

MESQUITE
VISITOR PROFILE STUDY
2010



**LAS VEGAS CONVENTION
AND VISITORS AUTHORITY**

MESQUITE VISITOR PROFILE

Calendar Year 2010

Annual Report

January 1, 2010 to December 31, 2010

Prepared for:

**Las Vegas Convention And
Visitors Authority**

By:

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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, 2010 to December 31, 2010, as well as findings from 2006, 2007, 2008, and 2009. 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

Nine percent (9%) of those surveyed this year were first-time visitors to Mesquite, similar to prior years. Among first-time visitors, 9% said their primary reason for visiting Mesquite was vacation or pleasure (down significantly from 23% in 2006 and 22% in 2008), and 5% mentioned gambling. The proportion of first-time visitors who said they were just passing through Mesquite was 37%, similar to past years. Among repeat visitors, 3% mentioned vacation or pleasure as the primary reason for their current visit (down from 14% in 2006, 9% in 2007, and 11% in 2008). Seventeen percent (17%) said they came to Mesquite primarily to gamble, while 32% said they were just passing through Mesquite (down from 39% in 2008). Among *all visitors*, the average number of visits in the past year was 8.8, up significantly from 6.4 in 2008. The average number of visits to Mesquite in the past five years *among all visitors* was 22.9, a significant increase from 20.1 in 2008. During the past year, repeat visitors averaged 9.6 trips to Mesquite, up significantly from the average of 7.0 in 2008.

SUMMARY TABLE OF REASONS FOR
VISITING AND VISITATION FREQUENCY

	2006	2007	2008	2009	2010
Proportion of visitors who were first-time visitors	11%	11%	10%	9%	9%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	23%	17%	22%	13%	9%
Proportion of first-time visitors whose primary purpose for current trip was to gamble	6%	5%	3%	6%	5%
Proportion of first-time visitors whose primary purpose for current trip was just passing through	40%	38%	41%	45%	37%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	14%	9%	11%	4%	3%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	15%	16%	14%	17%	17%
Proportion of repeat visitors whose primary purpose for current trip was just passing through	29%	32%	39%	34%	32%
Average number of visits in past five years (all visitors)	21.7	21.9	20.1	22.8	22.9
Average number of visits in past five years (repeat visitors)	24.3	24.4	22.3	25.0	25.1
Average number of visits in past year (all visitors)	8.3	7.9	6.4	7.7	8.8
Average number of visits in past year (repeat visitors)	9.2	8.8	7.0	8.4	9.6

TRAVEL PLANNING

Almost all visitors arrived in Mesquite in a personal vehicle (99%), with 1% using bus services. Most visitors (96%) decided where to lodge in Mesquite prior to their visit (up significantly from 93% each in 2006 and 2007). Most visitors decided what shows to see after their arrival (76%, up significantly from 64% in 2006, 62% in 2007, and 65% in 2008). Eight in ten visitors (80%) decided what attractions to see prior to arriving in Mesquite (down significantly from 90% in 2009). Eight in ten (80%) visitors also decided where to gamble before their arrival in Mesquite, similar to past years, while two in ten (20%) decided after arriving. Nearly all visitors (98%) decided what recreational activities to enjoy in Mesquite before their arrival (up significantly from 91% in 2007). Only 1% used the assistance of a travel agent in planning their trip to Mesquite. Forty-five percent (45%) visited other places in Nevada and neighboring states, up from 40% in 2007. One-quarter (25%) of all Mesquite visitors also visited Las Vegas on their current trip, similar to past years.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2006	2007	2008	2009	2010
Proportion of visitors who traveled to Mesquite in a personal vehicle (automobile/truck/RV/motorcycle)	98%	98%	98%	98%	99%
Proportion of visitors who traveled to Mesquite using bus services	1%	2%	2%	2%	1%
Proportion of visitors who decided where to stay in Mesquite before arrival	93%	93%	94%	96%	96%
Proportion of visitors who decided which shows to see in Mesquite after arrival	64%	62%	65%	71%	76%
Proportion of visitors who decided which attractions to visit in Mesquite before arrival	85%	86%	89%	90%	80%
Proportion of visitors who decided where to gamble in Mesquite before arrival	82%	81%	79%	78%	80%
Proportion of visitors who decided where to gamble in Mesquite after arrival	18%	19%	21%	22%	20%
Proportion of visitors who decided what recreational activities to do in Mesquite before arrival	95%	91%	93%	100%	98%
Proportion of visitors who used the assistance of a travel agent planning their trip to Mesquite	2%	2%	1%	1%	1%
Proportion of visitors who toured nearby places	43%	40%	47%	46%	45%
Proportion of all visitors who visited Las Vegas on their current trip to Mesquite	25%	23%	27%	26%	25%

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. About six in ten (61%) Mesquite visitors stayed overnight, while nearly four in ten (39%) were visiting Mesquite just for the day (up from 31% each in 2006 and 2008, and 30% in 2007). The average Mesquite visit was 1.8 nights and 2.8 days, similar to past years. Fifty-three percent (53%) stayed in a hotel or motel, down significantly from 62% each in 2006 and 2008, 63% in 2007, and 58% in 2009. The average number of room occupants was 2.1. Non-package visitors spent an average of \$48.75 per night for lodging, similar to past years. Thirty-eight percent (38%) of lodgers said they paid a regular room rate (down significantly from 46% in 2006 and 47% in 2008), while 44% received a casino complimentary rate (similar to prior years). Eleven percent (11%) of lodgers purchased a package trip, with an average cost of \$440.26, up significantly from 2006 — 2009. Over the course of their entire stay in Mesquite, visitors spent an average of \$51.22 for food and drink (down significantly from 2006 and 2007), \$2.97 for local transportation (up from 2006, 2007, and 2009), \$6.18 for recreational activities (down from 2009), \$0.75 for shows (up from 2008 and 2009), and \$1.87 for other expenses (down from 2006-2008).

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2006	2007	2008	2009	2010
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	4%	3%	3%	4%	4%
Proportion of visitors who stayed overnight	69%	70%	69%	65%	61%
Proportion of visitors who were in Mesquite for the day only	31%	30%	31%	35%	39%
Days stayed (average)	2.9	2.7	2.8	2.7	2.8
Nights stayed (average)	1.9	1.7	1.8	1.7	1.8
Proportion of visitors who stayed in a hotel or motel room	62%	63%	62%	58%	53%
Number of room occupants (average)	2.0	2.0	2.1	2.1	2.1
Lodging expenditures (average per night — non-package)	\$49.16	\$47.42	\$45.89	\$51.83	\$48.75
Proportion of visitors who paid a regular room rate (among lodgers)	46%	39%	47%	41%	38%
Proportion of visitors who received a casino complimentary rate (among lodgers)	40%	44%	40%	45%	44%
Proportion of visitors who bought a package or travel group trip	11%	13%	9%	11%	11%
Average cost of package per person (among package/tour group visitors)	\$272.69	\$201.45	\$281.97	\$337.89	\$440.26
Average trip expenditures for food and drink	\$62.99	\$56.42	\$50.34	\$49.07	\$51.22
Average trip expenditures for local transportation	\$1.02	\$1.62	\$2.76	\$1.72	\$2.97
Average trip expenditures for recreational activities	\$7.64	\$8.68	\$6.62	\$9.58	\$6.18
Average trip expenditures for shows and entertainment	\$0.33	\$0.92	\$0.13	\$0.21	\$0.75
Average trip expenditures for other expenses	\$3.86	\$3.32	\$3.40	\$1.98	\$1.87

GAMING BEHAVIOR AND BUDGETS

Ninety-six percent (96%) of visitors gambled while in Mesquite, up significantly from 89% in 2006, 92% each in 2007 and 2009, and 93% in 2008. The average trip gambling budget in 2010 was \$239.77, down significantly from 2006 — 2009. The average (mean) number of hours spent gambling was 3.5, down significantly from 3.7 hours in 2006. Sixty-eight percent (68%) of gamblers played slot or video machines most often (down significantly from 75% in 2006, 76% each in 2007 and 2008, and 73% in 2009), while 18% played blackjack most often (up from 13% each in 2006 and 2007, 11% in 2008, and 14% in 2009).

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2006	2007	2008	2009	2010
Proportion who gambled while visiting Mesquite	89%	92%	93%	92%	96%
Average trip gambling budget (among those who gambled)	\$273.68	\$280.19	\$274.78	\$270.85	\$239.77
Average number of hours per day spent gambling (among those who gambled)	3.7	3.4	3.5	3.6	3.5
Proportion who played slot machines/video machines most often (among those who gambled)	75%	76%	76%	73%	68%
Proportion who played blackjack most often (among those who gambled)	13%	13%	11%	14%	18%

ATTITUDINAL INFORMATION

Ninety-eight percent (98%) of visitors reported that they were “very satisfied” with their trip to Mesquite (up significantly from 93% in 2006 and 94% in 2007).

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2006	2007	2008	2009	2010
Proportion who were “very satisfied” with their current trip to Mesquite	93%	94%	97%	98%	98%

VISITOR DEMOGRAPHICS

Mesquite visitors were likely to be married (93%, up from 90% in 2006 – 2008), and from the Western U.S. (76%). Eighty-one percent (81%) of visitors were 50 or older, with 39% 65 or older (up 33% in 2006 and 32% in 2007). Visitors were more likely to be retired (55%, up from 50% in 2006) than employed (43%). Forty-six percent (46%) had a household income of less than \$60,000 (down from 2006 — 2009), while 52% had incomes of \$60,000 or more (up from 2006 — 2009). Thirty-eight percent (38%) had a high school education or less (down from 42% in 2009), while 45% reported some college (up from 2006 — 2009).

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2006	2007	2008	2009	2010
Proportion of visitors who were 50 years old or older	83%	82%	81%	85%	81%
Proportion of visitors 65 years old or older	33%	32%	37%	40%	39%
Proportion of visitors who were married	90%	90%	90%	91%	93%
Proportion of visitors with a household income less than \$60,000	57%	63%	53%	57%	46%
Proportion of visitors with a household income of \$60,000 or more	39%	35%	45%	42%	52%
Proportion of visitors who were employed	47%	46%	45%	42%	43%
Proportion of visitors who were retired	50%	51%	53%	55%	55%
Proportion of visitors with a high school diploma or less	37%	41%	40%	42%	38%
Proportion of visitors with some college	36%	38%	41%	40%	45%
Proportion of visitors who were from the West	78%	78%	76%	76%	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

	2006	2007	2008	2009	2010
Days stayed (average)	2.9	2.7	2.8	2.7	2.8
Nights stayed (average)	1.9	1.7	1.8	1.7	1.8
Proportion of visitors who stayed overnight	69%	70%	69%	65%	61%
Proportion of visitors who stayed in a hotel or motel room	62%	63%	62%	58%	53%
Lodging expenditures (average per night — non-package)	\$49.16	\$47.42	\$45.89	\$51.83	\$48.75
Proportion of visitors who bought a package or travel group trip	11%	13%	9%	11%	11%
Average cost of package per person (among package/tour group visitors)	\$272.69	\$201.45	\$281.97	\$337.89	\$440.26
Number of room occupants (average — hotel/motel only)	2.0	2.0	2.1	2.1	2.1
Average trip expenditures for food and drink	\$62.99	\$56.42	\$50.34	\$49.07	\$51.22
Average trip expenditures for local transportation	\$1.02	\$1.62	\$2.76	\$1.72	\$2.97
Average trip expenditures for recreational activities	\$7.64	\$8.68	\$6.62	\$9.58	\$6.18
Average trip expenditures for shows and entertainment	\$0.33	\$0.92	\$0.13	\$0.21	\$0.75
Average trip expenditures for other expenses	\$3.86	\$3.32	\$3.40	\$3.14	\$1.87
Proportion who gambled while visiting Mesquite	89%	92%	93%	92%	96%
Average trip gambling budget (among those who gambled)	\$273.68	\$280.19	\$274.78	\$270.85	\$239.77

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 2010. 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 2010 study, as well as the results from 2006, 2007, 2008, and 2009. 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 2010, 91% of visitors said they had visited Mesquite before, little changed from past years. Nine percent (9%) were first time visitors (Figure 1).

FIGURE 1
First Visit Vs. Repeat Visit

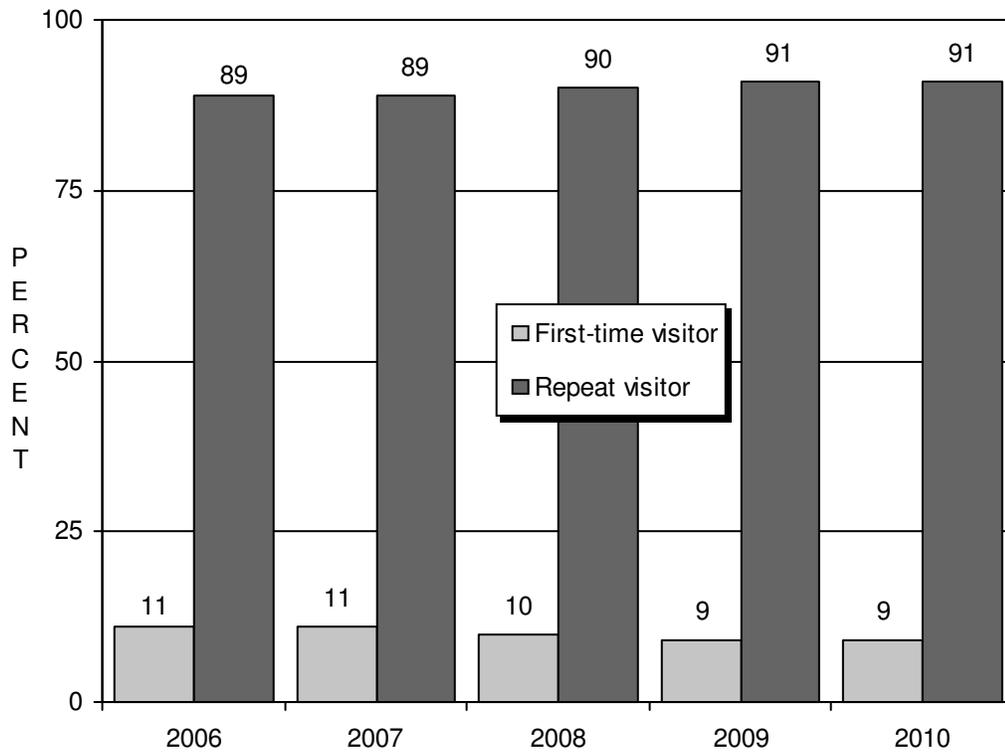
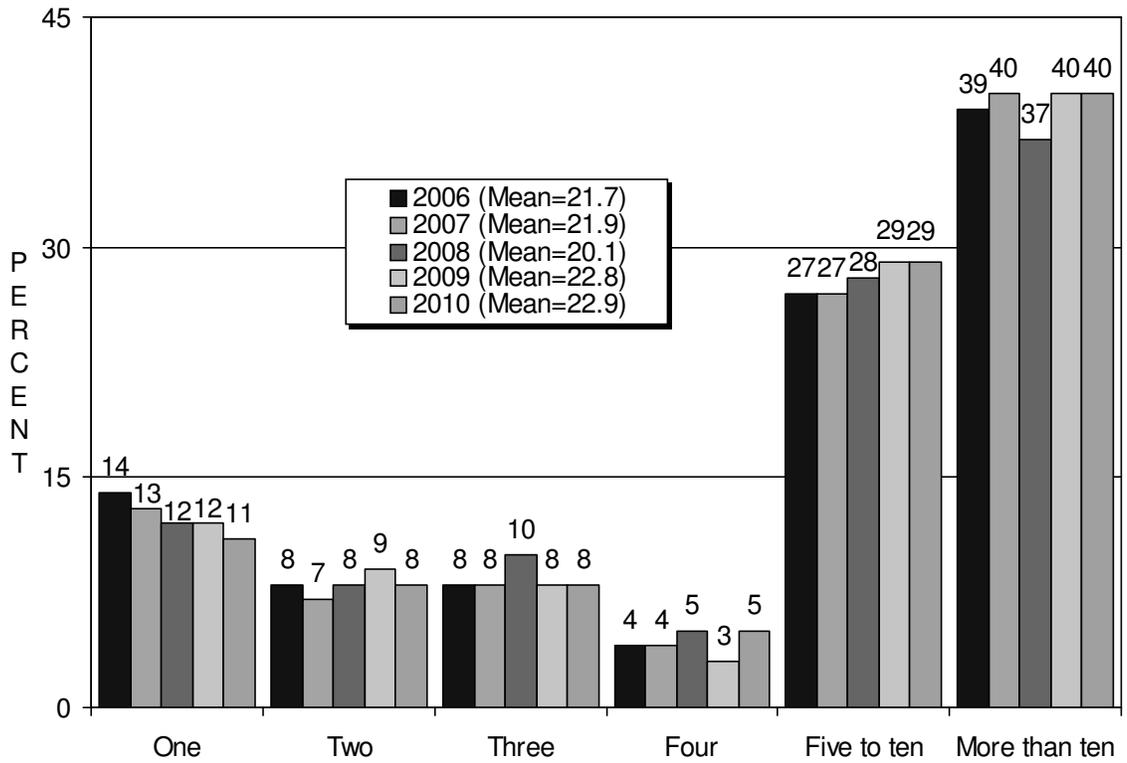
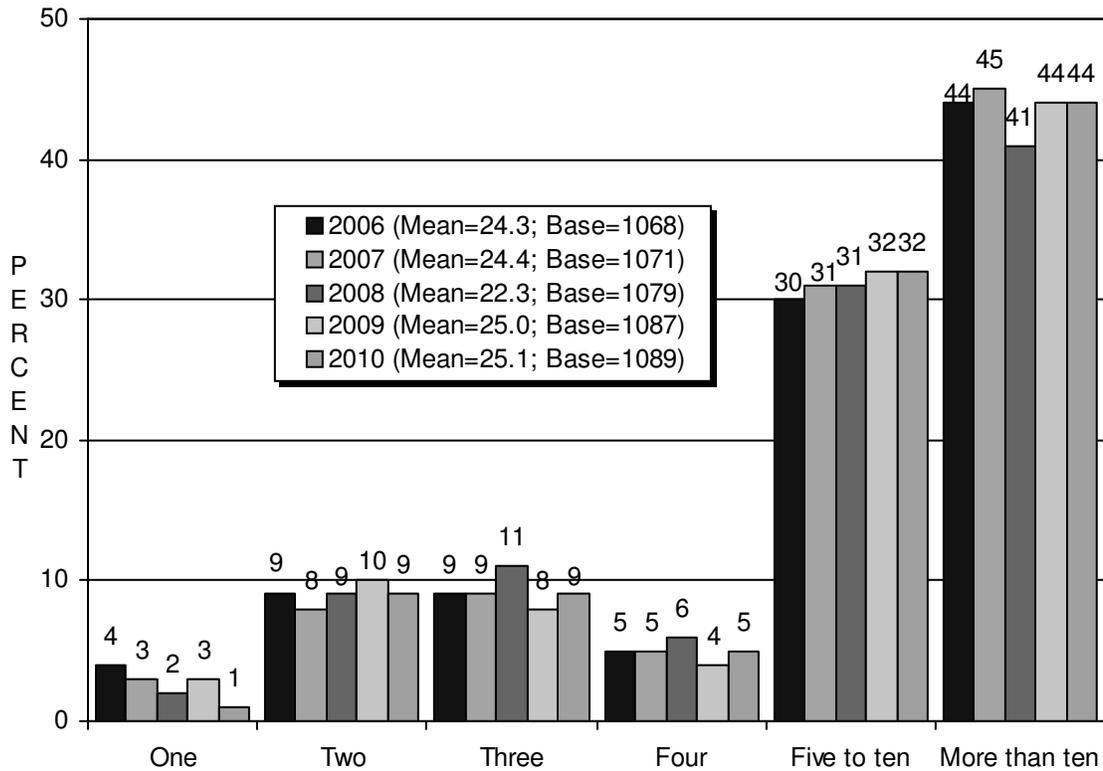


FIGURE 2
 Frequency Of Visits In Past Five Years
 (Among All Visitors)



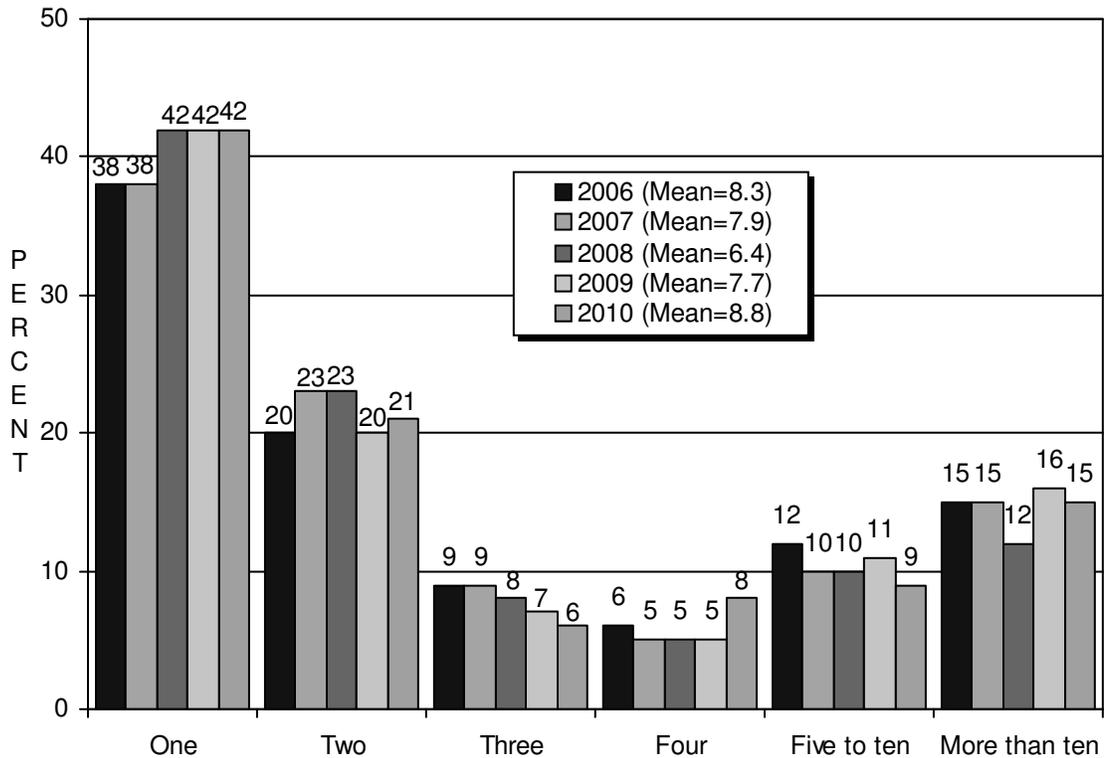
The average (mean) number of visits to Mesquite in the past five years *among all visitors* was 22.9, a significant increase from the average of 20.1 in 2008. Eleven percent (11%) of visitors said they had visited Mesquite only once in the past five years, down significantly from 14% in 2006 and 13% in 2007. (Figure 2).

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



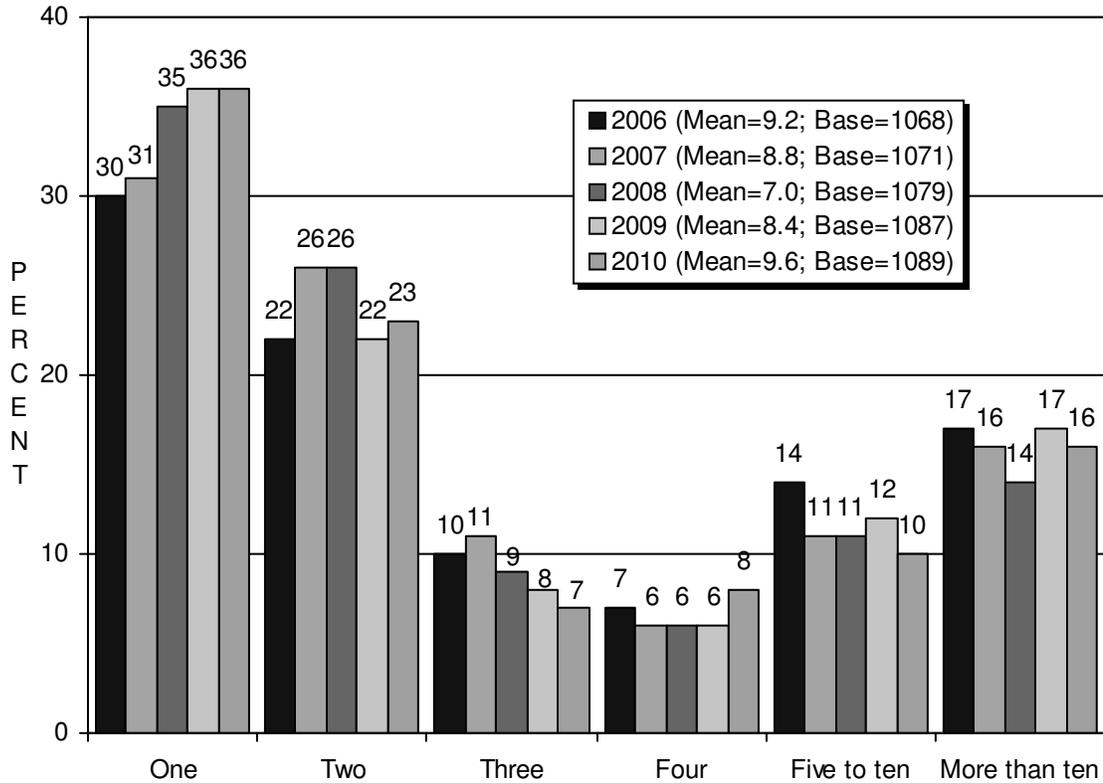
The average number of visits to Mesquite in the past five years *among repeat visitors* was 25.1, a significant increase from the average of 22.3 reported in 2008 (Figure 3). One percent (1%) of repeat visitors said they had visited Mesquite only once in the past five years, down significantly from 4% in 2006 and 3% each in 2007 and 2009.

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

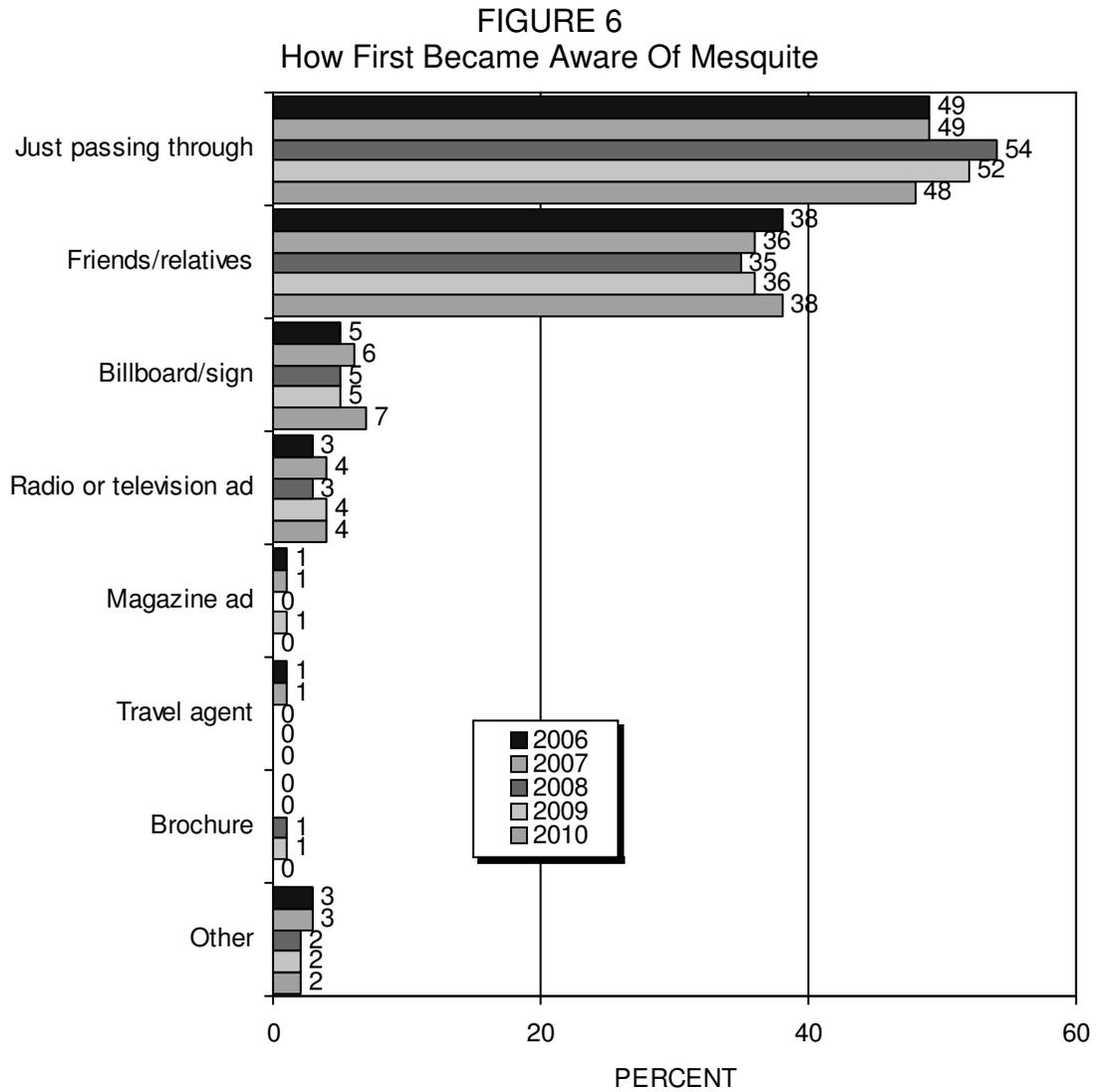


Among *all visitors*, the average number of visits to Mesquite in the past year was 8.8, up significantly from the average of 6.4 visits in 2008 (Figure 4). Forty-two percent (42%) visited Mesquite only once in the past year, up significantly from 38% each in both 2006 and 2007. Six percent (6%) visited Mesquite three times (down significantly from 9% each in 2006 and 2007), while 8% visited four times (up from 5% in 2007 – 2009), and 9% visited five to 10 times (down from 12% in 2006).

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

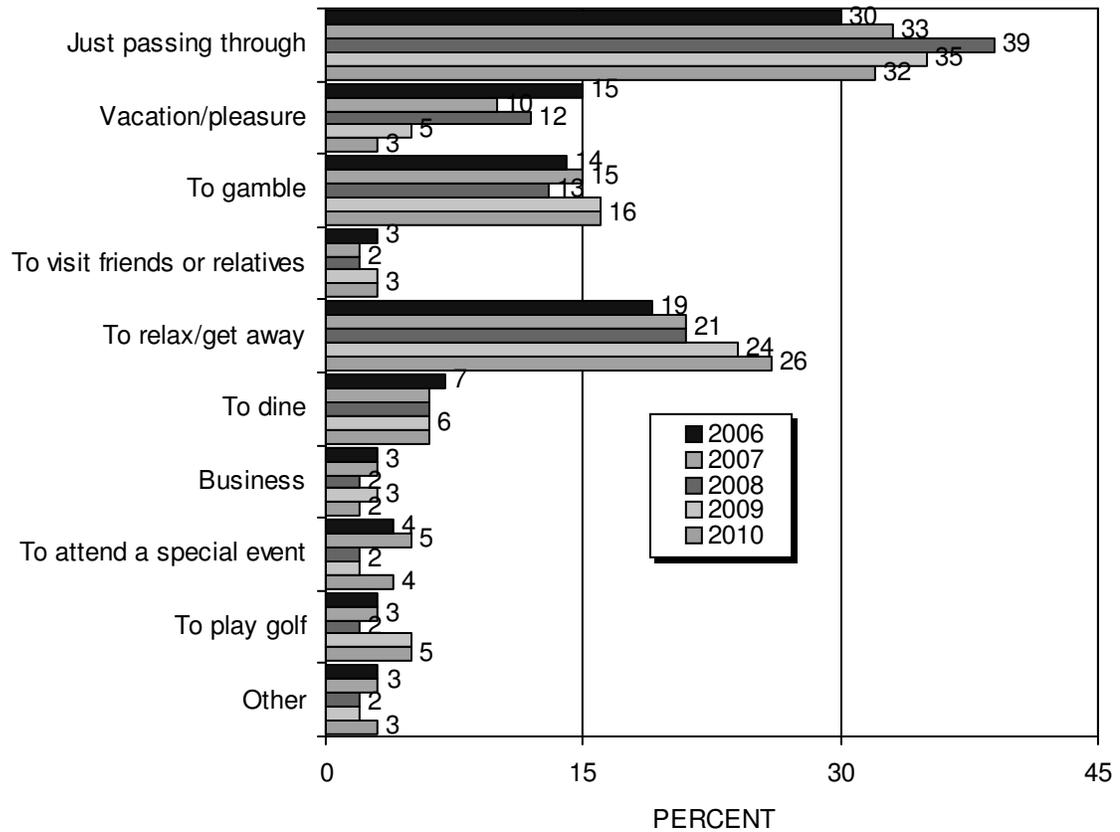


During the past year, repeat visitors averaged 9.6 trips to Mesquite, up significantly from the average of 7.0 in 2008 (Figure 5). Thirty-six percent (36%) of repeat visitors reported visiting Mesquite only once in the past year, up significantly from 30% in 2006 and 31% in 2007. Seven percent (7%) reported visiting Mesquite three times, down from 10% in 2006 and 11% in 2007, while 8% visited four times (up from 6% in 2007 – 2009), and 10% visited five to 10 times (down from 14% in 2006).



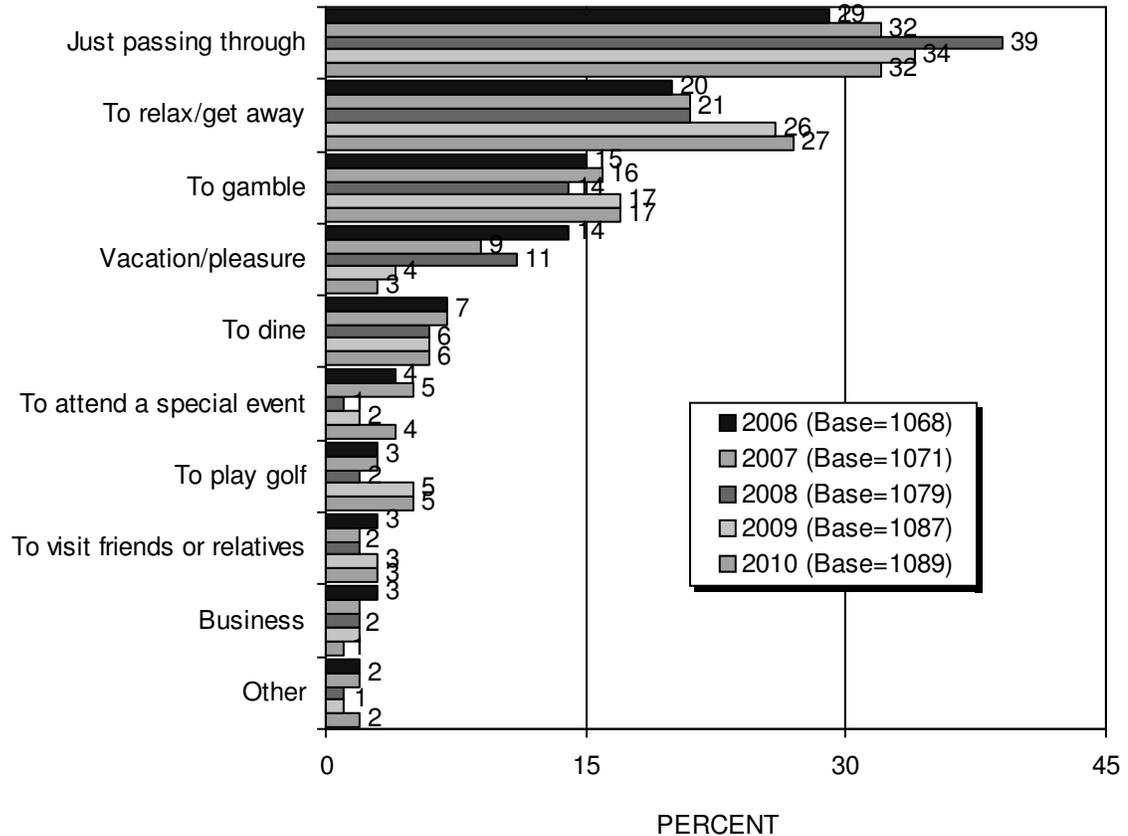
Forty-eight percent (48%) of Mesquite visitors said they first became aware of Mesquite by just passing through, down significantly from over one-half in 2008 (54%) and 2009 (52%). Thirty-eight percent (38%) said they first heard about Mesquite from friends and relatives, consistent with prior years. Seven percent (7%) said they first found out about Mesquite from a billboard or a sign (up significantly from 5% last year), and 4% 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, 32% of visitors said they were just passing through, down significantly from 39% in 2008 (Figure 7). Twenty-six percent (26%) said they came to Mesquite just to relax or get away, about the same as last year but up significantly from 19% in 2006 and 21% each in 2007 and 2008. Sixteen percent (16%) said they were visiting Mesquite primarily to gamble (up significantly from 13% in 2008), while 6% were in Mesquite primarily to dine. Five percent (5%) were visiting Mesquite primarily to play golf (up significantly from 3% each in 2006 and 2007, and 2% in 2008), while 4% came to Mesquite to attend a special event (up from 2% each in 2008 and 2009). Three percent (3%) were visiting primarily for vacation or pleasure, continuing a significant drop from past years (15% in 2006, 10% in 2007, 12% in 2008, and 5% in 2009). Another 3% were visiting primarily to see friends or relatives.

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



Among repeat visitors, 32% said they were just passing through Mesquite, down significantly from 39% in 2008 (Figure 8). Twenty-seven percent (27%) said they were visiting just to relax or get away, about the same as last year but up significantly from 20% in 2006, and 21% each in 2007 and 2008. Seventeen percent (17%) said they were visiting Mesquite primarily to gamble, while 6% were visiting primarily to dine, both figures similar to past years. Five percent (5%) were visiting primarily to play golf, up significantly from 3% each in 2006 and 2007, and 2% in 2008. Four percent (4%) were attending a special event in Mesquite (down from 5% in 2007 but up from 1% in 2008 and 2% in 2009). Three percent (3%) said they were visiting Mesquite for a vacation or pleasure trip, down significantly from 14% in 2006, 9% in 2007, and 11% in 2008. Another 3% were visiting Mesquite primarily to see friends or relatives.

FIGURE 9
 Primary Purpose Of Current Visit — 2010
 (First-Time Vs. Repeat Visitors)

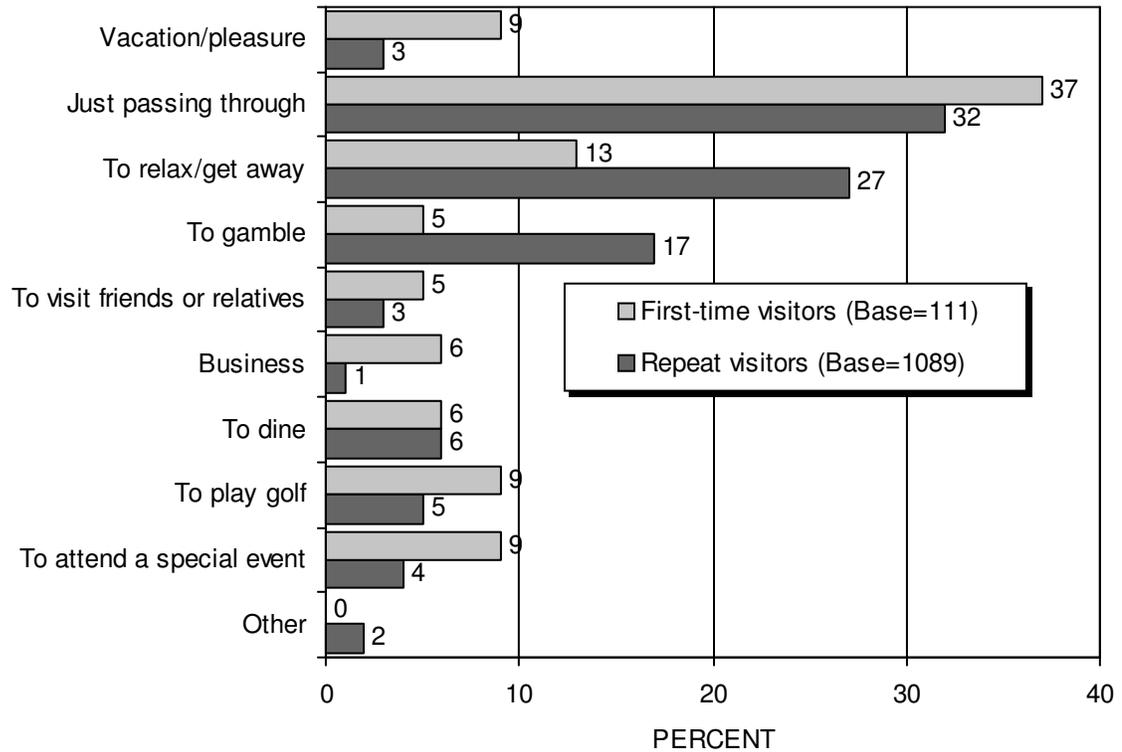


Figure 9 compares *repeat visitors* with *first-time visitors* in terms of the purpose of their *current* visit to Mesquite for 2010. First-time visitors were significantly more likely than repeat visitors to say they were visiting Mesquite as a vacation or pleasure trip (9% vs. 3%) or to attend a special event (9% vs. 4%), while repeat visitors were significantly more likely than first-time visitors to say they were visiting Mesquite specifically to gamble (17% vs. 5%) or just to relax or get away (27% vs. 13%).

TRAVEL PLANNING

Travel planning varied broadly — from same-day planning to travel plans made more than 90 days in advance. Nearly four in ten (39%) said they decided to visit Mesquite the same day they visited (up significantly from 22% in 2006, 24% in 2007, 28% in 2008, and 34% in 2009), while one in ten (10%) planned their trip between one and six days in advance (down from 20% in 2006, 19% in 2007, and 17% in 2008). Over one-fifth (22%) of Mesquite visitors planned their trip between 7 and 14 days ahead (up from 18% each in 2006 and 2007). Six percent (6%) planned their trip more than 90 days ahead, down significantly from 13% in 2006, 11% in 2007, and 12% in 2008 (Figure 10).

FIGURE 10
 Advance Travel Planning

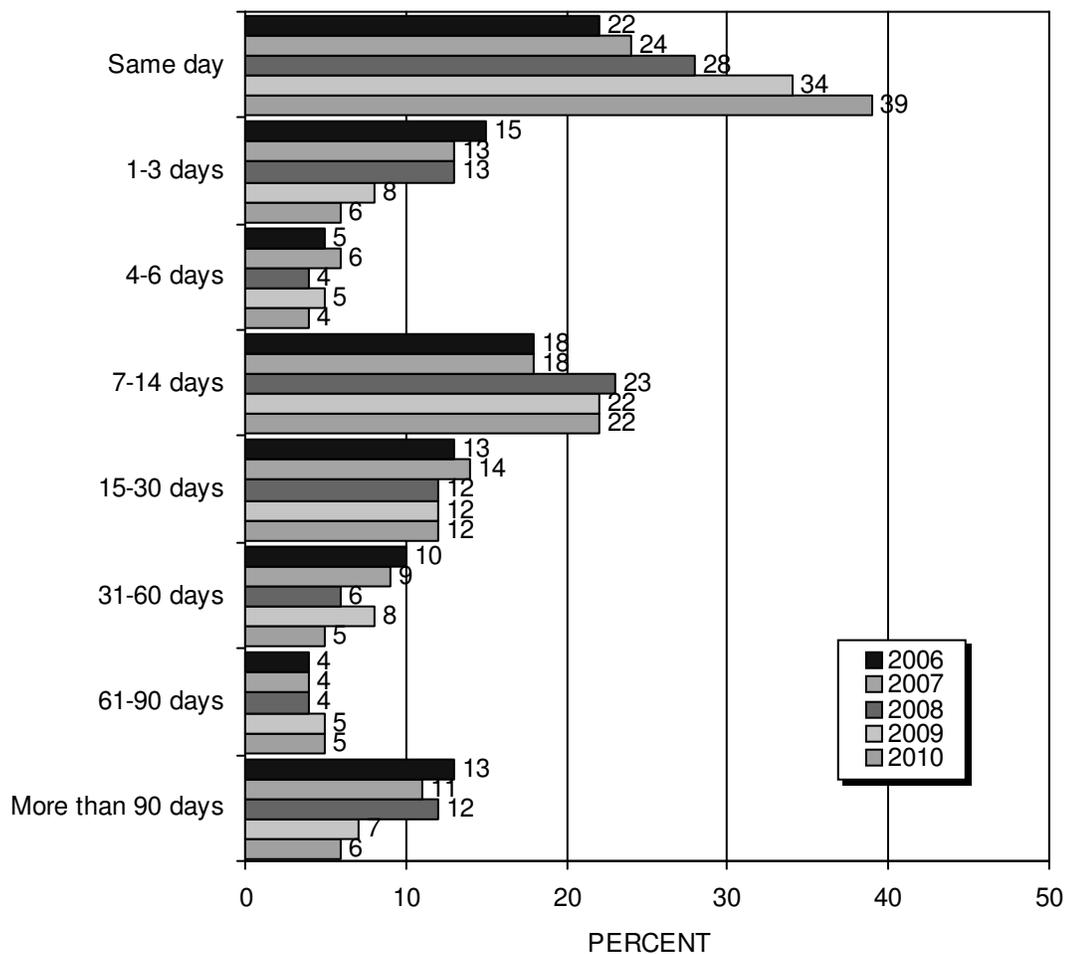
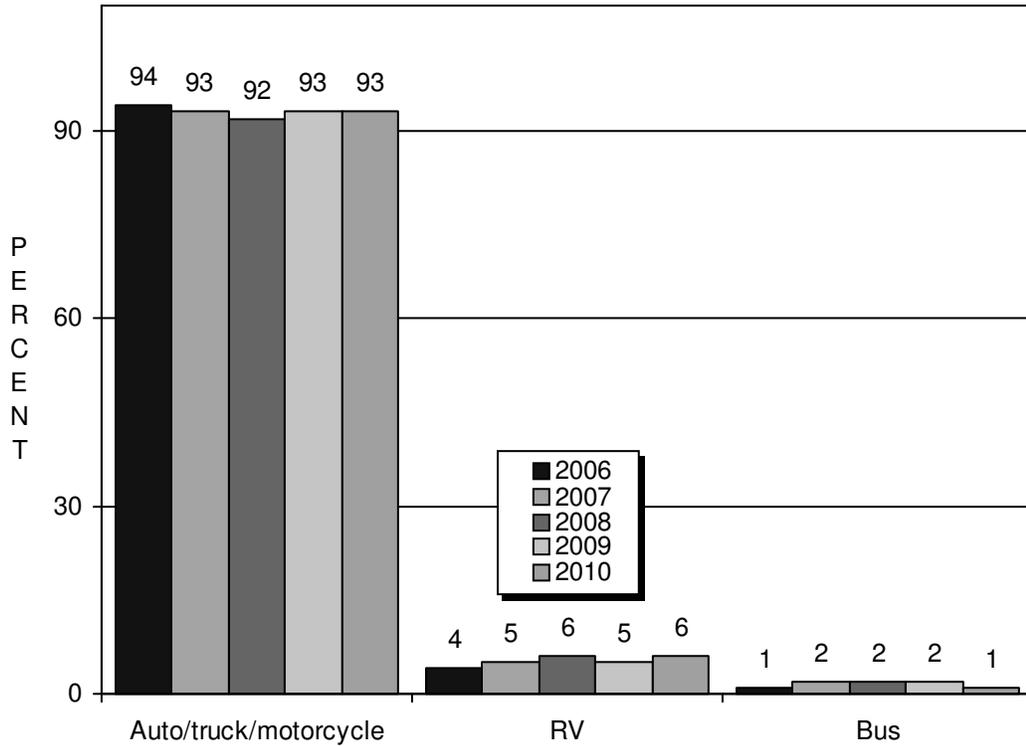
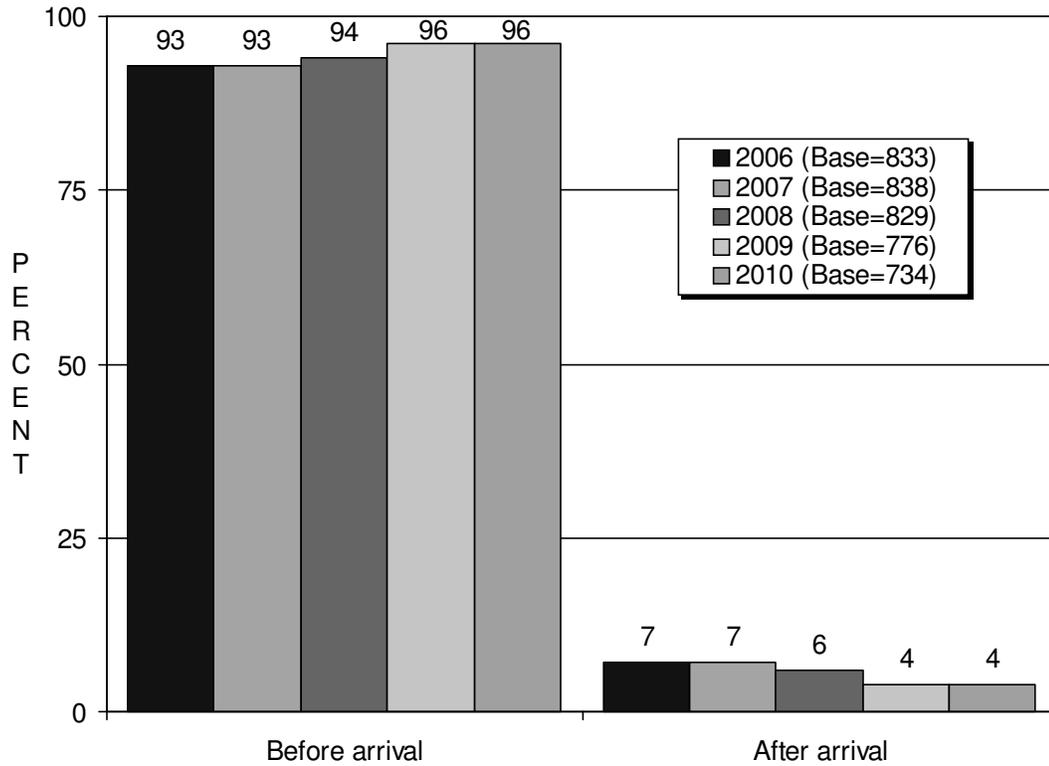


FIGURE 11
Transportation To Mesquite



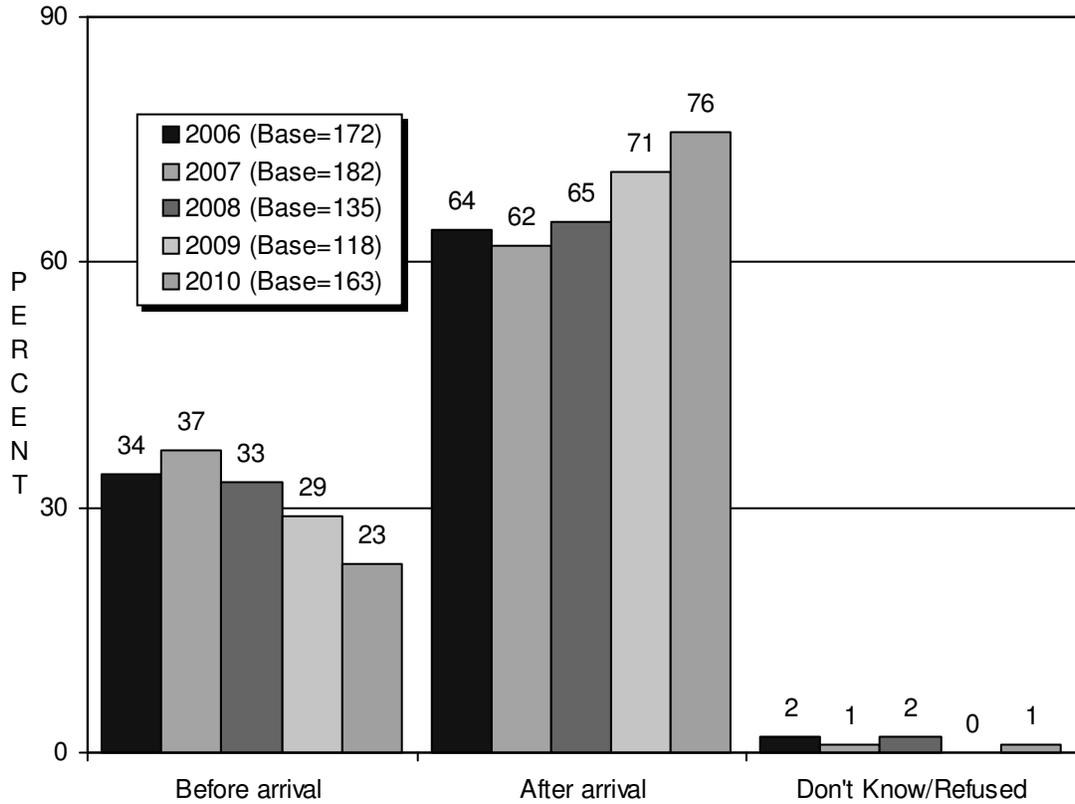
Almost all Mesquite visitors (99%) arrived in a personal vehicle. Ninety-three percent (93%) drove an automobile, a truck, or a motorcycle, and 6% drove an RV. Only 1% of visitors arrived by bus (Figure 11).

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



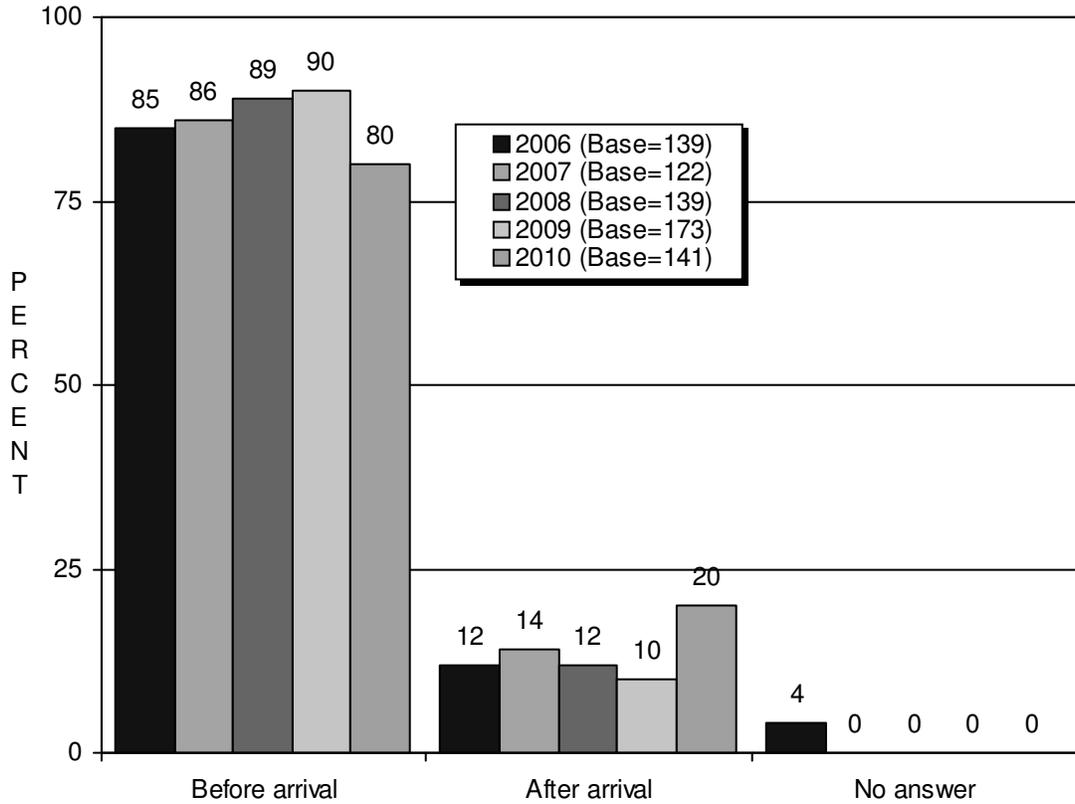
Among the 61% of visitors in 2010 who stayed overnight in Mesquite, most decided where to lodge in Mesquite prior to arriving in Mesquite (96%, up significantly from 93% each in 2006 and 2007). Four percent (4%) decided where to lodge after their arrival, down from 7% each in 2006 and 2007 (Figure 12).

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



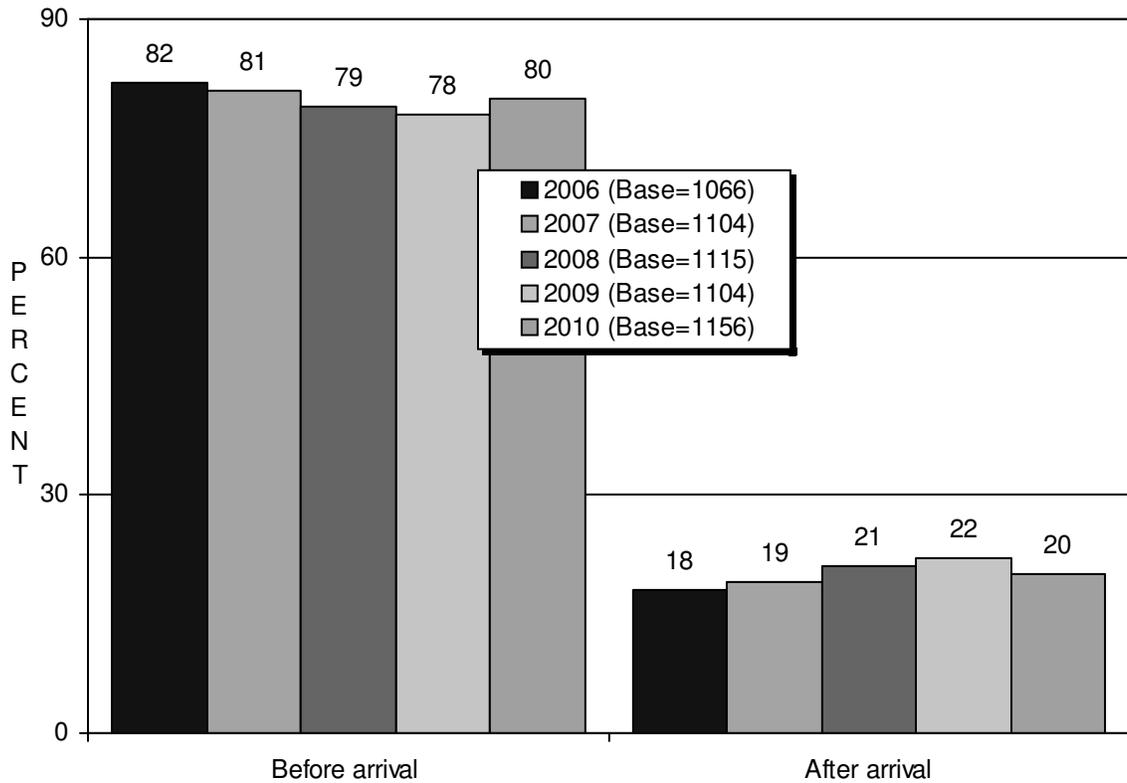
Among the 14% of visitors in 2010 who reported going to a show in Mesquite, most decided what shows to see after their arrival (76%, up significantly from 64% in 2006, 62% in 2007, and 65% in 2008). Twenty-three percent (23%) decided what shows to see prior to their arrival, down from 34% in 2006, 37% in 2007, and 33% in 2008 (Figure 13).

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



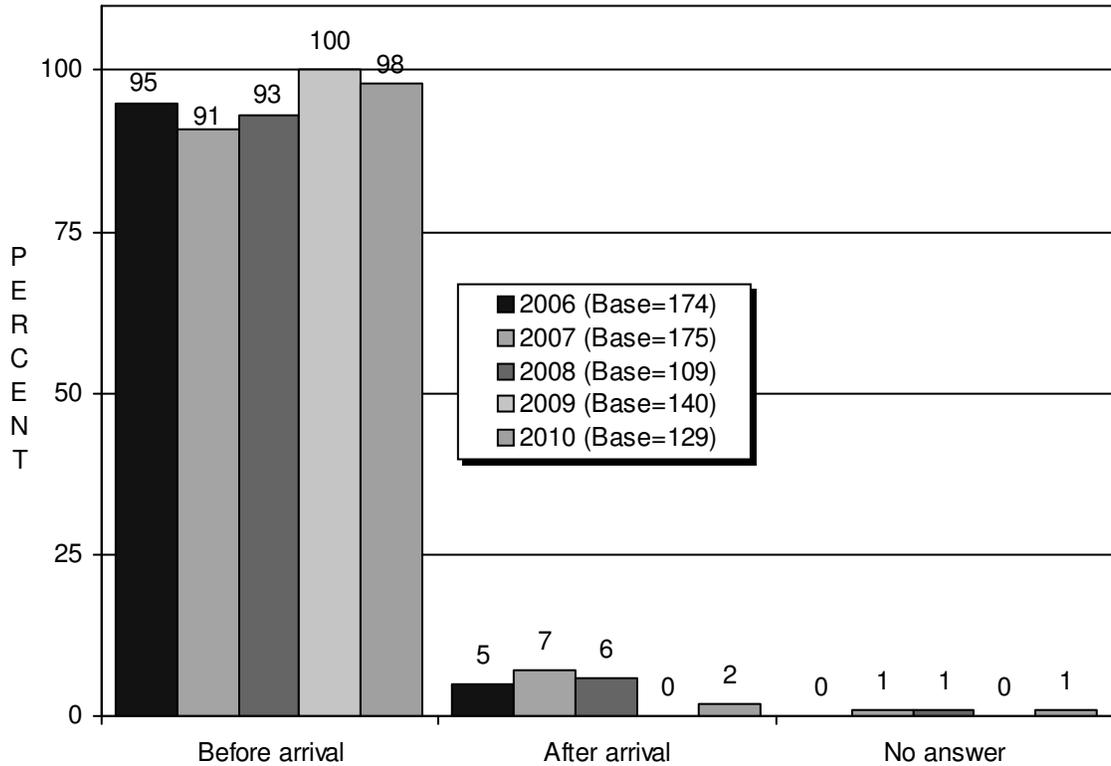
Among the 12% of 2010 visitors who reported visiting an attraction in Mesquite, 80% decided what attractions to see prior to arriving in Mesquite (down significantly from 90% in 2009) (Figure 14). Twenty percent (20%) decided what attractions to see after their arrival (up from 10% last year).

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



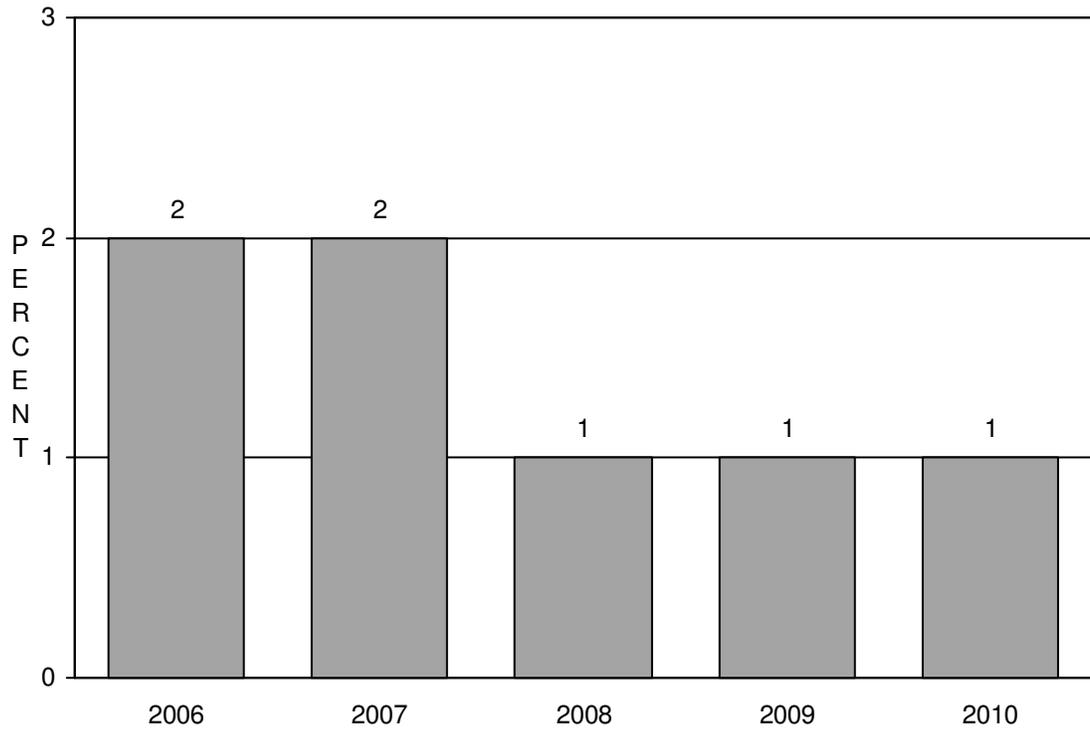
Among the 96% of visitors who gambled during their trip to Mesquite in 2010, 80% said they decided where to gamble in Mesquite before their arrival, similar to prior years (Figure 15). Twenty percent (20%) said they decided where to gamble after they arrived in Mesquite.

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



Among the 11% of 2010 visitors who engaged in recreational activities during their visit to Mesquite, most said they decided what recreational activities they would enjoy in Mesquite before their arrival (98%, up significantly from 91% in 2007). Two percent (2%) said they decided what recreational activities they would engage in after their arrival (down from 7% in 2007) (Figure 16).

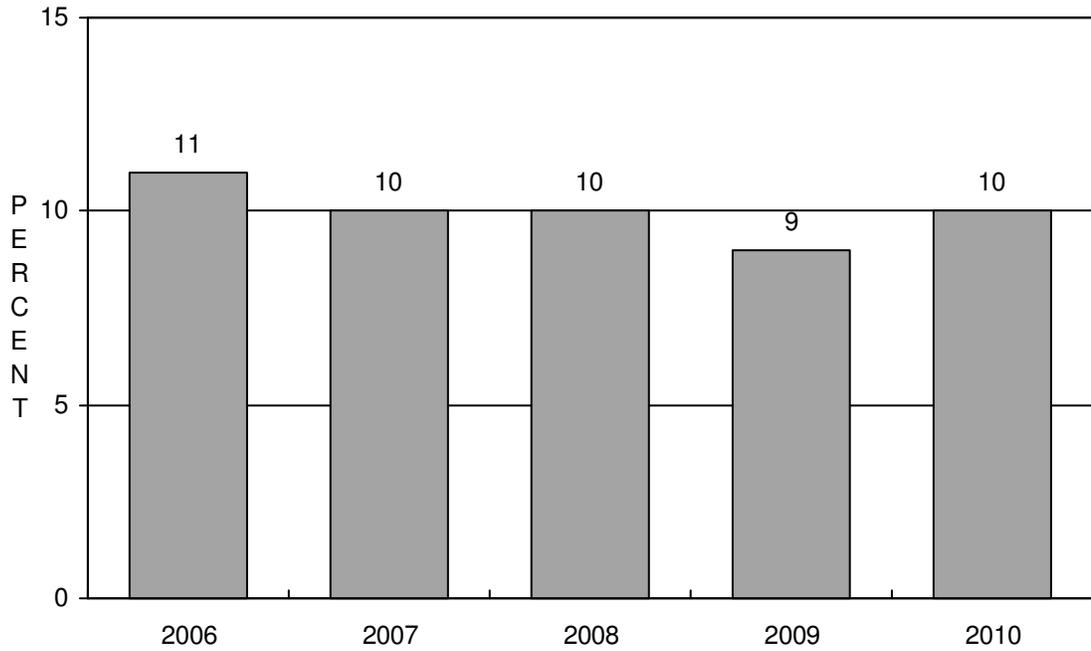
FIGURE 17
Travel Agent Assistance*



In 2010, 1% of all Mesquite visitors were assisted in their travel planning by a travel agent, down significantly from 2% in 2006 and 2007 (Figure 17).

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

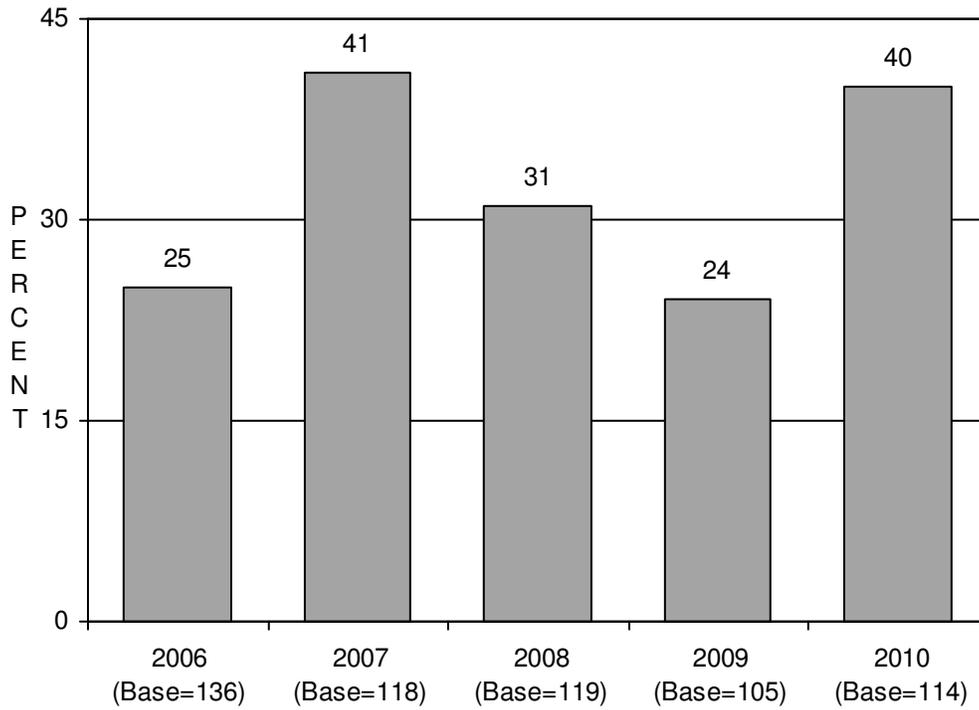
FIGURE 18
Whether Used The Internet To Plan Trip*



Visitors to Mesquite were asked if they used the Internet to plan their trip. Ten percent (10%) said yes in 2010, similar to prior years (Figure 18).

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

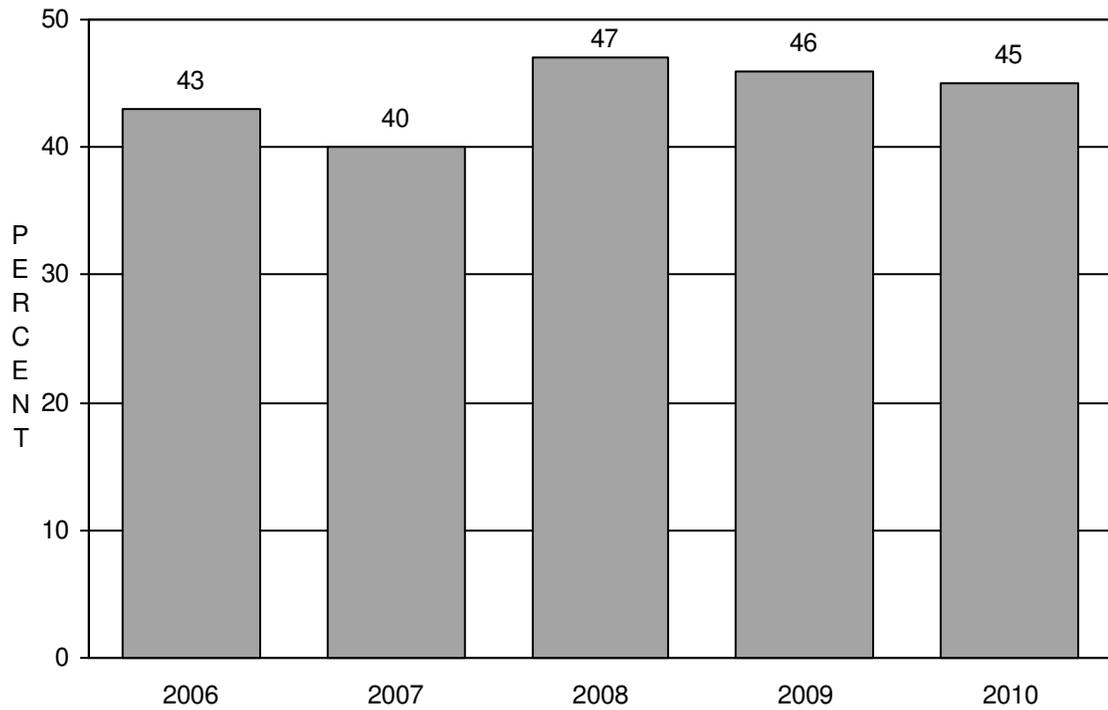
FIGURE 19
Whether Internet Influenced Choice Of Accommodations*
(Among Those Who Used The Internet To Plan Trip)



Visitors who used the Internet to plan their trip were asked if they found information on the Internet that influenced their choice of accommodations. Forty percent (40%) said they had in 2010, up significantly from 25% in 2006 and 24% last year (Figure 19).

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

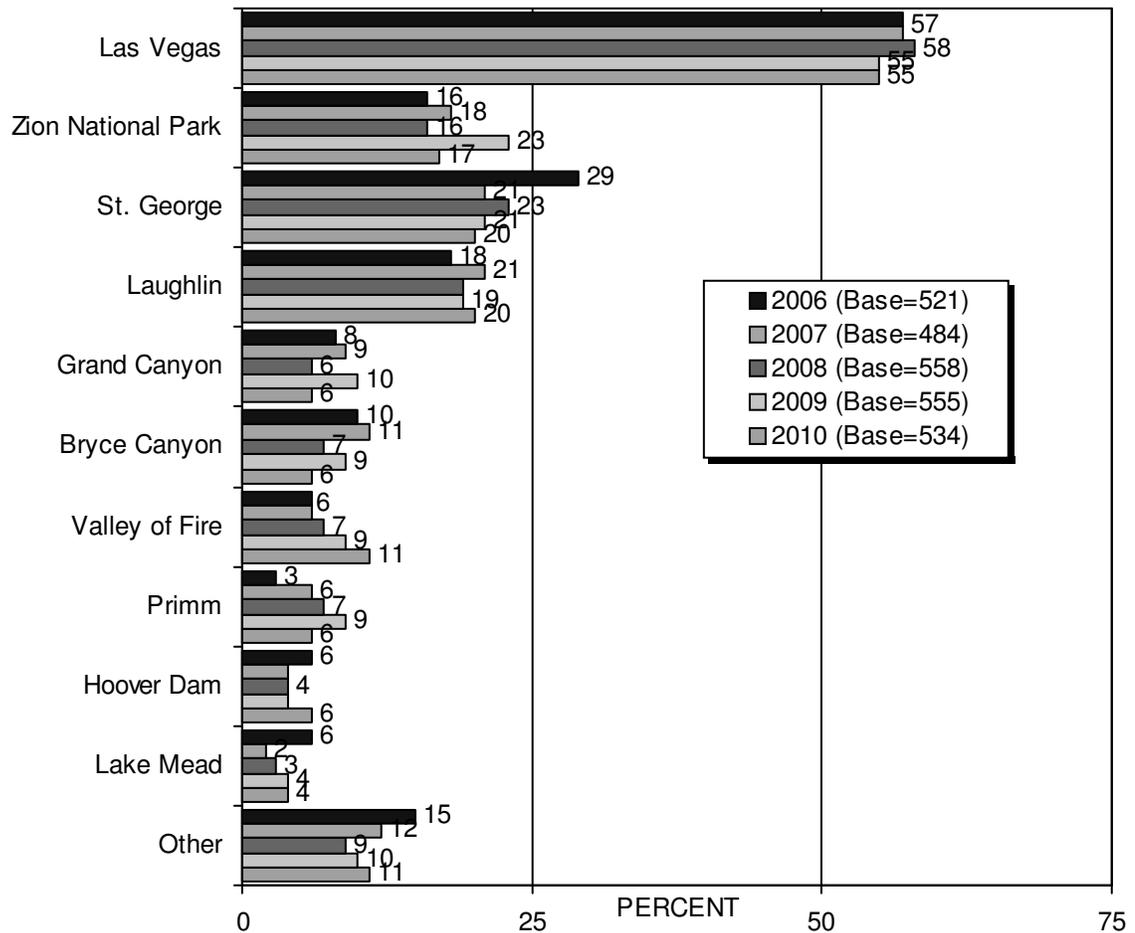
FIGURE 20
Touring Other Areas*



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-five percent (45%) said yes, up significantly from 40% in 2007.

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

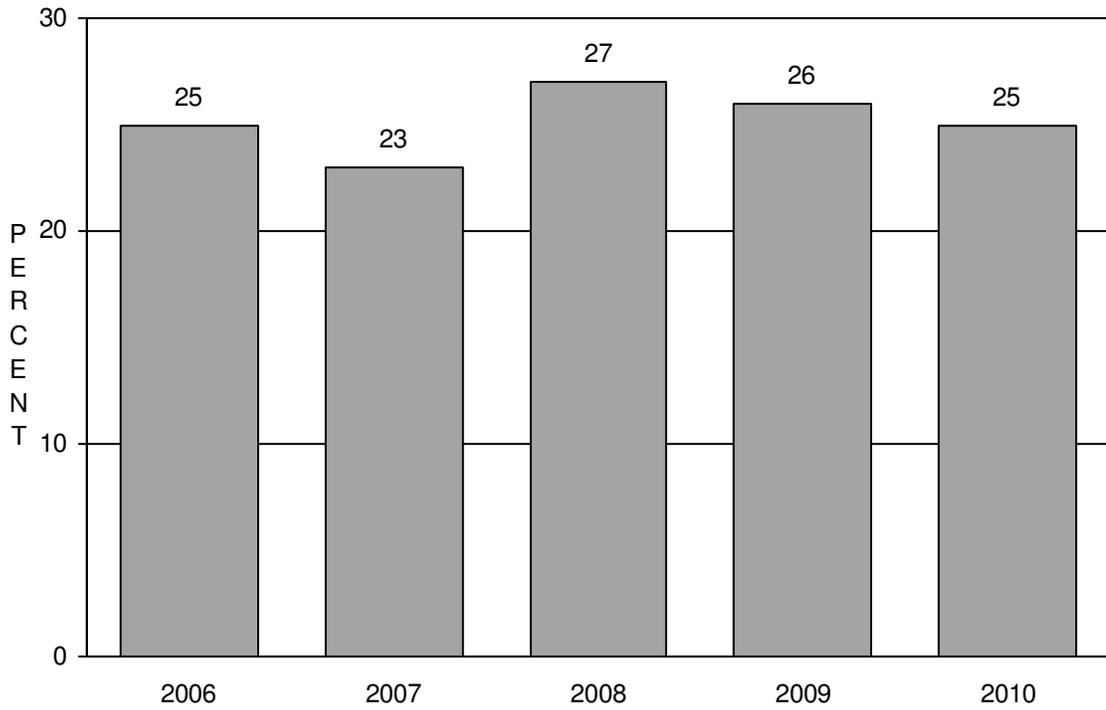
FIGURE 21
 Other Places Visited*
 (Among Those Who Visited Nearby Places)



Among those who said they had visited, or planned to visit, other nearby areas on their current trip (Figure 21), 55% mentioned Las Vegas, 20% mentioned St. George (down from 29% in 2006), another 20% mentioned Laughlin, 17% mentioned Zion National Park (down from 23% last year), and 11% mentioned the Valley of Fire (up from 6% each in 2006 and 2007, and 7% in 2008). Six percent (6%) each mentioned Hoover Dam, Primm (up from 3% in 2006), the Grand Canyon (down from 10% last year), and Bryce Canyon (down from 10% in 2006 and 11% in 2007). Four percent (4%) mentioned Lake Mead (up from 2% in 2007).

* Multiple responses were permitted to this question.

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



Among all Mesquite visitors, 25% said they also visited, or planned to visit, Las Vegas on their current trip, similar to past years (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 (74%) reported two adults were in their immediate party. Three percent (3%) reported three adults were in their immediate party (down significantly from 5% each in 2006-2009), 10% reported four adults (up significantly from 6% each in 2006 and 2008, and 7% each in 2007 and 2009), and less than 1% said there were five or more people in their party. Thirteen percent (13%) said they were traveling alone. The average party size was 2.1, the same as in past years.

FIGURE 23
 Adults In Immediate Party

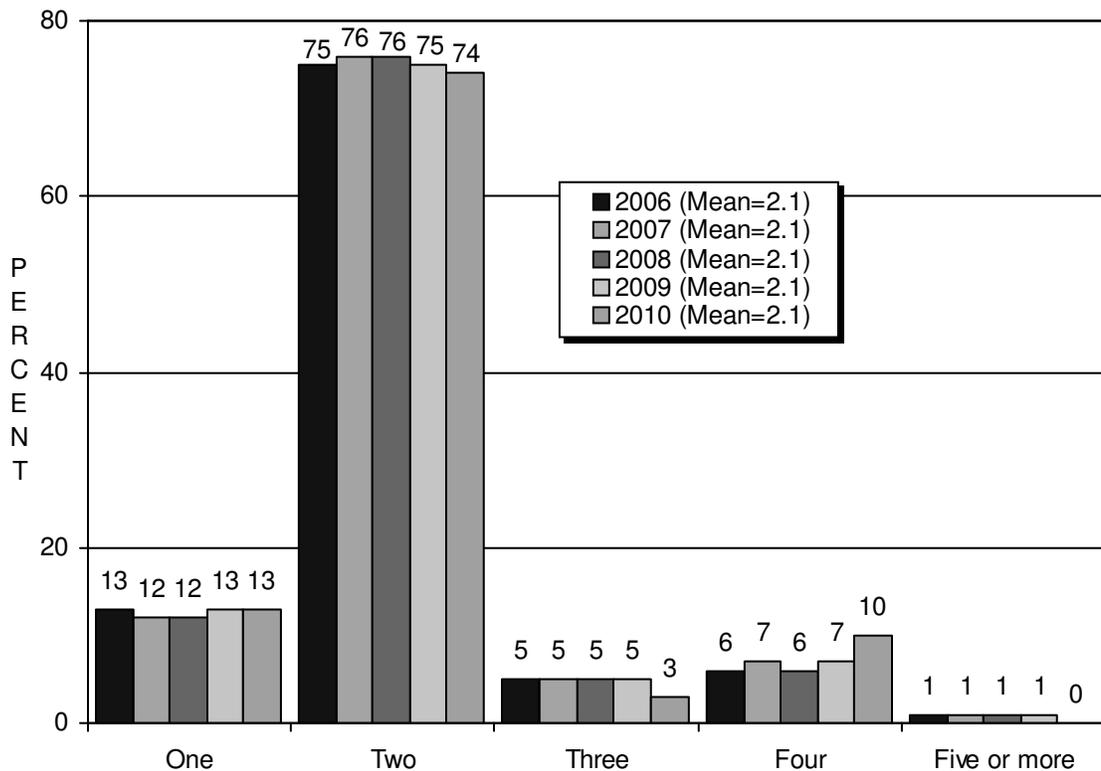
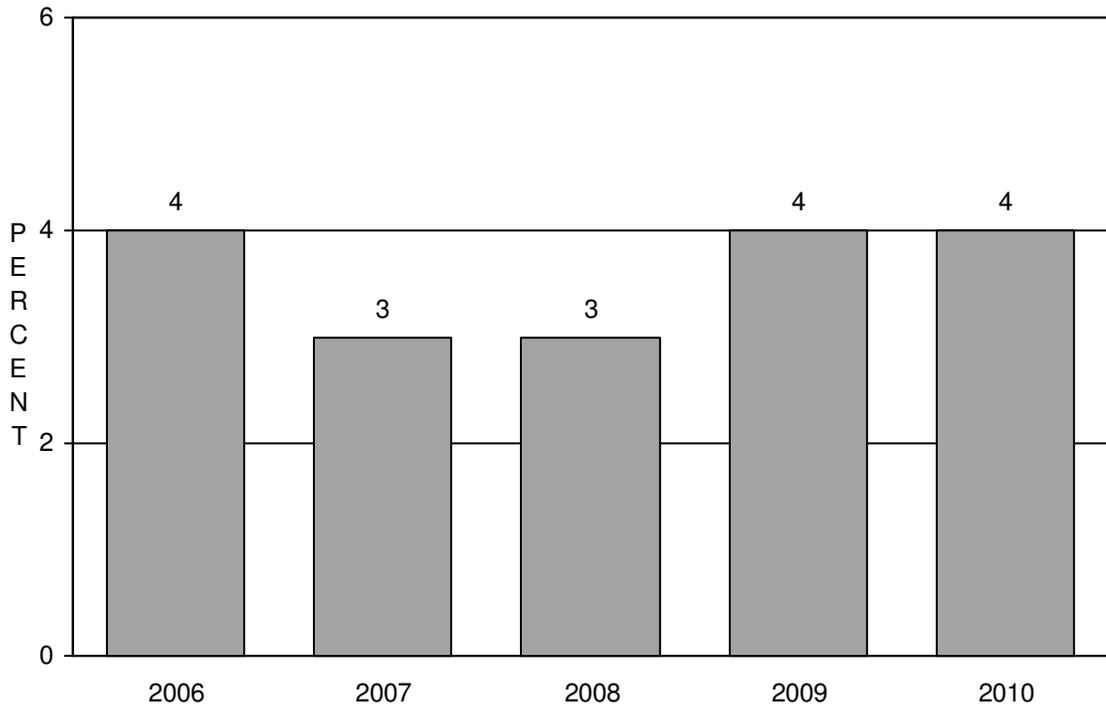


FIGURE 24
Whether Had Persons In Immediate Party Under Age 21*



Four percent (4%) of visitors reported having people in their party under the age of 21, little changed from past years (Figure 24).

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

FIGURE 25
Nights Stayed

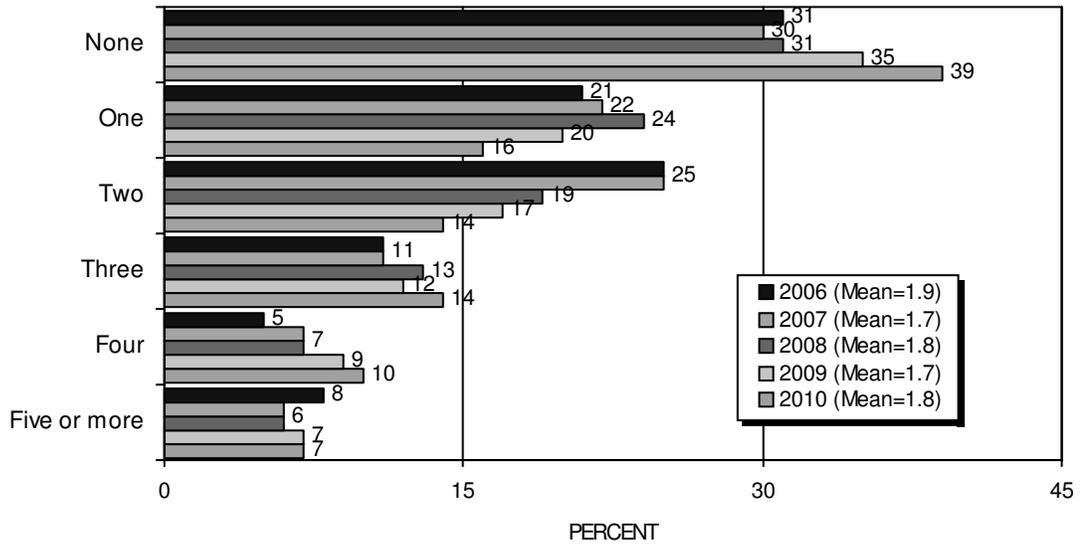
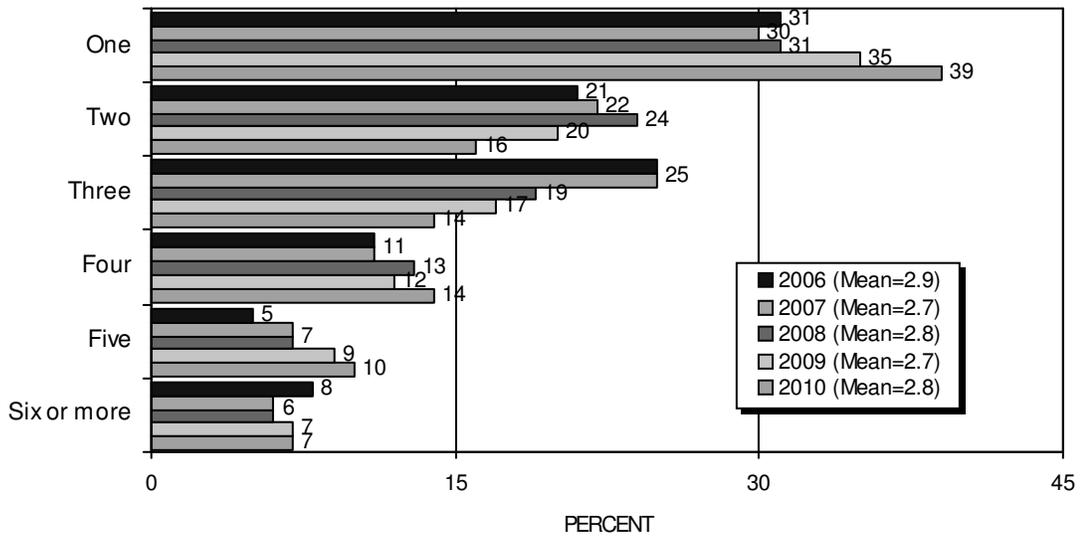
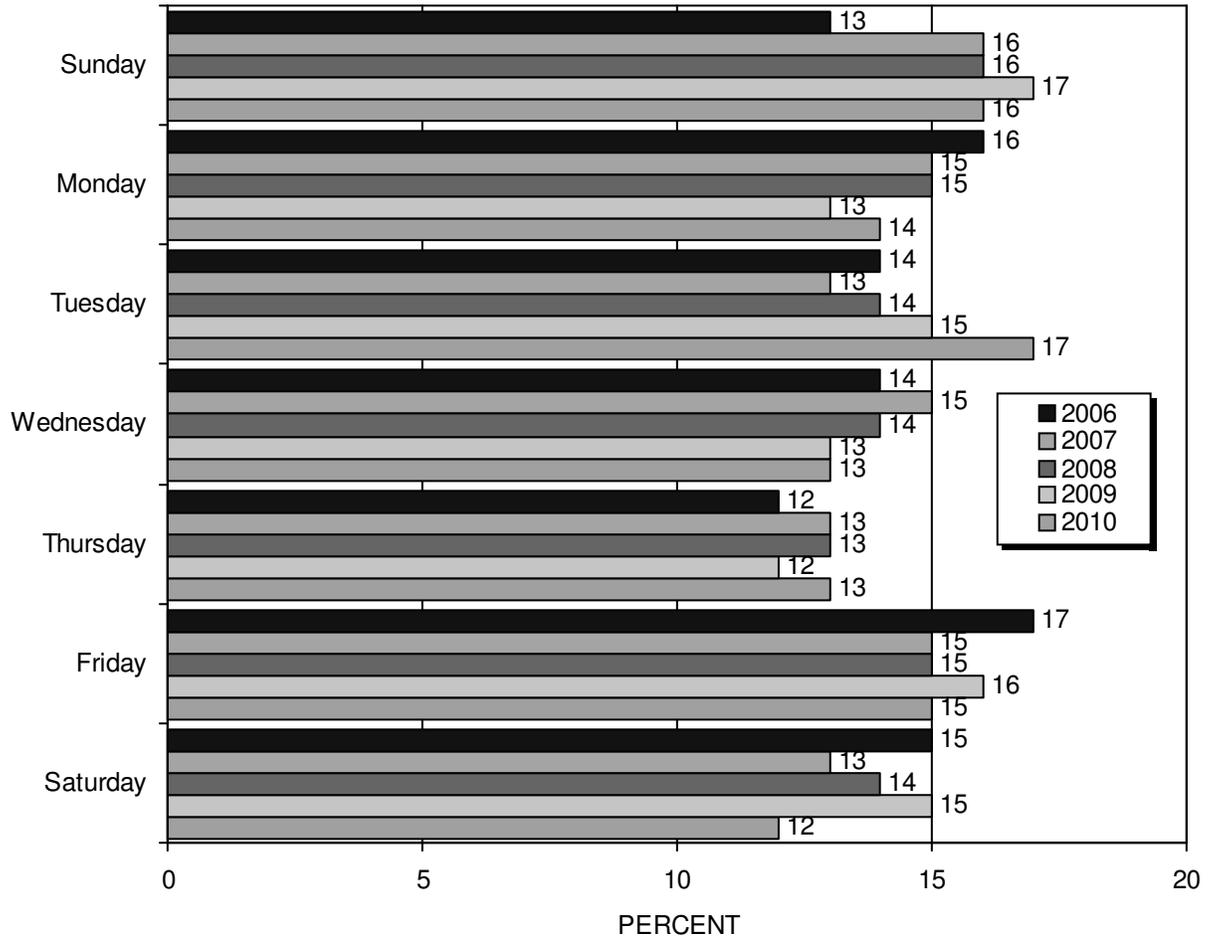


FIGURE 26
Days Stayed



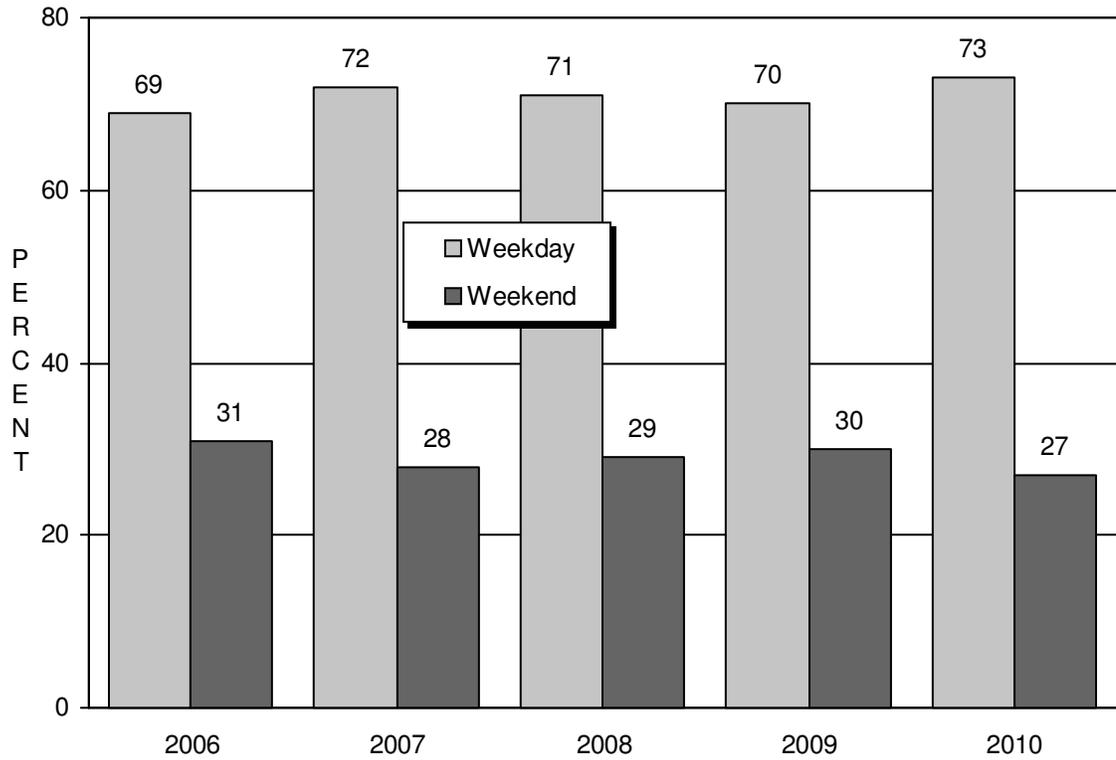
During 2010, Mesquite visitors stayed an average of 1.8 nights and 2.8 days, consistent with past years (Figures 25 and 26). Thirty-nine percent (39%) reported making a day trip to Mesquite and not staying overnight, up from 31% each in 2006 and 2008. Ten percent (10%) reported staying four nights and five days, up from 5% in 2006 and 7% each in 2007 and 2008.

FIGURE 27
 Day Of Arrival



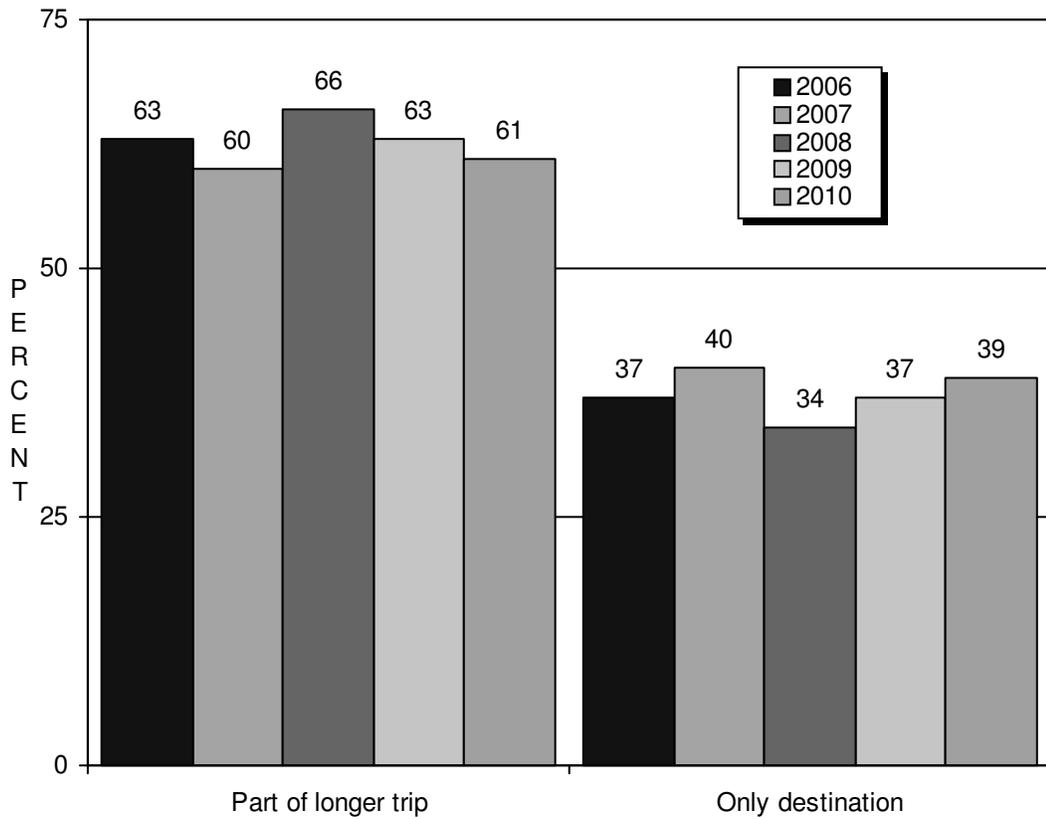
In 2010, visitors were most likely to arrive in Mesquite on a Tuesday (17%, up significantly from 14% each in 2006 and 2008, and 13% in 2007), followed by a Sunday (16%, up from 13% in 2006). Fifteen percent (15%) arrived on a Friday, 14% arrived on a Monday, 13% each arrived on a Wednesday or Thursday, and 12% arrived on a Saturday (down from 15% each in 2006 and 2009) (Figure 27).

FIGURE 28
Weekend Versus Weekday Arrival



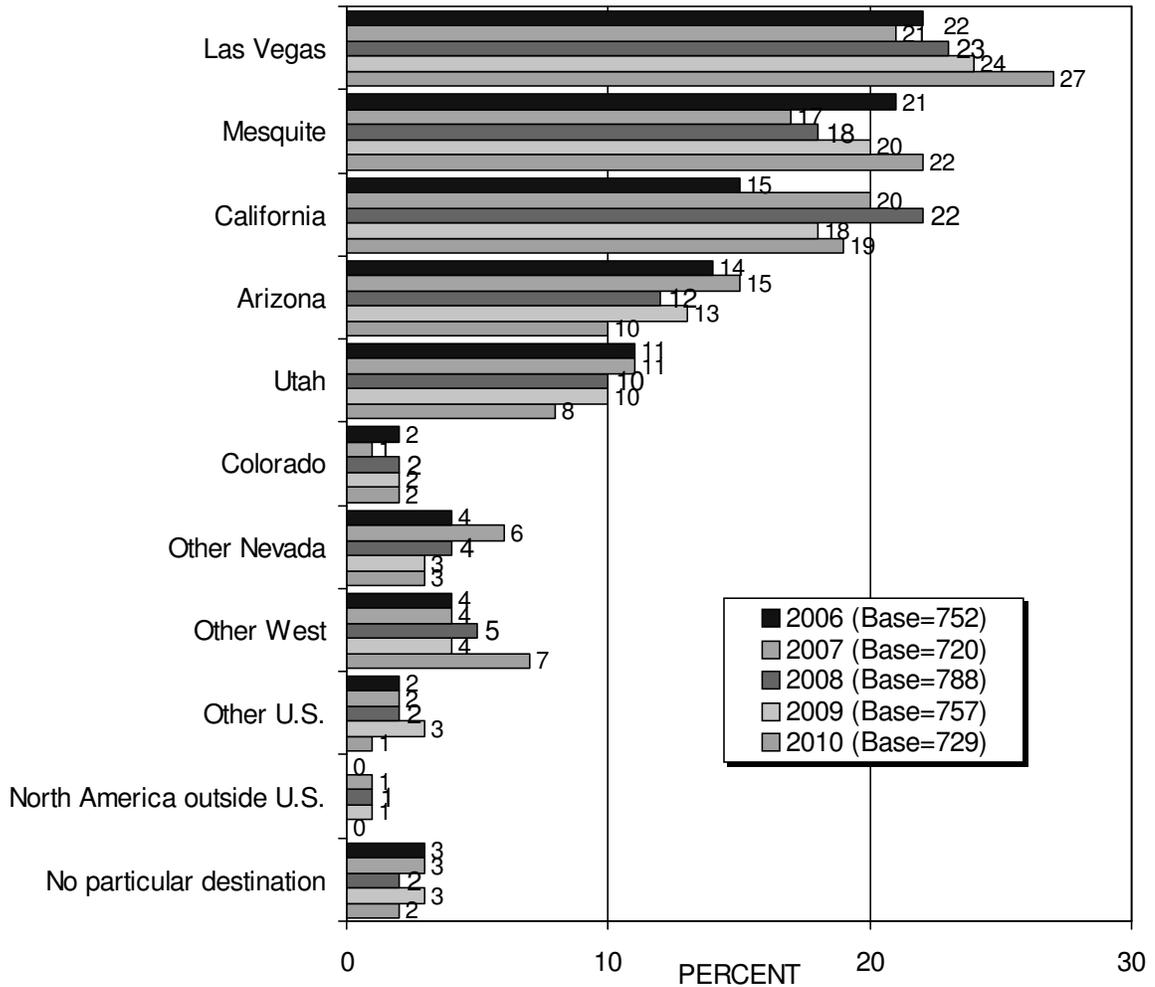
In 2010, 73% of visitors arrived in Mesquite between Sunday and Thursday, up significantly from 69% in 2006 and 70% in 2009. Twenty-seven percent (27%) arrived in Mesquite on a Friday or a Saturday (down from 31% in 2006 and 30% last year) (Figure 28).

FIGURE 29
Whether Mesquite Visit Is Part Of A Longer Trip



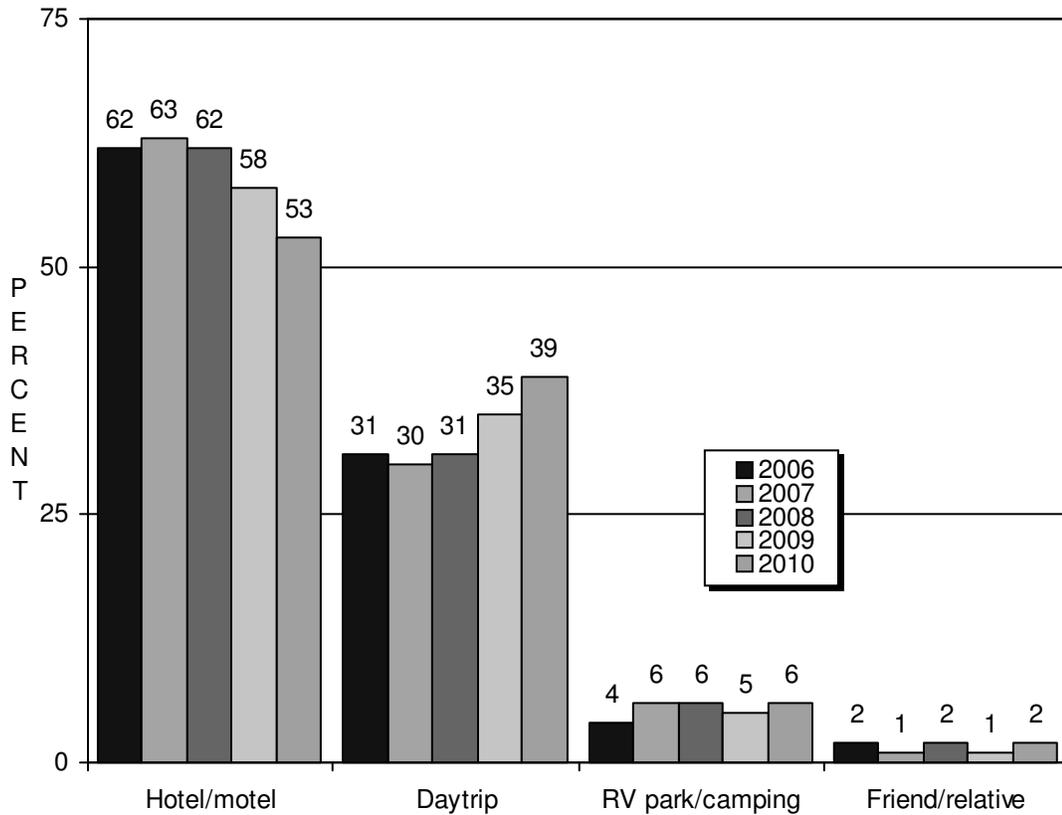
Sixty-one percent (61%) of Mesquite visitors said their visit to Mesquite was part of a longer trip (down significantly from 66% in 2008), while 39% said Mesquite was their only destination (up from 34% in 2008) (Figure 29).

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



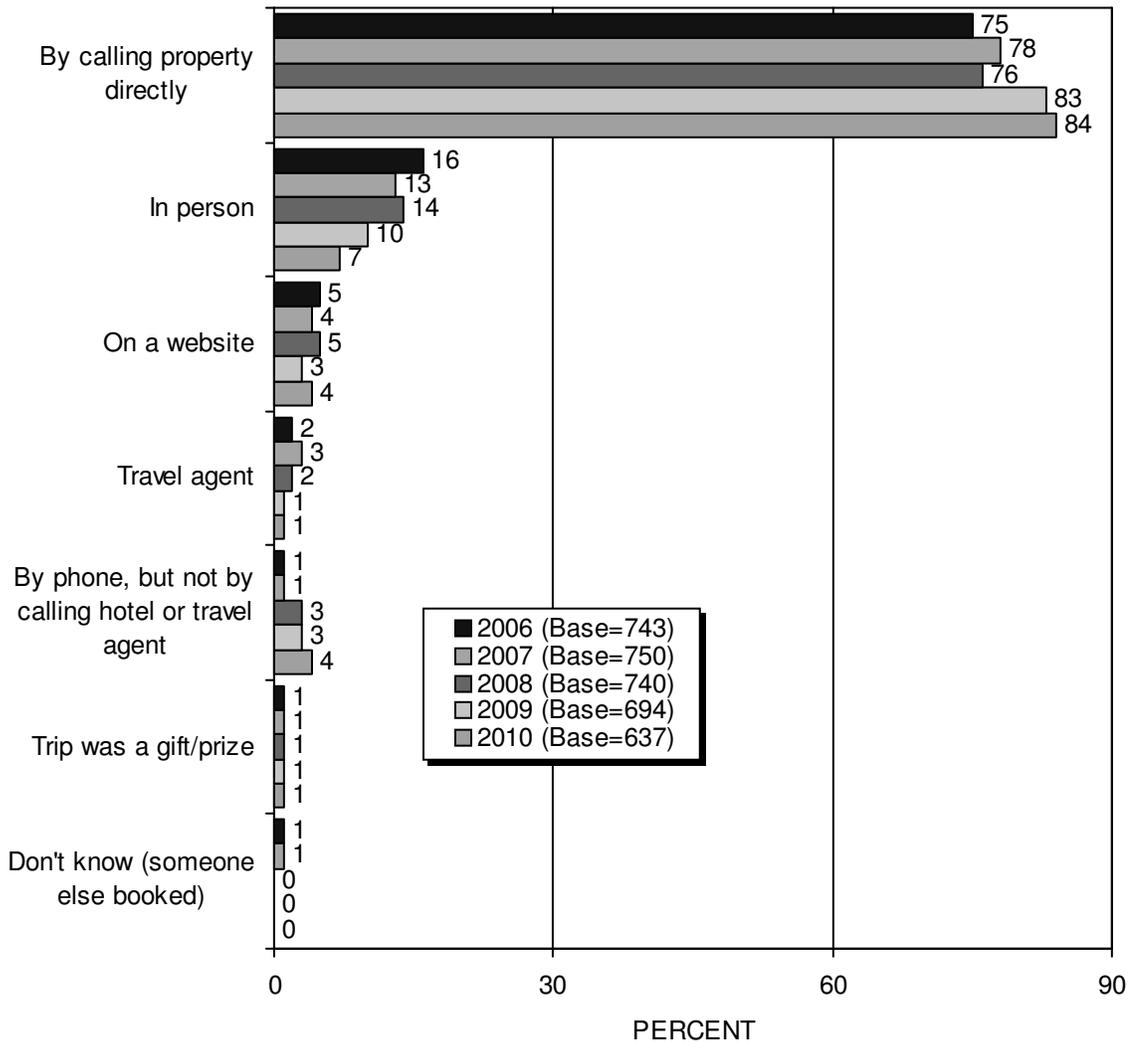
We asked visitors to name their primary destination if Mesquite was not their only destination (Figure 30). Twenty-two percent (22%) said Mesquite was their primary destination (up significantly from 17% in 2007), while 27% said their primary destination was Las Vegas (up from 22% in 2006 and 21% in 2007), and 3% named other Nevada destinations (down from 6% in 2007). California was mentioned by 19% (up from 15% in 2006), followed by Arizona (10%, down from 14% in 2006 and 15% in 2007), Utah (8%, down from 11% each in 2006 and 2007), Colorado (2%), and other destinations in the Western U.S. (7%, up from 4% each in 2006, 2007, and 2008). Two percent (2%) mentioned other destinations in the U.S. outside the West (down from 3% last year).

FIGURE 31
 Where Lodged



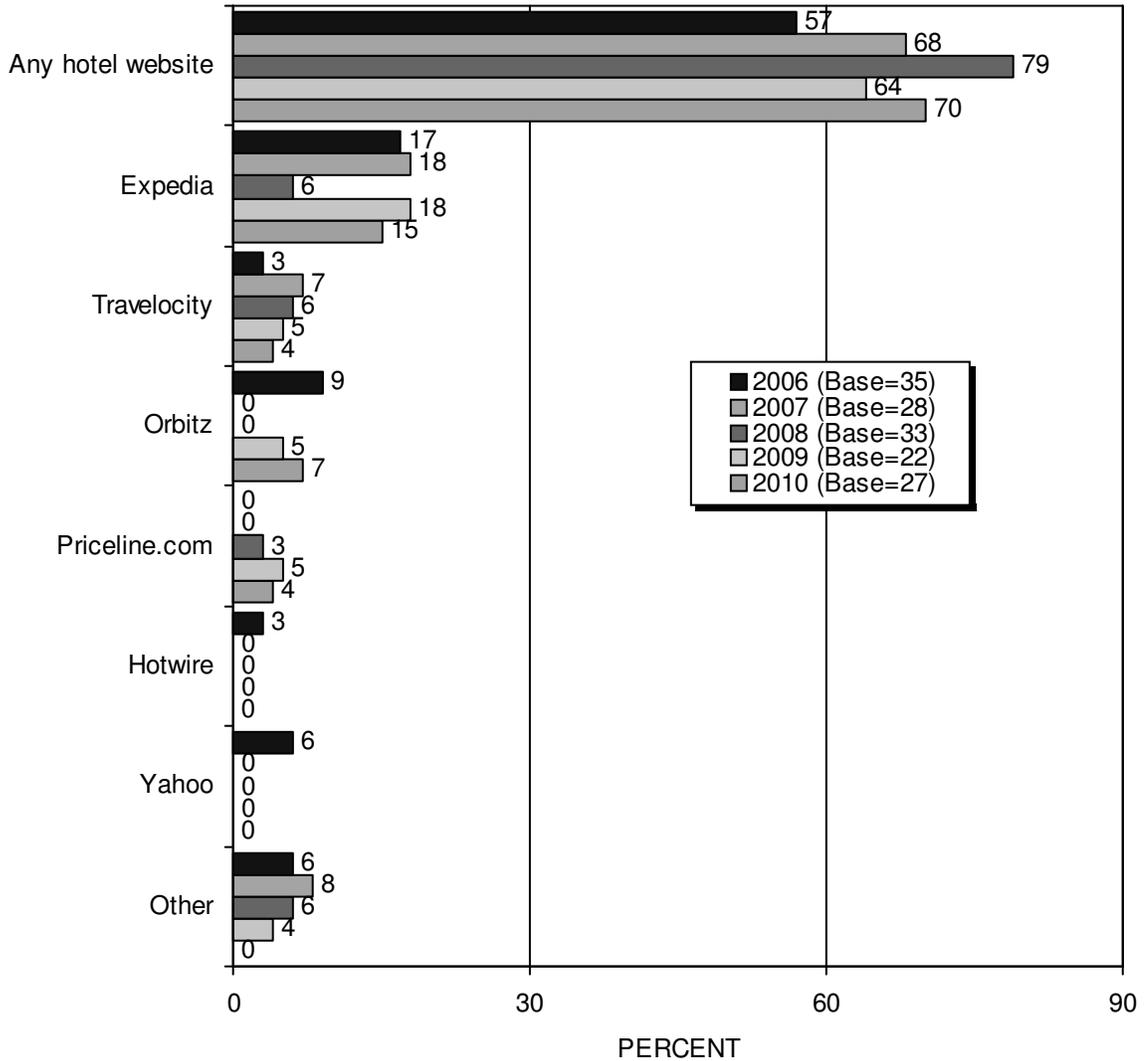
As shown in Figure 31, 53% of visitors stayed in hotels or motels in Mesquite in 2010, down significantly from 62% each in 2006 and 2008, 63% in 2007, and 58% in 2009. Thirty-nine percent (39%) said they were visiting Mesquite just for the day and did not lodge anywhere, up significantly from 31% each in 2006 and 2008, 30% in 2007, and 35% last year. 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)



Visitors to Mesquite were asked how they booked their accommodations (Figure 32). Eighty-four percent (84%) said they booked their accommodations by calling the property directly (up significantly from 75% in 2006, 78% in 2007, and 76% in 2008), while 7% booked in person (down significantly from 16% in 2006, 13% in 2007, and 14% in 2008). Four percent (4%) booked their accommodations through a website, while another 4% said they booked by phone but not by calling the hotel or a travel agent (up significantly from 1% each in 2006 and 2007). One percent (1%) said they used a travel agent (down from 3% in 2007), and another 1% said that the trip was a gift.

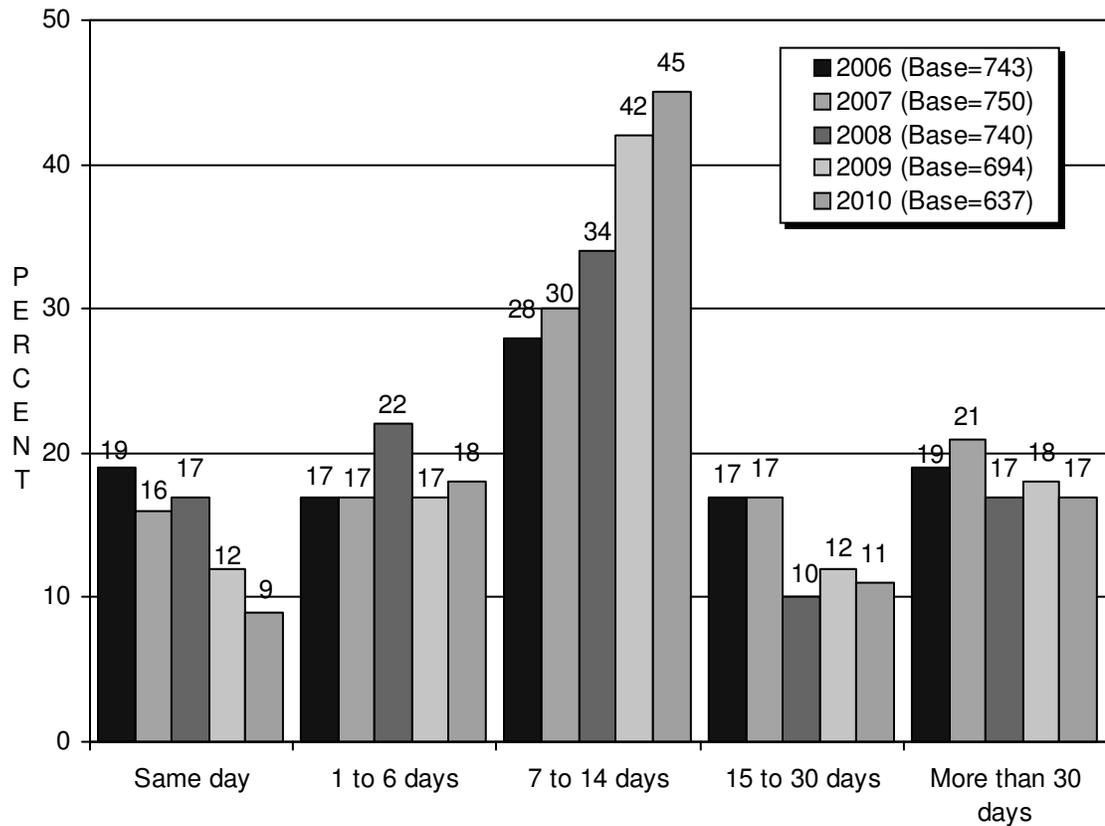
FIGURE 33
 Website Used To Book Accommodations
 (Among Those Who Used The Internet)



Visitors who booked their accommodations on a website were asked which website they used (Figure 33). Most of these Internet users (70%) said they used a hotel website to book their accommodations. Fifteen percent (15%) used Expedia, while 7% used Orbitz, and 4% each used Travelocity or Priceline.com.*

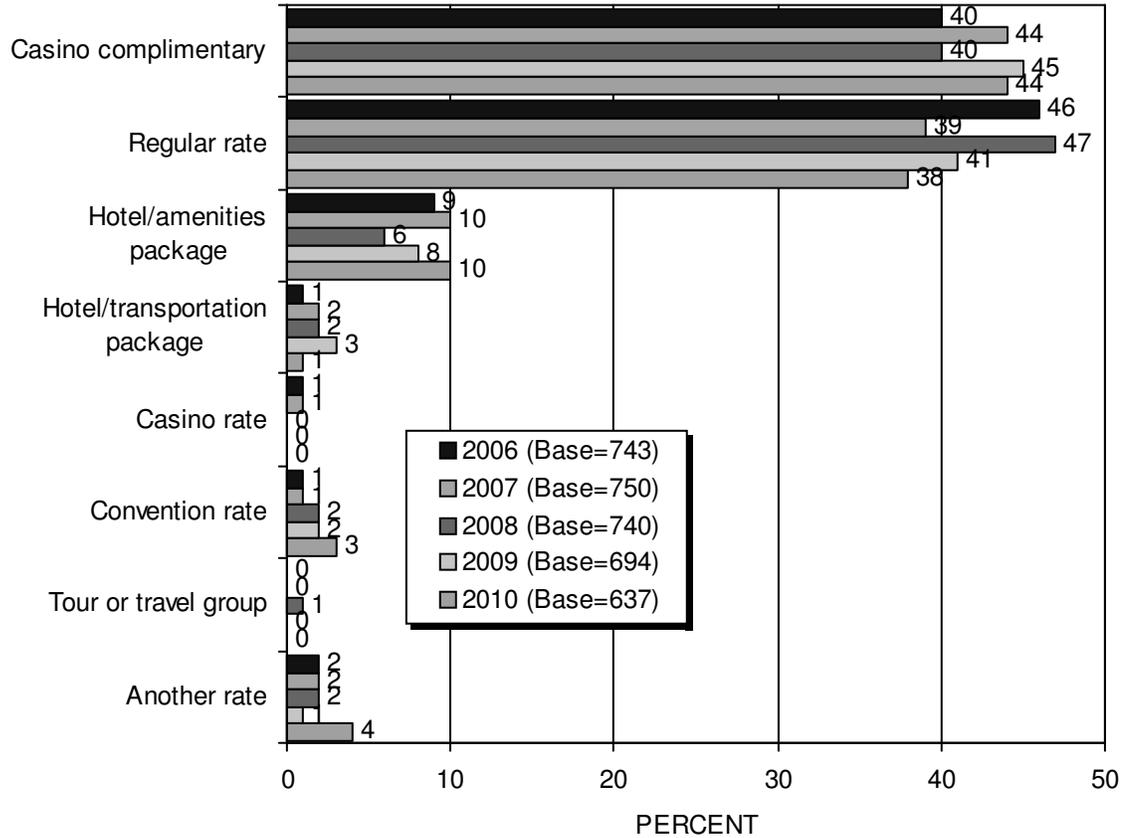
* Note very small base sizes for 2007, 2009, and 2010.

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



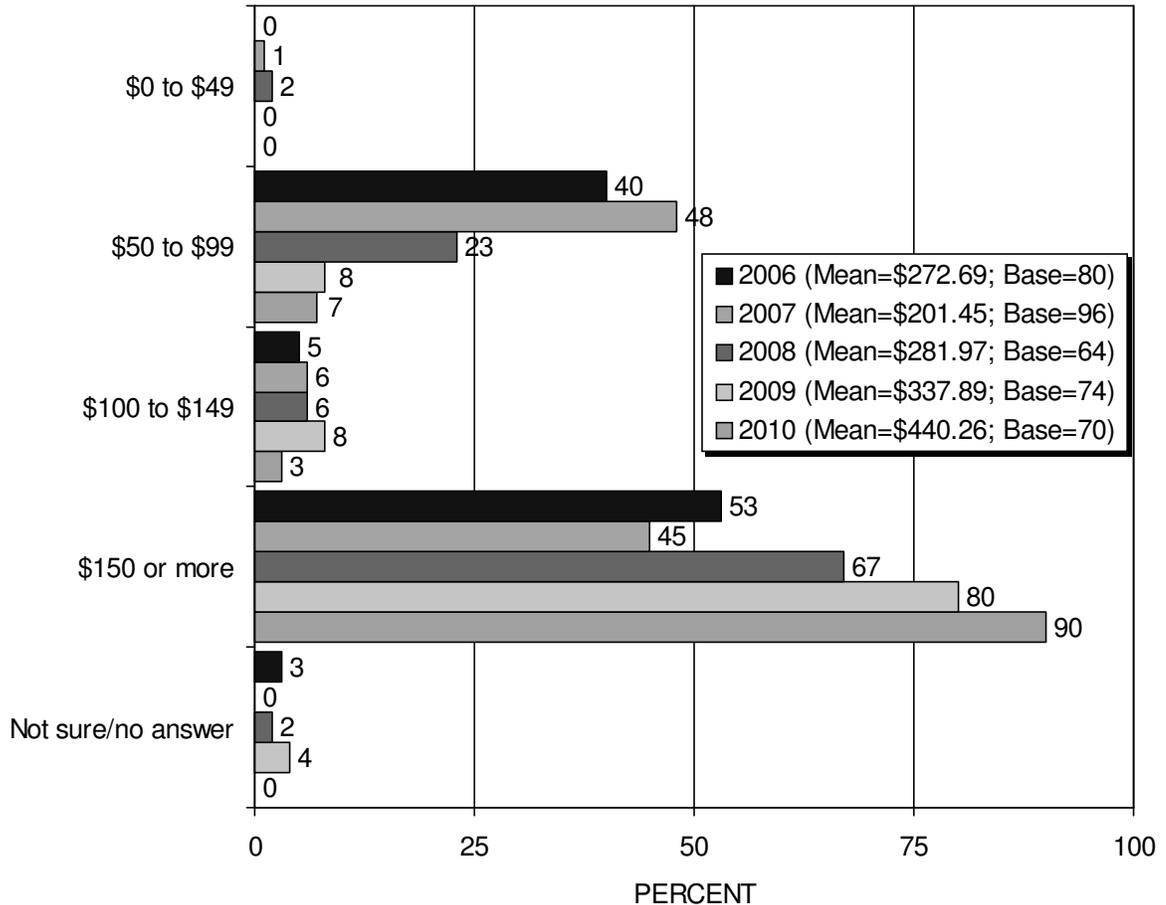
We asked those staying in a hotel, motel, or RV park how far in advance they had booked their accommodations (Figure 34). Nine percent (9%) booked their accommodations on the day of their arrival, (down significantly from 19% in 2006, 16% in 2007, and 17% in 2008). Eighteen percent (18%) of visitors booked one to six days in advance, 45% booked seven to 14 days in advance (up from 28% in 2006, 30% in 2007, and 34% in 2008), 11% booked 15 to 30 days in advance (down from 17% each in 2006 and 2007), and 17% booked more than 30 days in advance.

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



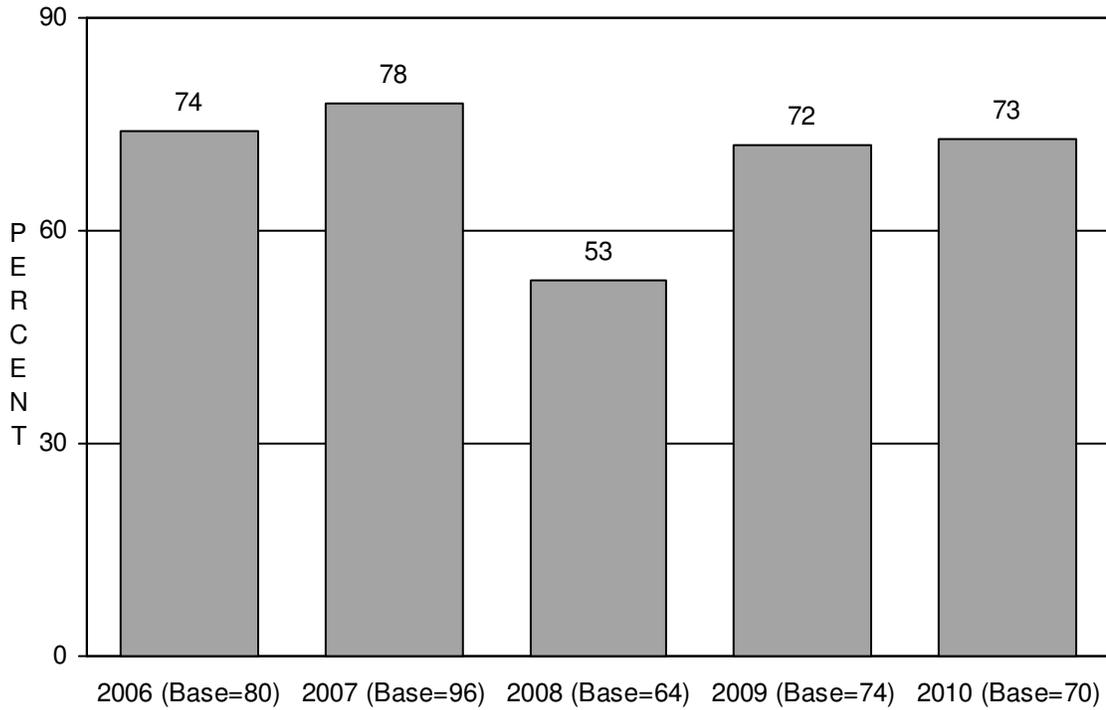
We asked those staying in a hotel or motel what type of room rate they had received for their accommodations (Figure 35). Forty-four percent (44%) received a casino complimentary rate, similar to prior years. Thirty-eight percent (38%) said they paid a regular room rate, down significantly from 46% in 2006 and 47% in 2008. Eleven percent (11%) paid some type of group rate, with 1% saying it was a hotel/transportation package rate (down from 3% last year), and 10% saying it was a hotel/amenities package rate (up from 6% in 2008). Three percent (3%) paid a convention or company group rate (up from 1% each in 2006 and 2007), less than 1% paid a casino rate (down from 1% each in 2006 and 2007), and 4% reported paying some other rate (up from 2% each in 2006 – 2008 and 1% last year).

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). Ninety percent (90%) said they paid \$150 or more, up significantly from 53% in 2006, 45% in 2007, and 67% in 2008. Seven percent (7%) paid \$50-\$99 on their package deal (down from 40% in 2006, 48% in 2007, and 23% in 2008). Three percent (3%) paid between \$100 to \$149. The average per-person package cost for 2010 was \$440.26, up significantly from all prior years (\$272.69 in 2006, \$201.45 in 2007, \$281.97 in 2008, and \$337.89 in 2009).

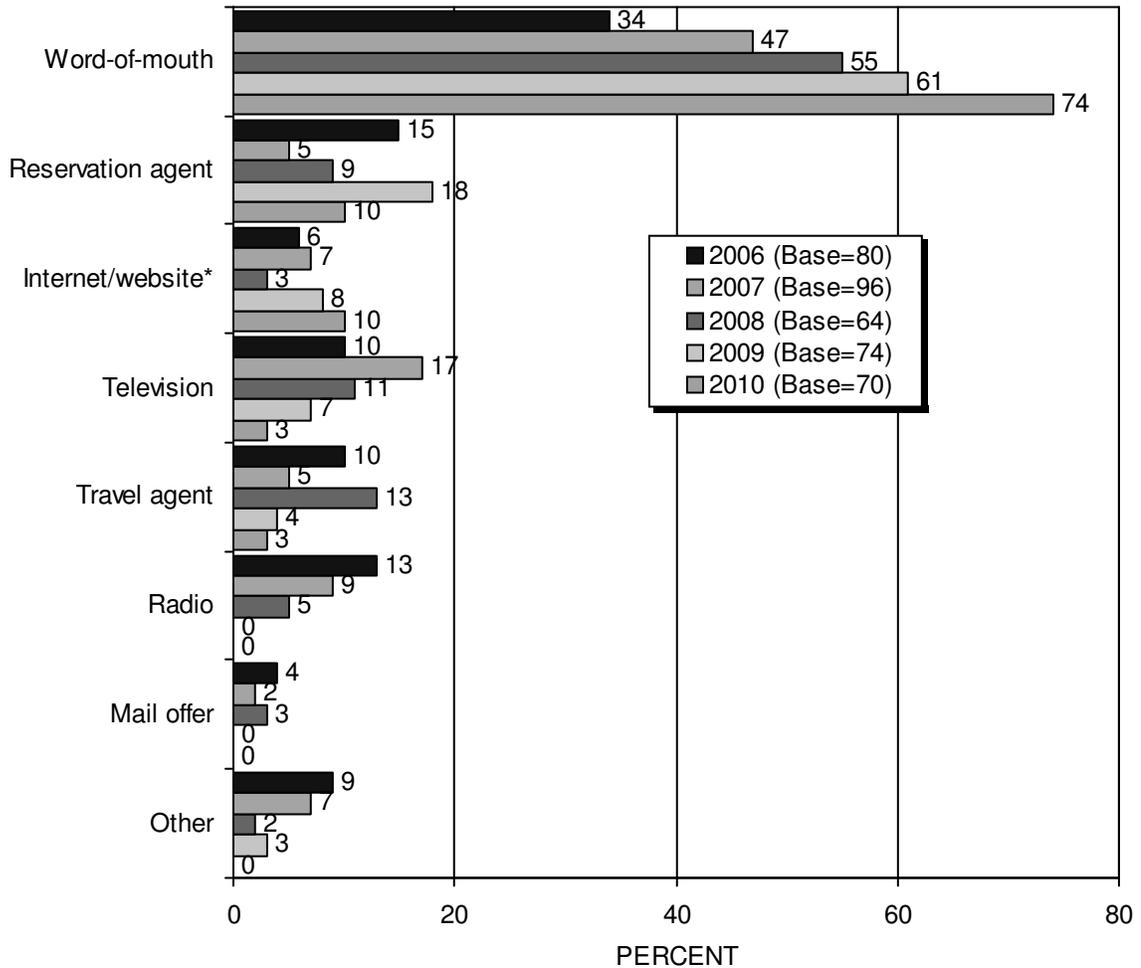
FIGURE 37
Package Purchased Directly From A Hotel*
(Among Those Who Bought A Package)



We asked visitors who purchased a package if they purchased it directly from the hotel, and 73% said they had, up significantly from 53% in 2008 (Figure 37).

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

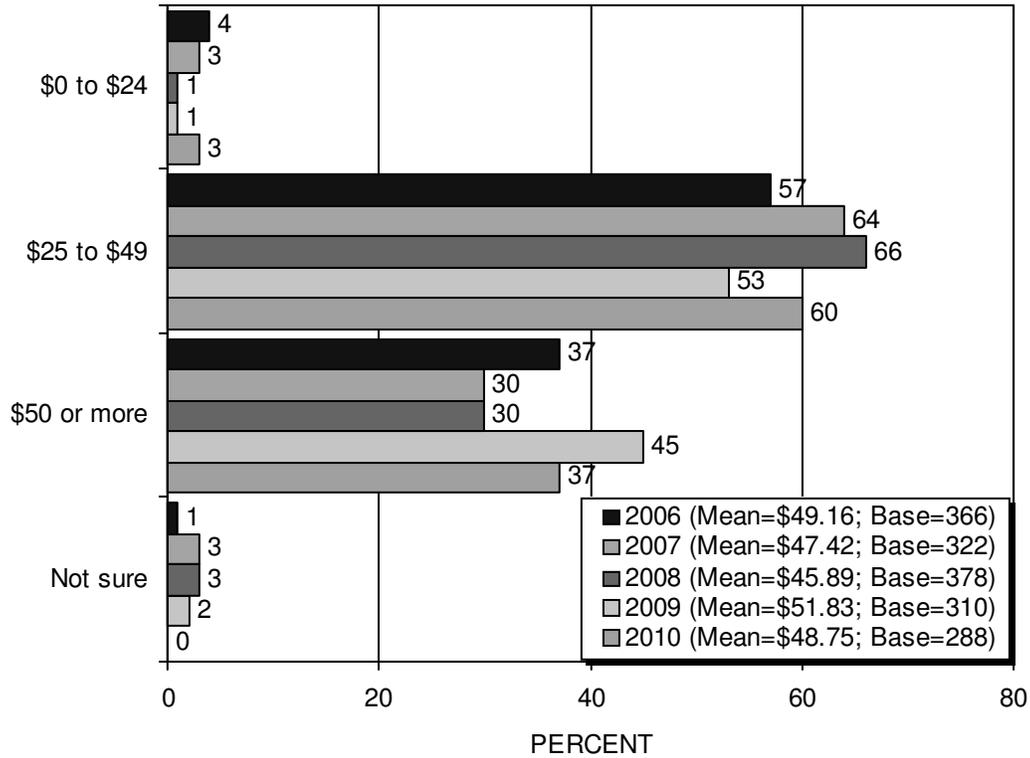
FIGURE 38
 Where First Heard About The Package
 (Among Those Who Bought A Package)



When asked where they first heard about the package they purchased, three in four package purchasers (74%) said they first heard about it from friends, co-workers, or relatives (word-of-mouth), up significantly from 34% in 2006, 47% in 2007, and 55% in 2008. Among the remaining package purchasers, 10% said they first heard about the package they purchased from a reservation agent/call center, another 10% said through the Internet*, and 3% each through a television advertisement (down from 17% in 2007) or from a travel agent (down from 13% in 2008) (Figure 38).

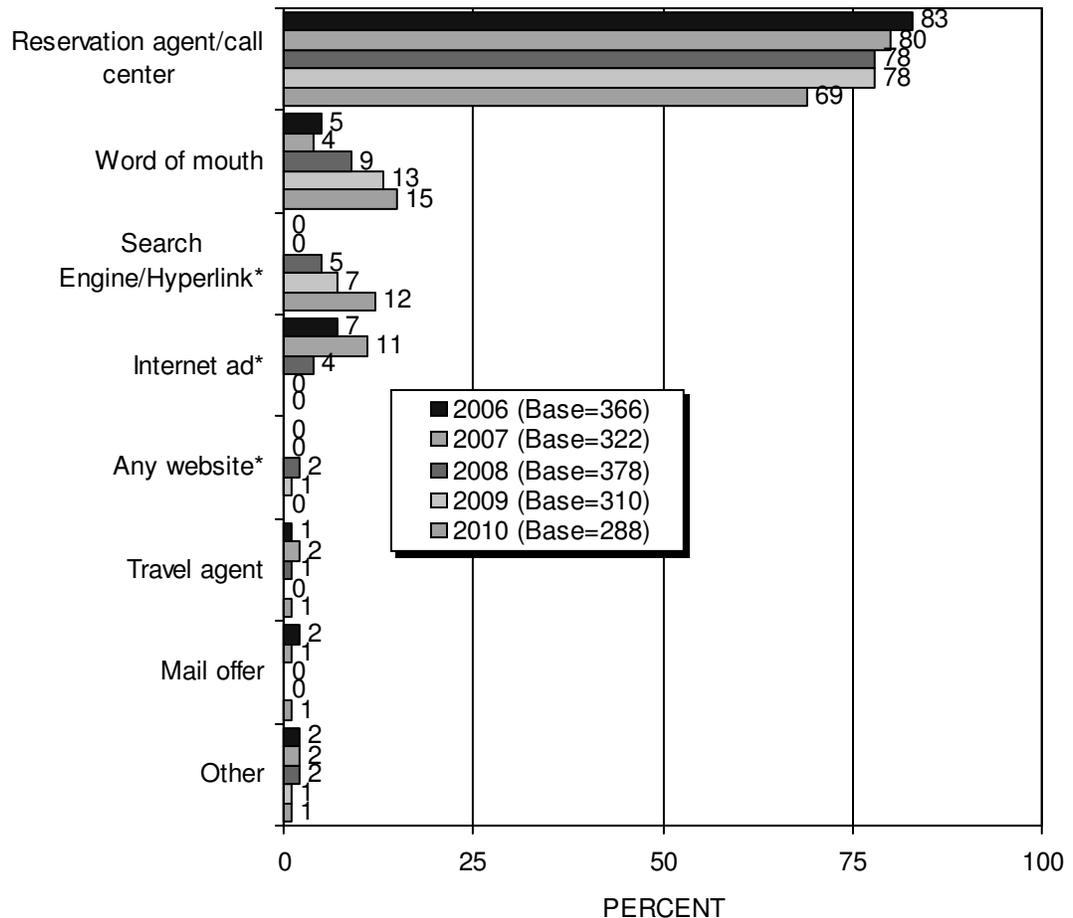
* Beginning in 2008 Internet responses were broken out to include "Internet Ad" "Any Website" and "Search engine/Hyperlink" as separate responses.

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 \$48.75, similar to past years (Figure 39). Sixty percent (60%) of non-package hotel lodgers reported spending between \$25 to \$49 per night on their room, while 37% spent \$50 or more, down significantly from 45% last year. Three percent (3%) said they spent less than \$25 (up from 1% last year).

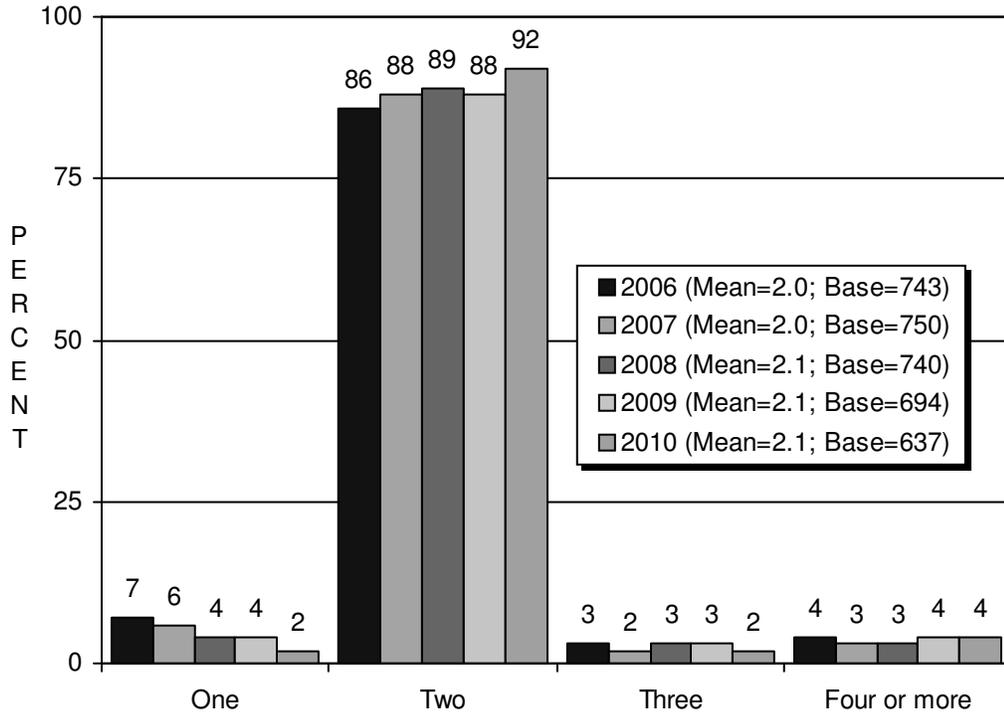
FIGURE 40
How First Learned About Room Rate
(Among Those Staying In A Hotel Or Motel/Non-Package)



Non-package hotel and motel lodgers were asked how they first found out about the room rate they paid (Figure 40). Nearly seven in ten (69%) said they first heard of their room rate from a reservation agent or through a call center (down significantly from 83% in 2006, 80% in 2007, and 78% each in 2008 and 2009). Fifteen percent (15%) said they found out through word of mouth (up from 5% in 2006, 4% in 2007, and 9% in 2008). Thirteen percent (13%) reported first hearing about their room rate through the Internet* — 12% through a search engine or hyperlink (up from 5% in 2008 and 7% in 2009) and less than 1% each through a website or Internet advertisement.

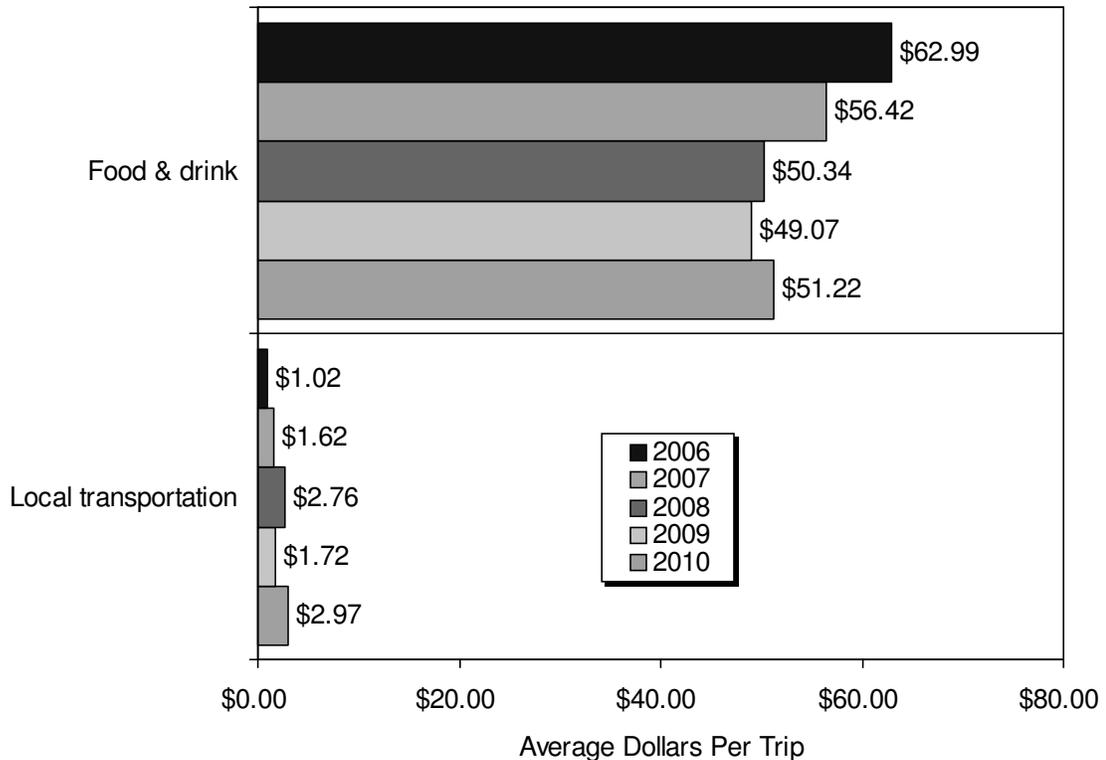
* Beginning in 2008 Internet responses were broken out to include "Internet Ad" "Any Website" and "Search engine/Hyperlink" as separate responses.

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 (92%, up significantly from 86% in 2006, 88% each in 2007 and 2009, and 89% in 2008). The proportion of visitors lodging alone was 2% (down from 7% in 2006, 6% in 2007, and 4% each in 2008 and 2009). Two percent (2%) of visitors reported three room occupants, while 4% 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)

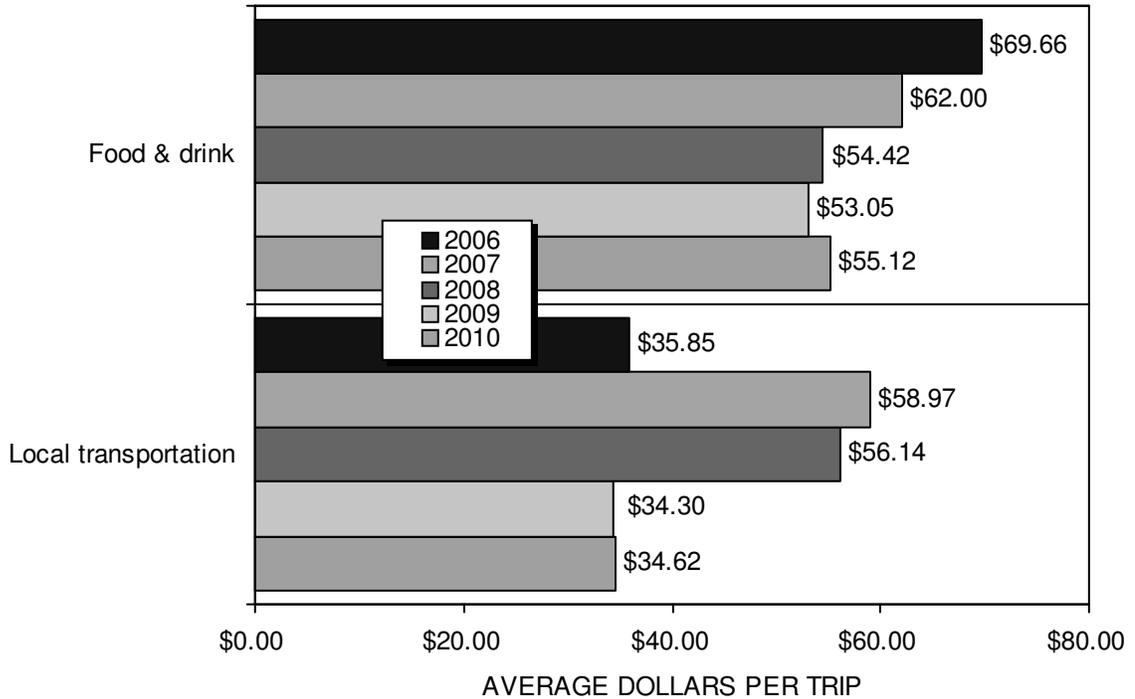


We asked all visitors about their daily expenditures on food and drink and on local transportation. Figure 42 shows the average trip expenditures *including visitors who said they spent nothing in that category*. In 2010, the average food and drink expenditures were \$51.22, down significantly from \$62.99 in 2006 and \$56.42 in 2007.

The average local transportation expenditures for 2010 were \$2.97, up significantly from \$1.02 in 2006, \$1.62 in 2007, and \$1.72 in 2009.

* 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)

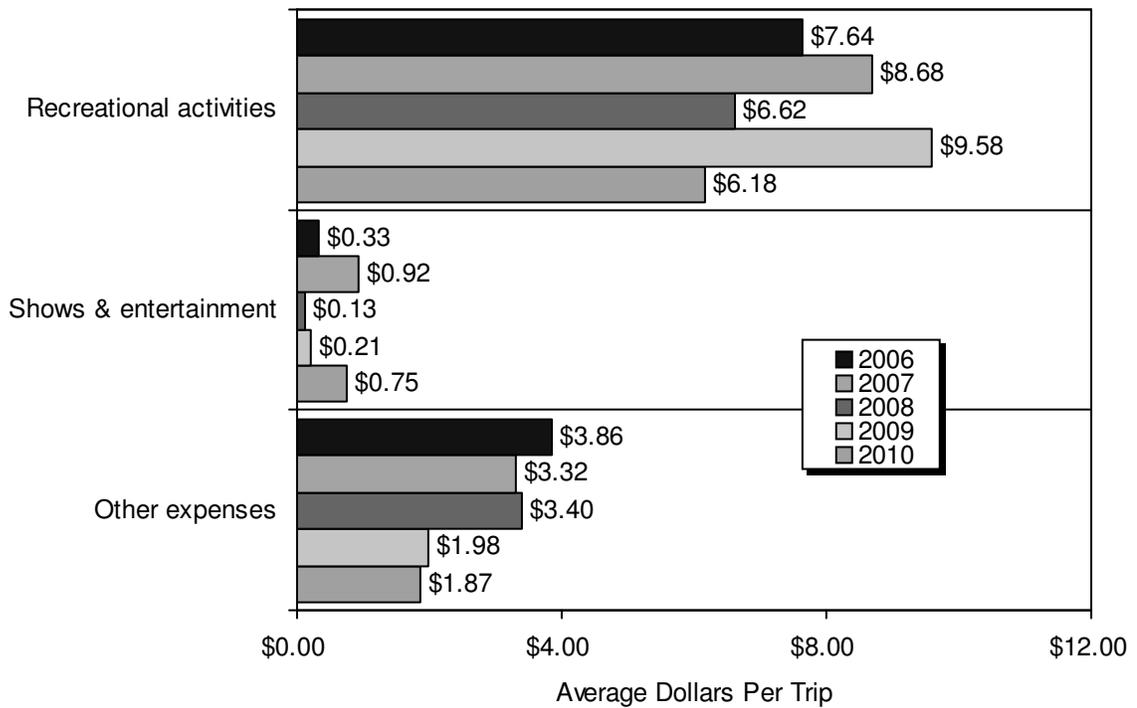


Among visitors who spent money in these categories, average trip expenditures on food and drink in 2010 were \$55.12, down significantly from \$69.66 in 2006 and \$62.00 in 2007. The average expenditures on local transportation in 2010 were \$34.62, down from \$58.97 in 2007 and \$56.14 in 2008 (Figure 43).

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

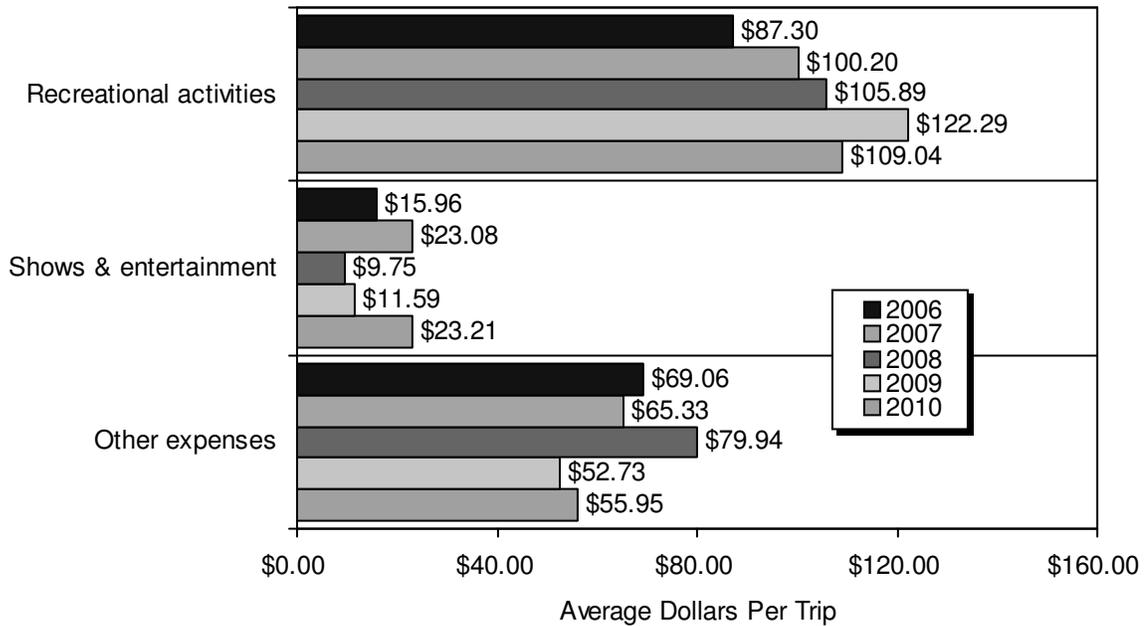
	2006	2007	2008	2009	2010
<u>Food and Drink</u>					
Base size	(1085)	(1092)	(1110)	(1110)	(1115)
Proportion of total	90%	91%	93%	93%	93%
<u>Local Transportation</u>					
Base size	(34)	(33)	(59)	(60)	(103)
Proportion of total	3%	3%	3%	5%	9%

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 2010 was \$6.18, down significantly from \$9.58 last year. The average expenditure for shows was \$0.75 per trip, up from \$0.13 in 2008 and \$0.21 in 2009. The average expenditure for other expenses was \$1.87, down significantly from 2006-2008.

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



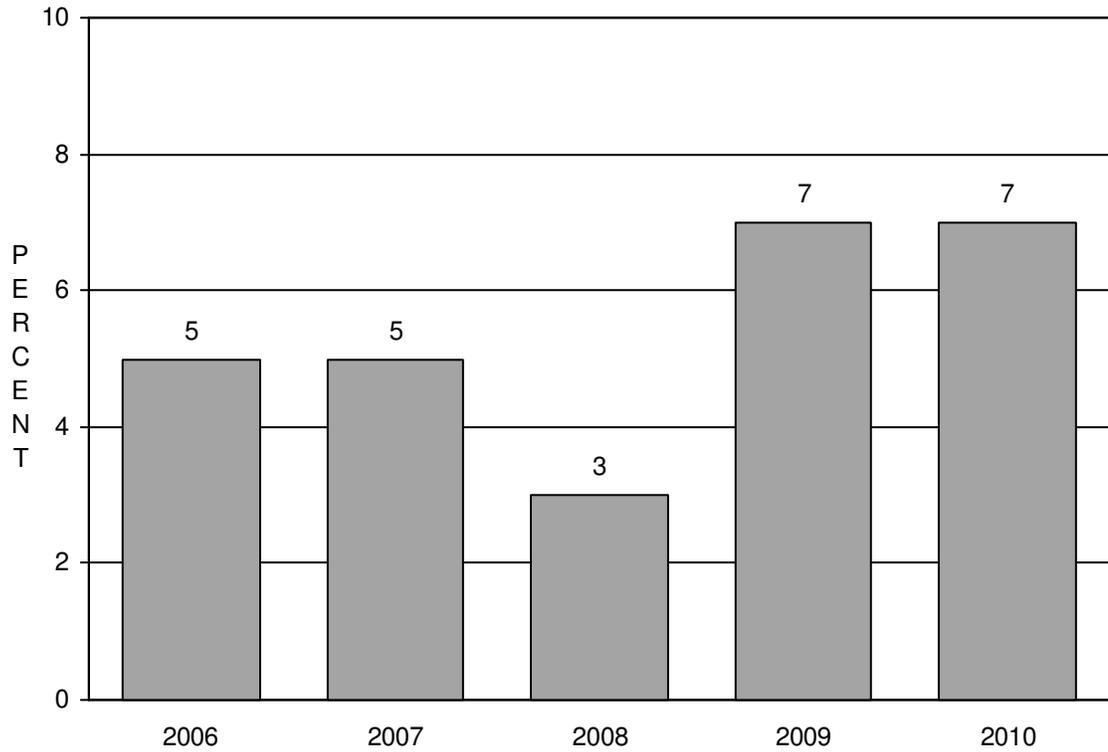
Considering only visitors who spent money in each category, the average expenditure for recreational activities in 2010 was \$109.04, not significantly different from prior years. The average expenditure for shows was \$23.21, also similar to past years. Visitors also spent an average of \$55.95 on other expenses, similar to prior years (Figure 45).

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

	2006	2007	2008	2009	2010
Recreation					
Base size	(105)	(104)	(75)	(94)	(68)
Proportion of total	9%	9%	9%	8%	6%
Shows					
Base size	(25)*	(48)	(16)*	(23)*	(39)
Proportion of total	2%	4%	4%	2%	3%
Other					
Base size	(67)	(61)	(51)	(46)	(40)
Proportion of total	6%	5%	5%	4%	3%

* Note very small base size.

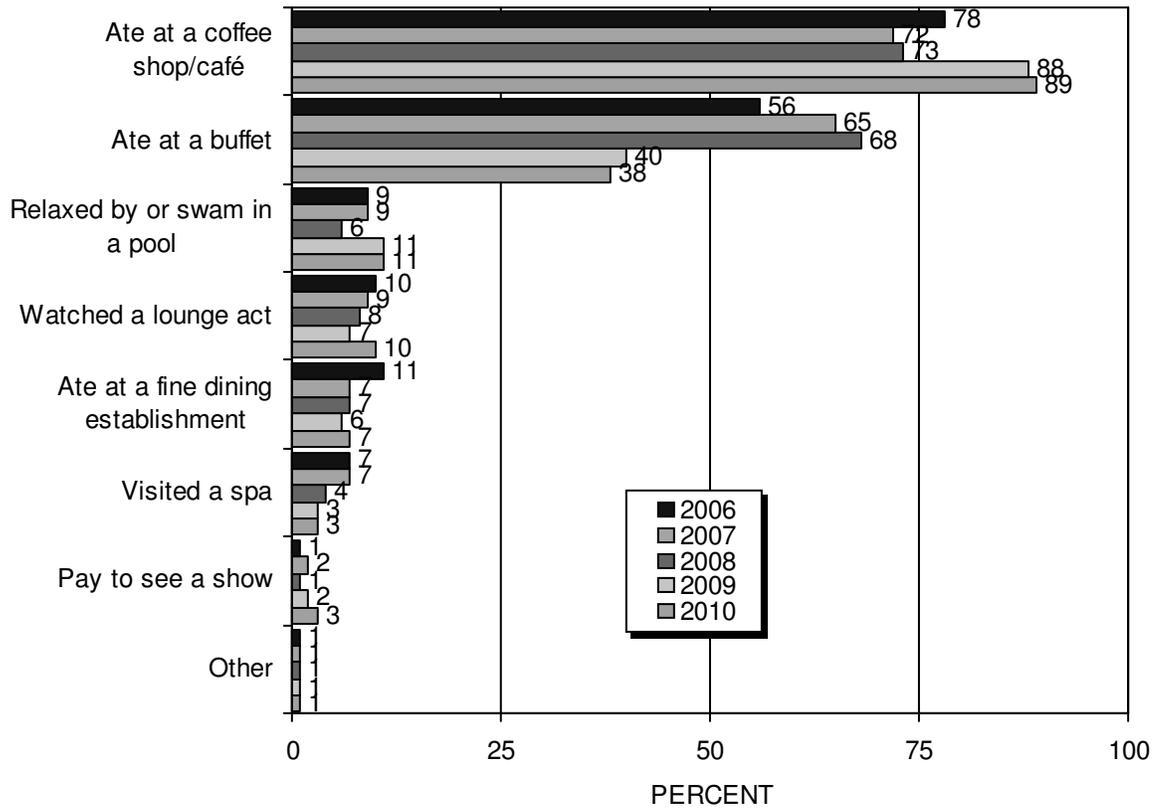
FIGURE 46
Whether Played Golf While Visiting Mesquite*



Seven percent (7%) of Mesquite visitors said they played golf while visiting Mesquite, up significantly from 3% in 2008 (Figure 46).

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

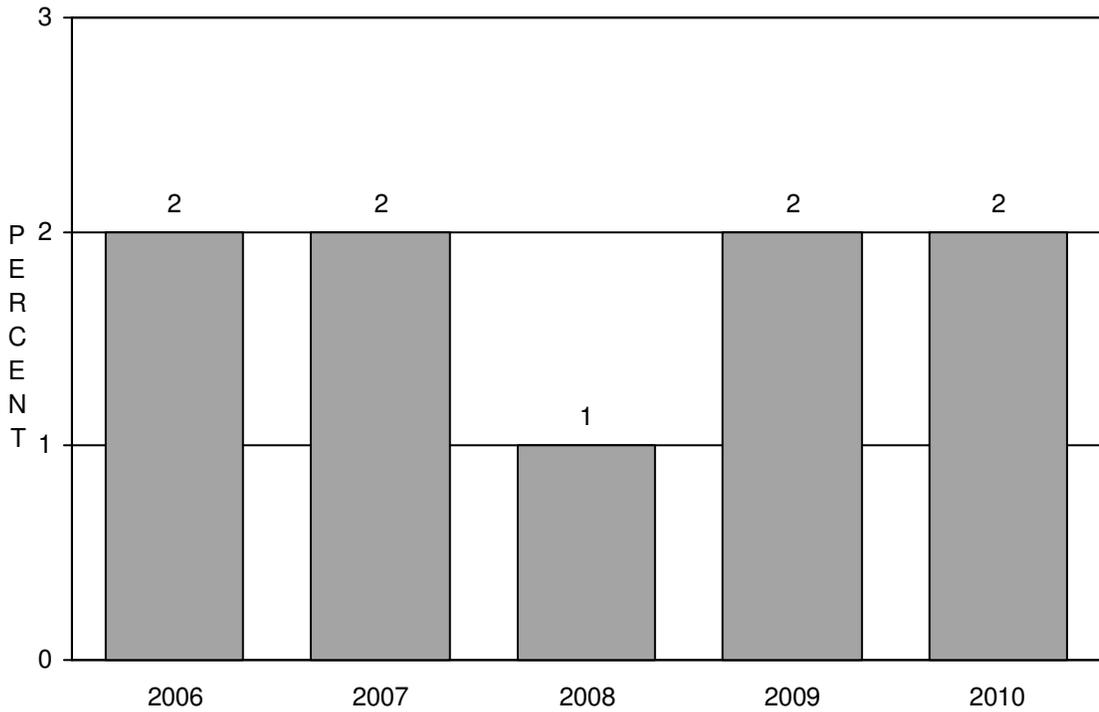
FIGURE 47
 Other Activities Participated In While Visiting Mesquite*



Visitors were asked whether they participated (or planned to participate) in several other activities during their visit to Mesquite (Figure 47). Nearly nine in ten (89%) said they ate at a coffee shop or café in Mesquite (up from 78% in 2006, 72% in 2007, and 73% in 2008), while 38% said they ate at a buffet (down from 56% in 2006, 65% in 2007, and 68% in 2008), and 7% said they ate at a fine dining establishment (down from 11% in 2006). Eleven percent (11%) relaxed by or swam in a pool (up from 9% in 2006 and 6% in 2008), 10% said they watched a lounge act (up from 7% last year), and 3% each visited a spa (down from 7% each in 2006 and 2007) or paid to see a show (up from 1% each in 2006 and 2008).

* Multiple responses were permitted to this question.

FIGURE 48
Whether Stopped By The Mesquite Visitors Center*



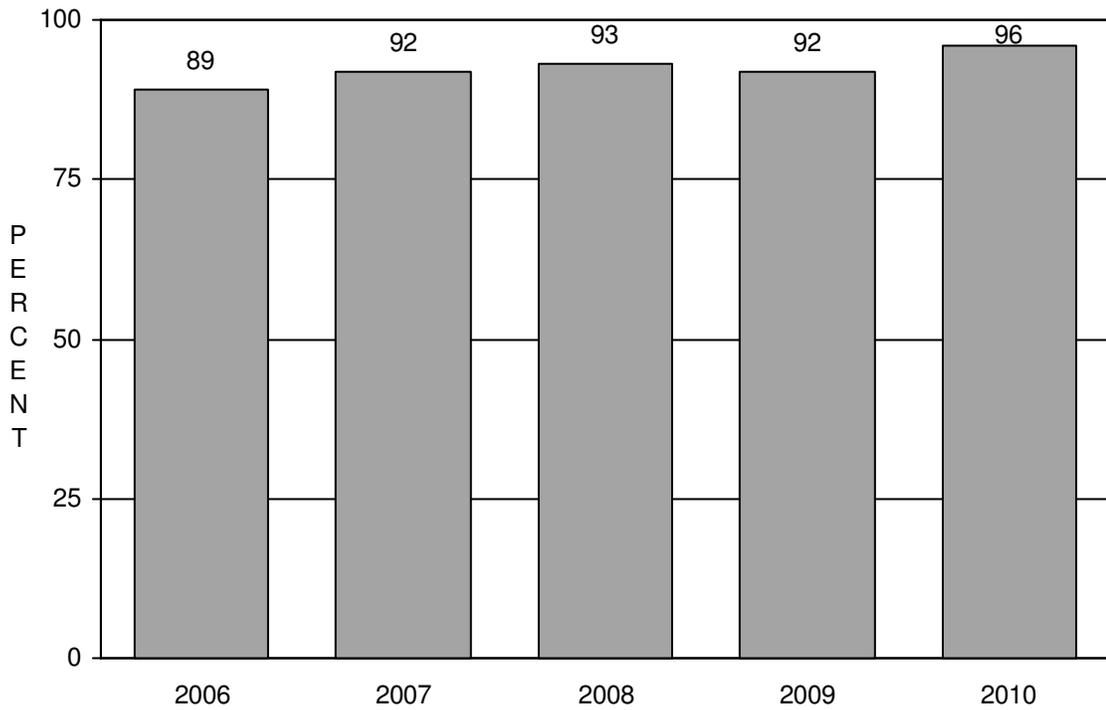
Two percent (2%) of visitors said they stopped by the Mesquite Visitors Center while in Mesquite, up significantly from 1% in 2008 (Figure 48).

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

GAMING BEHAVIOR AND BUDGETS

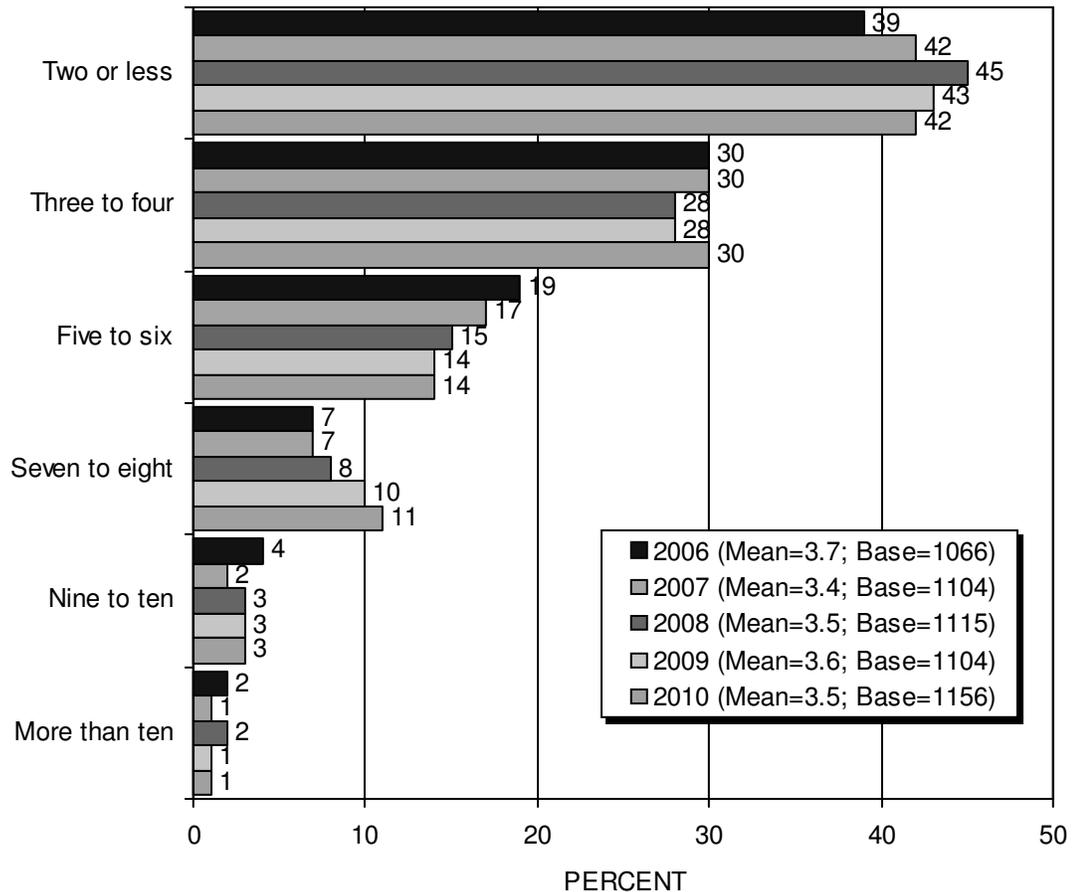
Ninety-six percent (96%) of all visitors gambled while in Mesquite, up significantly from 89% in 2006, 92% each in 2007 and 2009, and 93% in 2008 (Figure 49).

FIGURE 49
Whether Gambled While In Mesquite*



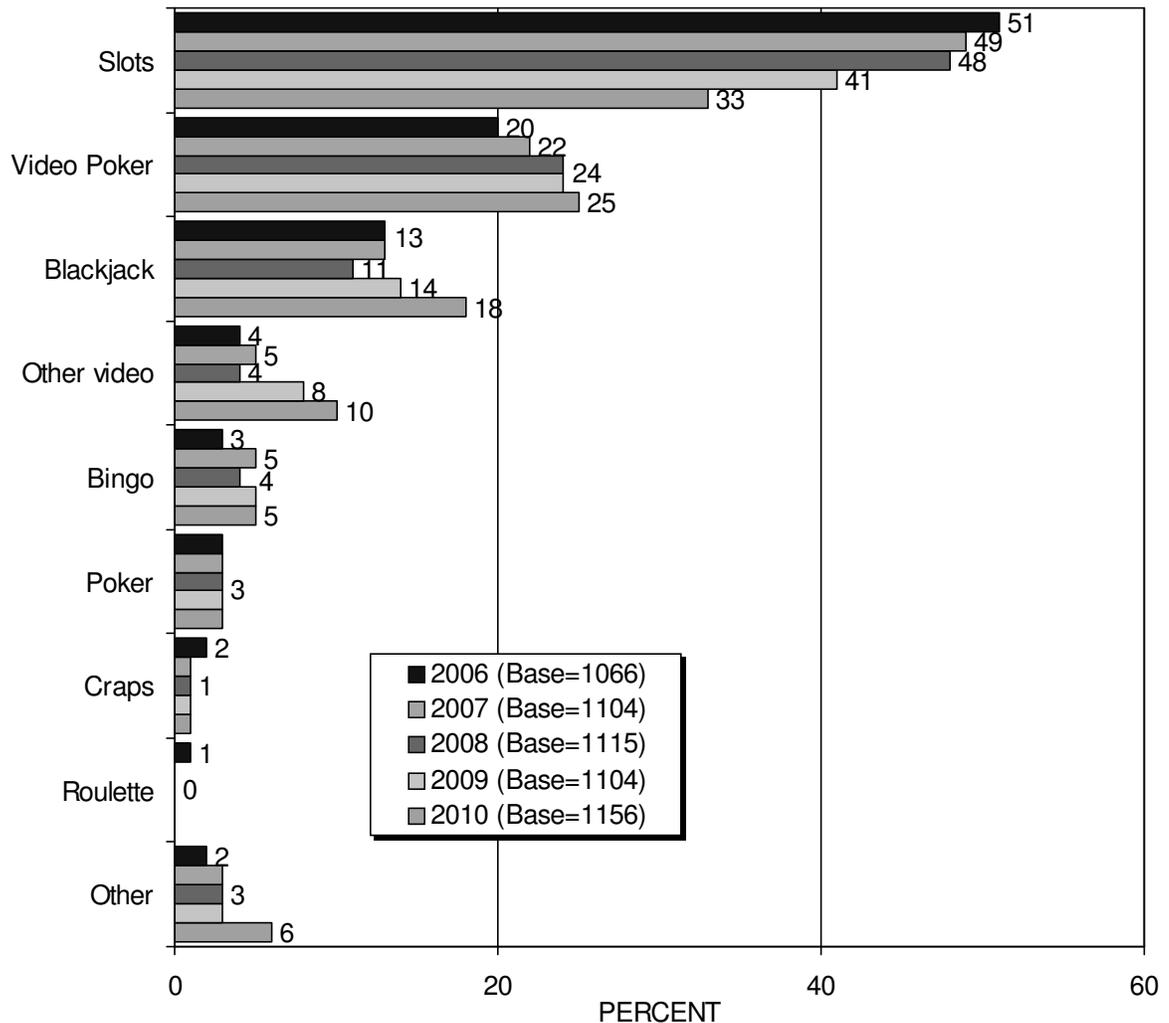
* Only "Yes" responses are reported in this figure.

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



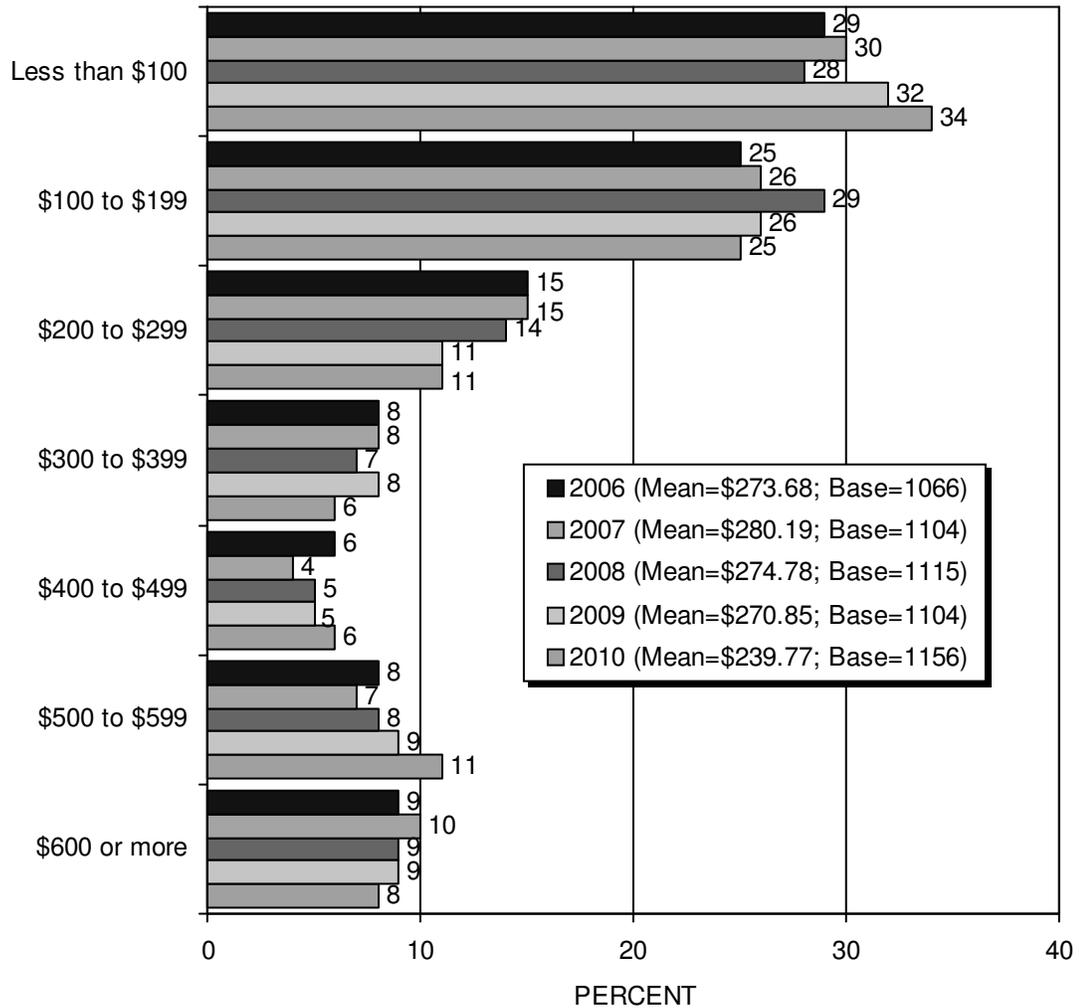
Among those who gambled while in Mesquite in 2010, 42% spent two hours or less gambling daily, similar to past years (Figure 50). Another 30% spent three to four hours per day gambling, while 14% spent five to six hours per day gambling (down significantly from 19% in 2006 and 17% in 2007), and 15% gambled more than six hours per day (up from 10% in 2007). The average (mean) number of hours spent gambling in 2010 was 3.5, down significantly from 3.7 hours in 2006.

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



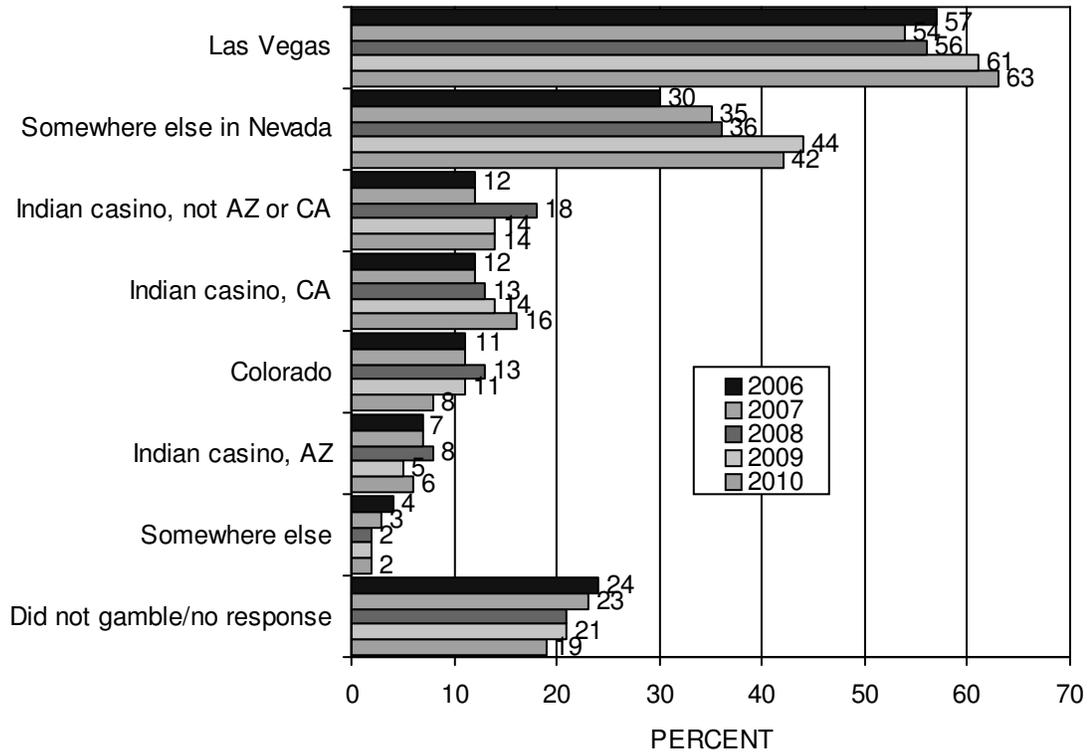
As Figure 51 shows, one in three gamblers (33%) played slot machines most often, although this is down significantly from 51% in 2006, 49% in 2007, 48% in 2008, and 41% in 2009. One in four gamblers (25%) played video poker most often (up from 20% in 2006), while 18% played blackjack most often (up from 13% each in 2006 and 2007, 11% in 2008, and 14% in 2009). Players of all other games make up the remaining 24% of the total: 10% played other video games most often (up from 4% each in 2006 and 2008, and 5% in 2007), 5% played Bingo most often (up significantly from 3% in 2006), 3% played poker most often, and 1% played craps most often (down from 2% in 2006).

FIGURE 52
Trip Gambling Budget
(Among Those Who Gambled)



The average trip gambling budget in 2010 was \$239.77, down significantly from the average gambling budgets of \$280.19 in 2007, \$274.78 in 2008, and \$270.85 in 2009 (Figure 52). Thirty-four percent (34%) said they budgeted less than \$100 for gambling (up significantly from 29% in 2006 and 28% in 2008), 25% budgeted between \$100 to \$199 (down from 29% in 2008), 11% budgeted between \$200 to \$299 (down from 15% each in 2006 and 2007 and 14% in 2008), and 31% budgeted \$300 or more (similar to past years).

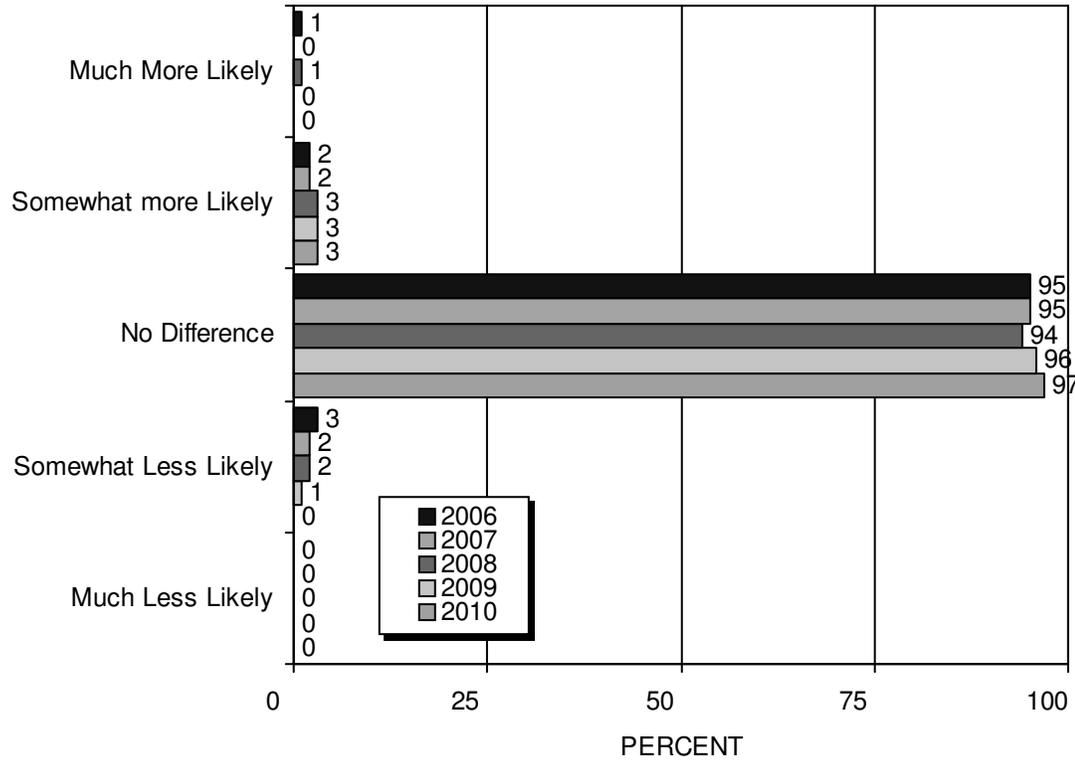
FIGURE 53
 Where Visitors Gambled Outside Mesquite*



All Mesquite visitors were asked where else they had gambled in a casino facility during the past 12 months outside of Mesquite (Figure 53). More than six in ten (63%) reported gambling in Las Vegas during the past year (up significantly from 57% in 2006, 54% in 2007, and 56% in 2008), while more than four in ten (42%) said they gambled somewhere else in Nevada (up from 30% in 2006, 35% in 2007, and 36% in 2008). Sixteen percent (16%) said they have gambled at a casino on an Indian reservation in California (up from 12% each in 2006 and 2007) and 6% at a casino on an Indian reservation in Arizona, while 14% said they have gambled at a casino on an Indian reservation not in Arizona or California (down from 18% in 2008). Another 8% said they have gambled at a casino in Colorado (down from 13% in 2008 and 11% in 2009) and 2% gambled somewhere else (down from 4% in 2006 and 3% in 2007). Nineteen percent (19%) of visitors did not gamble at any of these locations, down from 24% in 2006 and 23% in 2007.

* Multiple responses were permitted to this question.

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



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 (97%) said that having other places to gamble made no difference in their decision to visit Mesquite, up significantly from 95% in 2006 and 2007 and 94% in 2008 (Figure 54). The remaining 3% said it made them somewhat more likely to visit Mesquite (up from 2% in 2006), and less than 1% said it made them somewhat or much less likely to visit Mesquite (down from prior years).

ATTITUDINAL INFORMATION

Virtually all visitors (99.3%) gave Mesquite a high satisfaction rating (Figure 55), with 98% saying they were “very” satisfied with their visit to Mesquite (up from 93% in 2006 and 94% in 2007). One percent (1%) were “somewhat” satisfied (down from 6% in 2006, 4% in 2007, and 3% in 2008), and 1% expressed dissatisfaction.

FIGURE 55
Satisfaction With Visit

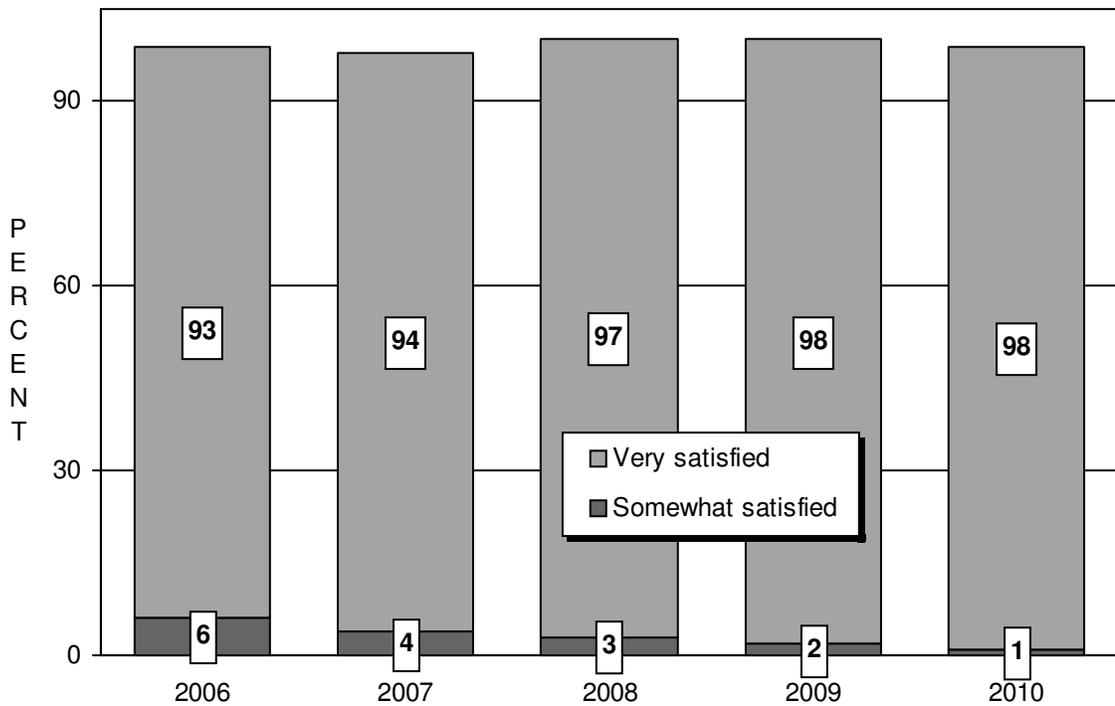
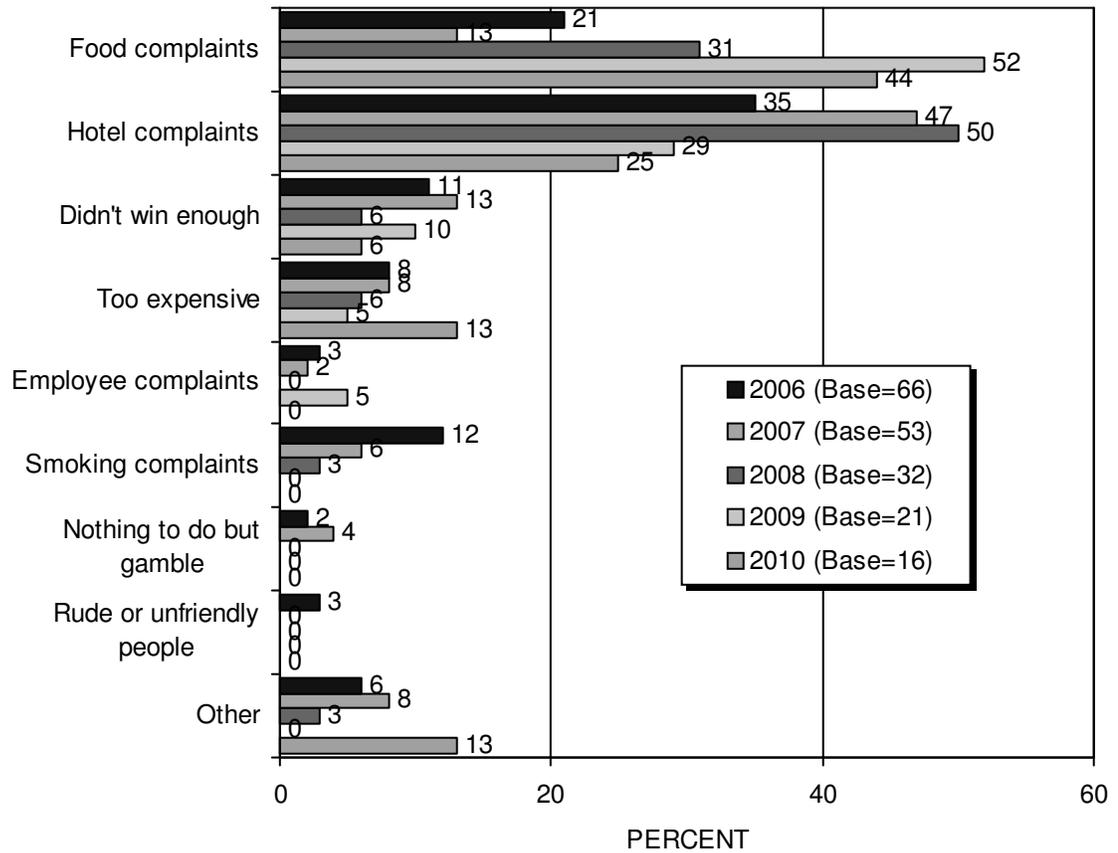


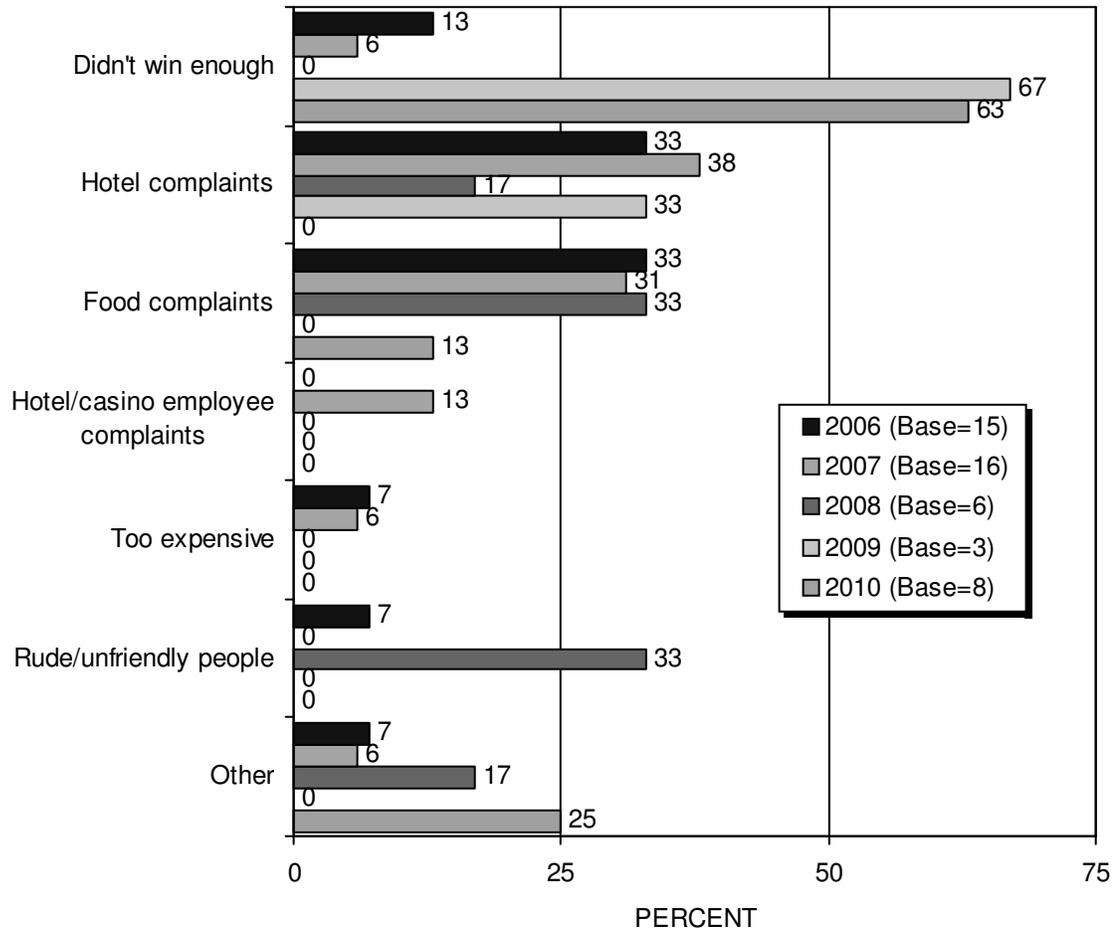
FIGURE 56
 Why Not “Very” Satisfied With Visit
 (Among Those Who Were “Somewhat” Satisfied)



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 16 visitors in this category in 2010, seven (44%) complained about the food, while four (25%) had hotel complaints, two (13%) thought Mesquite was too expensive, one (6%) felt they didn’t win enough gambling, while two (13%) had other complaints*.

* Note very small base sizes for 2009 and 2010.

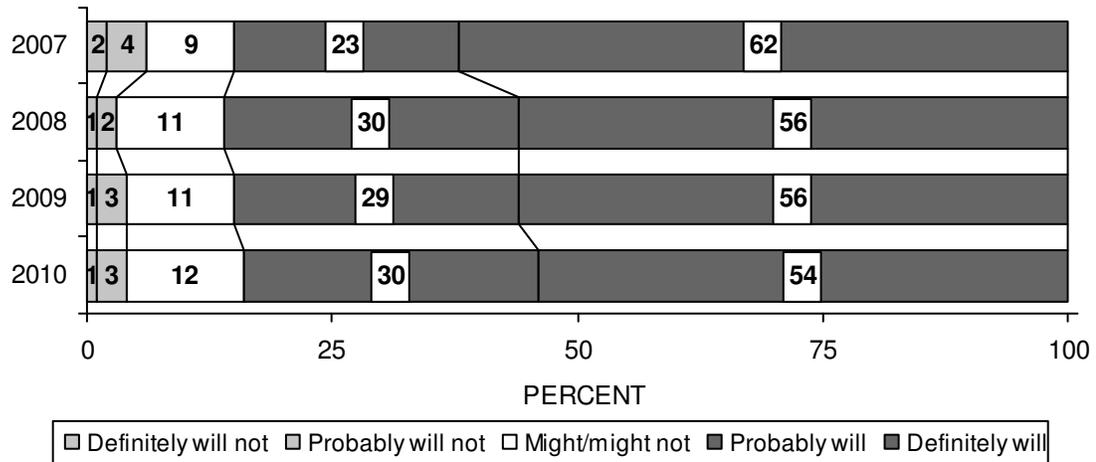
FIGURE 57
 Why Dissatisfied With Visit
 (Among Those Who Were Dissatisfied)



Those who were dissatisfied with their visit to Mesquite were asked why (Figure 57). Of the eight visitors in this category in 2010, five (63%) had gambling-related complaints, one (13%) had a complaint about the food, and two (25%) had other complaints related to the entertainment or events in Mesquite*.

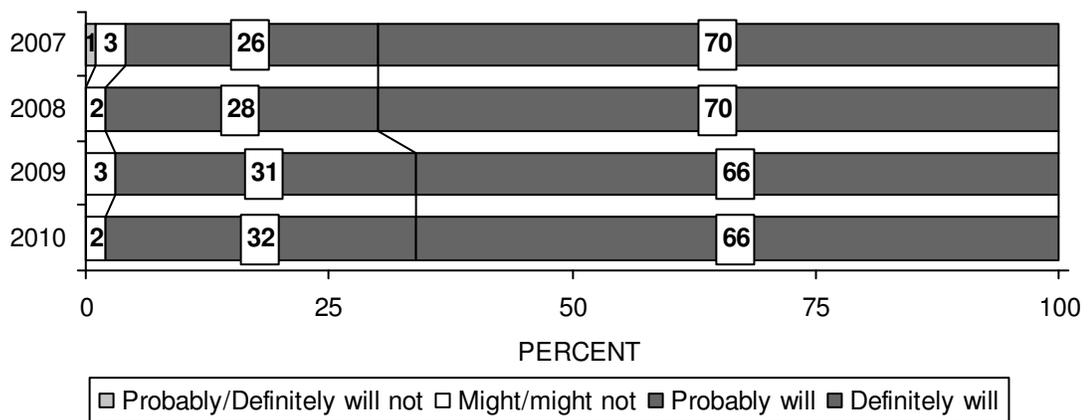
* Note very small base sizes for 2006-2010.

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 84% of visitors in 2010 said they “definitely” or “probably” will, with 54% saying they “definitely” will (down significantly from 62% in 2007) and 30% saying they “probably” will (up 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 2010 said they “definitely” or “probably” will recommend Mesquite, up significantly from 96% in 2007.

VISITOR DEMOGRAPHICS

As Figures 60 and 61 show, 2010 Mesquite visitors were likely to be married (93%, up from 90% in 2006 – 2008), white (95%), and from the Western U.S. (76%). The average age was 58.8 (down from 59.8 in 2009), with 39% 65 or older (up from 33% in 2006 and 32% in 2007). Visitors were more likely to be retired (55%, up from 50% in 2006) than employed (43%). Forty-six percent (46%) had a household income of less than \$60,000 (down from 57% in 2006, 63% in 2007, 53% in 2008, and 57% in 2009). Thirty-eight percent (38%) had a high school education or less (down from 42% in 2009), while 45% reported some college (up from 36% in 2006, 38% in 2007, 41% in 2008, and 40% in 2009), and 17% were college graduates (down from 25% in 2006).

FIGURE 60
VISITOR DEMOGRAPHICS

	YEAR 2006	YEAR 2007	YEAR 2008	YEAR 2009	YEAR 2010
<u>GENDER</u>					
Male	50%	50%	50%	49%	50%
Female	50	50	50	51	50
<u>MARITAL STATUS</u>					
Married	90	90	90	91	93
Single	3	3	2	2	1
Separated/divorced	4	4	5	3	3
Widowed	4	3	3	4	3
<u>EMPLOYMENT</u>					
Employed	47	46	45	42	43
Unemployed	1	1	1	2	2
Retired	50	51	53	55	55
Homemaker	2	2	1	1	1
<u>EDUCATION</u>					
High school or less	37	41	40	42	38
Some college	36	38	41	40	45
College graduate	25	19	19	16	17
Trade/vocational school	3	2	1	1	1
<u>AGE</u>					
21 to 29	1	2	2	2	2
30 to 39	4	4	4	4	5
40 to 49	12	12	13	10	12
50 to 59	30	28	24	24	24
60 to 64	20	22	20	21	18
65 or older	33	32	37	40	39
MEAN	59.1	58.9	59.0	59.8	58.8
BASE	(1200)	(1200)	(1200)	(1200)	(1200)

FIGURE 61
VISITOR DEMOGRAPHICS
(Continued/2)

	YEAR 2006	YEAR 2007	YEAR 2008	YEAR 2009	YEAR 2010
<u>ETHNICITY</u>					
White	96%	96%	96%	97%	95%
African-American/Black	1	1	1	2	2
Asian/Asian American	0	1	1	1	1
Hispanic/Latino	1	1	1	0	1
Other	1	1	1	1	1
<u>HOUSEHOLD INCOME</u>					
Less than \$20,000	3	3	2	2	1
\$20,000 to \$39,999	27	31	18	21	10
\$40,000 to \$59,999	27	29	33	34	35
\$60,000 to \$79,999	23	22	18	19	24
\$80,000 or more	16	13	27	22	28
Not sure/no answer	4	2	2	1	1
<u>VISITOR ORIGIN</u>					
<u>U.S.A.</u>	<u>91</u>	<u>92</u>	<u>91</u>	<u>91</u>	<u>92</u>
Eastern states*	2	2	1	2	2
Southern states†	3	5	5	4	6
Midwestern states‡	8	8	8	10	8
Western states§	<u>78</u>	<u>78</u>	<u>76</u>	<u>76</u>	<u>76</u>
<u>California</u>	8	8	9	10	11
Southern California	7	7	8	8	9
Northern California	1	1	1	2	2
<u>All Other West</u>	<u>70</u>	<u>70</u>	<u>67</u>	<u>66</u>	<u>65</u>
Utah	30	28	30	26	26
Arizona	6	5	4	4	4
Greater Las Vegas	10	11	9	9	10
Other West	24	26	25	26	26
No ZIP code given	0	0	0	0	0
<u>Foreign</u>	<u>9</u>	<u>8</u>	<u>9</u>	<u>9</u>	<u>8</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%
 FEMALE.....50

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 VISIT9%	SKIP TO A4 ON PAGE 2
VISITED BEFORE.....91	ASK A2
NOT SURE/DK.....0	
REFUSED/NA0	

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.**)

22.85 MEAN (ALL VISITORS)
25.08 MEAN (REPEAT VISITORS) (N=1089)

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

8.77 MEAN (ALL VISITORS)
9.56 MEAN (REPEAT VISITORS) (N=1089)

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 4
 BILLBOARD/SIGN..... 7
 FRIENDS/RELATIVES
 (WORD-OF-MOUTH)..... 38
 TRAVEL AGENT 0
 INTERNET 0
 JUST PASSING THROUGH 48
 BROCHURE/PAMPHLET..... 0
 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 MEETING.....1%
 TO GAMBLE..... 16
 VACATION/PLEASURE3
 VISIT FRIENDS/RELATIVES3
 TO ATTEND A SPECIAL
 EVENT (E.G., GOLF, RODEO,
 OR A FIGHT)4
 OTHER BUSINESS
 PURPOSES..... 1
 JUST PASSING THROUGH.....32
 TO PLAY GOLF5
 TO RELAX/GET AWAY.....26
 TO DINE6
 SOME OTHER REASON3
 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..... 61%	ASK A7
ONLY DESTINATION..... 39	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=729)

- LAS VEGAS, NEVADA..... 27%
- MESQUITE, NEVADA..... 22
- CALIFORNIA..... 19
- ARIZONA..... 10
- UTAH..... 8
- OTHER NEVADA..... 3
- COLORADO..... 2
- OTHER WEST..... 7
- OTHER U.S..... 1
- OTHER NORTH AMERICA..... 0
- 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..... 1
- Automobile..... 80
- Truck..... 13
- 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..... 39%
- 1-3 DAYS BEFORE..... 6
- 4-6 DAYS BEFORE..... 4
- 7-14 DAYS BEFORE..... 22
- 15-30 DAYS BEFORE..... 12
- 31-60 DAYS BEFORE..... 5
- 61-90 DAYS BEFORE..... 5
- MORE THAN 90 DAYS BEFORE..... 6
- 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=12)

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>RE-FUSED</u>
Influence your decision to visit Mesquite?	8%	92%	0%	0%
Influence your choice of accommodations?.....	8	92	0	0
"Book" your transportation?	83	17	0	0

B4_1. Did you use any social media web sites such as Twitter, Facebook, or any others to help in planning your trip?

YES3%	ENTER "YES" IN B4a AND GO TO B4b
NO 97	ASK B4a
NOT SURE/DK..... 0	
REFUSED/NA 0	

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

YES10%
NO91

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

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

YES 40% (N=114)
NO 58
REFUSED/NA 2

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

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

				DO NOT READ THESE RESPONSE CODES		
	<u>Before Leaving Home</u>	<u>While En Route To Mesquite</u>	<u>After Arrival</u>	<u>DOES NOT APPLY</u>	<u>DON'T KNOW</u>	<u>RE- FUSED</u>
AMONG ALL RESPONDENTS:						
a. Where to lodge in Mesquite?	58%	1%	3%	39%	0%	0%
b. What shows to see in Mesquite?	3	0	10	86	0	0
c. What attractions to visit in or near Mesquite?	9	1	2	88	0	0
d. What events to attend in Mesquite?	6	0	1	93	0	0
e. Where to gamble in Mesquite?	66	11	20	4	0	0
f. What recreational activities you would enjoy in Mesquite?	11	0	0	89	0	0

AMONG THOSE TO WHOM THE QUESTION APPLIES:					
	<u>Before Leaving Home</u>	<u>While En Route To Mesquite</u>	<u>After Arrival</u>	<u>DK/NA</u>	
a. Where to lodge in Mesquite?	95%	1%	4%	0%	(N=734)
b. What shows to see in Mesquite?	22	2	76	1	(N=163)
c. What attractions to visit in or near Mesquite?	76	4	20	0	(N=141)
d. What events to attend in Mesquite?	79	0	16	5	(N=86)
e. Where to gamble in Mesquite?	69	11	20	0	(N=1156)
f. What recreational activities you would enjoy in Mesquite?	98	0	2	1	(N=129)

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 53%
- FRIENDS/RELATIVES 2
- RV/CAMPER/CAMPING 6
- DID NOT LODGE ANYWHERE .. 39
- 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=637)

- a. Booked by phone, calling the hotel or motel 84%
- b. Booked through a travel agent (either in person or by phone) 1
- c. Booked by phone but not by calling the hotel directly and not through a travel agent 4
- d. Booked at a website on the Internet 4
- e. Booked in person at the hotel or motel..... 7
- 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=27)

- a. AOL (America Online)0%
- b. Cheaptickets.....0
- c. Expedia.com15
- d. Hotwire.com.....0
- e. Mapquest.com0
- f. Orbitz7
- g. Priceline.com4
- h. Travel.com0
- i. Travelocity4
- j. Yahoo0
- k. Hotel website
 (any).....70
- l. OTHER0
- m. NOT SURE/DK0
- n. 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=637)

- SAME DAY9%
- 1-6 DAYS BEFORE 18
- 7-14 DAYS BEFORE45
- 15-30 DAYS BEFORE 11
- MORE THAN 30
 DAYS BEFORE..... 17
- NOT SURE/DK.....0
- REFUSED/NA.....0

C3. Including yourself, how many people stayed in your room? (N=637)

- ONE2%
- TWO.....92
- THREE2
- FOUR OR MORE.....4
- REFUSED/NA0

2.07 MEAN

C4. Which of the following rate categories best describes your room rate? **(SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.)** (N=637)

HOTEL/TRANSPORTATION PACKAGE DEAL.....1%	ASK C5
TOUR/TRAVEL GROUP0	
HOTEL/AMENITIES PACKAGE DEAL.....10	SKIP TO C8
CONVENTION GROUP/COMPANY MEETING.....3	
CASINO RATE0 REGULAR FULL-PRICE ROOM RATE38	
CASINO COMPLIMENTARY44	SKIP TO C9
ANOTHER RATE4	SKIP TO C8
NOT SURE/DK.....0	
REFUSED/NA0	

C5 Did you purchase your package directly from a hotel? (N=70)

YES.....73%

NO.....27

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=70)

\$0 - \$49 0%

\$50 - \$99 7

\$100 - \$149 3

\$150 or more 90

Refused/No answer 4

\$440.26 MEAN

\$395.00 MEDIAN

C7. Where did you *first* hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=70)

NEWSPAPER0%

TELEVISION3

RADIO0

MAGAZINE0

TRAVEL AGENT3

WORD-OF-MOUTH74

BROCHURE0

SEARCH ENGINE/HYPERLINK10

OFFER RECEIVED IN THE MAIL0

E-MAIL OFFER0

RESERVATION AGENT/ CALL CENTER10

OTHER0

NOT SURE/DK0

REFUSED/NA0

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=288)

\$0 - \$24 3%

\$25 - \$49 60

\$50 or more 36

Refused/No answer 0

\$48.75 MEAN

\$45.00 MEDIAN

C8a. How did you *first* find out about the room rate you paid? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=288)

- RESERVATION AGENT/
CALL CENTER 69%
- WORD-OF-MOUTH..... 15
- INTERNET AD (POP-UP
OR BANNER AD) 0
- WEBSITE..... 0
- SEARCH ENGINE/HYPERLINK..... 12
- OFFER RECEIVED IN THE MAIL 1
- TRAVEL AGENT 1
- OUTDOOR BILLBOARD 1
- OTHER 0
- 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 13%
- 2 74
- 3 3
- 4 10
- 5 or more 0
- 2.11 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 39%
- 1 16
- 2 14
- 3 14
- 4 10
- 5 or more 7
- 1.84 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 39%
- 2 16
- 3 14
- 4 14
- 5 10
- 6 or more 7
- 2.84 MEAN
- 2.00 MEDIAN

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

- SUNDAY 16%
- MONDAY 14
- TUESDAY 17
- WEDNESDAY 13
- THURSDAY 13
- FRIDAY 15
- SATURDAY 12
- REFUSED/NA 0

D1. Have you gambled during this visit to Mesquite?

YES.....96%	ASK D2
NO 4	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=1156)

0-2	42%
3-4	30
5-6	14
7-8	11
9-10	3
MORE THAN 10	1
<u>3.49</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=1156)

SLOT MACHINES	33%
VIDEO POKER	25
OTHER VIDEO MACHINES (21, KENO, ETC.)	10
BINGO	5
BLACKJACK	18
CRAPS	1
KENO	0
POKER	3
ROULETTE	0
OTHER	6
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=1156)

\$1 - \$99	34%
\$100 - \$199	25
\$200 - \$299	11
\$300 - \$399	6
\$400 - \$499	6
\$500 - \$599	11
\$600 or more	8
Refused/No answer	0
<u>\$239.77</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 16%
- B. At a casino on an Indian reservation in Arizona 6
- C. At a casino on an Indian reservation outside of California and Arizona..... 14
- D. At a casino in Colorado..... 8
- I. In Las Vegas, Nevada..... 63
- J. Somewhere else in Nevada (outside the Las Vegas area).... 42
- 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	0%
SOMEWHAT MORE LIKELY	3
NO DIFFERENCE	97
SOMEWHAT LESS LIKELY	0
MUCH LESS LIKELY	0
NOT SURE/DK.....	0
REFUSED/NA.....	0

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

YES	45%	ASK B7
NO	55	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 55% (N=534)
- B. Laughlin..... 20
- C. Primm (Stateline)..... 6
- D. Hoover Dam 6
- E. Lake Mead..... 4
- F. Mt. Charleston/
Lee Canyon 0
- G. Valley of Fire..... 11
- H. Grand Canyon 6
- I. Death Valley 2
- J. Bryce Canyon 6
- K. Zion National Park..... 17
- L. St. George (Utah) 20
- 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 11%
- B. Play golf 7
- C. Visit a spa 3
- D. Eat at a buffet 38
- E. Eat at a coffee shop/café..... 89
- F. Eat at a fine dining establishment 7
- G. Sporting clays/skeet/
trap shooting 0
- H. Pay to see a show 3
- I. Watch a lounge act..... 10
- J. Other..... 0

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

- YES.....2%
- NO.....98
- 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..... \$51.22 MEAN (INCLUDING \$0) (PER TRIP AVERAGE)
\$55.12 MEAN (EXCLUDING \$0)
- B. Local transportation (for example, car rental, taxi limo, gas). Please include all your daily transportation expenses..... \$2.97 MEAN (INCLUDING \$0) (PER TRIP AVERAGE)
\$34.62 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 \$6.18 MEAN (INCLUDING \$0)
\$109.04 MEAN (EXCLUDING \$0)
- B. Shows/entertainment (not including gambling)..... \$0.75 MEAN (INCLUDING \$0)
\$23.21 MEAN (EXCLUDING \$0)
- X. Other \$1.87 MEAN (INCLUDING \$0)
\$55.95 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..... 98%	SKIP TO G1 ON PAGE 9
Somewhat satisfied 1	ASK F2
Somewhat dissatisfied 0	ASK F3
Very dissatisfied 0	
DO NOT READ	
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=16)

FOOD COMPLAINTS..... 44%	ENTERTAINMENT/EVENT
HOTEL COMPLAINTS 25	COMPLAINTS..... 6%
TOO EXPENSIVE 13	OTHER 6
DIDN'T WIN ENOUGH GAMBLING..... 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=8)

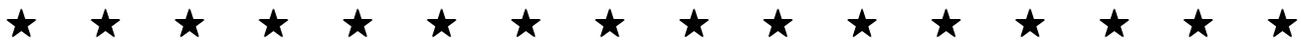
GAMBLING COMPLAINTS 63%
 ENTERTAINMENT/EVENT
 COMPLAINTS 25
 FOOD COMPLAINTS..... 13

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 will54%
- Probably will.....31
- Might/might not12
- Probably will not.....3
- Definitely will not1
- 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 66%
- Probably will recommend 32
- 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.)**

Employed43%	ASK G2
Unemployed 2	SKIP TO G3
Student..... 0	
Retired..... 55	
Homemaker 1	
<u>DO NOT READ</u>	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=511)

- SERVICE WORKERS..... 37%
- SALES/CLERICAL 26
- MANAGERS/OFFICIALS/PROPRIETORS 16
- PROFESSIONAL/TECHNICAL..... 13
- CRAFTWORKERS/FOREMEN 6
- FARMING/AGRICULTURE..... 2
- LABORER 0

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

- GRADE SCHOOL OR SOME HIGH SCHOOL 1%
- HIGH SCHOOL DIPLOMA (FINISHED GRADE 12) 36
- SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE) 45
- GRADUATED COLLEGE..... 15
- GRADUATE SCHOOL (MASTER'S OR PH.D.)..... 2
- TECHNICAL, VOCATIONAL, OR TRADE SCHOOL 1
- REFUSED/NA 0

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

- Married93%
- Single..... 1
- Separated or divorced3
- Widowed.....3
- REFUSED/NA 0

G5. What country do you live in?

USA..... 92%	ASK G6	
AUSTRALIA..... 0	* - less than 1%	
CANADA..... 7		
ENGLAND (GREAT BRITAIN) 0		
FRANCE..... 0		
GERMANY..... *		
ITALY..... 0		
JAPAN..... *		
MEXICO..... 0		
NETHERLANDS (HOLLAND) 0		SKIP TO G7
SOUTH KOREA..... *		
SWEDEN..... 0		
OTHER EUROPE (NORWAY, DENMARK, SPAIN, PORTUGAL, ETC.; SPECIFY:)..... *		
OTHER..... *		
REFUSED/NA..... 0		SKIP TO G7

G6. **(ASK ONLY OF VISITORS FROM THE USA)**
 What is your ZIP code, please?
(REGION - FROM ZIP CODE)

EAST..... 2%
SOUTH..... 6
MIDWEST..... 8
WEST..... 76
CALIFORNIA..... 11
SOUTHERN CA..... 9
NORTHERN CA..... 2
UTAH..... 26
ARIZONA..... 4
GREATER LAS VEGAS..... 10
OTHER WEST..... 26
FOREIGN VISITORS..... 8
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..... 95%
BLACK OR AFRICAN AMERICAN..... 2
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.)**

58.80 MEAN
62.00 MEDIAN

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

21 to 292%
 30 to 395
 40 to 4912
 50 to 5924
 60 to 6418
 65 and older39
 REFUSED/NA0

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 \$20,0001%
 B. \$20,000 to \$29,9993
 C. \$30,000 to \$39,9998
 D. \$40,000 to \$49,99919
 E. \$50,000 to \$59,99917
 F. \$60,000 to \$69,99913
 G. \$70,000 to \$79,99910
 H. \$80,000 to \$89,9999
 I. \$90,000 to \$99,9997
 J. \$100,000 or more13
 NOT SURE/DK0
 REFUSED/NA0

G13. Do you have a phone device (like a Blackberry, an iPhone, a smart phone, etc.) that has text messaging or Internet capabilities – or both?

TEXT MESSAGING ONLY6%
 INTERNET CAPABILITIES ONLY0
 BOTH38
 NEITHER56

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

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