FIGURE 19
Whether Internet Influenced Choice Of Accommodations*
(Among Those Who Used The Internet To Plan Trip)



Visitors who used the Internet to plan their trip were asked if they found information on the Internet that influenced their choice of accommodations. Three in ten (31%) said they had in 2008, not significantly different from past years (Figure 19).

* NOTE: Only "Yes" responses are reported in this figure.

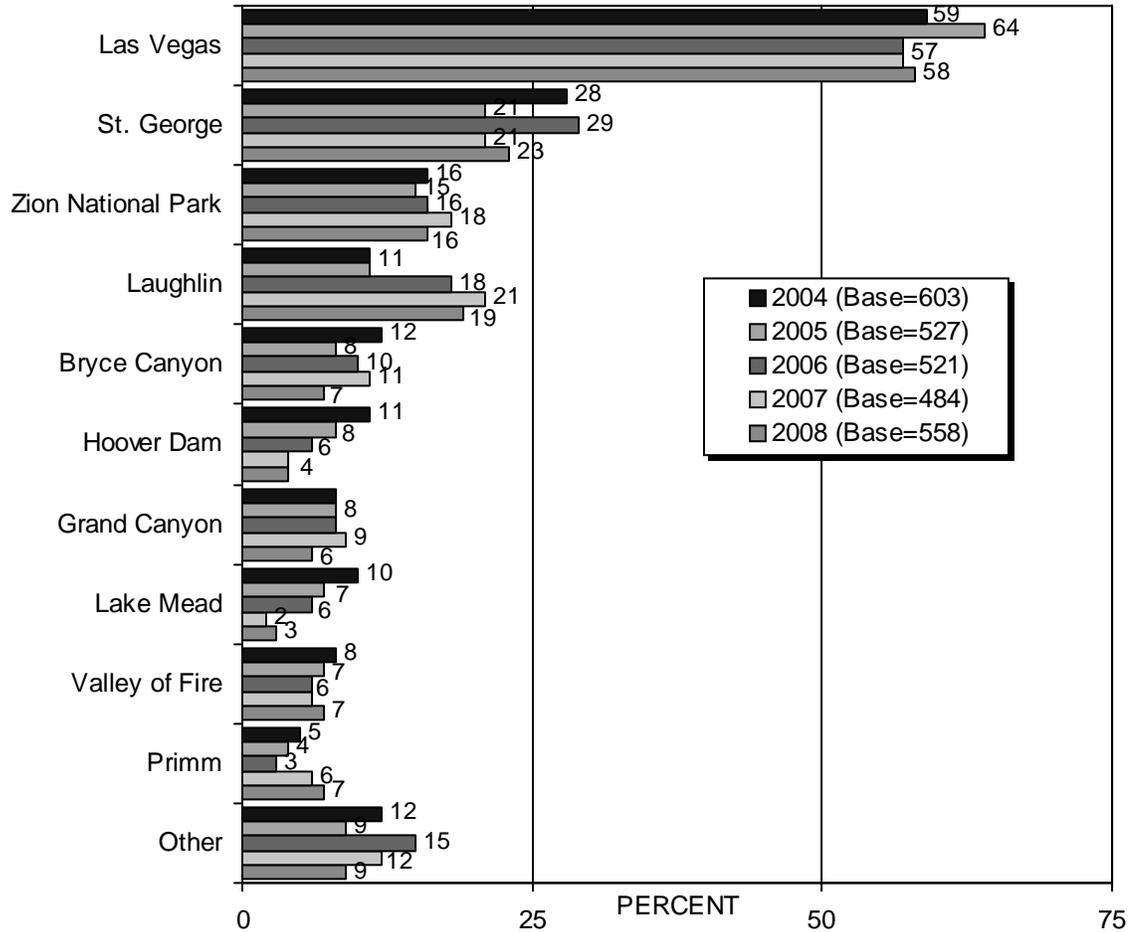
FIGURE 20
Touring Other Areas*



We asked visitors if they had visited, or planned to visit, other areas of Nevada and nearby states either before or after their current visit to Mesquite (Figure 20). Forty-seven percent (47%) said yes, up from 40% last year.

* Only "Yes" responses are reported in this figure.

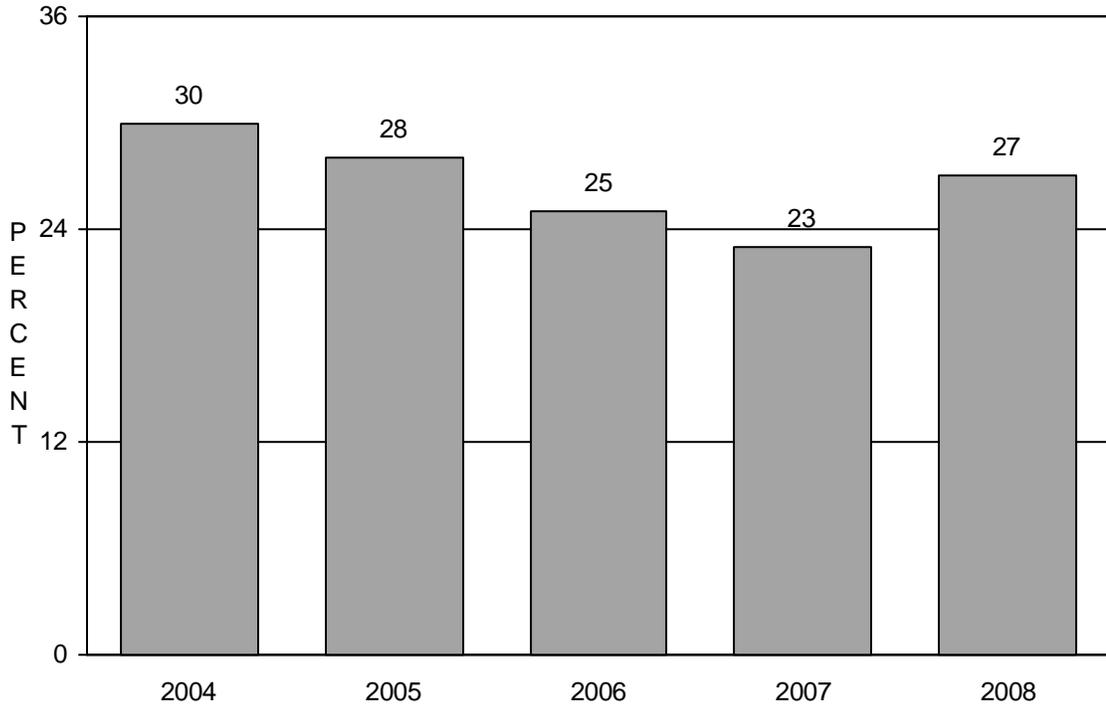
FIGURE 21
 Other Places Visited*
 (Among Those Who Visited Nearby Places)



Among those who said they had visited, or planned to visit, other nearby areas on their current trip (Figure 21), 58% mentioned Las Vegas (down from 64% in 2005), 23% mentioned St. George (down from 28% in 2004 and 29% in 2006), 19% mentioned Laughlin (up from 11% each in 2004 and 2005), 16% mentioned Zion National Park, 7% each mentioned Bryce Canyon (down from 11% last year), the Valley of Fire, and Primm (up from 4% in 2005 and 3% in 2006), 6% mentioned the Grand Canyon, 4% mentioned Hoover Dam (down from 11% in 2004, and 8% in 2005), and 3% mentioned Lake Mead (down from 10% in 2004, 7% in 2005, and 6% in 2006).

* Multiple responses were permitted to this question.

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



Among *all* Mesquite visitors, 27% said they also visited, or planned to visit, Las Vegas on their current trip, up significantly from 23% last year (Figure 22).

* 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 were in their immediate party. Five percent (5%) reported 3 adults were in their immediate party, 6% reported 4 adults, 1% said there were five or more people in their party. Twelve percent (12%) said they were traveling alone. The average party size was 2.1, the same as in past years.

FIGURE 23
 Adults In Immediate Party

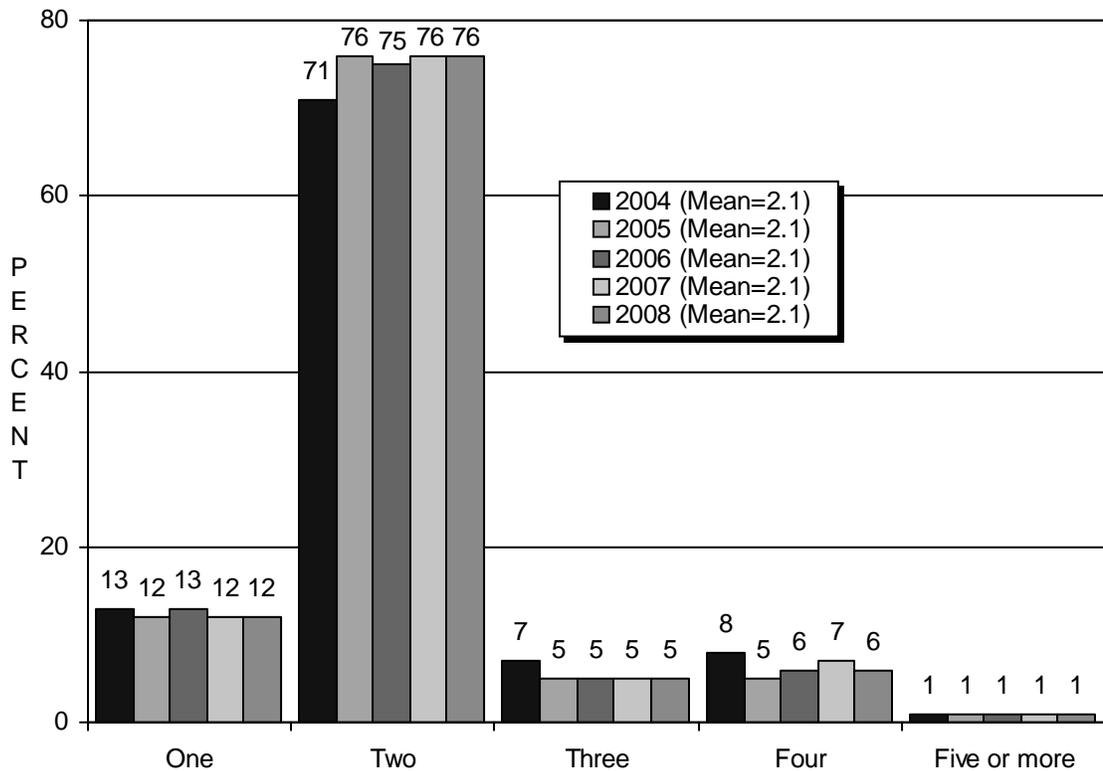
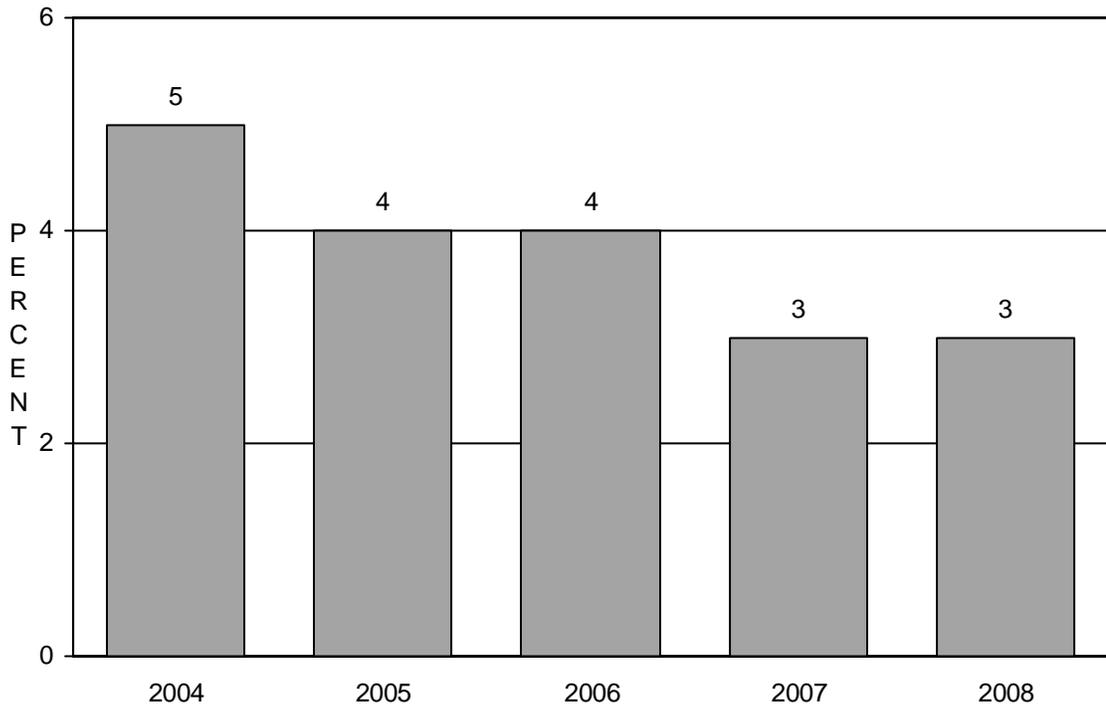


FIGURE 24
Whether Had Persons In Immediate Party Under Age 21*



Three percent (3%) of visitors reported having people in their party under the age of 21, the same as last year, but down significantly from 5% in 2004 (Figure 24).

* Only "Yes" responses are reported in this figure.

FIGURE 25
 Nights Stayed

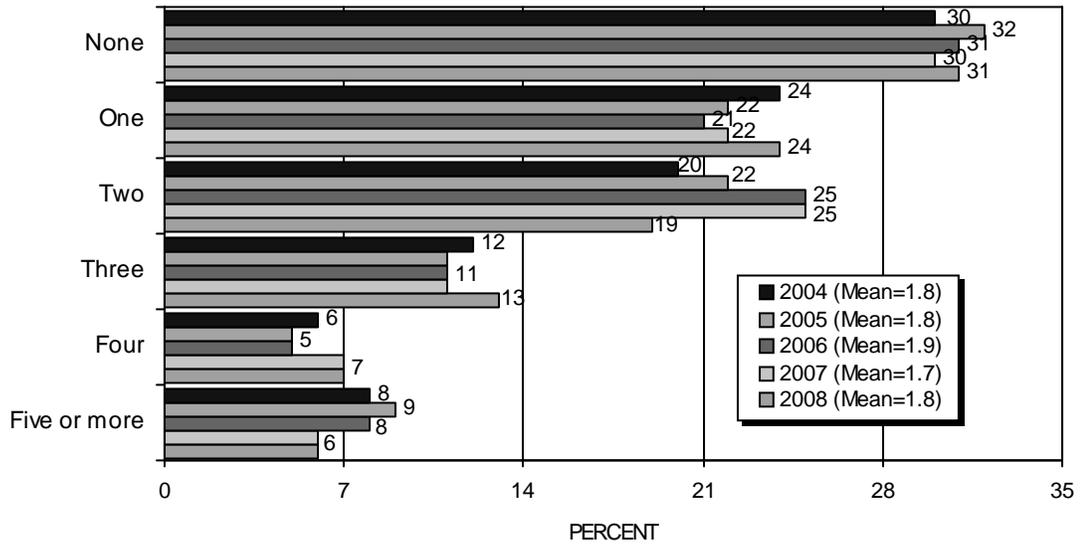
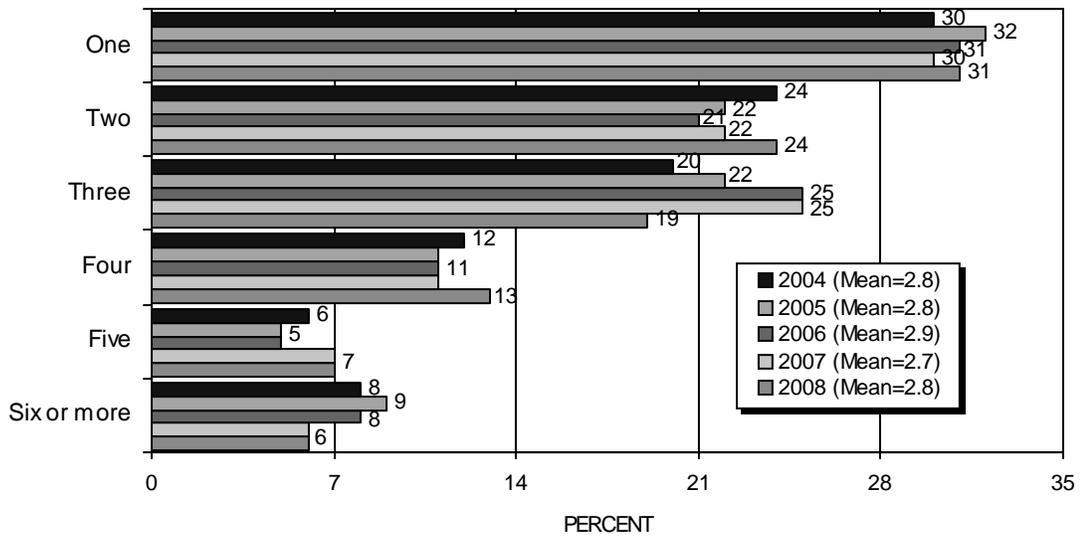
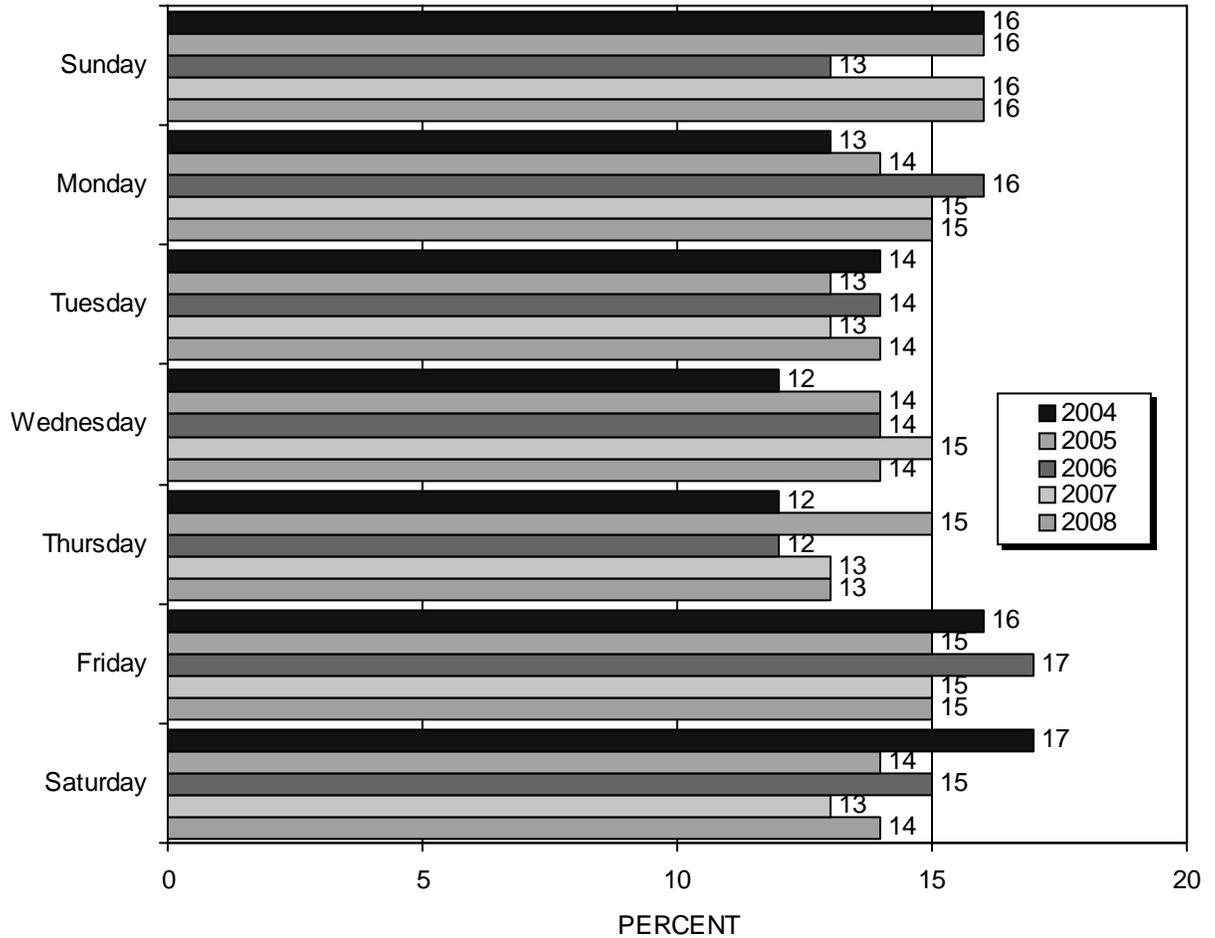


FIGURE 26
 Days Stayed



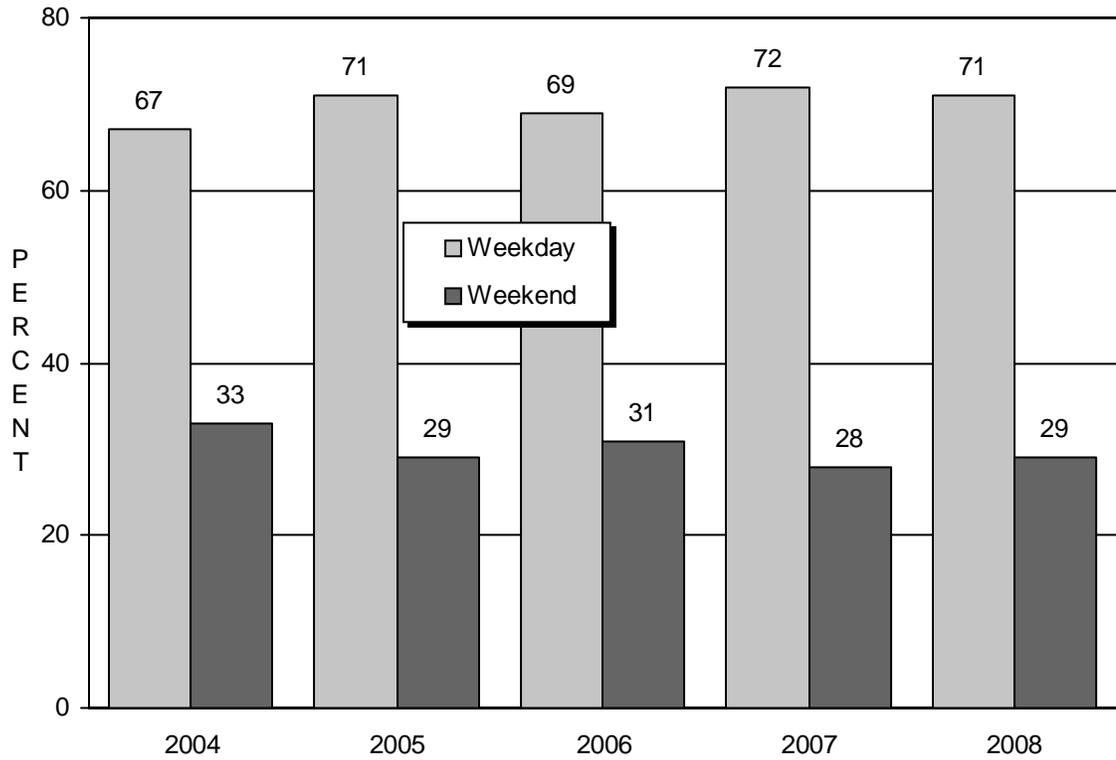
During 2008, Mesquite visitors stayed an average of 1.8 nights and 2.8 days, consistent with past years. Nineteen percent (19%) reported staying two nights and three days, down from 25% each in 2006 and 2007. Six percent (6%) stayed five or more nights and six or more days, down from 9% in 2005 (Figures 25 and 26).

FIGURE 27
 Day Of Arrival



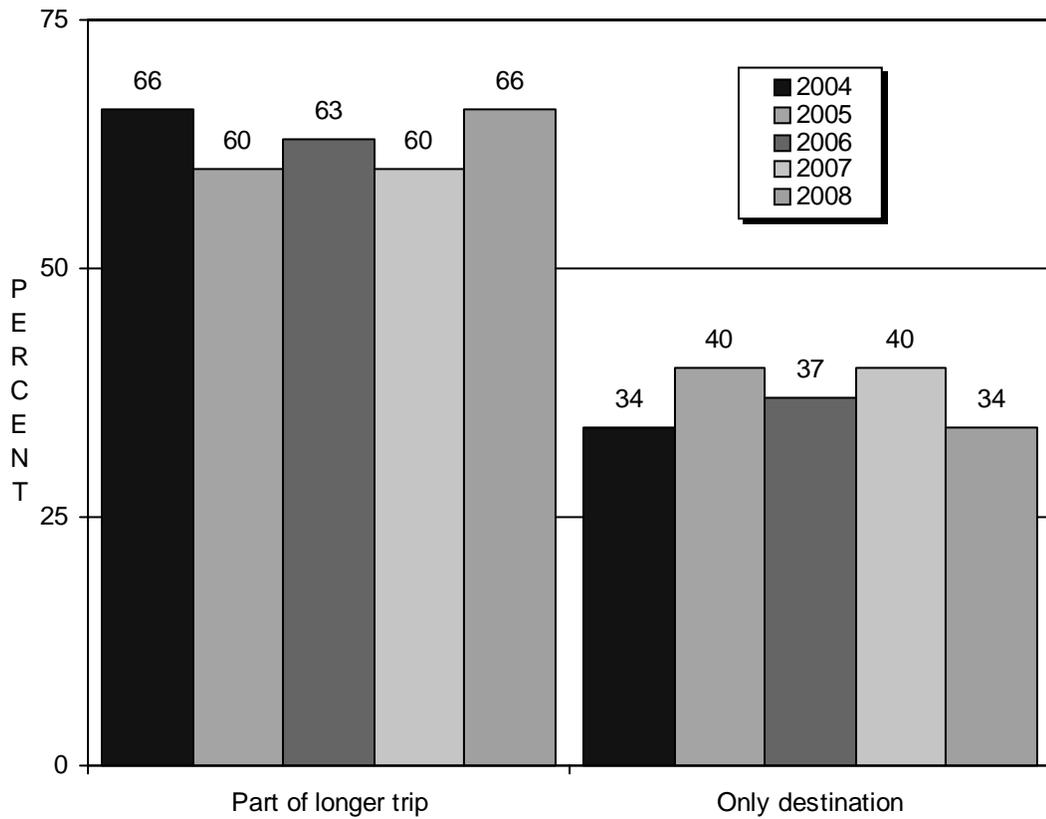
In 2008, visitors were most likely to arrive in Mesquite on a Sunday (16%, up from 13% in 2006), followed by a Monday or a Friday (15% each). Fourteen percent (14%) each arrived on Tuesday, Wednesday, or Saturday (down from 17% in 2004), and the remaining 13% arrived on a Thursday (Figure 27).

FIGURE 28
Weekend Versus Weekday Arrival



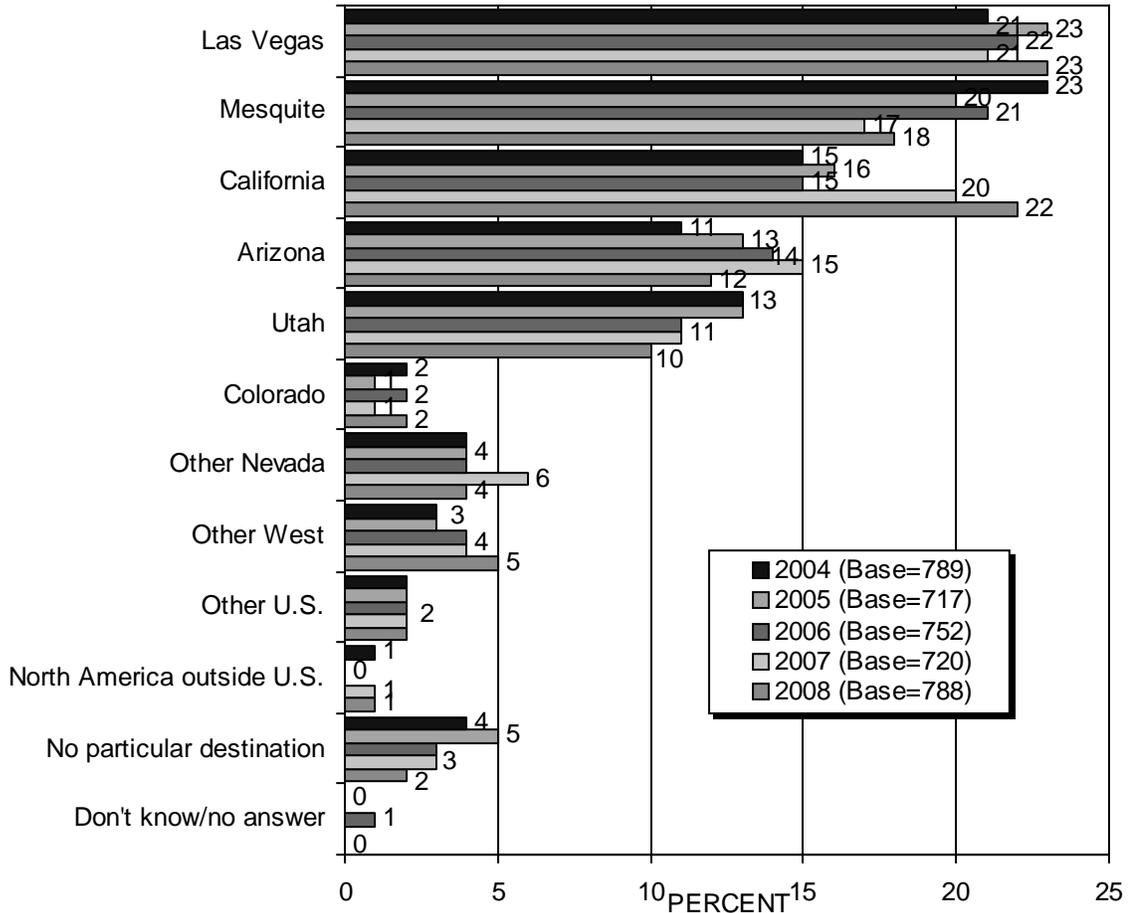
In 2008, more than seven in ten visitors (71%) arrived in Mesquite between Sunday and Thursday, up from 67% in 2004. Twenty-nine percent (29%) arrived in Mesquite on a Friday or a Saturday, down from 33% in 2004 (Figure 28).

FIGURE 29
Whether Mesquite Visit Is Part Of A Longer Trip



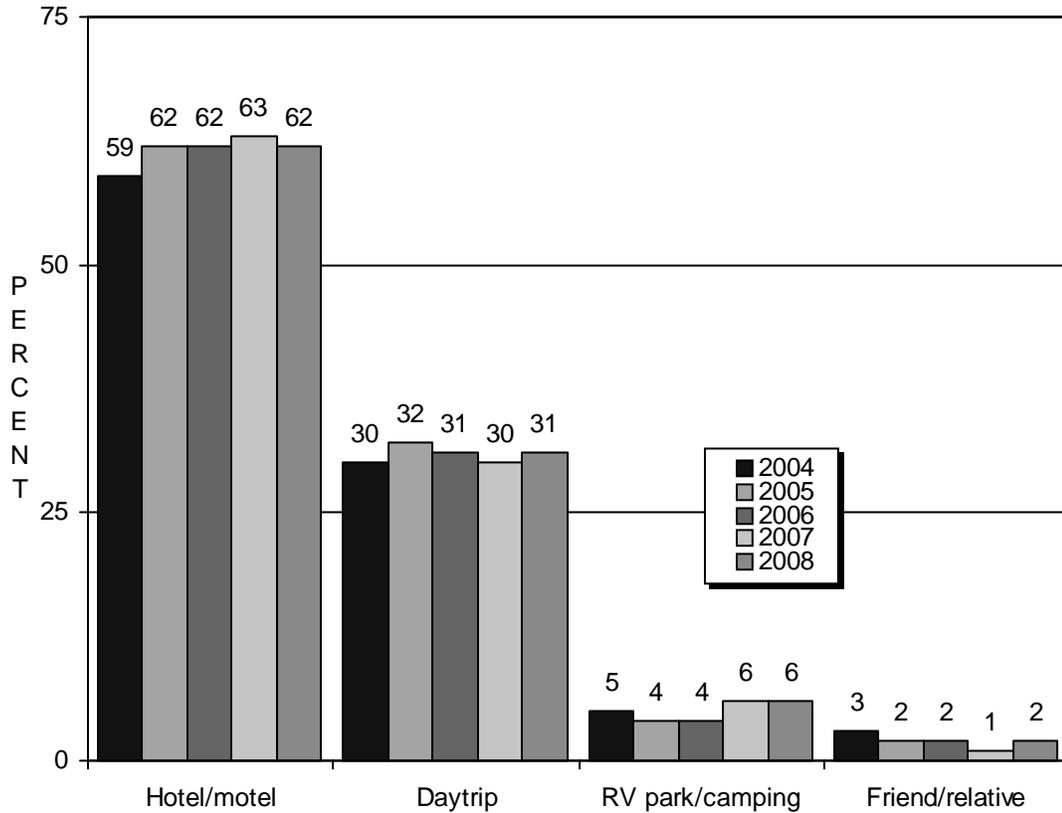
Two-thirds (66%) of Mesquite visitors said their visit to Mesquite was part of a longer trip (up significantly from 60% each in 2005 and 2007), while one-third (34%) said Mesquite was their only destination (down from 40% each in 2005 and 2007) (Figure 29).

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



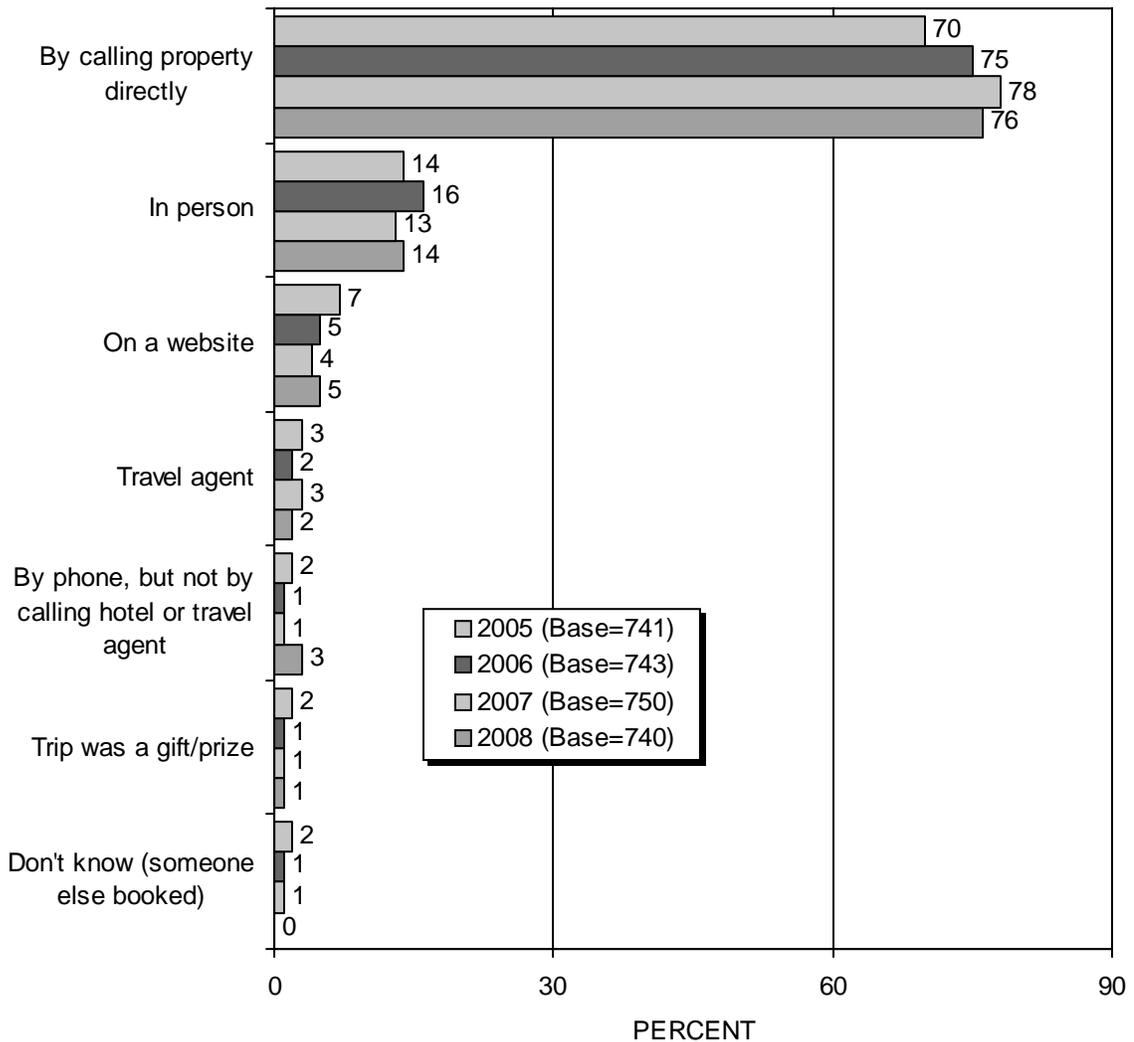
We asked visitors to name their primary destination if Mesquite was not their only destination (Figure 30). Eighteen percent (18%) said Mesquite was their primary destination (down from 23% in 2004), while 23% said Las Vegas, and 4% named other Nevada destinations (down from 6% last year). California was mentioned by 22% (up from 15% each in 2004 and 2006, and 16% in 2005), followed by Arizona (12%), Utah (10%, down from 13% in 2004), Colorado (2%), and other destinations in the Western U.S. (5%). Two percent (2%) mentioned other destinations in the U.S. outside the West, while 1% mentioned other North American destinations outside the U.S. Two percent (2%) of visitors said they had no particular destination in mind.

FIGURE 31
 Where Lodged



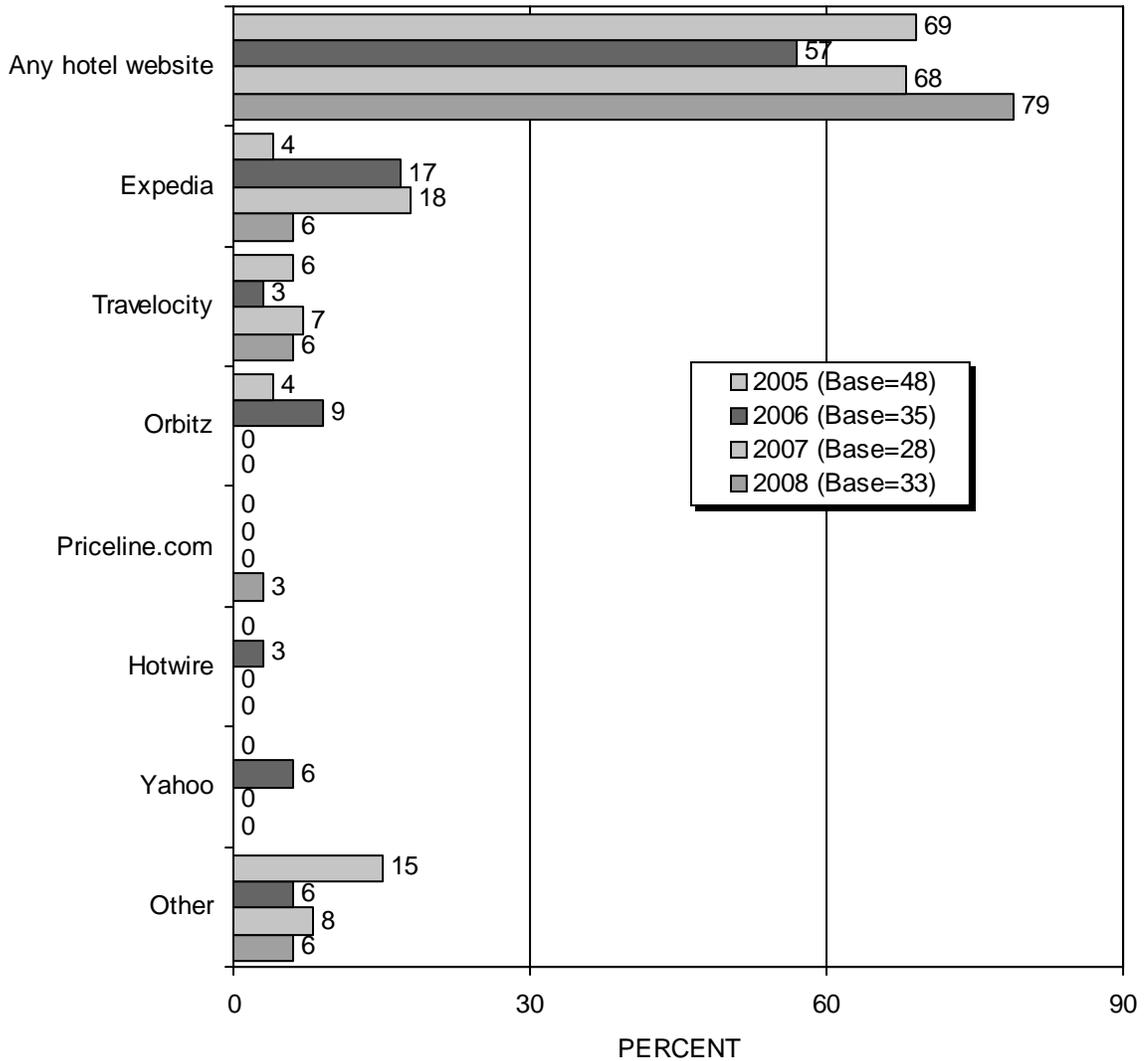
As shown in Figure 31, more than six in ten visitors (62%) stayed in hotels or motels in Mesquite in 2008. Thirty-one percent (31%) said they were visiting Mesquite just for the day and did not lodge anywhere. Six percent (6%) were in an RV or camping, while 2% were staying with friends or relatives.

FIGURE 32
 How Booked Accommodations
 (Among Those Who Stayed In A Hotel Or Motel)



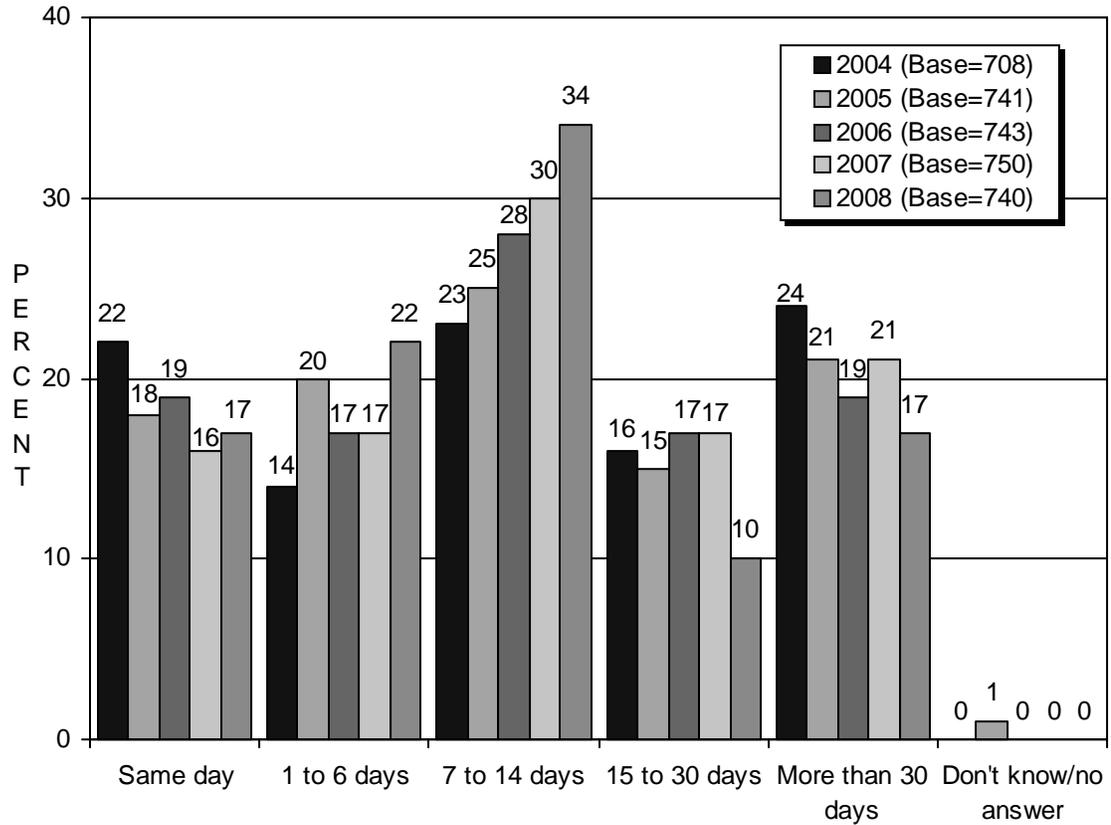
Beginning in 2005, visitors to Mesquite were asked how they booked their accommodations (Figure 32). Seventy-six percent (76%) said they booked their accommodations by calling the property directly (up from 70% in 2005), 14% booked in person, 5% booked their accommodations through a website, 2% said they used a travel agent, 3% booked by phone but not by calling the hotel or a travel agent (up from 1% each in 2006 and last year), and another 1% said that the trip was a gift.

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



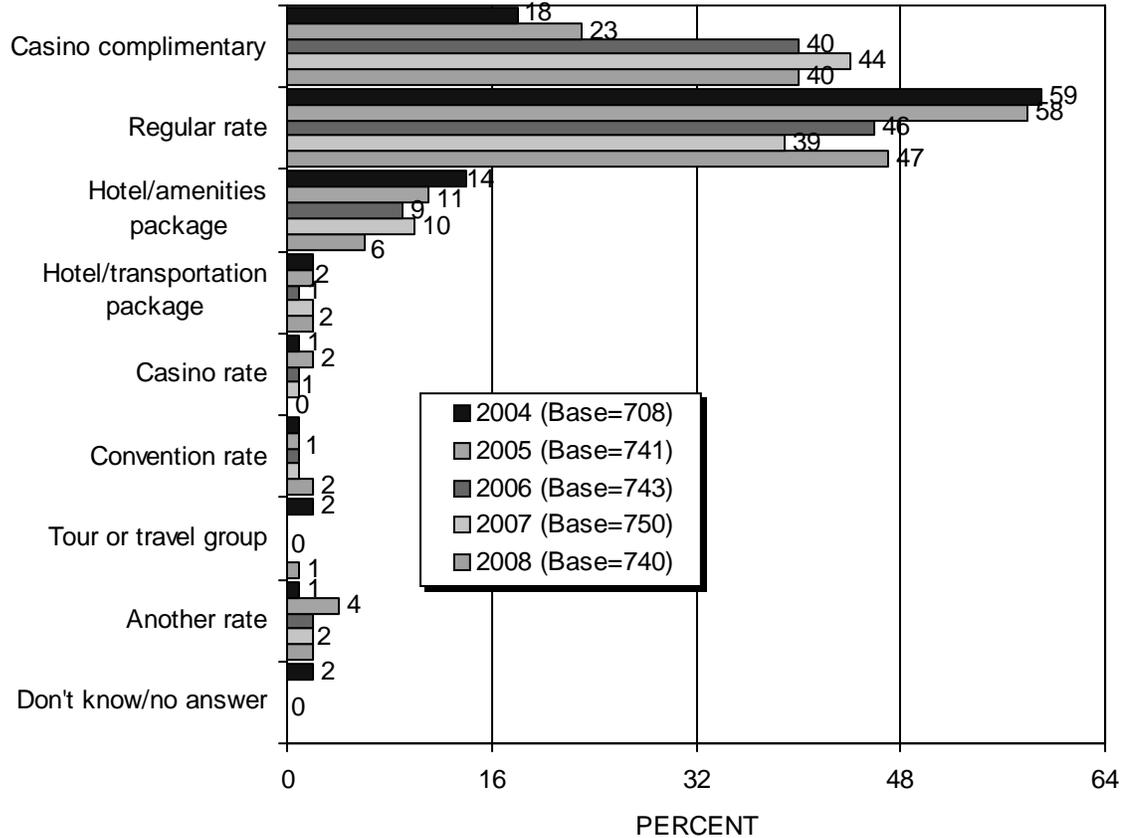
Visitors who booked their accommodations on a website were asked which website they used (Figure 33). The vast majority of these Internet users (79%, up significantly from 57% in 2006) said they used a hotel website to book their accommodations. Six percent (6%) each used Expedia, and Travelocity, while 3% used Priceline.com. The remaining 6% used some other website to book their accommodations.

FIGURE 34
 How Far In Advance Accommodations Were Booked
 (Among Those Staying In A Hotel Or Motel)



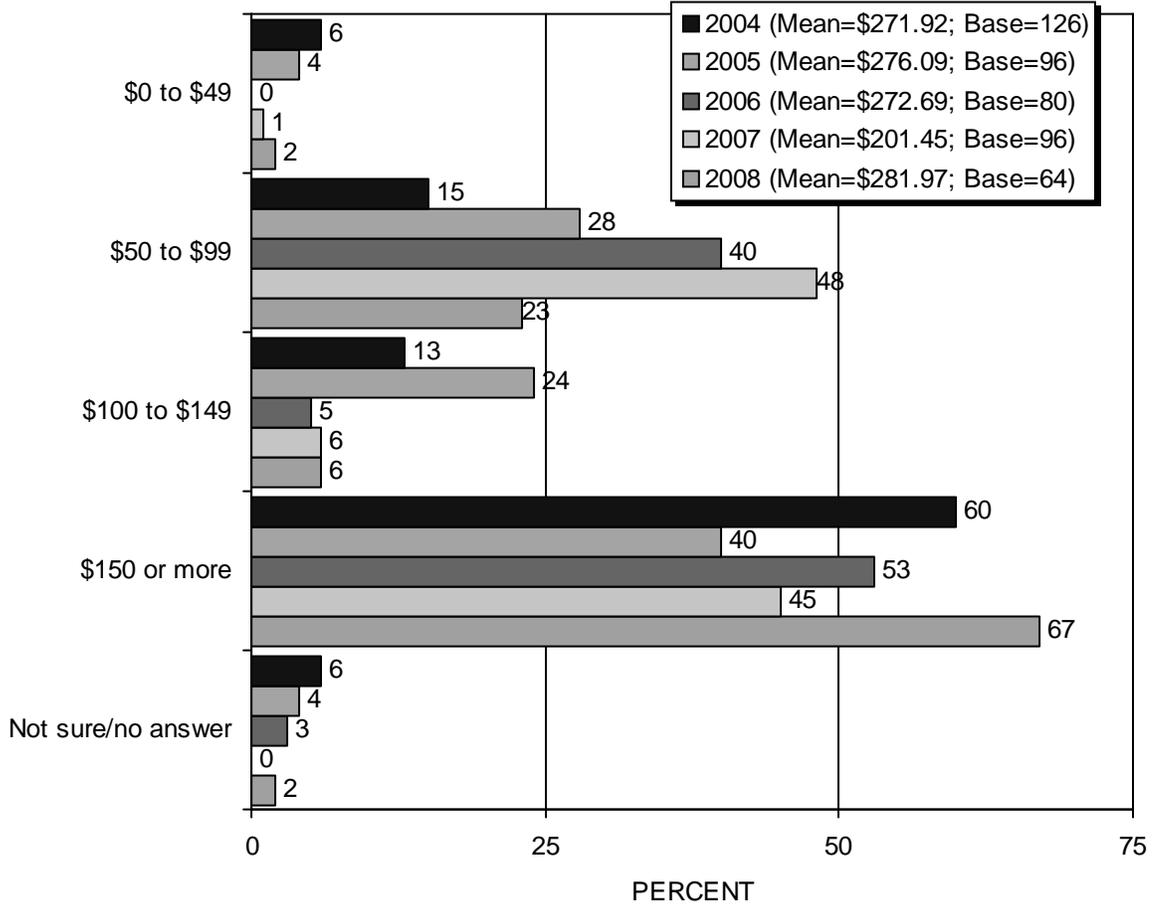
We asked those staying in a hotel, motel, or RV park how far in advance they had booked their accommodations (Figure 34). Seventeen percent (17%) booked their accommodations on the day of their arrival, down from 22% in 2004. Twenty-two percent (22%) of visitors booked one to six days in advance (up significantly from 14% in 2004 and 17% each in 2005 and 2006), 34% booked seven to 14 days in advance (up from 23% in 2004, 25% in 2005, and 28% in 2006), 10% booked 15 to 30 days in advance (down from all prior readings), and 17% booked more than 30 days in advance (down significantly from 24% in 2004 and 21% in 2005).

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



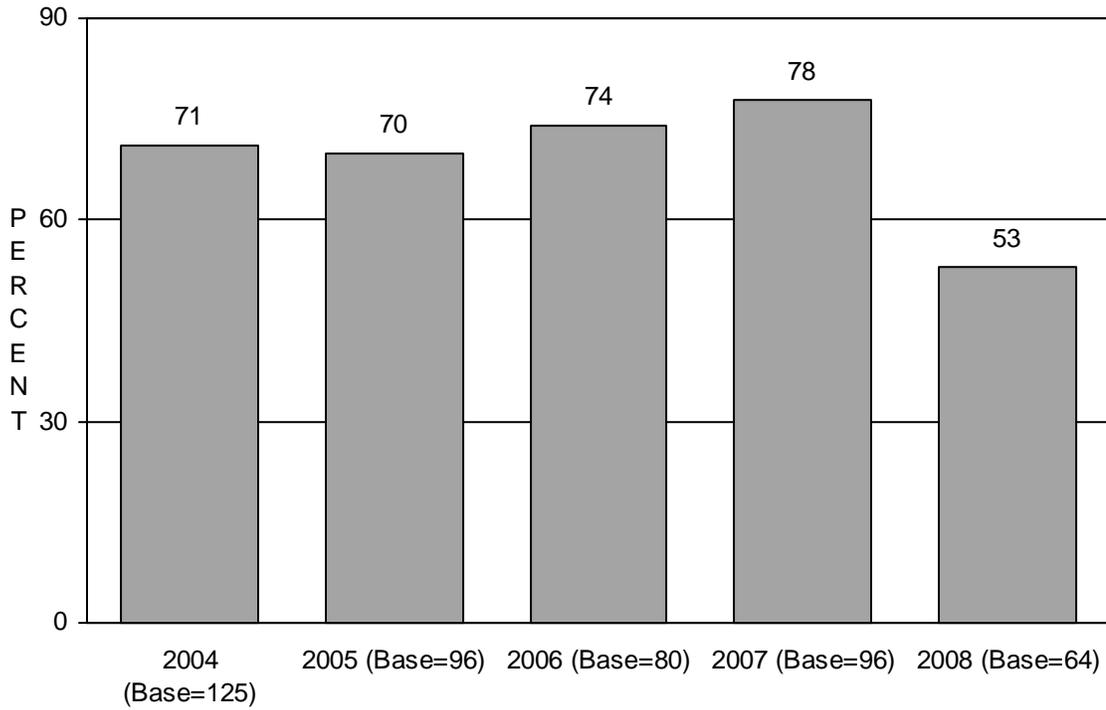
We asked those staying in a hotel or motel what type of room rate they had received for their accommodations (Figure 35). Forty-seven percent (47%) said they paid a regular room rate, up from 39% last year, but down from 59% in 2004 and 58% in 2005. Forty percent (40%) received a casino complimentary rate, up from 18% in 2004, and 23% in 2005. Another 9% paid some type of group rate, with 2% saying it was a hotel/transportation package rate, 6% saying it was a hotel/amenities package rate (down significantly from 14% in 2004, 11% in 2005, 9% in 2006, and 10% last year), and 1% saying they were part of a tour/travel group. Two percent (2%) paid a convention or company group rate, and 2% reported paying some other rate.

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). Two-thirds (67%) said they paid \$150 or more (up significantly from 40% in 2005 and 45% last year). Twenty-three percent (23%) paid \$50-\$99 on their package deal (down from 40% in 2006 and 48% in 2007). Another 6% paid between \$100 to \$149 (down from 24% in 2005), and 2% said they paid less than \$50. The average per-person package cost for 2008 was \$281.97, up significantly from \$201.45 last year.

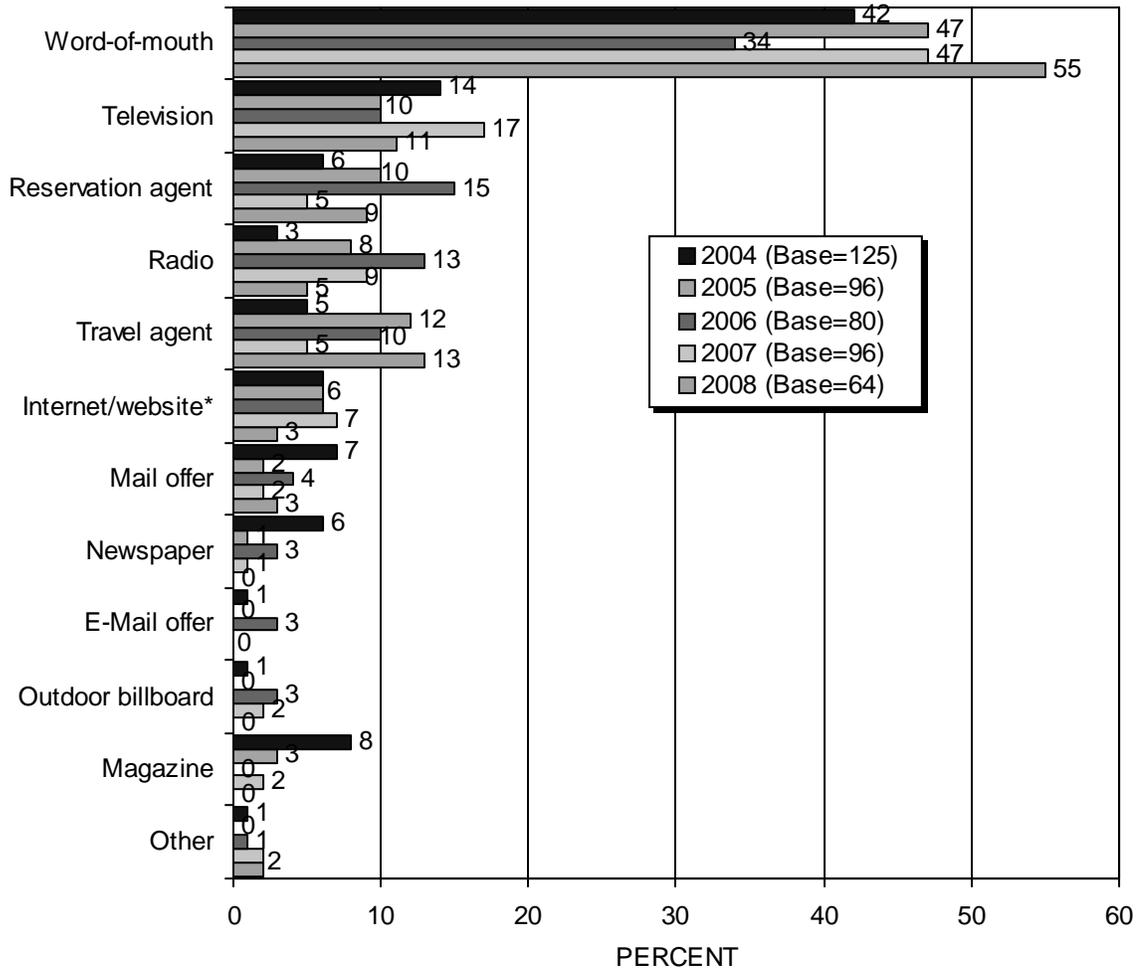
FIGURE 37
Package Purchased Directly From A Hotel*
(Among Those Who Bought A Package)



We asked visitors who purchased a package if they purchased it directly from the hotel, and 53% said they had, down significantly from 71% in 2004, 70% in 2005, 74% in 2006, and 78% last year (Figure 37).

* Only "Yes" responses are reported in this figure.

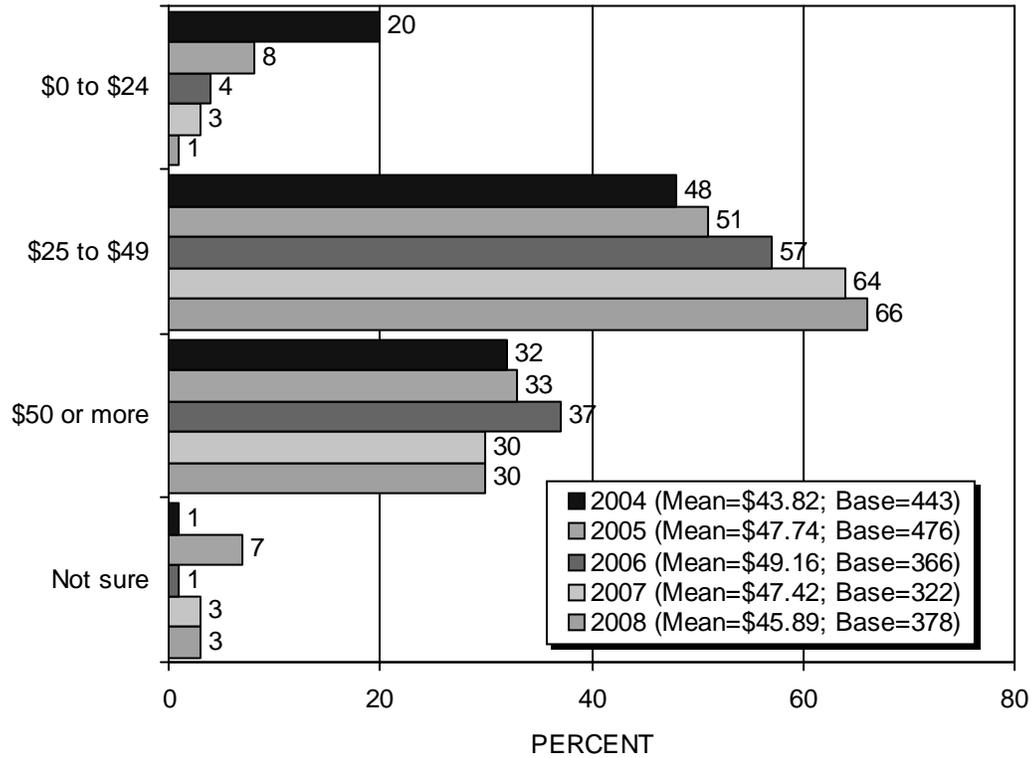
FIGURE 38
 Where First Heard About The Package
 (Among Those Who Bought A Package)



When asked where they first heard about the package they purchased, more than one-half of package purchasers (55%) said they first heard about it from friends, co-workers, or relatives (word-of-mouth), up significantly from 34% in 2006. Among the remaining package purchasers, 13% said they first heard about the package they purchase through a travel agent, 11% said through a television advertisement, 9% heard about their package from a reservation agent/call center, 5% through a radio ad, 3% received an offer in the mail, and 3% said through the Internet* (Figure 38).

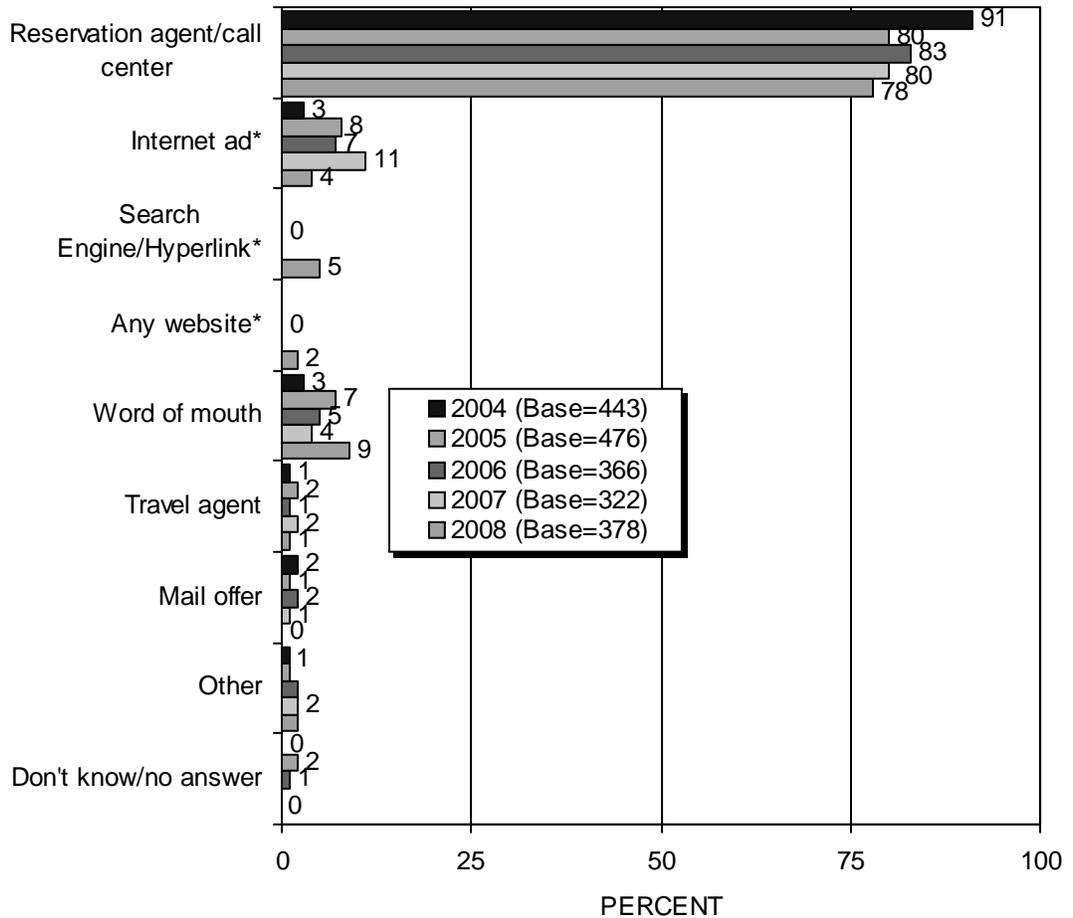
* Beginning in 2008 Internet responses were broken out to include "Internet Ad" "Any Website" and "Search engine/Hyperlink" as separate responses.

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



The average (mean) non-package hotel or motel expenditure was \$45.89, about the same as in past years (Figure 39). Two-thirds (66%) of non-package hotel lodgers reported spending between \$25 to \$49 per night on their room, up from 48% in 2004, 51% in 2005, and 57% in 2006. Thirty percent (30%) spent \$50 or more (down from 37% in 2006). Only 1% said they spent less than \$25 (down from 20% in 2004, 8% in 2005, and 4% in 2006).

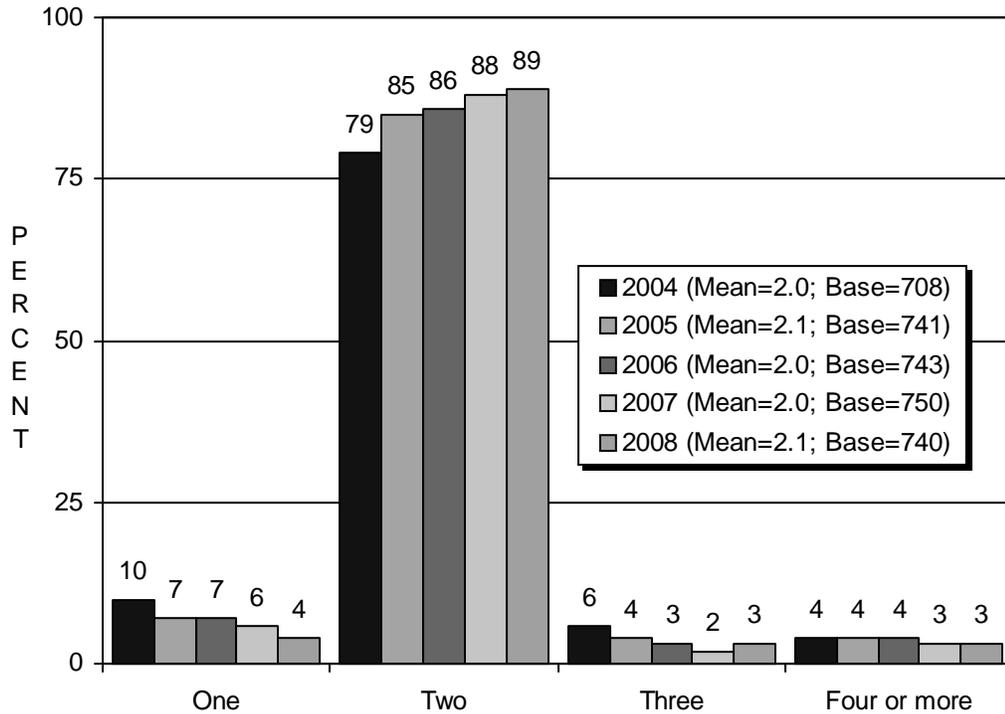
FIGURE 40
 How First Learned About Room Rate
 (Among Those Staying In A Hotel Or Motel/Non-Package)



Non-package hotel and motel lodgers were asked how they first found out about the room rate they paid (Figure 40). Nearly eight in ten (78%) said they first heard of their room rate from a reservation agent or through a call center (down from 91% in 2004). Eleven percent (11%) reported first hearing about their room rate through the Internet* — 5% through a search engine or hyperlink, 4% through an Internet ad (down from 8% in 2005 and 11% in 2007), and 2% through a website. Nine percent (9%) found out through word of mouth (up from 3% in 2004, 5% in 2006, and 4% last year). Just 1% found out through a travel agent.

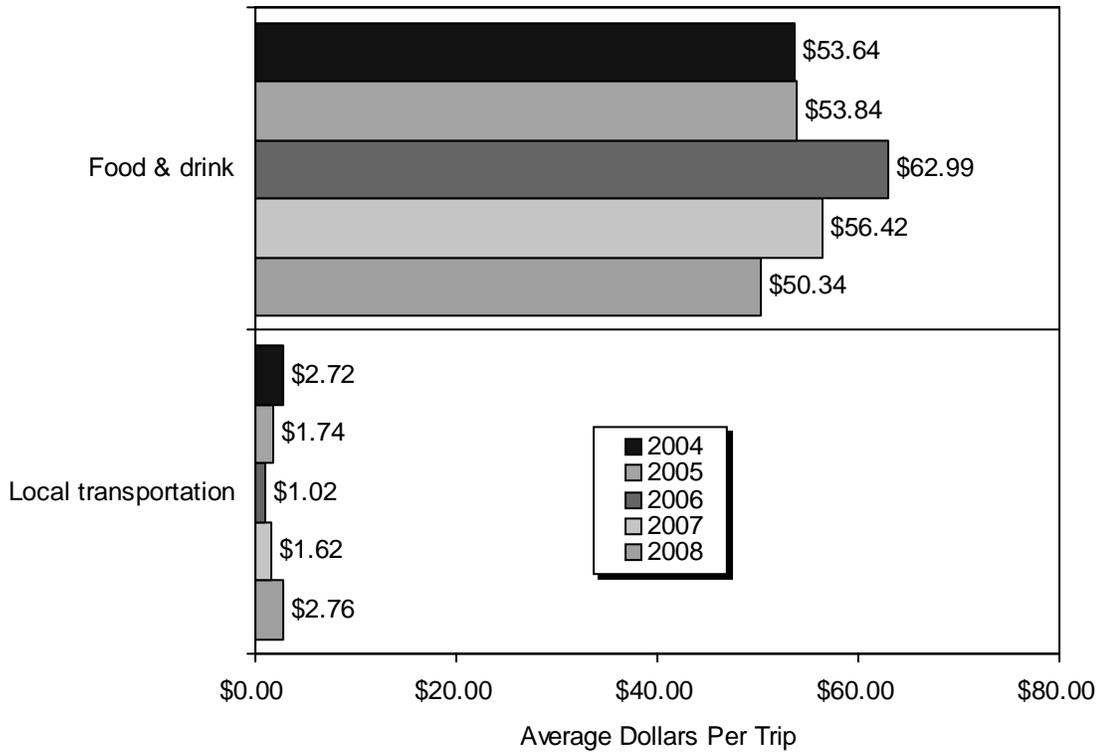
* Beginning in 2008 Internet responses were broken out to include "Internet Ad" "Any Website" and "Search engine/Hyperlink" as separate responses.

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 (89%, up significantly from 79% in 2004, 85% in 2005, and 86% in 2006). The proportion of visitors lodging alone was 4% (down from 10% in 2004 and 7% each in 2005 and 2006). Three percent (3%) of visitors reported three room occupants (down from 6% in 2004), while an additional 3% reported four or more room occupants. The average (mean) number of room occupants was 2.1, similar to past years.

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

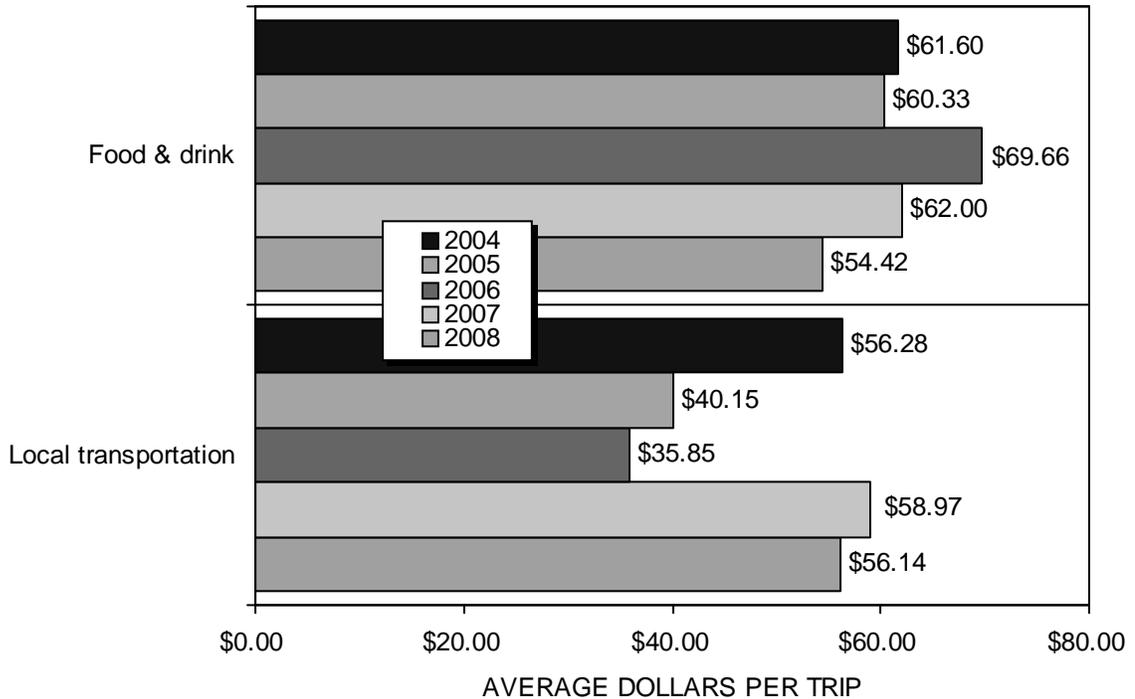


We asked all visitors about their daily expenditures on food and drink and on local transportation. Figure 42 shows the average trip expenditures *including visitors who said they spent nothing in that category*. In 2008, the average food and drink expenditures were \$50.34, down significantly from \$62.99 in 2005 and \$56.42 last year.

The average local transportation expenditures for 2008 were \$2.76, up significantly from \$1.02 in 2006.

* 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)

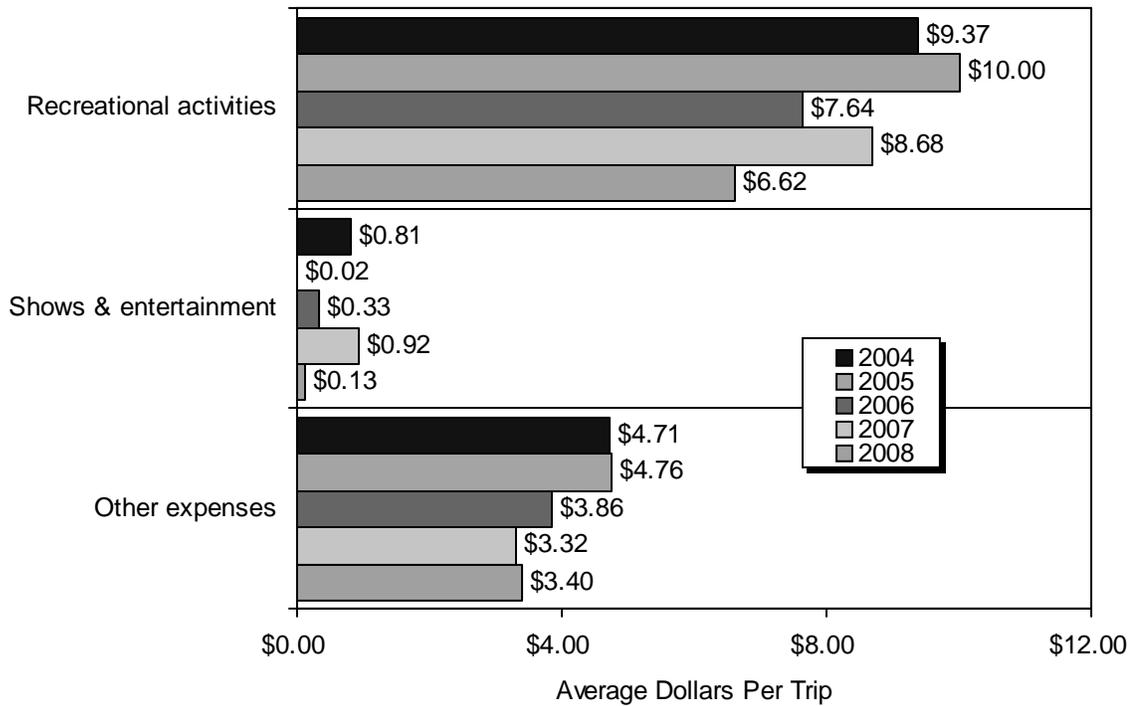


Among visitors who spent money in these categories, average trip expenditures on food and drink in 2008 were \$54.42 down significantly from 2004-2007. The average expenditures on local transportation in 2008 were \$56.14, up from \$35.85 in 2006 (Figure 43).

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

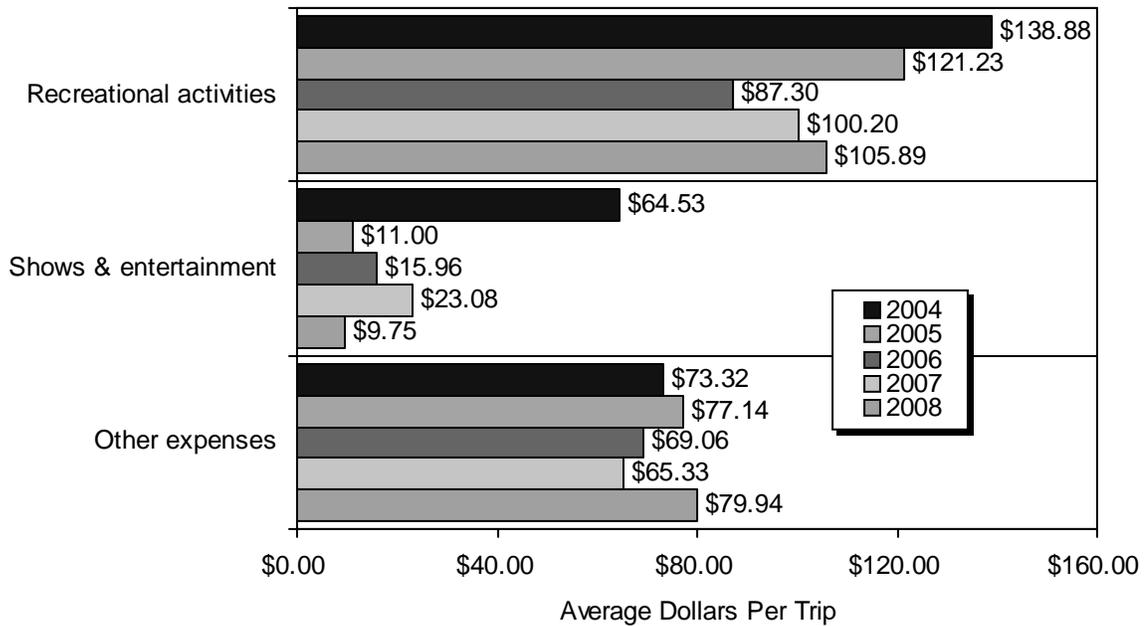
	2004	2005	2006	2007	2008
Food and Drink					
Base size	(1045)	(1071)	(1085)	(1092)	(1110)
Proportion of total	87%	89%	90%	91%	91%
Local Transportation					
Base size	(58)	(52)	(34)	(33)	(59)
Proportion of total	5%	4%	3%	3%	3%

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 2008 was \$6.62, down from \$10.00 in 2005. The average expenditure for shows was \$0.13 per trip, down from \$0.92 last year. The average expenditure for other expenses was \$3.40, similar to past years.

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



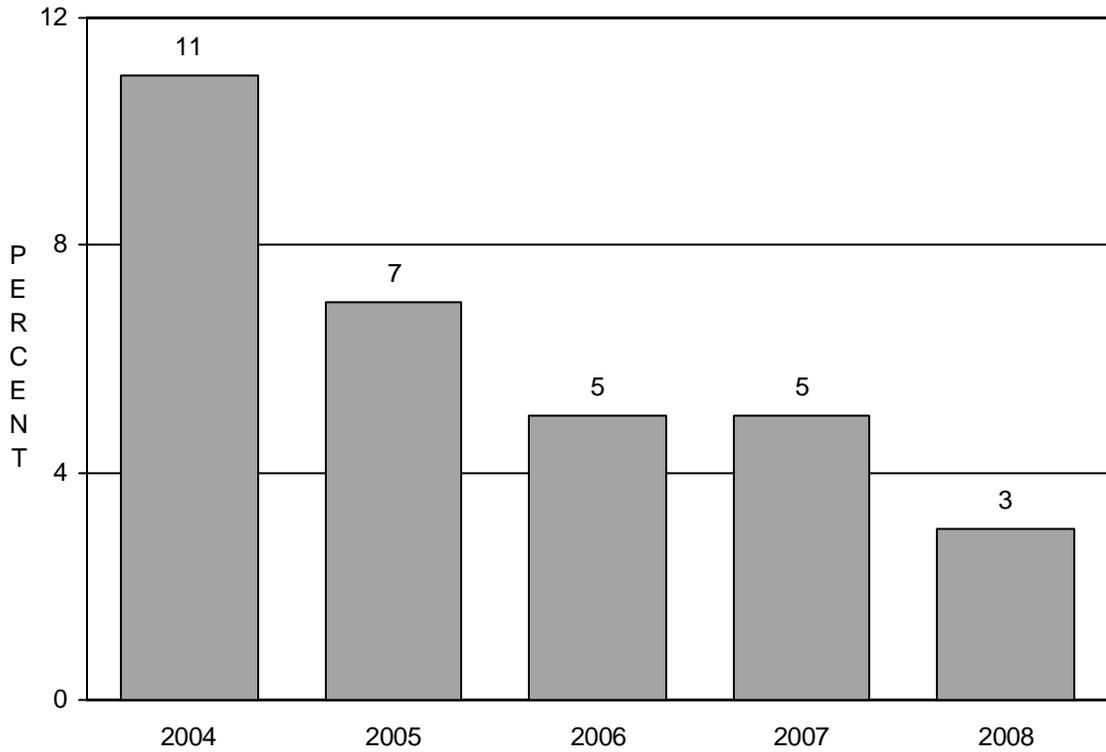
Considering only visitors who spent money in each category, the average expenditure for recreational activities in 2008 was \$105.89. The average expenditure for shows was \$9.75, down significantly from \$64.53 in 2004 and \$23.08 last year. Visitors also spent an average of \$79.94 on other expenses (Figure 45).

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

	2004	2005	2006	2007	2008
Recreation					
Base size	(81)	(99)	(105)	(104)	(75)
Proportion of total	7%	8%	9%	9%	9%
Shows					
Base size	(15)*	(2)*	(25)*	(48)	(16)*
Proportion of total	1%	0.2%	2%	4%	4%
Other					
Base size	(77)	(74)	(67)	(61)	(51)
Proportion of total	6%	6%	6%	5%	5%

* Note extremely small base size.

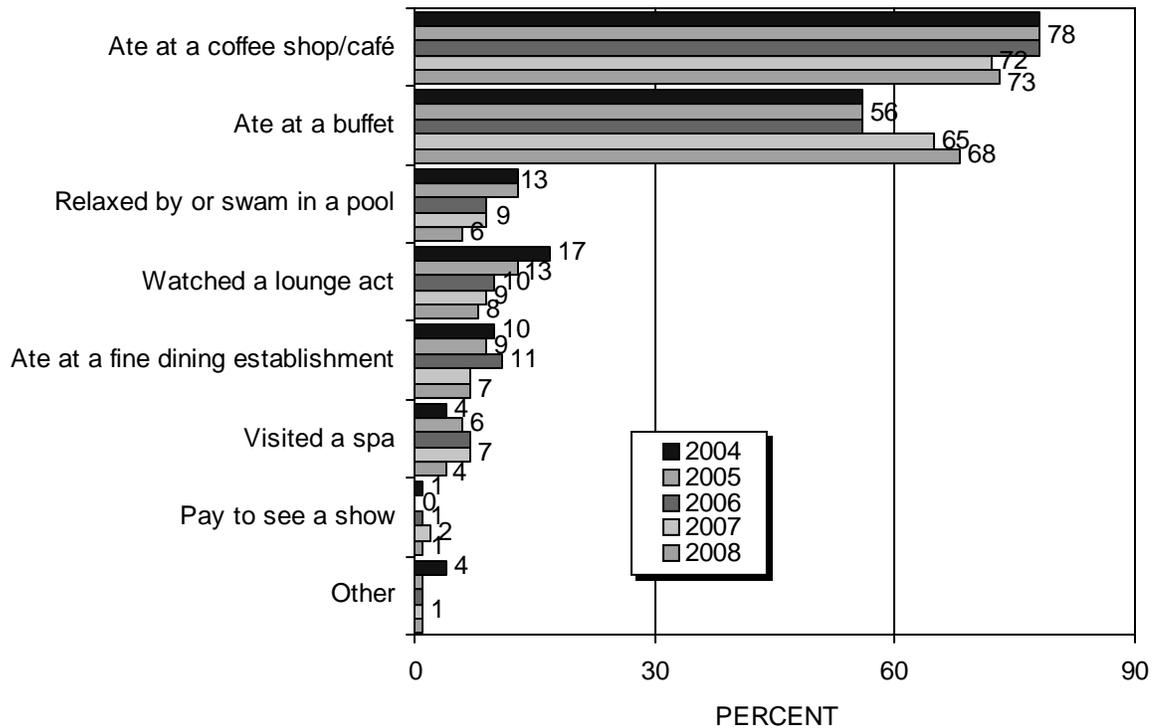
FIGURE 46
Whether Played Golf While Visiting Mesquite*



Three percent (3%) of Mesquite visitors said they played golf while visiting Mesquite, down significantly from 11% in 2004, 7% in 2005, and 5% each in 2006 and 2007 (Figure 46).

* Only "Yes" responses are reported in this figure.

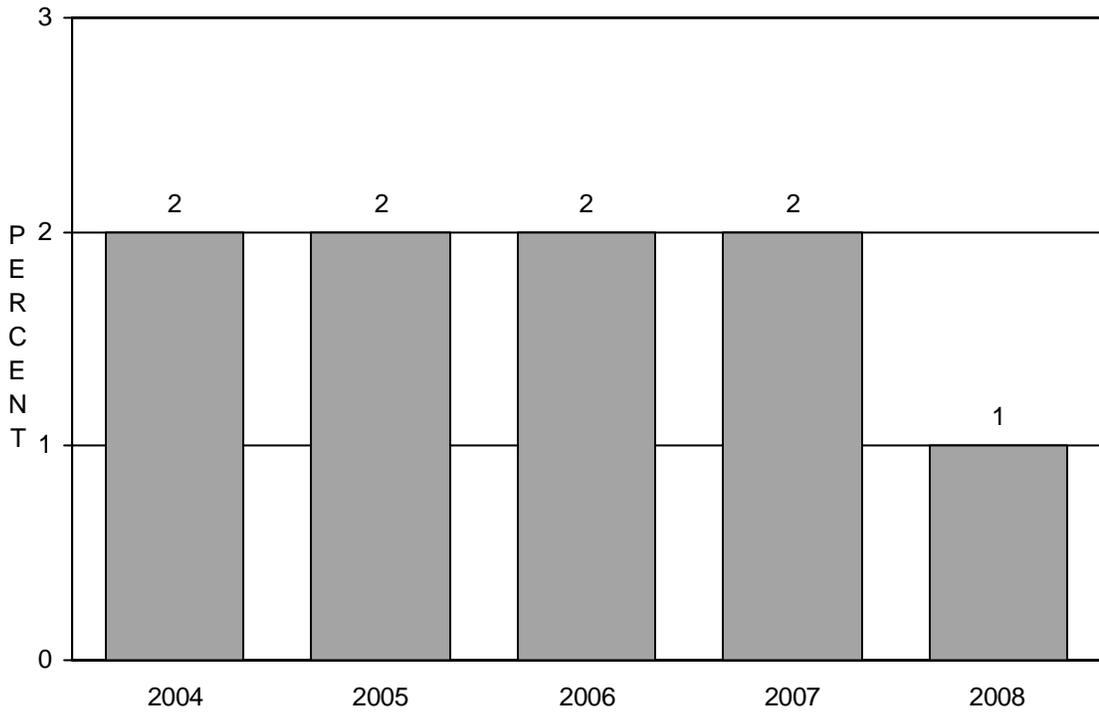
FIGURE 47
 Other Activities Participated In While Visiting Mesquite*



Visitors were asked whether they participated (or planned to participate) in several other activities during their visit to Mesquite (Figure 47). Seventy-three percent (73%) said they ate a coffee shop or café in Mesquite (down from 78% each in 2004-2006), 68% said they ate at a buffet (up from 56% each from 2004-2006), and 7% said they ate at a fine dining establishment (down from 10% in 2004 and 11% in 2006). Eight percent (8%) said they watched a lounge act (down from 17% in 2004 and 13% in 2005), 6% relaxed by or swam in a pool (down from 13% each in 2004 and 2005 and 9% each in 2006 and 2007), and 4% visited a spa (down from 6% in 2005 and 7% each in 2006 and 2007).

* Multiple responses were permitted to this question.

FIGURE 48
Whether Stopped By The Mesquite Visitors Center*



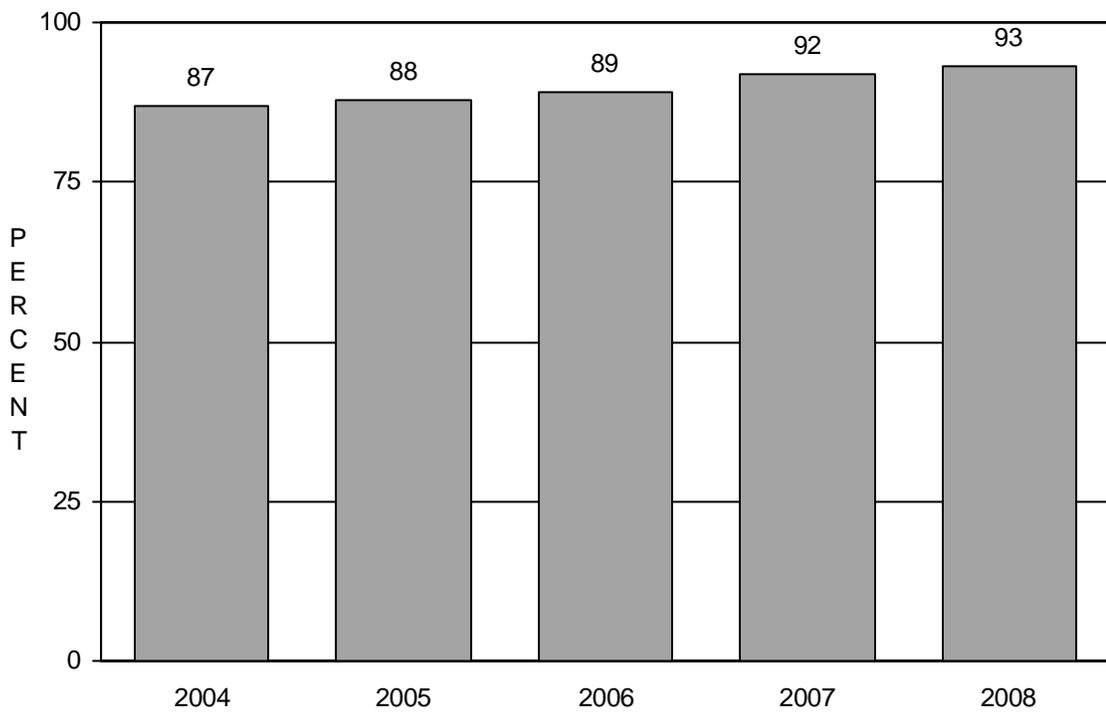
One percent (1%) of visitors said they stopped by the Mesquite Visitors Center while in Mesquite (Figure 48).

* Only "Yes" responses are reported in this figure.

GAMING BEHAVIOR AND BUDGETS

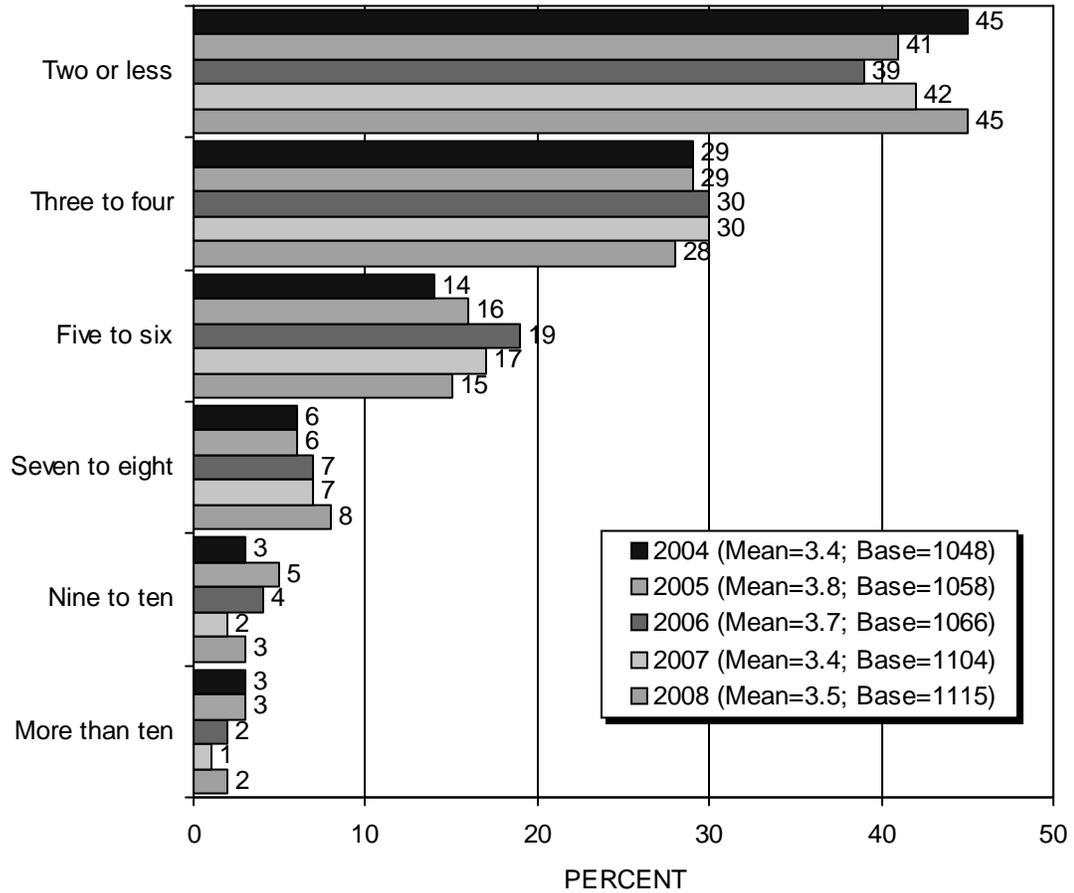
More than nine in ten (93%) visitors gambled while in Mesquite, up from 87% in 2004, 88% in 2005, and 89% in 2006, but similar to last year's figure of 92% (Figure 49).

FIGURE 49
Whether Gambled While In Mesquite*



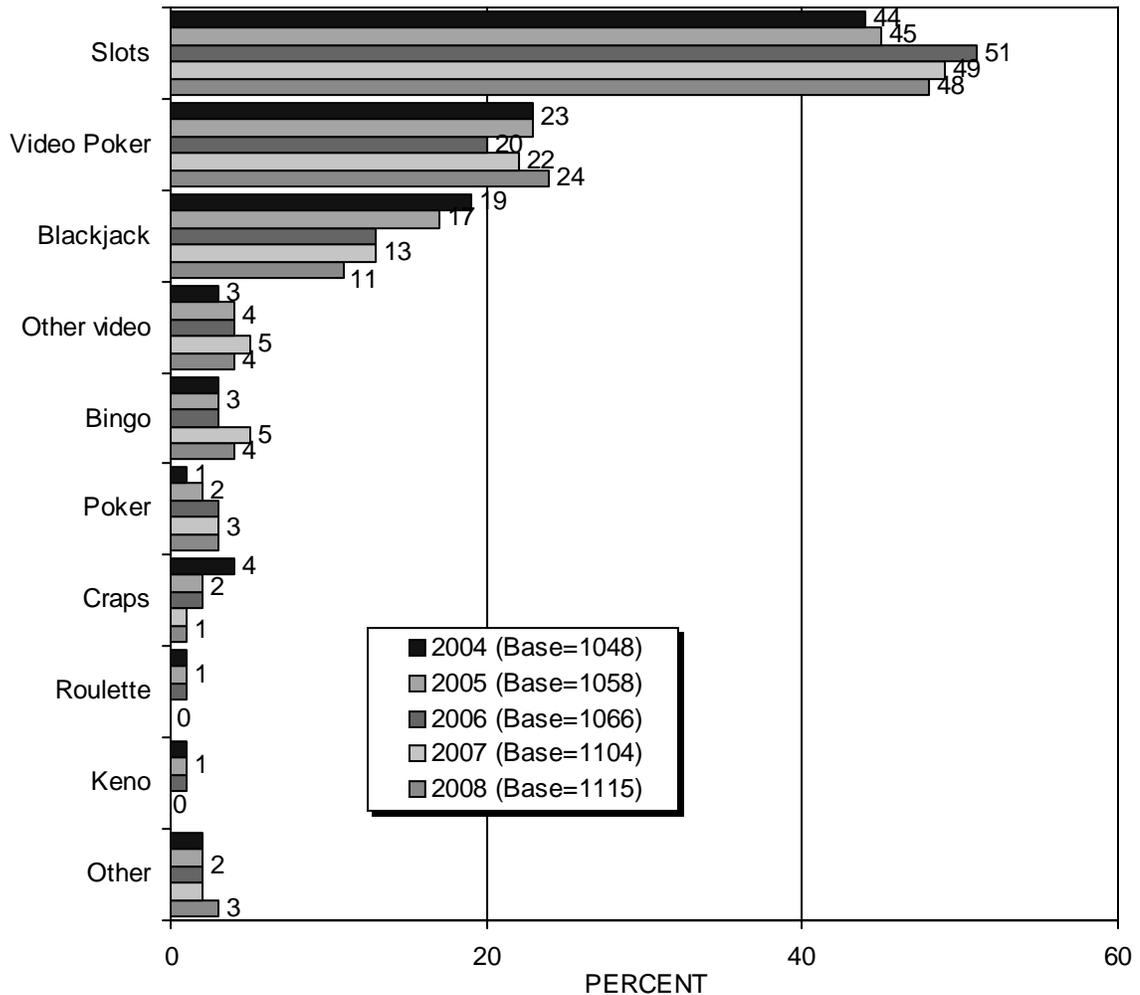
* Only "Yes" responses are reported in this figure.

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



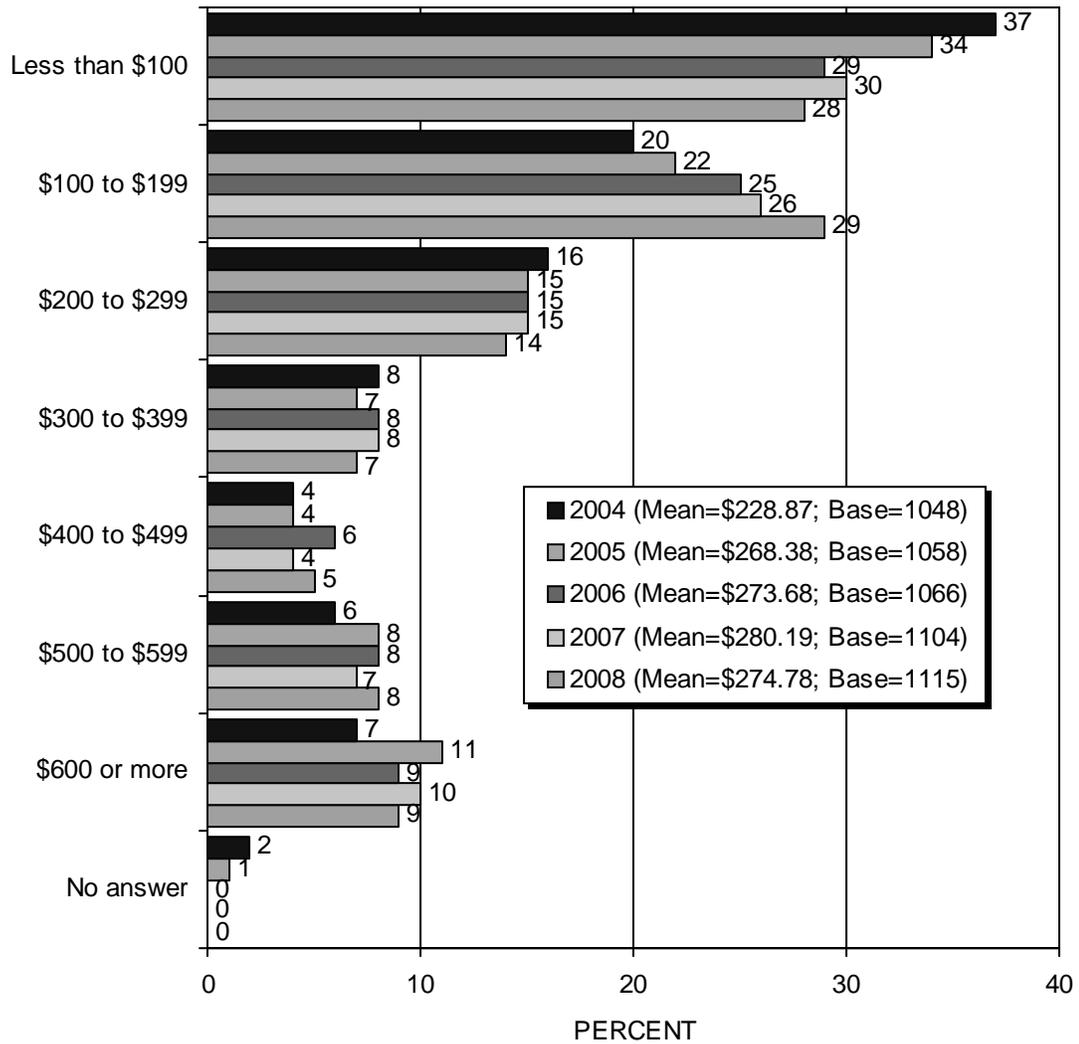
Among those who gambled while in Mesquite in 2008, 45% spent two hours or less gambling daily, up from 39% in 2006 (Figure 50). Another 28% spent three to four hours per day gambling, while 15% spent five to six hours per day gambling (down significantly from 19% in 2006), and 13% gambled more than six hours per day. The average (mean) number of hours spent gambling in 2008 was 3.5, down significantly from 3.8 in 2005 and 3.7 in 2006.

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



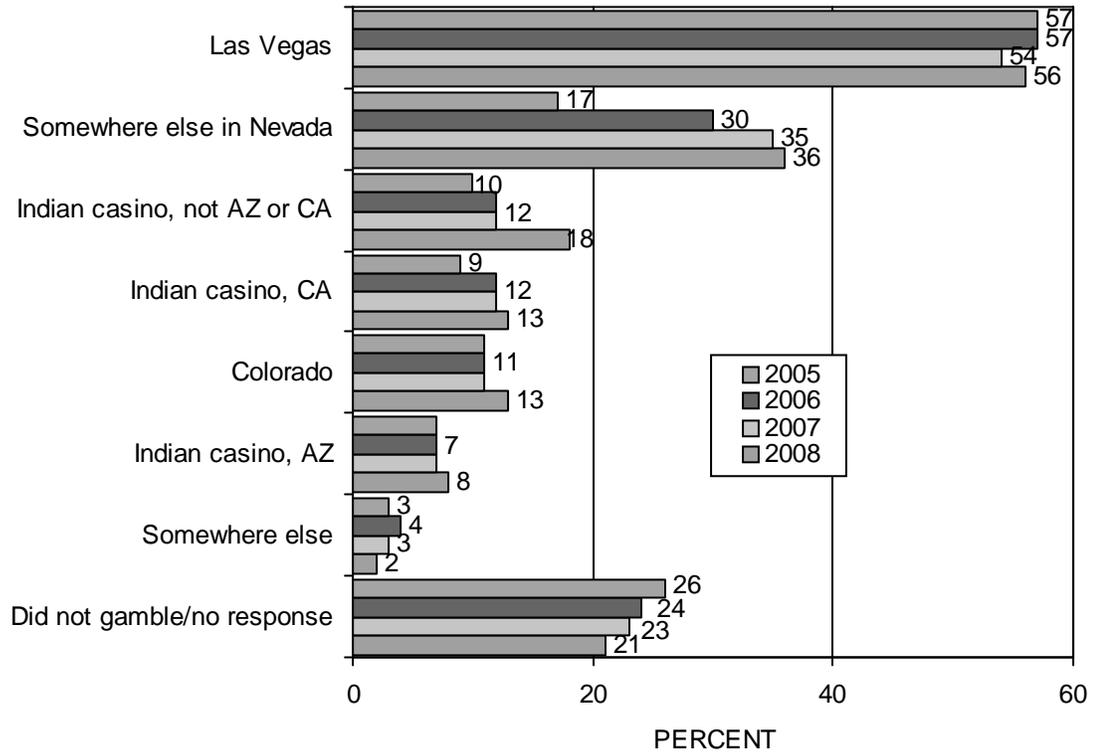
As Figure 51 shows, nearly half of all gamblers (48%, up from 44% in 2004) played slot machines most often. This was followed by video poker (24%, up from 20% in 2006), and blackjack (11%, down from 19% in 2004, and 17% in 2005). Players of all other games make up the remaining 16% of the total. Four percent (4%) each played other video games or bingo most often, and 3% played poker most often, up from 1% in 2004.

FIGURE 52
Trip Gambling Budget
(Among Those Who Gambled)



The average trip gambling budget in 2008 was \$274.78, down from last year but up significantly from \$228.87 in 2004 (Figure 52). Twenty-eight percent (28%) said they budgeted less than \$100 for gambling, 29% budgeted between \$100 to \$199 (up from 20% in 2004, 22% in 2005, and 25% in 2006), 14% budgeted between \$200 to \$299, and 29% budgeted \$300 or more.

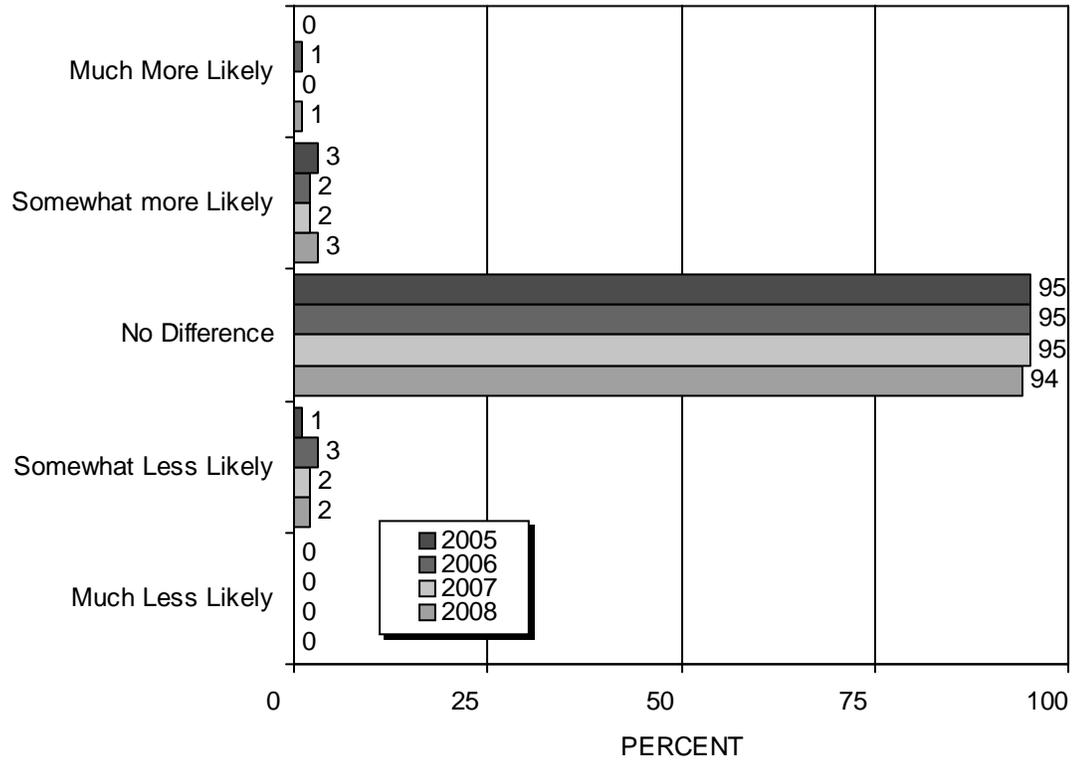
FIGURE 53
 Where Visitors Gambled Outside Mesquite*



Beginning in 2005, all Mesquite visitors were asked where else they had gambled in a casino facility during the past 12 months outside of Mesquite (Figure 53). Over one-half (56%) reported gambling in Las Vegas during the past year, while 36% said they gambled somewhere else in Nevada (up from 17% in 2005 and 30% in 2006). Eighteen percent (18%) also said they have gambled at a casino on an Indian reservation not in Arizona or California (up from 10% in 2005 and 12% each in 2006 and last year), 13% at an Indian reservation in California (up from 9% in 2005), 13% at a casino in Colorado, 8% at an Indian reservation in Arizona, and 2% gambled somewhere else. One in five visitors (21%) did not gamble at any of these locations, down from 26% in 2005.

* 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 (94%) said that having other places to gamble made no difference in their decision to visit Mesquite (Figure 54). Only 4% said it made them either much or somewhat more likely to visit Mesquite (up from 2% in 2006 and 3% last year), and only 2% said it made them somewhat less likely to visit Mesquite (down from 3% in 2006).

ATTITUDINAL INFORMATION

Virtually all visitors (99.5%) gave Mesquite a high satisfaction rating (Figure 55), with 97% saying they were “very” satisfied with their visit to Mesquite (up from 95% in 2005, 93% in 2006, and 94% last year). Three percent (3%) were “somewhat” satisfied (down from 4% each in 2005 and 2007 and 6% in 2006), and less than 1% expressed dissatisfaction.

FIGURE 55
Satisfaction With Visit

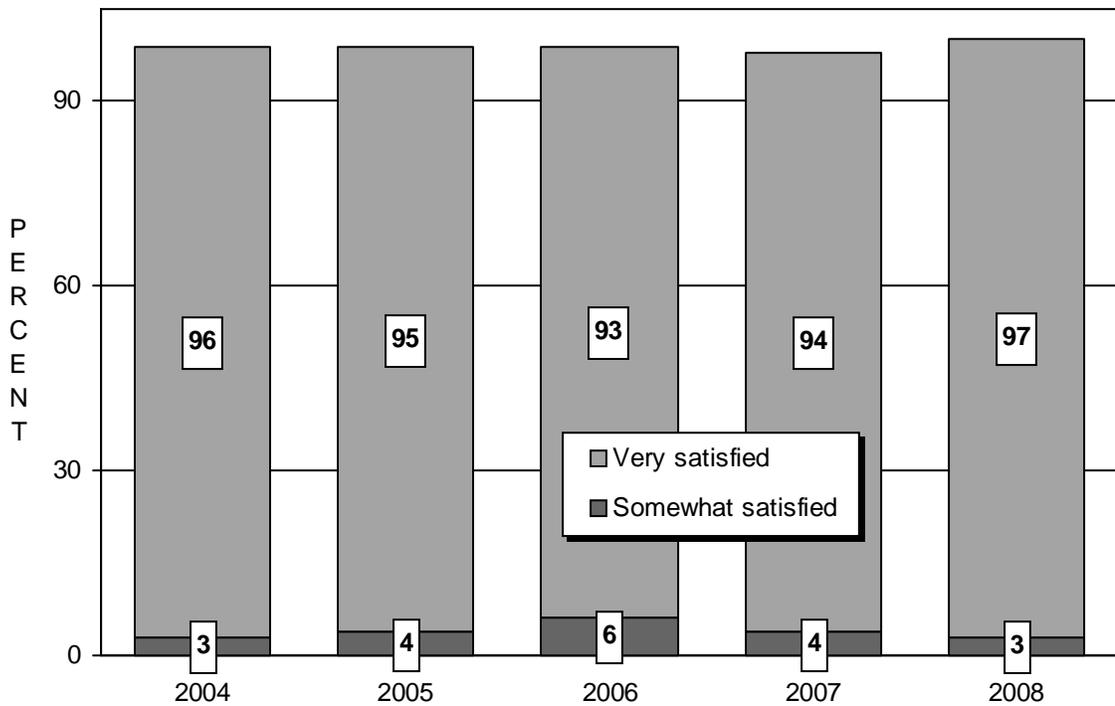
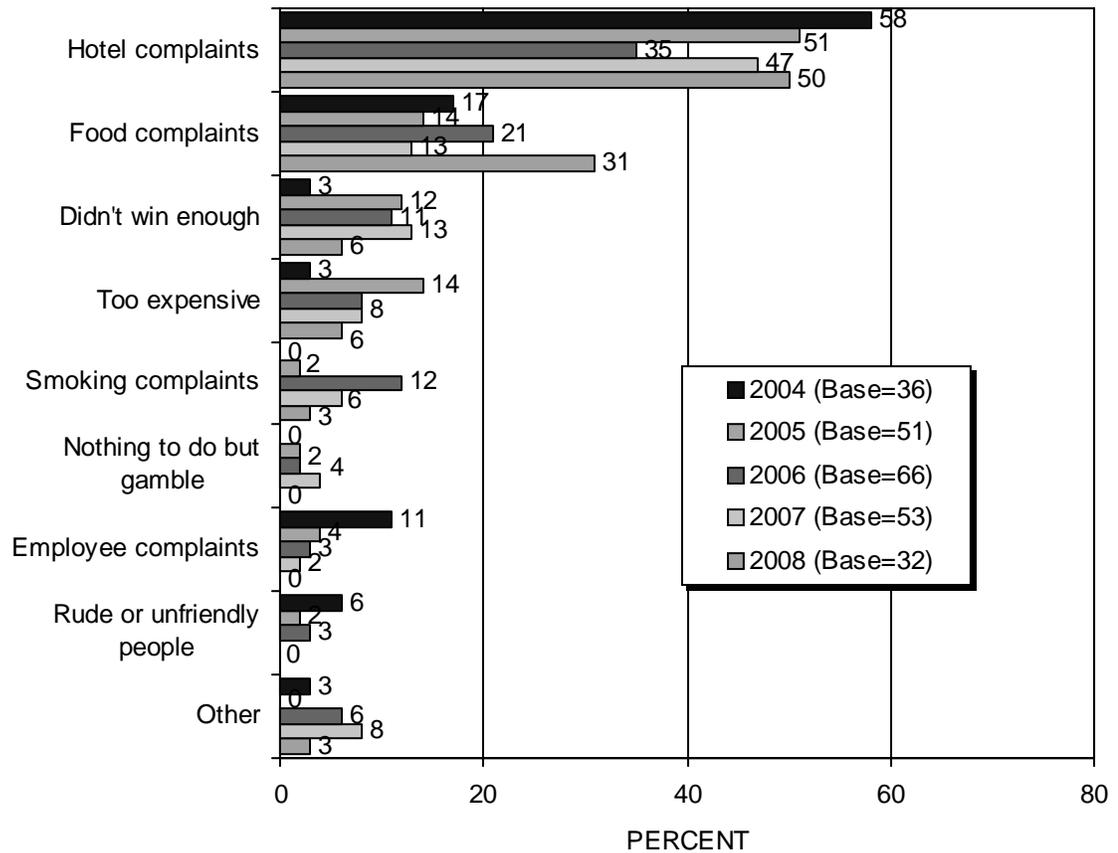
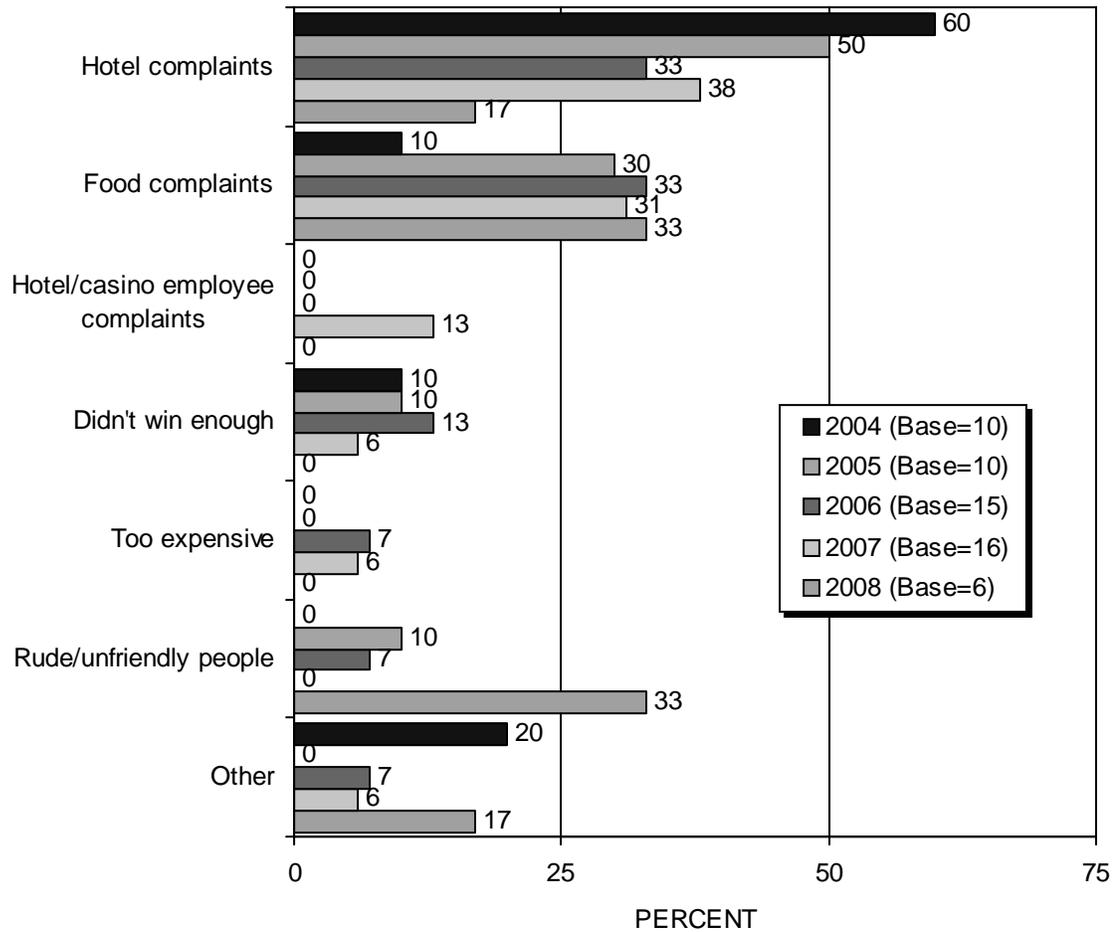


FIGURE 56
 Why Not "Very" Satisfied With Visit
 (Among Those Who Were "Somewhat" Satisfied)



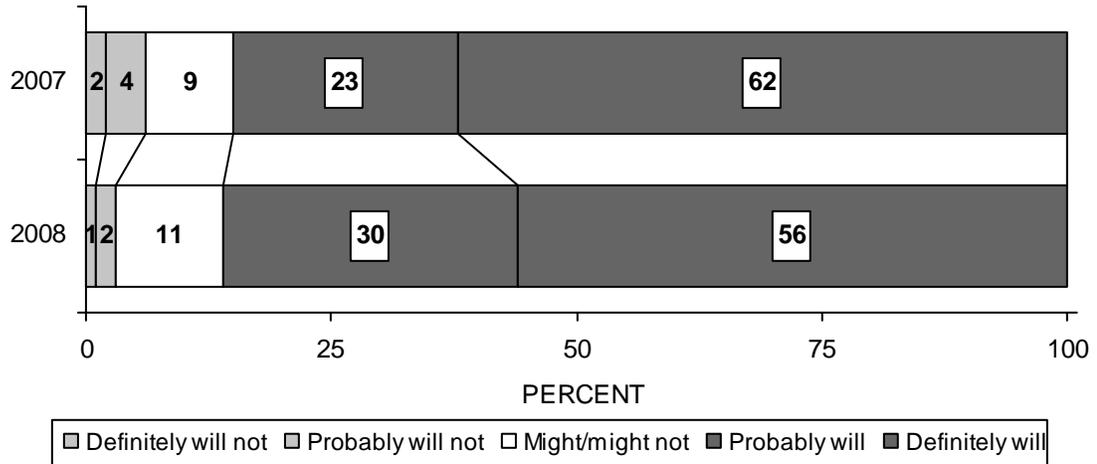
Those who were "somewhat" satisfied with their visit to Mesquite were asked the main reason why they were not "very" satisfied (Figure 56). Of the 32 visitors in this category in 2008, one-half (50%) said they had hotel complaints and a little less than one-third (31%) complained about the food.

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



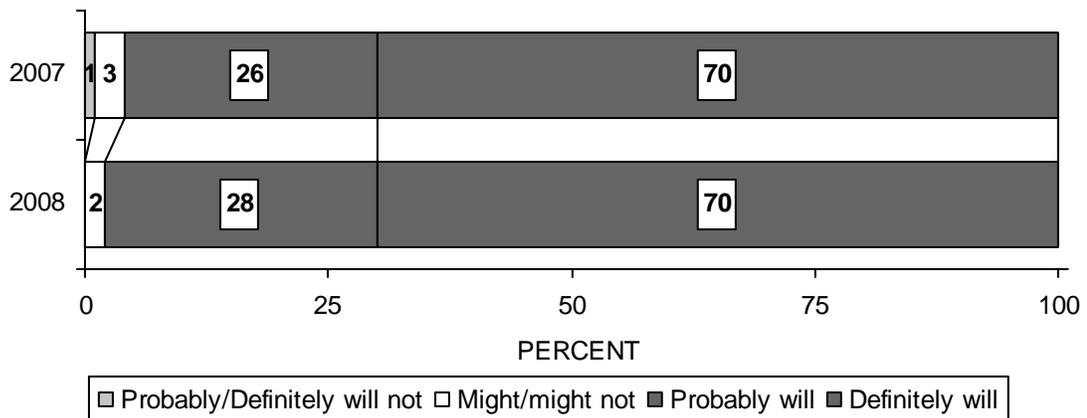
Those who were dissatisfied with their visit to Mesquite were asked why (Figure 57). Of the six visitors in this category, two (33%) had food-related complaints, another two visitors mentioned encountering rude or unfriendly people, and one visitor (17%) had a complaint about their hotel.

FIGURE 58
 Likelihood Of Returning To Mesquite Next Year



Visitors were asked for the first time in 2007 how likely they are to return to Mesquite the following year (Figure 58), and 86% of visitors in 2008 said they “definitely” or “probably” will, with 56% saying they “definitely” will (down significantly from 62% last year) and 30% saying they “probably” will (up significantly from 23% in 2007).

FIGURE 59
 Likelihood Of Recommending Mesquite To Others



In 2007, visitors were also first asked how likely they are to recommend Mesquite to others (Figure 59), and 98% of visitors in 2008 said they “definitely” or “probably” will recommend Mesquite (up from 96% last year).

VISITOR DEMOGRAPHICS

As Figures 60 and 61 show, 2008 Mesquite visitors were likely to be married (90%), white (96%), and from the Western U.S. (76%, down from 80% in 2005). The average age was 59.0 (up significantly from 56.3 in 2004 and 57.8 in 2005), with over one-third (37%) 65 or older (up significantly from 2004-2007). Visitors were more likely to be retired (53%, up from 42% in 2004 and 47% in 2005) than employed (45%). More than one-half (53%) had a household income of less than \$60,000 (down from 57% in 2004, 60% in 2005, and 63% in 2007). Four in ten (40%) had a high school education or less, while 41% reported some college.

FIGURE 60
VISITOR DEMOGRAPHICS

	YEAR 2004	YEAR 2005	YEAR 2006	YEAR 2007	YEAR 2008
<u>GENDER</u>					
Male	50%	50%	50%	50%	50%
Female	50	50	50	50	50
<u>MARITAL STATUS</u>					
Married	86	88	90	90	90
Single	5	3	3	3	2
Separated/divorced	6	6	4	4	5
Widowed	4	4	4	3	3
<u>EMPLOYMENT</u>					
Employed	54	50	47	46	45
Unemployed	1	1	1	1	1
Retired	42	47	50	51	53
Homemaker	3	2	2	2	1
<u>EDUCATION</u>					
High school or less	38	39	37	41	40
Some college	35	35	36	38	41
College graduate	25	23	25	19	19
Trade/vocational school	3	3	3	2	1
<u>AGE</u>					
21 to 29	3	2	1	2	2
30 to 39	7	5	4	4	4
40 to 49	17	15	12	12	13
50 to 59	29	31	30	28	24
60 to 64	17	19	20	22	20
65 or older	27	29	33	32	37
MEAN	56.3	57.8	59.1	58.9	59.0
BASE	(1200)	(1200)	(1200)	(1200)	(1200)

FIGURE 61
VISITOR DEMOGRAPHICS
(Continued/2)

	YEAR 2004	YEAR 2005	YEAR 2006	YEAR 2007	YEAR 2007
<u>ETHNICITY</u>					
White	97%	97%	96%	96%	96%
African-American/Black	0	1	1	1	1
Asian/Asian American	1	0	0	1	1
Hispanic/Latino	1	1	1	1	1
Other	1	1	1	1	1
<u>HOUSEHOLD INCOME</u>					
Less than \$20,000	6	3	3	3	2
\$20,000 to \$39,999	25	27	27	31	18
\$40,000 to \$59,999	26	30	27	29	33
\$60,000 to \$79,999	20	22	23	22	18
\$80,000 or more	17	15	16	13	27
Not sure/no answer	5	4	4	2	2
<u>VISITOR ORIGIN</u>					
<u>U.S.A.</u>	<u>93</u>	<u>91</u>	<u>91</u>	<u>92</u>	<u>91</u>
Eastern states [*]	3	2	2	2	1
Southern states [†]	3	3	3	5	5
Midwestern states [‡]	8	6	8	8	8
Western states [§]	<u>79</u>	<u>80</u>	<u>78</u>	<u>78</u>	<u>76</u>
<u>California</u>	10	9	8	8	9
Southern California	9	7	7	7	8
Northern California	1	1	1	1	1
<u>All Other West</u>	<u>69</u>	<u>71</u>	<u>70</u>	<u>70</u>	<u>67</u>
Utah	31	30	30	28	30
Arizona	3	5	6	5	4
Greater Las Vegas	10	10	10	11	9
Other West	25	26	24	26	25
No ZIP code given	0	0	0	0	0
<u>Foreign</u>	<u>7</u>	<u>9</u>	<u>9</u>	<u>8</u>	<u>9</u>
BASE	(1200)	(1200)	(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	10%	SKIP TO A4 ON PAGE 2
VISITED BEFORE.....	90	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.)**

20.12 MEAN (ALL VISITORS)
22.27 MEAN (REPEAT VISITORS) (N=1079)

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

6.39 MEAN (ALL VISITORS)
7.00 MEAN (REPEAT VISITORS) (N=1079)

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 0%
 MAGAZINE AD..... 0
 RADIO OR TELEVISION AD 3
 BILLBOARD/SIGN 5
 FRIENDS/RELATIVES
 (WORD-OF-MOUTH)..... 35
 TRAVEL AGENT 0
 INTERNET 1
 JUST PASSING THROUGH 54
 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 SHOW
 OR ATTEND A
 CORPORATE MEETING1%
 TO GAMBLE.....13
 VACATION/PLEASURE12
 VISIT FRIENDS/RELATIVES2
 TO ATTEND A SPECIAL
 EVENT (E.G., GOLF, RODEO,
 OR A FIGHT)2
 OTHER BUSINESS
 PURPOSES..... 1
 JUST PASSING THROUGH39
 TO PLAY GOLF2
 TO RELAX/GET AWAY21
 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 66%	ASK A7
ONLY DESTINATION..... 34	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=788)

- LAS VEGAS, NEVADA 23%
- MESQUITE, NEVADA..... 18
- CALIFORNIA..... 22
- ARIZONA 12
- UTAH..... 10
- OTHER NEVADA 4
- COLORADO..... 2
- OTHER WEST 5
- OTHER U.S..... 2
- OTHER NORTH AMERICA 1
- NO PARTICULAR DESTINATION..... 2
- DON'T KNOW/NO ANSWER..... 0

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..... 80
- Truck..... 12
- Motorcycle 1
- Recreational Vehicle (RV)..... 6
- REFUSED/NA..... 0

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

- SAME DAY 28%
- 1-3 DAYS BEFORE 13
- 4-6 DAYS BEFORE 4
- 7-14 DAYS BEFORE 23
- 15-30 DAYS BEFORE 12
- 31-60 DAYS BEFORE 6
- 61-90 DAYS BEFORE 4
- MORE THAN 90 DAYS BEFORE..... 12
- NOT SURE/DK 0
- REFUSED/NA..... 0

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

YES 1%	ASK B4
NO 99	SKIP TO B5
NOT SURE/DK..... 0	
REFUSED/NA 0	



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

B4. Did the travel agent... **(READ LIST)** (N=17)

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>RE-FUSED</u>
Influence your decision to visit Mesquite?	12%	88%	0%	0%
Influence your choice of accommodations?	6	94	0	0
"Book" your transportation?.....	82	18	0	0

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

YES 10%

NO 90

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

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

YES 31% (N=119)

NO 69

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.	63%	1%	4%	31%	0%	0%
b.	4	0	7	89	0	0
c.	10	0	1	88	0	0
d.	2	0	0	97	0	0
e.	67	6	20	7	0	0
f.	8	0	1	91	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.	92%	2%	6%	0%	(N=829)
b.	33	0	65	2	(N=135)
c.	86	3	12	0	(N=139)
d.	82	0	3	15	(N=33)
e.	72	6	21	0	(N=1115)
f.	93	0	6	1	(N=109)

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 6
- DID NOT LODGE ANYWHERE .. 31
- OTHER LODGING 0
- NOT SURE/DK 0
- REFUSED/NA 0

C1a. 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=740)

- a. Booked by phone, calling the hotel or motel 76%
- b. Booked through a travel agent (either in person or by phone) 2
- c. Booked by phone but not by calling the hotel directly and not through a travel agent 3
- d. Booked at a website on the Internet 5
- 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 1
- g. Not sure because someone else in your party booked the hotel and you don't know how they did it 0
- OTHER (SPECIFY:)
 (VOLUNTEERED) 0
- REFUSED/NA (VOLUNTEERED) 0

C1b. **[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=33)

- a. AOL (America Online)0%
- b. Cheaptickets0
- c. Expedia.com6
- d. Hotwire.com0
- e. Mapquest.com0
- f. Orbitz0
- g. Priceline.com3
- h. Travelocity6
- i. Yahoo0
- j. Hotel website (any)79
- k. OTHER6
- l. NOT SURE/DK0
- m. REFUSED/NA0

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=740)

- SAME DAY17%
- 1-6 DAYS BEFORE22
- 7-14 DAYS BEFORE34
- 15-30 DAYS BEFORE10
- MORE THAN 30 DAYS BEFORE17
- NOT SURE/DK0
- REFUSED/NA0

C3. Including yourself, how many people stayed in your room? (N=740)

- ONE4%
- TWO89
- THREE3
- FOUR OR MORE3
- REFUSED/NA0

2.06 MEAN

C4. Which of the following rate categories best describes your room rate? **(SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.)** (N=740)

HOTEL/TRANSPORTATION PACKAGE DEAL2%	ASK C5
TOUR/ TRAVEL GROUP1	
HOTEL/AMENITIES PACKAGE DEAL6	SKIP TO C8
CONVENTION GROUP/ COMPANY MEETING.....2	
CASINO RATE0	
REGULAR FULL-PRICE ROOM RATE47	SKIP TO C9
CASINO COMPLIMENTARY.....40	
ANOTHER RATE2	SKIP TO C8
NOT SURE/DK.....0	
REFUSED/NA0	

C5 Did you purchase your package directly from a hotel? (N=64)

YES.....53%

NO.....47

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=64)

\$0 - \$49 2%

\$50 - \$99 23

\$100 - \$149 6

\$150 or more 67

Refused/No answer 2

\$281.97 MEAN
\$259.00 MEDIAN

C7. Where did you *first* hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=64)

NEWSPAPER0%

TELEVISION 11

RADIO.....5

MAGAZINE0

TRAVEL AGENT..... 13

WORD-OF-MOUTH55

OUTDOOR BILLBOARD0

INTERNET/WEBSITE3

OFFER RECEIVED IN THE MAIL.....3

E-MAIL OFFER.....0

RESERVATION AGENT/ CALL CENTER9

OTHER.....2

NOT SURE/DK0

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=378)

\$0 - \$24..... 1%

\$25 - \$49..... 66

\$50 or more 30

Refused/No answer 3

\$45.89 MEAN
\$40.00 MEDIAN

C8a. How did you *first* find out about the room rate you paid? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=378)

- RESERVATION AGENT/
CALL CENTER 78%
- WORD-OF-MOUTH..... 9
- INTERNET AD (POP-UP
OR BANNER AD) 4
- WEBSITE..... 2
- SEARCH ENGINE/HYPERLINK 5
- OFFER RECEIVED IN THE MAIL..... 0
- TRAVEL AGENT 1
- OUTDOOR BILLBOARD 1
- OTHER 1
- NOT SURE/DK 0

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..... 6
- 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 3%
- NO 97
- 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 31%
- 1 24
- 2 19
- 3 13
- 4 7
- 5 or more 6
- 1.78 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 31%
- 2 24
- 3 19
- 4 13
- 5 7
- 6 or more 6
- 2.78 MEAN
- 2.00 MEDIAN

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

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

D1. Have you gambled during this visit to Mesquite?

YES 93%	ASK D2
NO 7	SKIP TO D5 ON PAGE 7
NOT SURE/DK..... 0	
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=1115)

0-2	45%
3-4	28
5-6	15
7-8	8
9-10	3
MORE THAN 10	2
<u>3.45</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=1115)

SLOT MACHINES	48%
VIDEO POKER	24
OTHER VIDEO MACHINES (21, KENO, ETC.)	4
BINGO	4
BLACKJACK	11
CRAPS	1
KENO	0
POKER	3
ROULETTE	0
OTHER	3
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=1115)

\$1 - \$99	28%
\$100 - \$199	29
\$200 - \$299	14
\$300 - \$399	7
\$400 - \$499	5
\$500 - \$599	8
\$600 or more	9
Refused/No answer	0
<u>\$274.78</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	8
C. At a casino on an Indian reservation outside of California and Arizona	18
D. At a casino in Colorado	13
I. In Las Vegas, Nevada	56
J. Somewhere else in Nevada (outside the Las Vegas area) ...	36
OTHER (SPECIFY:)	2

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	1%
SOMEWHAT MORE LIKELY	3
NO DIFFERENCE	94
SOMEWHAT LESS LIKELY	2
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..... 47%	ASK B7
NO..... 54	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 58% (N=558)
- B. Laughlin..... 19
- C. Primm (Stateline) 7
- D. Hoover Dam 4
- E. Lake Mead..... 3
- F. Mt. Charleston/
Lee Canyon..... 0
- G. Valley of Fire 7
- H. Grand Canyon..... 6
- I. Death Valley 1
- J. Bryce Canyon..... 7
- K. Zion National Park..... 16
- L. St. George (Utah)..... 23
- X. Other 8

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..... 6%
- B. Play golf..... 3
- C. Visit a spa 4
- D. Eat at a buffet 68
- E. Eat at a coffee shop/café..... 73
- F. Eat at a fine dining establishment 7
- G. Sporting clays/skeet/
trap shooting..... 0
- H. Pay to see a show 1
- I. Watch a lounge act..... 8
- J. Other..... 1

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

- YES..... 1%
- NO 99
- NOT SURE/DK 0
- 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. \$50.34 MEAN (INCLUDING \$0) (PER TRIP AVERAGES)
\$54.42 MEAN (EXCLUDING \$0)
- B. Local transportation (for example, car rental, taxi limo, gas). Please include all your daily transportation expenses \$2.76 MEAN (INCLUDING \$0) (PER TRIP AVERAGES)
\$56.14 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 \$6.62 MEAN (INCLUDING \$0)
\$105.89 MEAN (EXCLUDING \$0)
- B. Shows/entertainment (not including gambling)..... \$0.13 MEAN (INCLUDING \$0)
\$9.75 MEAN (EXCLUDING \$0)
- X. Other \$3.40 MEAN (INCLUDING \$0)
\$79.94 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..... 97%	SKIP TO G1 ON PAGE 9
Somewhat satisfied..... 3	ASK F2
Somewhat dissatisfied 0	ASK F3
Very dissatisfied 0	
<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=32)

- | | |
|-----------------------------------|-------------------------------------|
| HOTEL COMPLAINTS 50% | NOT AS EXCITING AS LAS VEGAS ... 3% |
| FOOD COMPLAINTS..... 31 | SMOKING COMPLAINTS 3 |
| DIDN'T WIN ENOUGH GAMBLING..... 6 | OTHER 0 |
| TOO EXPENSIVE 6 | |

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=6)

- RUDE/UNFRIENDLY PEOPLE..... 33%
- FOOD COMPLAINTS..... 33
- HOTELCOMPLAINTS 17
- OTHER 17

- F4. **(ASK EVERYONE:)**
How likely will you be to return to Mesquite in the next year? Would you say you... **(READ FIRST 5 RESPONSES)**
- Definitely will.....56%
 - Probably will30
 - Might/might not.....11
 - Probably will not2
 - Definitely will not.....1
 - NOT SURE/NO ANSWER.....0

- F5. How likely will you be to recommend Mesquite to friends, relatives, and co-workers as a destination for a vacation or pleasure trip? Would you say you... **(READ FIRST 5 RESPONSES)**
- Definitely will recommend 70%
 - Probably will recommend..... 28
 - Might/might not recommend 2
 - Probably will not recommend..... 0
 - Definitely will not recommend 0
 - NOT SURE/NO ANSWER 0



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

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

Employed45%	ASK G2
Unemployed..... 1	SKIP TO G3
Student..... 0	
Retired.....53	
Homemaker 1	
DO NOT READ	SKIP TO G3
REFUSED/NA.....0	

- 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=542)

- SERVICE WORKERS..... 34%
- SALES/CLERICAL..... 28
- PROFESSIONAL/TECHNICAL 14
- MANAGERS/OFFICIALS/
PROPRIETORS..... 15
- CRAFTWORKERS/FOREMEN 7
- 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 SCHOOL4%
- HIGH SCHOOL DIPLOMA
(FINISHED GRADE 12)37
- SOME COLLEGE (INCLUDES
JUNIOR/COMMUNITY
COLLEGE — NO BACHELOR'S
DEGREE).....41
- GRADUATED COLLEGE17
- GRADUATE SCHOOL
(MASTER'S OR PH.D.).....2
- TECHNICAL, VOCATIONAL,
OR TRADE SCHOOL1
- REFUSED/NA0

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

- Married 90%
- Single.....2
- Separated or divorced.....5
- Widowed.....3
- REFUSED/NA0

G5. What country do you live in?

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

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

What is your ZIP code, please?

(REGION - FROM ZIP CODE)

EAST	1%
SOUTH.....	5
MIDWEST	8
WEST	77
CALIFORNIA.....	9
SOUTHERN CA	8
NORTHERN CA.....	1
UTAH.....	30
ARIZONA	4
GREATER LAS VEGAS.....	9
OTHER WEST	25
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?)**

WHITE	96%
BLACK OR AFRICAN AMERICAN	1
ASIAN OR ASIAN AMERICAN	1
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.)**

58.95 MEAN
61.00 MEDIAN

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

- 21 to 29 2%
- 30 to 39 4
- 40 to 49 13
- 50 to 59 24
- 60 to 64 20
- 65 and older 37
- 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 2%
- B. \$20,000 to \$29,999 4
- C. \$30,000 to \$39,999 14
- D. \$40,000 to \$49,999 18
- E. \$50,000 to \$59,999 15
- F. \$60,000 to \$69,999 9
- G. \$70,000 to \$79,999 9
- H. \$80,000 to \$89,999 8
- I. \$90,000 to \$99,999 8
- J. \$100,000 or more 12
- NOT SURE/DK 0
- REFUSED/NA 2

RESPONDENT SHOW CARDS

HOW ACCOMMODATIONS WERE BOOKED

- a. **PHONED DIRECTLY**
Booked by phone, calling the hotel, motel, or RV park directly
- b. **TRAVEL AGENT**
Booked through a travel agent (either in person or by phone)
- c. **PHONED, BUT NOT DIRECTLY, NOT THROUGH AGENT**
Booked by phone but not by calling the hotel directly and not through a travel agent
- d. **INTERNET**
Booked at a website on the Internet
- e. **IN PERSON**
Booked in person at the hotel, motel, or RV park
- f. **GIFT, PRIZE, OR INCENTIVE**
The trip was a gift, prize, or incentive, so the accommodations were booked for you
- g. **DON'T KNOW BECAUSE SOMEONE ELSE BOOKED**
Not sure because someone else in your party booked the hotel and you don't know how they did it

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.

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 to \$149,999**
- K. \$150,000 or more**

MESQUITE
N E V A D A

Escape, momentarily.

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3150 Paradise Road, Las Vegas, NV 89109-9096
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