



MESQUITE
VISITOR PROFILE STUDY
2011

LAS VEGAS CONVENTION
AND **VISITORS AUTHORITY**

MESQUITE VISITOR PROFILE

Calendar Year 2011

Annual Report

January 1, 2011 to December 31, 2011

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, 2011 to December 31, 2011, as well as findings from 2007, 2008, 2009, and 2010. 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

Six percent (6%) of those surveyed this year were first-time visitors to Mesquite, down from 2007-2010 readings. Among first-time visitors, 6% said their primary reason for visiting Mesquite was vacation or pleasure (down significantly from 17% in 2007 and 22% in 2008), and 1% mentioned gambling. The proportion of first-time visitors who said they were just passing through Mesquite was 51%, similar to past years. Among repeat visitors, 1% mentioned vacation or pleasure as the primary reason for their current visit (down from 9% in 2007, 11% in 2008, 4% in 2009, and 3% last year). Seventeen percent (17%) said they came to Mesquite primarily to gamble, while 33% 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 9.2, up significantly from 6.4 in 2008 and 7.7 in 2009. The average number of visits to Mesquite in the past five years *among all visitors* was 26.0, a significant increase from 21.9 in 2007, 20.1 in 2008, 22.8 in 2009, and 22.9 in 2010. During the past year, repeat visitors averaged 9.7 trips to Mesquite, up significantly from the average of 7.0 in 2008.

SUMMARY TABLE OF REASONS FOR
VISITING AND VISITATION FREQUENCY

	2007	2008	2009	2010	2011
Proportion of visitors who were first-time visitors	11%	10%	9%	9%	6%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	17%	22%	13%	9%	6%
Proportion of first-time visitors whose primary purpose for current trip was to gamble	5%	3%	6%	5%	1%
Proportion of first-time visitors whose primary purpose for current trip was just passing through	38%	41%	45%	37%	51%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	9%	11%	4%	3%	1%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	16%	14%	17%	17%	17%
Proportion of repeat visitors whose primary purpose for current trip was just passing through	32%	39%	34%	32%	33%
Average number of visits in past five years (all visitors)	21.9	20.1	22.8	22.9	26.0
Average number of visits in past five years (repeat visitors)	24.4	22.3	25.0	25.1	27.6
Average number of visits in past year (all visitors)	7.9	6.4	7.7	8.8	9.2
Average number of visits in past year (repeat visitors)	8.8	7.0	8.4	9.6	9.7

TRAVEL PLANNING

Almost all visitors arrived in Mesquite in a personal vehicle (99%), with 1% using bus services. Nearly all visitors (99%) decided where to lodge in Mesquite prior to their visit (up significantly from 93% in 2007, 94% in 2008, and 96% each in 2009 and 2010). Most visitors decided what shows to see after their arrival (75%, up significantly from 62% in 2007). Just over eight in ten visitors (82%) decided what attractions to see prior to arriving in Mesquite, down significantly from 90% in 2009. Eighty-two percent (82%) of visitors decided where to gamble before their arrival in Mesquite, up from 79% in 2008 and 78% in 2009, while 18% decided after arriving, down from 21% in 2008 and 22% in 2009. Nearly all visitors (95%) decided what recreational activities to enjoy in Mesquite before their arrival (although this was down significantly from 100% in 2009). Only 1% used the assistance of a travel agent in planning their trip to Mesquite. Thirty-five percent (35%) visited other places in Nevada and neighboring states, down from past readings. One in six (16%) of all Mesquite visitors also visited Las Vegas on their current trip, down from past years.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2007	2008	2009	2010	2011
Proportion of visitors who traveled to Mesquite in a personal vehicle (automobile/truck/RV/motorcycle)	98%	98%	98%	99%	99%
Proportion of visitors who traveled to Mesquite using bus services	2%	2%	2%	1%	1%
Proportion of visitors who decided where to stay in Mesquite before arrival	93%	94%	96%	96%	99%
Proportion of visitors who decided which shows to see in Mesquite after arrival	62%	65%	71%	76%	75%
Proportion of visitors who decided which attractions to visit in Mesquite before arrival	86%	89%	90%	80%	82%
Proportion of visitors who decided where to gamble in Mesquite before arrival	81%	79%	78%	80%	82%
Proportion of visitors who decided where to gamble in Mesquite after arrival	19%	21%	22%	20%	18%
Proportion of visitors who decided what recreational activities to do in Mesquite before arrival	91%	93%	100%	98%	95%
Proportion of visitors who used the assistance of a travel agent planning their trip to Mesquite	2%	1%	1%	1%	1%
Proportion of visitors who toured nearby places	40%	47%	46%	45%	35%
Proportion of all visitors who visited Las Vegas on their current trip to Mesquite	23%	27%	26%	25%	16%

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. Just over one-half (56%) of Mesquite visitors stayed overnight, while four in nine (44%) were visiting Mesquite just for the day (up from 30% in 2007, 31% in 2008, 35% in 2009, and 39% in 2010). The average Mesquite visit was 1.6 nights and 2.6 days, down significantly from 1.8 nights and 2.8 days last year. Forty-six percent (46%) stayed in a hotel or motel, down significantly from past years. The average number of room occupants was 2.1. Non-package visitors spent an average of \$50.18 per night for lodging, up significantly from \$45.89 in 2008. Twenty-nine percent (29%) of lodgers said they paid a regular room rate (down significantly from past readings), while one-half (50%) received a casino complimentary rate (up from 44% each in 2007 and 2010 and 40% in 2008). Fourteen percent (14%) of lodgers purchased a package trip (up significantly from 9% in 2008), with an average cost of \$368.46, up significantly from \$201.45 in 2007 and \$281.97 in 2008. Over the course of their entire stay in Mesquite, visitors spent an average of \$52.65 for food and drink, \$3.45 for local transportation (up from 2007 and 2009), \$2.22 for recreational activities (down from past years), and \$0.62 for shows (up from 2008 and 2009).

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2007	2008	2009	2010	2011
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	3%	3%	4%	4%	4%
Proportion of visitors who stayed overnight	70%	69%	65%	61%	56%
Proportion of visitors who were in Mesquite for the day only	30%	31%	35%	39%	44%
Days stayed (average)	2.7	2.8	2.7	2.8	2.6
Nights stayed (average)	1.7	1.8	1.7	1.8	1.6
Proportion of visitors who stayed in a hotel or motel room	63%	62%	58%	53%	46%
Number of room occupants (average)	2.0	2.1	2.1	2.1	2.1
Lodging expenditures (average per night — non-package)	\$47.42	\$45.89	\$51.83	\$48.75	\$50.18
Proportion of visitors who paid a regular room rate (among lodgers)	39%	47%	41%	38%	29%
Proportion of visitors who received a casino complimentary rate (among lodgers)	44%	40%	45%	44%	50%
Proportion of visitors who bought a package or travel group trip	13%	9%	11%	11%	14%
Average cost of package per person (among package/tour group visitors)	\$201.45	\$281.97	\$337.89	\$440.26	\$368.46
Average trip expenditures for food and drink	\$56.42	\$50.34	\$49.07	\$51.22	\$52.65
Average trip expenditures for local transportation	\$1.62	\$2.76	\$1.72	\$2.97	\$3.45
Average trip expenditures for recreational activities	\$8.68	\$6.62	\$9.58	\$6.18	\$2.22
Average trip expenditures for shows and entertainment	\$0.92	\$0.13	\$0.21	\$0.75	\$0.62

GAMING BEHAVIOR AND BUDGETS

Ninety-seven percent (97%) of visitors gambled while in Mesquite, up significantly from 92% in both 2007 and 2009, and 93% in 2008. The average trip gambling budget in 2011 was \$207.40, down significantly from 2007 — 2010. The average (mean) number of hours spent gambling was 3.3, down significantly from 3.5 hours each in 2008 and 2010, and 3.6 in 2009. Sixty percent (60%) of gamblers played slot or video machines most often (down significantly from 76% each in 2007 and 2008, 73% in 2009, and 68% last year), while 21% played blackjack most often (up from 13% in 2007, 11% in 2008, and 14% in 2009).

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2007	2008	2009	2010	2011
Proportion who gambled while visiting Mesquite	92%	93%	92%	96%	97%
Average trip gambling budget (among those who gambled)	\$280.19	\$274.78	\$270.85	\$239.77	\$207.40
Average number of hours per day spent gambling (among those who gambled)	3.4	3.5	3.6	3.5	3.3
Proportion who played slot machines/video machines most often (among those who gambled)	76%	76%	73%	68%	60%
Proportion who played blackjack most often (among those who gambled)	13%	11%	14%	18%	21%

ATTITUDINAL INFORMATION

Ninety-nine percent (99%) of visitors reported that they were “very satisfied” with their trip to Mesquite (up significantly from 94% in 2007, 97% in 2008, and 98% each in 2009 and 2010).

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2007	2008	2009	2010	2011
Proportion who were “very satisfied” with their current trip to Mesquite	94%	97%	98%	98%	99%

VISITOR DEMOGRAPHICS

Mesquite visitors were likely to be married (95%, up from 90% each in 2007 and 2008, and 91% in 2009), and from the Western U.S. (80%, up significantly from 76% each from 2008 — 2010). Three-quarters (76%) of visitors were 50 or older (down from past years), with 36% 65 or older (up from 32% in 2007). Visitors were more likely to be retired (53%) than employed (45%). Thirty-seven percent (37%) had a household income of less than \$60,000 (down from 2007 — 2010), while 63% had incomes of \$60,000 or more (up from 2007 — 2010). Thirty-seven percent (37%) had a high school education or less (down from 41% in 2007 and 42% in 2009), while 44% reported some college (up from 38% in 2007 and 40% in 2009).

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2007	2008	2009	2010	2011
Proportion of visitors who were 50 years old or older	82%	81%	85%	81%	76%
Proportion of visitors 65 years old or older	32%	37%	40%	39%	36%
Proportion of visitors who were married	90%	90%	91%	93%	95%
Proportion of visitors with a household income less than \$60,000	63%	53%	57%	46%	38%
Proportion of visitors with a household income of \$60,000 or more	35%	45%	42%	52%	63%
Proportion of visitors who were employed	46%	45%	42%	43%	45%
Proportion of visitors who were retired	51%	53%	55%	55%	53%
Proportion of visitors with a high school diploma or less	41%	40%	42%	38%	37%
Proportion of visitors with some college	38%	41%	40%	45%	44%
Proportion of visitors who were from the West	78%	76%	76%	76%	80%

SUMMARY OF ECONOMIC IMPACT FACTORS

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

SUMMARY TABLE OF ECONOMIC IMPACT FACTORS

	2007	2008	2009	2010	2011
Days stayed (average)	2.7	2.8	2.7	2.8	2.6
Nights stayed (average)	1.7	1.8	1.7	1.8	1.6
Proportion of visitors who stayed overnight	70%	69%	65%	61%	56%
Proportion of visitors who stayed in a hotel or motel room	63%	62%	58%	53%	46%
Lodging expenditures (average per night — non-package)	\$47.42	\$45.89	\$51.83	\$48.75	\$50.18
Proportion of visitors who bought a package or travel group trip	13%	9%	11%	11%	14%
Average cost of package per person (among package/tour group visitors)	\$201.45	\$281.97	\$337.89	\$440.26	\$368.46
Number of room occupants (average — hotel/motel only)	2.0	2.1	2.1	2.1	2.1
Average trip expenditures for food and drink	\$56.42	\$50.34	\$49.07	\$51.22	\$52.65
Average trip expenditures for local transportation	\$1.62	\$2.76	\$1.72	\$2.97	\$3.45
Average trip expenditures for recreational activities	\$8.68	\$6.62	\$9.58	\$6.18	\$2.22
Average trip expenditures for shows and entertainment	\$0.92	\$0.13	\$0.21	\$0.75	\$0.62
Proportion who gambled while visiting Mesquite	92%	93%	92%	96%	97%
Average trip gambling budget (among those who gambled)	\$280.19	\$274.78	\$270.85	\$239.77	\$207.40

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 2011. 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 2011 study, as well as the results from 2007, 2008, 2009, and 2010. 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 2011, 94% of visitors said they had visited Mesquite before, up significantly from 89% in 2007, 90% in 2008, and 91% each in 2009 and 2010. Six percent (6%) were first time visitors, down from past years (Figure 1).

FIGURE 1
First Visit Vs. Repeat Visit

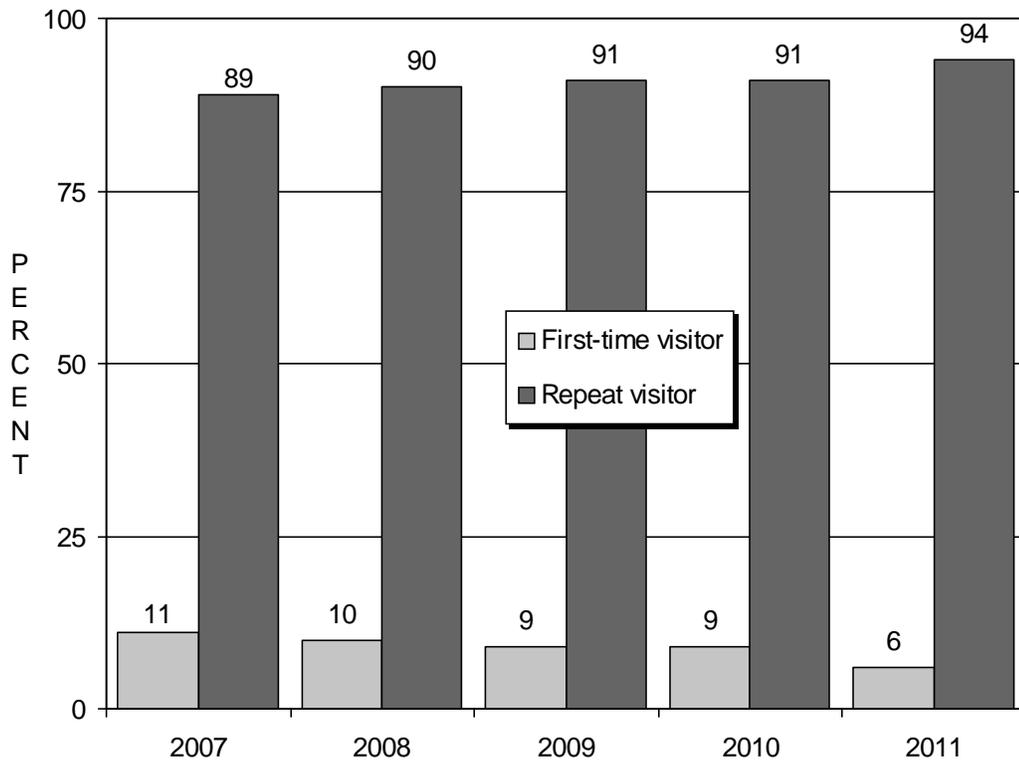
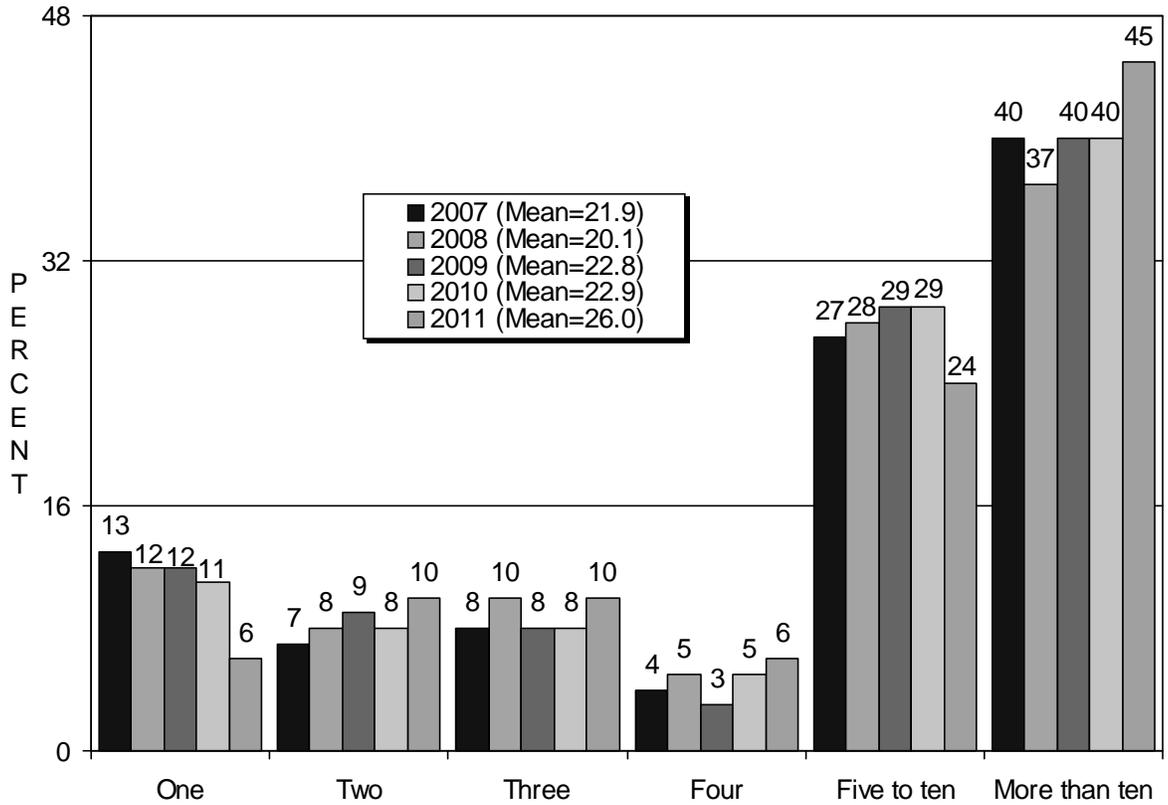
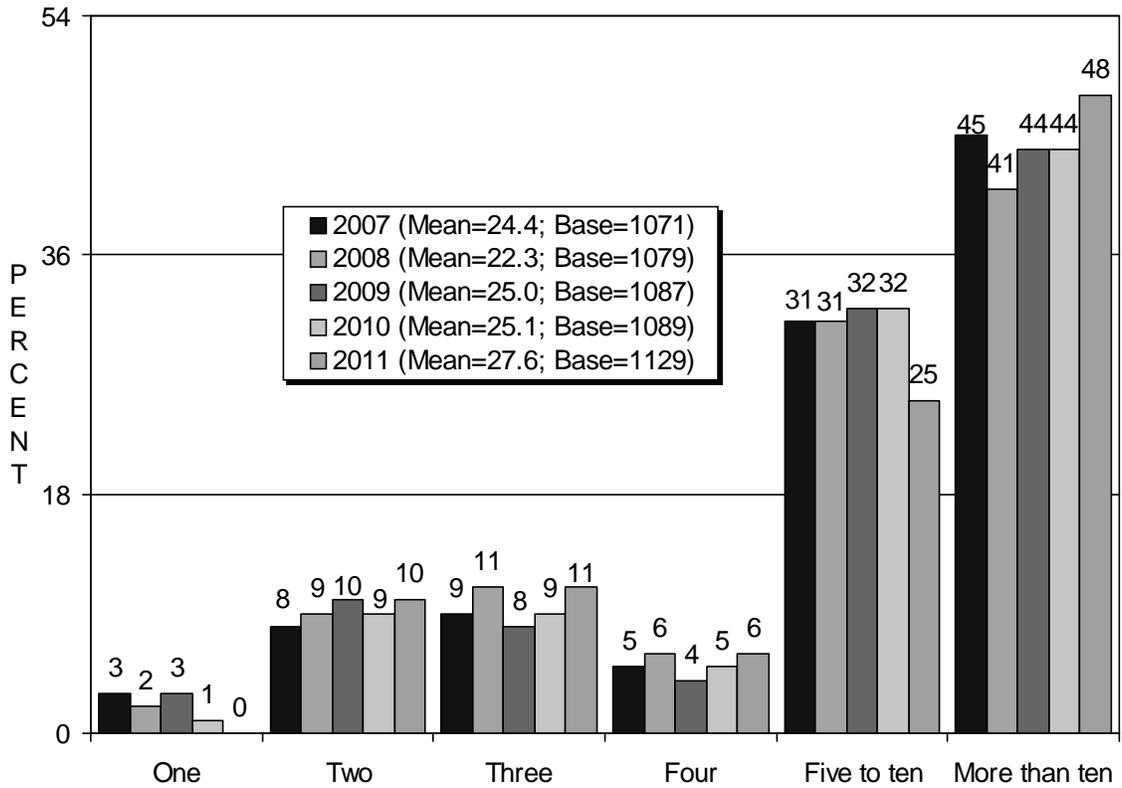


FIGURE 2
 Frequency Of Visits In Past Five Years
 (Among All Visitors)



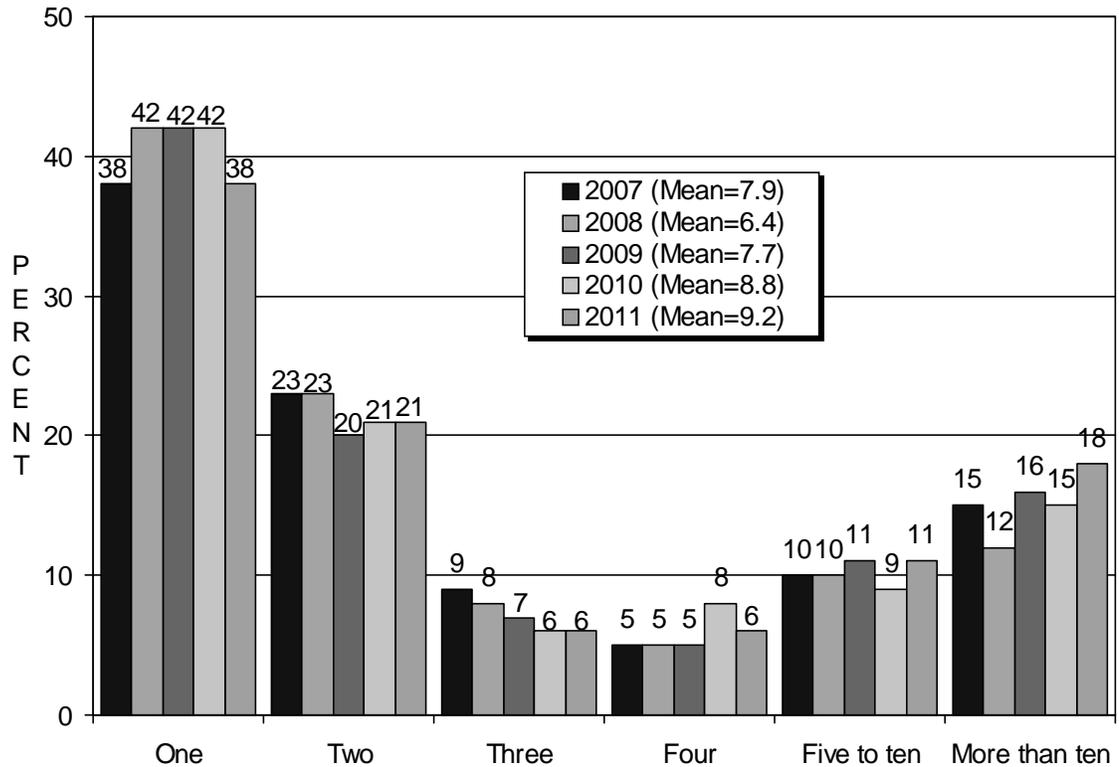
The average (mean) number of visits to Mesquite in the past five years *among all visitors* was 26.0, a significant increase from the average of 21.9 in 2007, 20.1 in 2008, 22.8 in 2009, and 22.9 last year. Six percent (6%) of visitors said they had visited Mesquite only once in the past five years, down significantly from 13% in 2007, 12% each in 2008 and 2009, and 11% in 2010 (Figure 2).

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



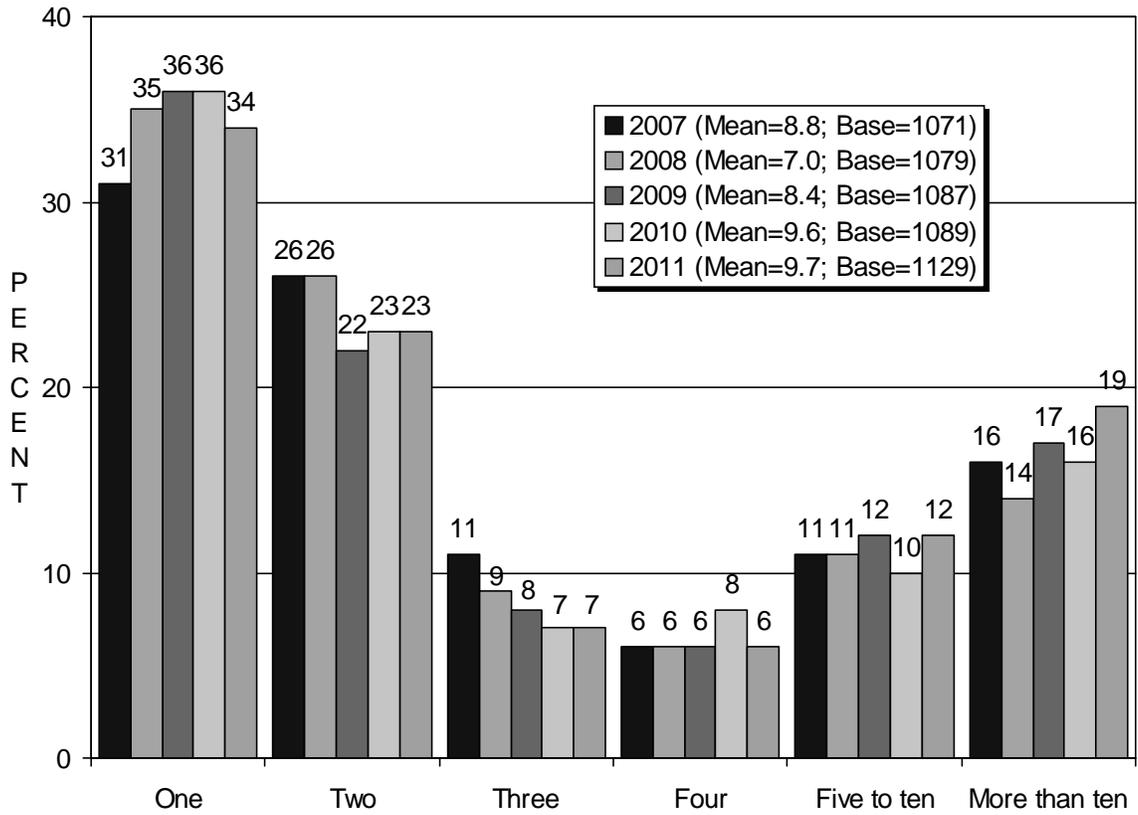
The average number of visits to Mesquite in the past five years *among repeat visitors* was 27.6, a significant increase from the average of 24.4 in 2007 and 22.3 in 2008 (Figure 3). Less than one percent of repeat visitors said they had visited Mesquite only once in the past five years, down significantly from 3% each in 2007 and 2009, 2% in 2008, and 1% last year.

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



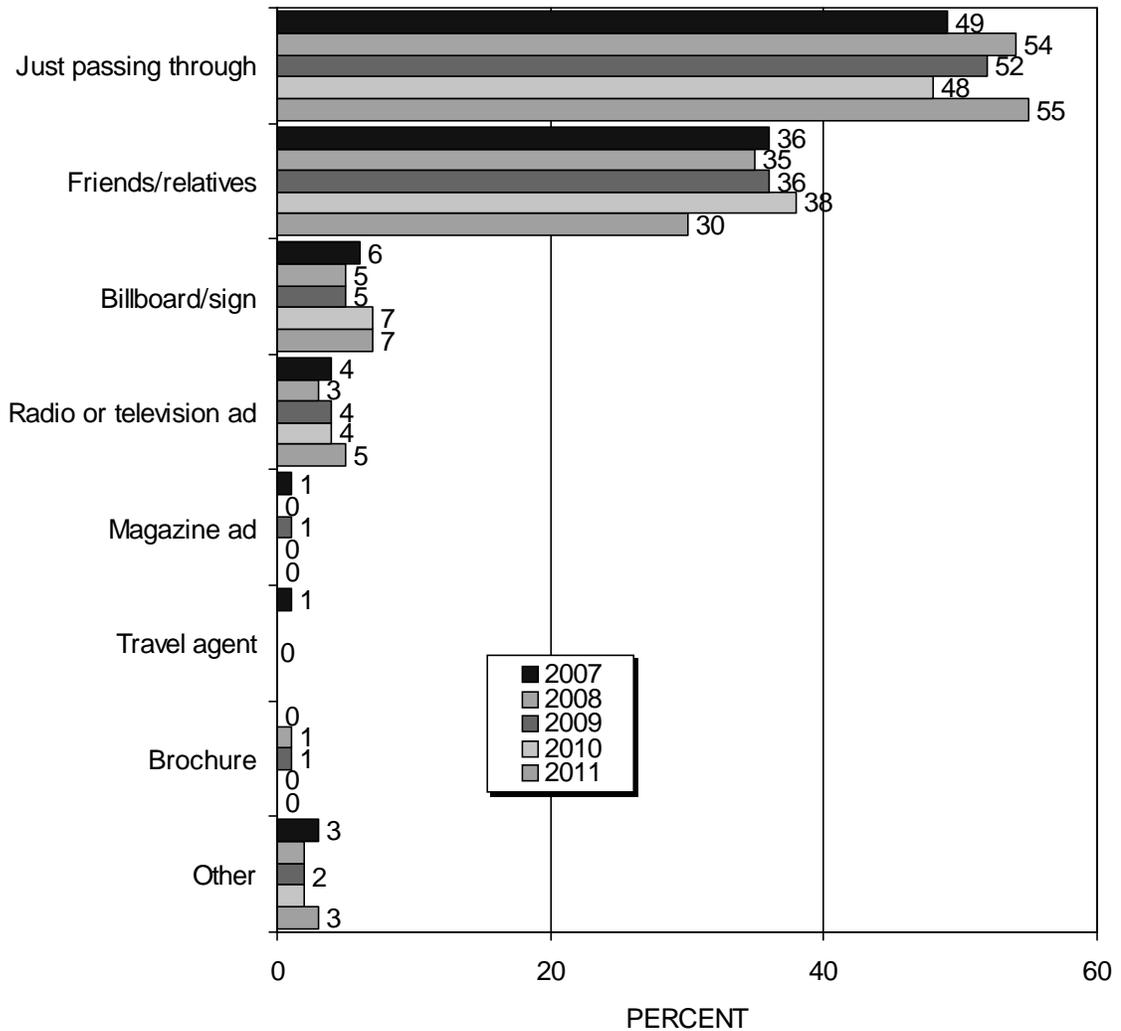
Among *all visitors*, the average number of visits to Mesquite in the past year was 9.2, up significantly from the average of 6.4 visits in 2008 and 7.7 visits in 2009 (Figure 4). Thirty-eight percent (38%) visited Mesquite only once in the past year, down significantly from 42% each in 2008, 2009, and 2010. Six percent (6%) visited Mesquite three times (down significantly from 9% in 2007), while another 6% visited four times, 11% visited five to 10 times (up from 9% last year), and 18% visited more than ten times (up from 12% in 2008).

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



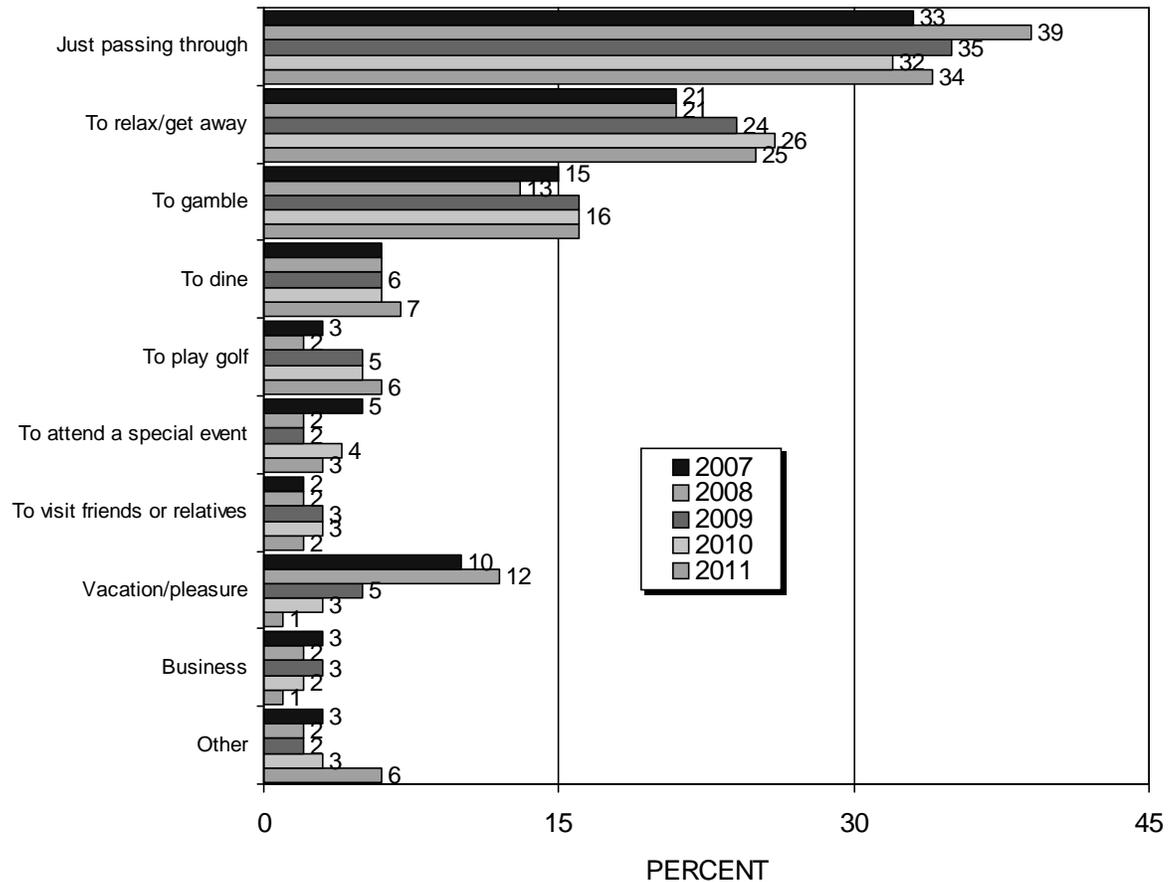
During the past year, repeat visitors averaged 9.7 trips to Mesquite, up significantly from the average of 7.0 in 2008 (Figure 5). Thirty-four percent (34%) of repeat visitors reported visiting Mesquite only once in the past year, down significantly from 35% in 2008 and 36% each in 2009 and 2010. Seven percent (7%) reported visiting Mesquite three times, down from 11% in 2007, while 6% visited four times (down from 8% last year), and 19% visited more than 10 times (up from 14% in 2008).

FIGURE 6
 How First Became Aware Of Mesquite



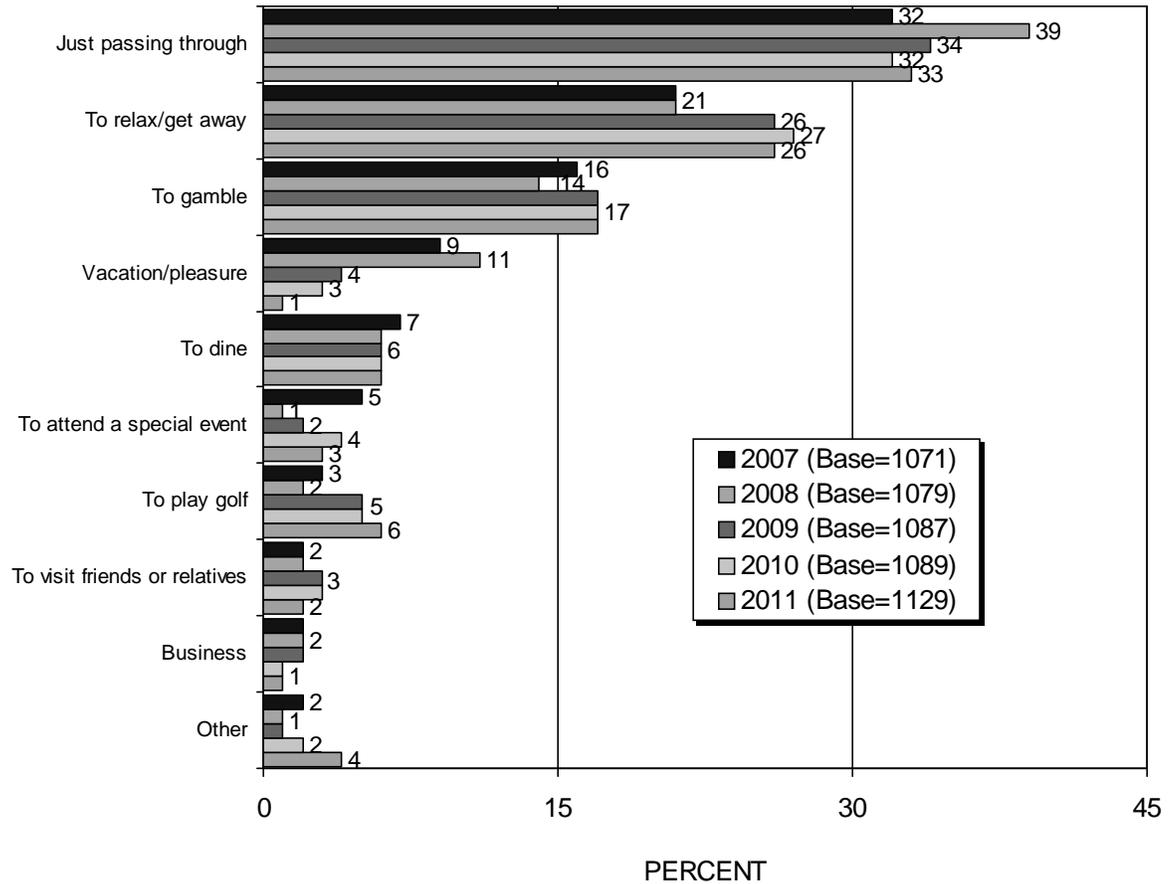
Fifty-five percent (55%) of Mesquite visitors said they first became aware of Mesquite by just passing through, up significantly from 49% in 2007 and 48% in 2010. Three in ten (30%) said they first heard about Mesquite from friends and relatives, down from 36% each in 2007 and 2009, 35% in 2008, and 38% last year. Seven percent (7%) said they first found out about Mesquite from a billboard or a sign (up from 5% each in 2008 and 2009), and 5% said they first found out about Mesquite from a radio or television advertisement, up from 3% in 2008 (Figure 6).

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



When asked the primary purpose of their current visit to Mesquite, 34% of visitors said they were just passing through, down significantly from 39% in 2008 (Figure 7). Twenty-five percent (25%) said they came to Mesquite just to relax or get away, up significantly from 21% each in 2007 and 2008. Sixteen percent (16%) said they were visiting Mesquite primarily to gamble (up significantly from 13% in 2008), while 7% were in Mesquite primarily to dine. Six percent (6%) were visiting Mesquite primarily to play golf (up significantly from 3% in 2007 and 2% in 2008), while 3% came to Mesquite to attend a special event (up from 2% each in 2008 and 2009). Only 1% were visiting primarily for vacation or pleasure, continuing a significant drop from past years (10% in 2007, 12% in 2008, 5% in 2009, and 3% last year). Another 2% were visiting primarily to see friends or relatives, down from 3% in 2010.

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



Among repeat visitors, one-third (33%) said they were just passing through Mesquite, down significantly from 39% in 2008 (Figure 8). Twenty-six percent (26%) said they were visiting just to relax or get away, about the same as 2009 and 2010 but up significantly from 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. Six percent (6%) were visiting primarily to play golf, up significantly from 3% in 2007 and 2% in 2008. Three percent (3%) were attending a special event in Mesquite (down from 5% in 2007 but up from 1% in 2008). One percent (1%) said they were visiting Mesquite for a vacation or pleasure trip, down significantly from 9% in 2007, 11% in 2008, 4% in 2009, and 3% in 2010. Another 2% were visiting Mesquite primarily to see friends or relatives.

FIGURE 9
 Primary Purpose Of Current Visit — 2011
 (First-Time Vs. Repeat Visitors)

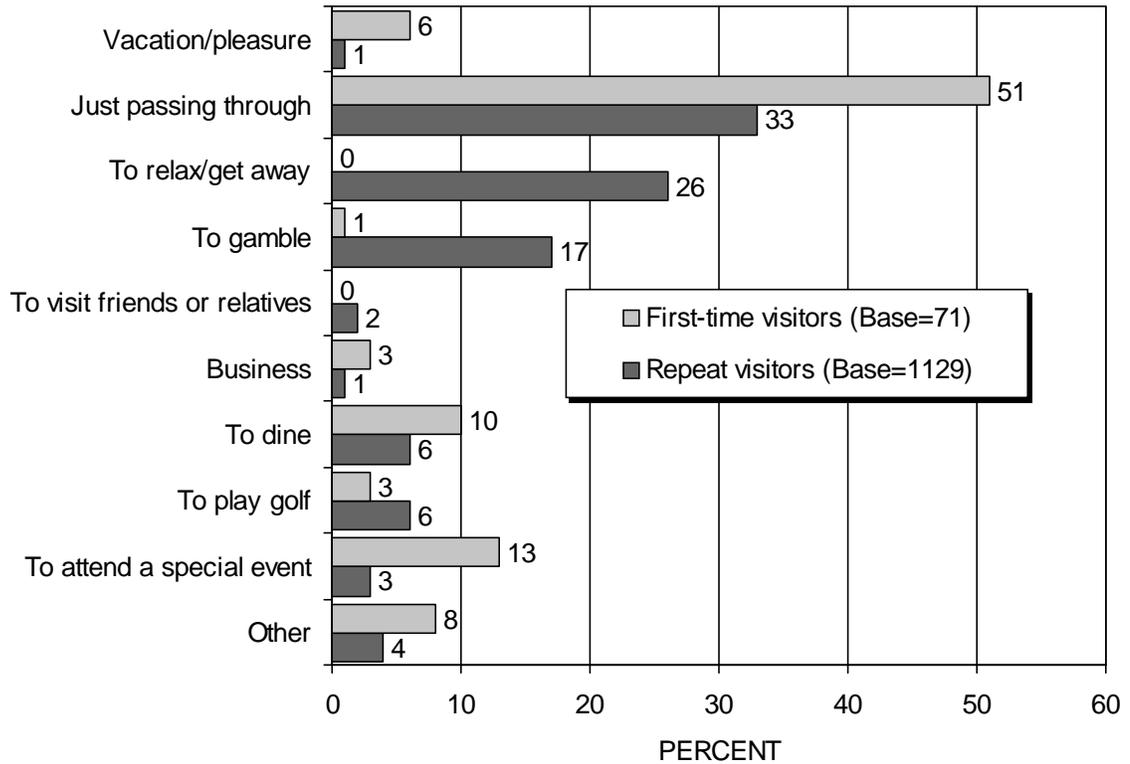


Figure 9 compares *repeat visitors* with *first-time visitors* in terms of the purpose of their *current* visit to Mesquite for 2011. First-time visitors were significantly more likely than repeat visitors to say they were visiting Mesquite as a vacation or pleasure trip (6% vs. 1%) or to attend a special event (13% vs. 3%), or were just passing through Mesquite (51% vs. 33%), while repeat visitors were significantly more likely than first-time visitors to say they were visiting Mesquite specifically to gamble (17% vs. 1%) or just to relax or get away (26% vs. 0%).

TRAVEL PLANNING

Travel planning varied broadly, from same-day planning to travel plans made more than 90 days in advance. Nearly one-half (46%) said they decided to visit Mesquite the same day they visited (up significantly from 24% in 2007, 28% in 2008, 34% in 2009, and 39% in 2010), while one in ten (10%) planned their trip between one and six days in advance (down from 19% in 2007, 17% in 2008, and 13% in 2009). About one-fifth (21%) of Mesquite visitors planned their trip between 7 and 14 days ahead. Two percent (2%) planned their trip more than 90 days ahead, down significantly from 11% in 2007, 12% in 2008, 7% in 2009, and 6% last year (Figure 10).

FIGURE 10
 Advance Travel Planning

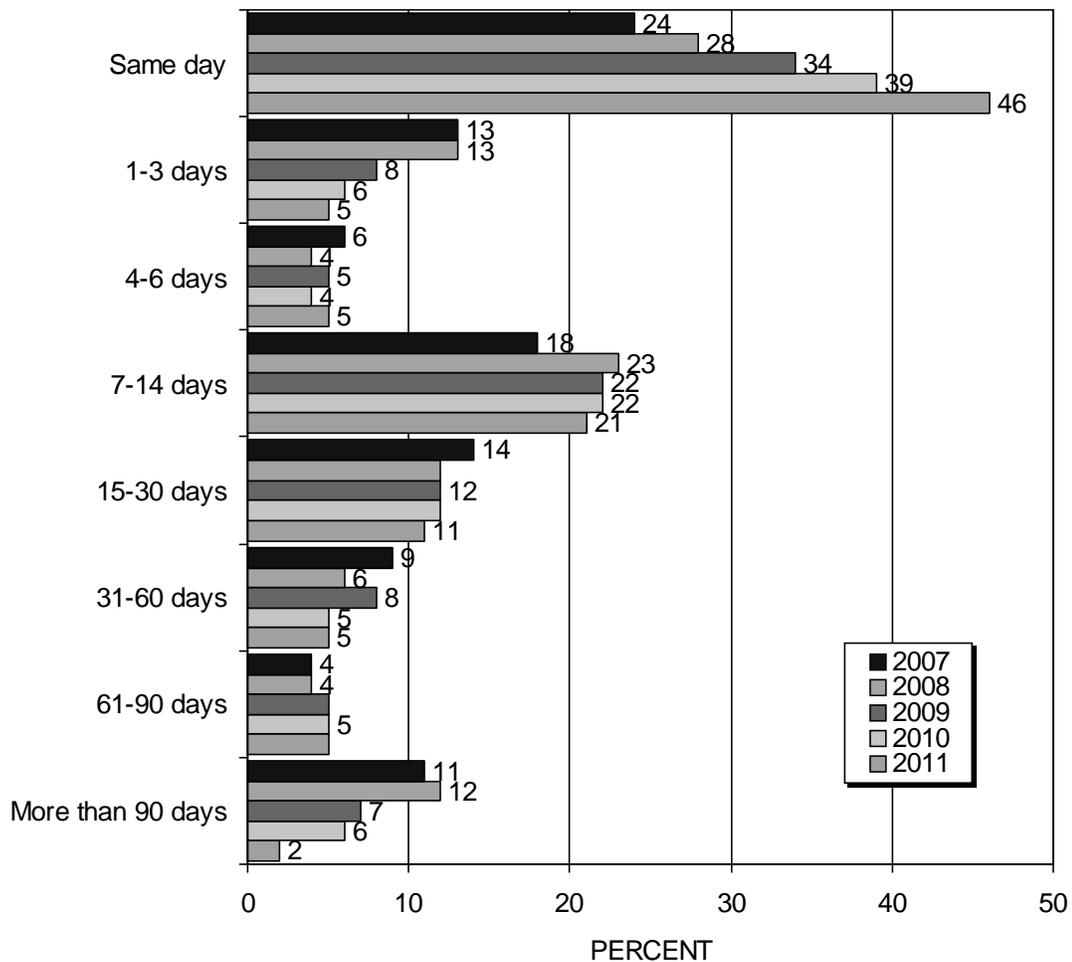
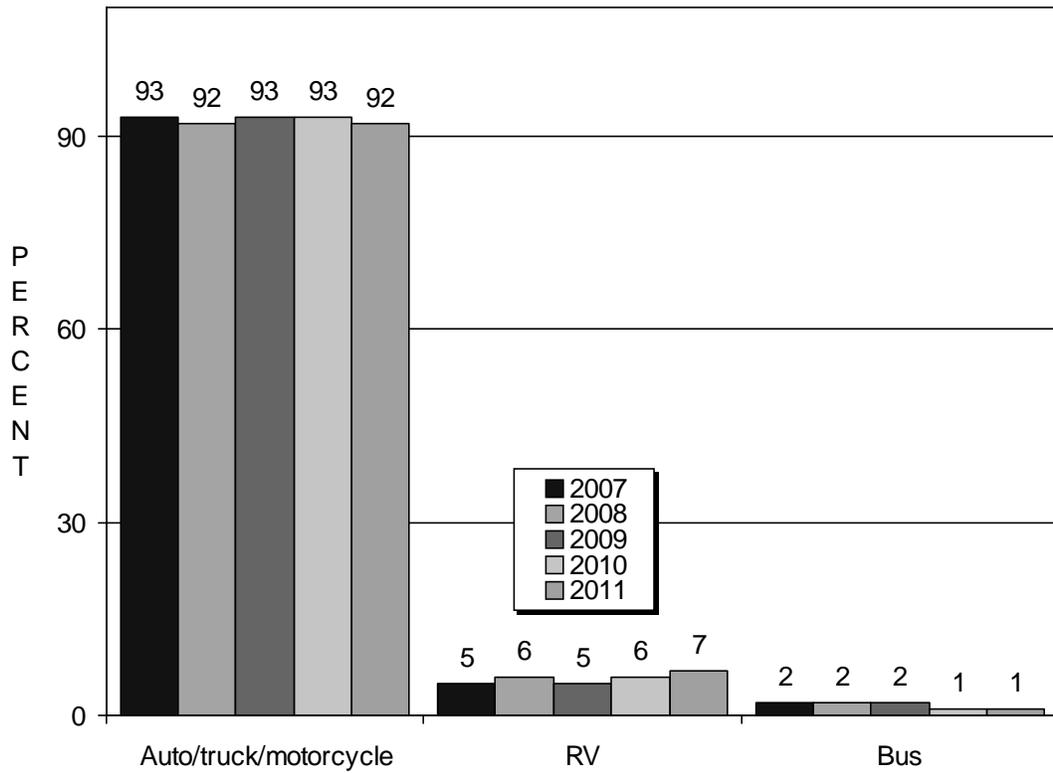
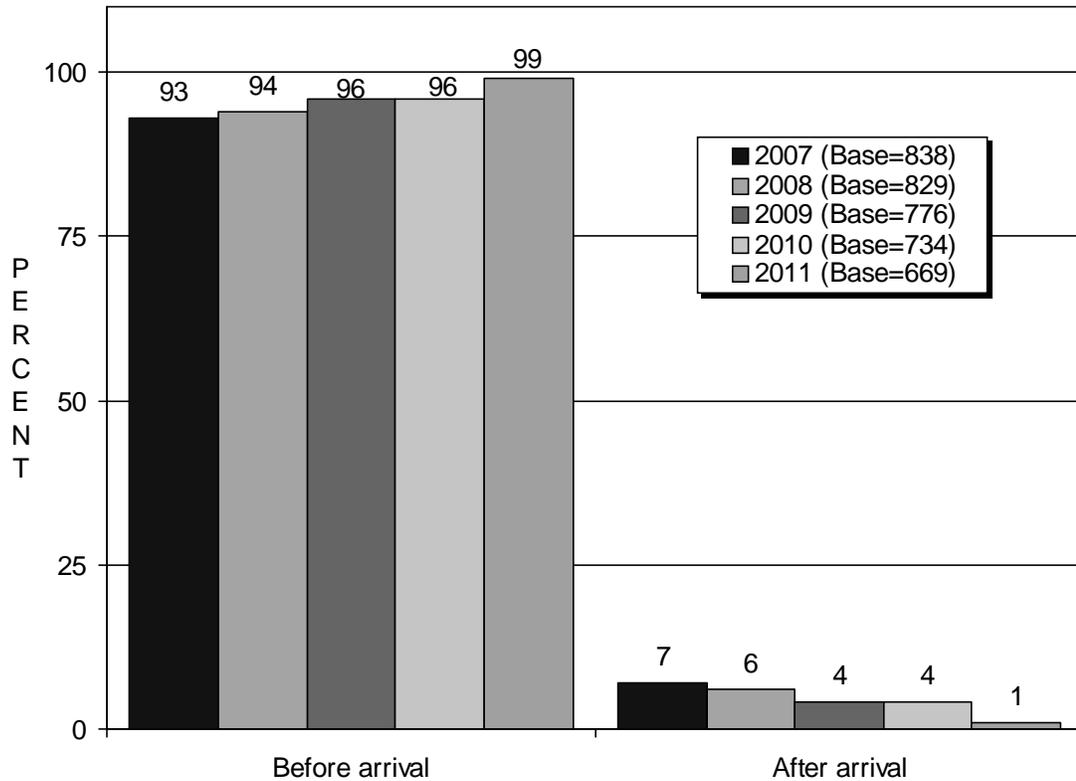


FIGURE 11
Transportation To Mesquite



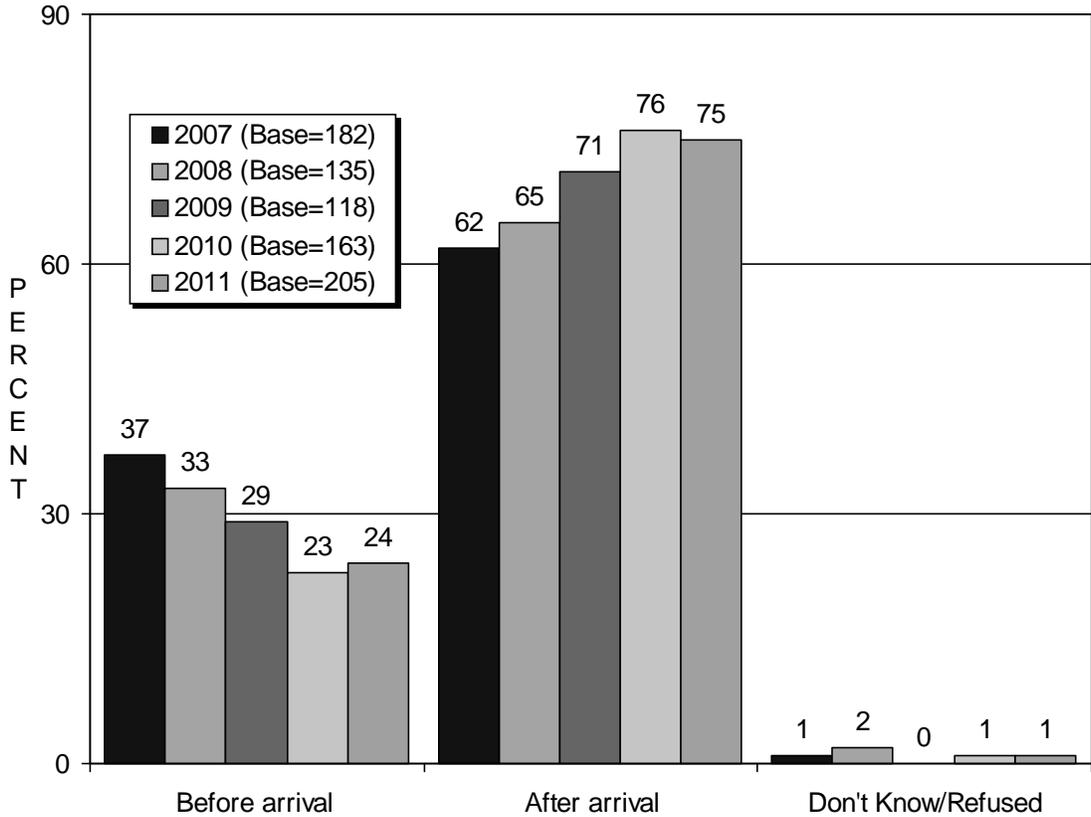
Almost all visitors to Mesquite (99%) arrived in a personal vehicle. Ninety-two percent (92%) drove an automobile, a truck, or a motorcycle, and 7% drove an RV (up from 5% each in 2007 and 2009). Only 1% of visitors arrived by bus, down from 2% each from 2007 - 2009 (Figure 11).

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



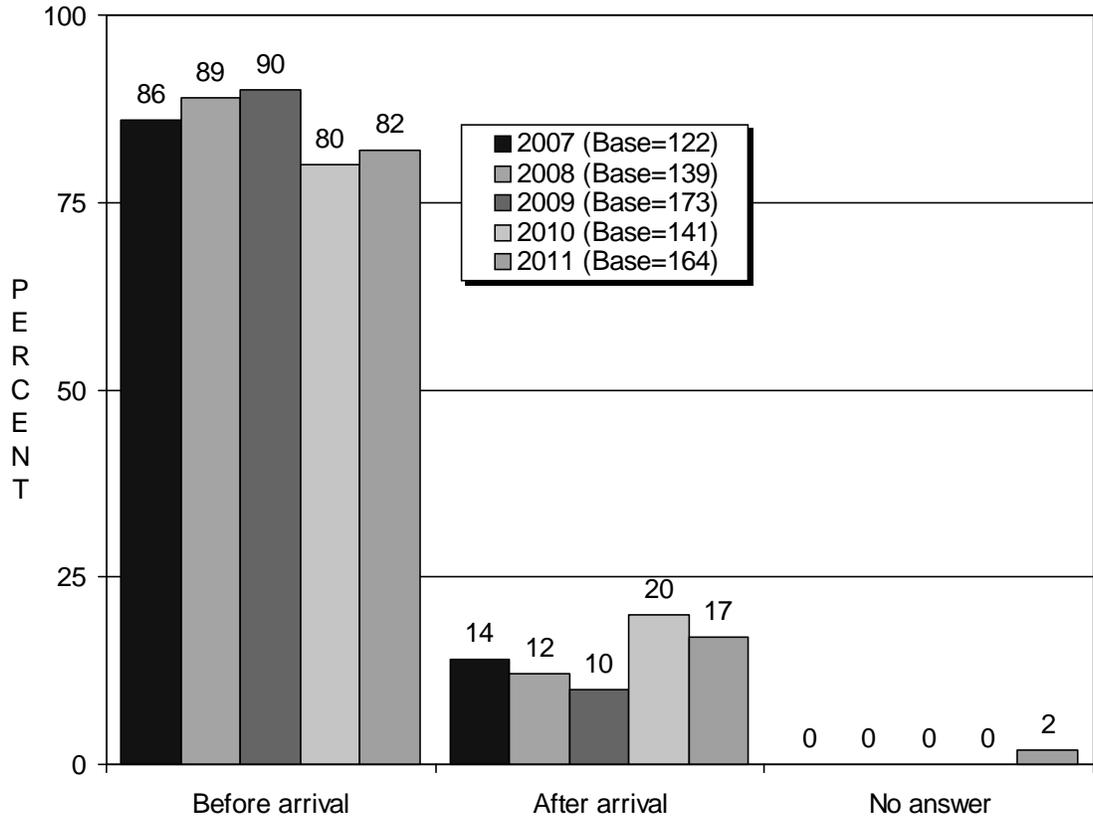
Among the 56% of visitors in 2011 who stayed overnight in Mesquite, most decided where to lodge in Mesquite prior to arriving in Mesquite (99%, up significantly from 93% in 2007, 94% in 2008, and 96% each in 2009 and 2010). One percent (1%) decided where to lodge after their arrival, down from 7% in 2007, 6% in 2008, and 4% each in 2009 and 2010 (Figure 12).

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



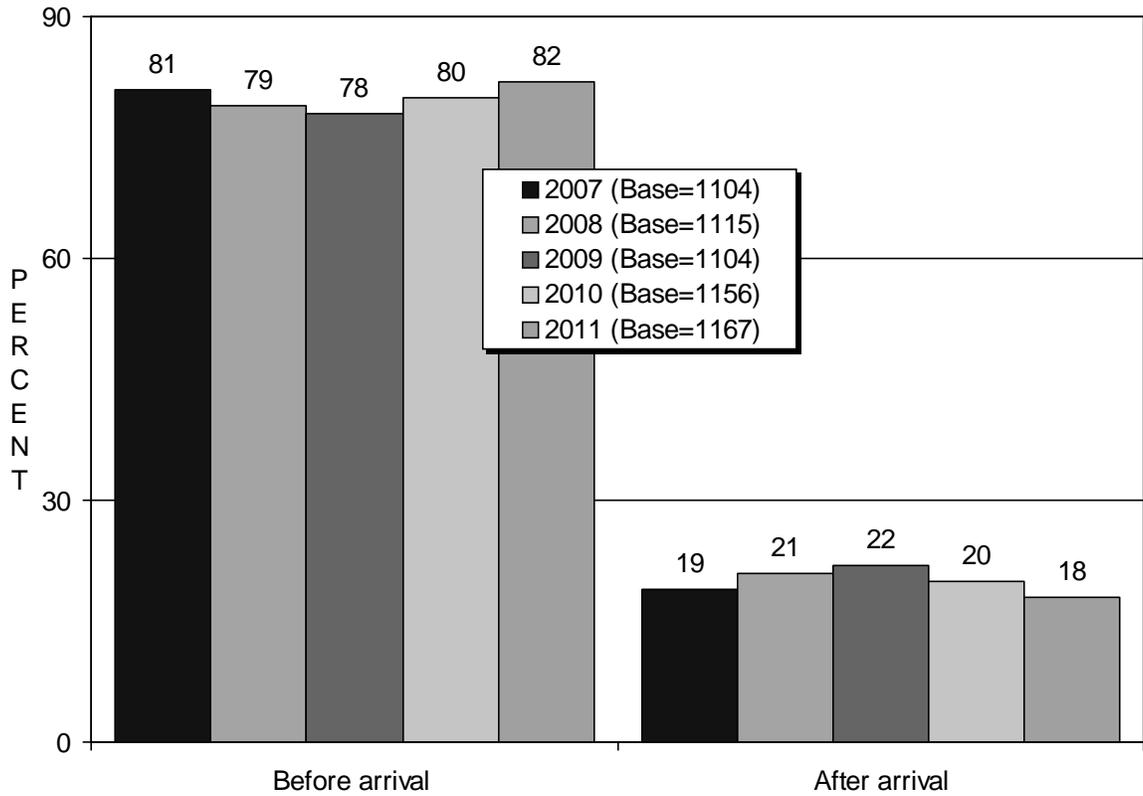
Among the 17% of visitors in 2011 who reported going to a show in Mesquite, most decided what shows to see after their arrival (75%, about the same as last year, but up significantly from 62% in 2007). Twenty-four percent (24%) decided what shows to see prior to their arrival, down from 37% in 2007 (Figure 13).

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



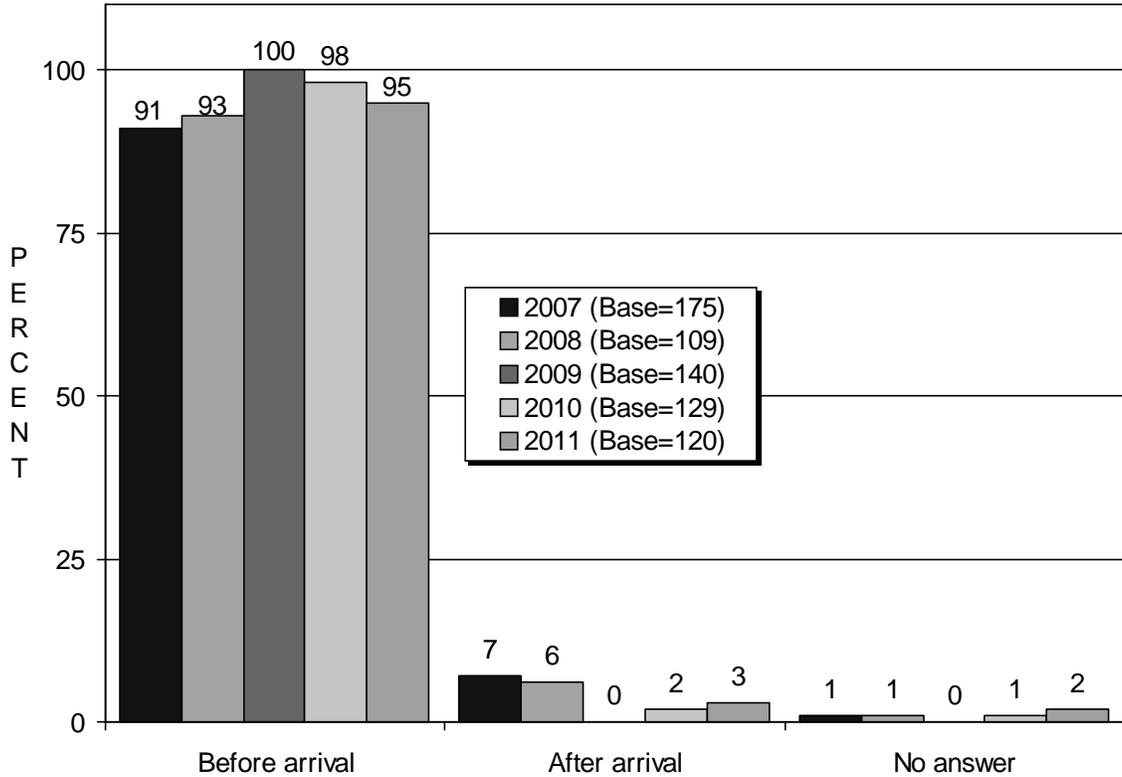
Among the 14% of 2011 visitors who reported visiting an attraction in Mesquite, 82% decided what attractions to see prior to arriving in Mesquite, down significantly from 90% in 2009 (Figure 14). Seventeen percent (17%) decided what attractions to see after their arrival in Mesquite.

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



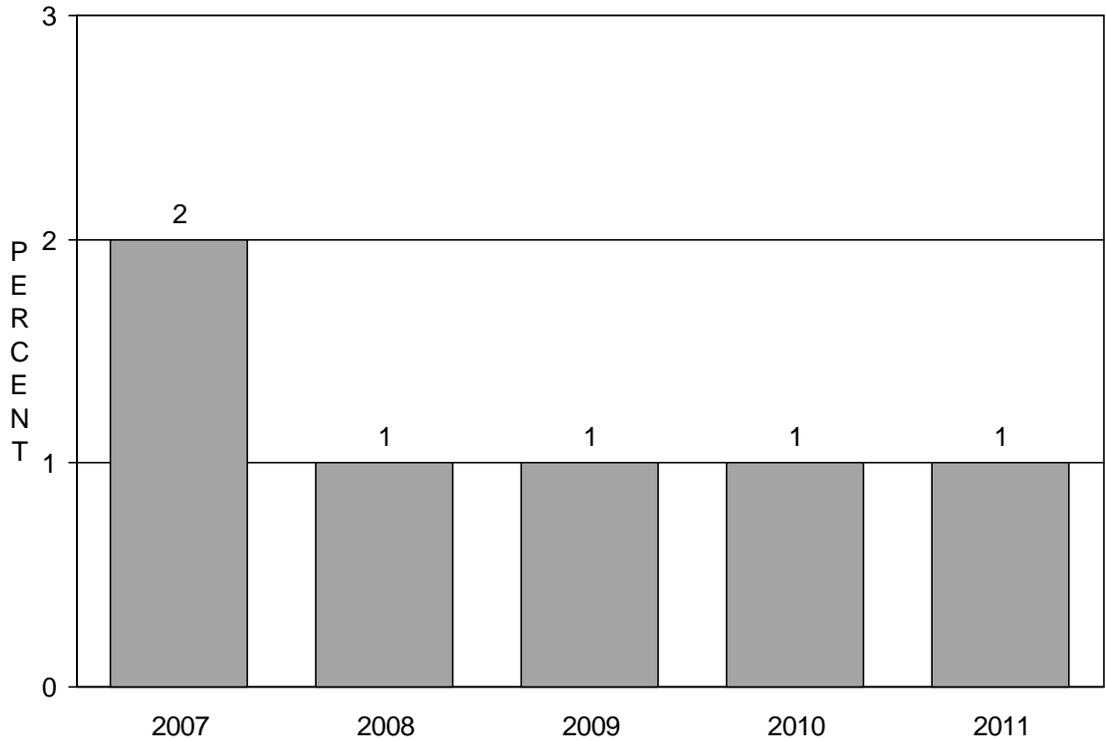
Among the 97% of visitors who gambled during their trip to Mesquite in 2011, 82% said they decided where to gamble in Mesquite before their arrival, up significantly from 79% in 2008 and 78% in 2009 (Figure 15). Eighteen percent (18%) said they decided where to gamble after they arrived in Mesquite, down from 21% in 2008 and 22% in 2009.

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



Among the 10% of 2011 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 (95%, down significantly from 100% in 2009). Three percent (3%) said they decided what recreational activities they would engage in after their arrival (Figure 16).

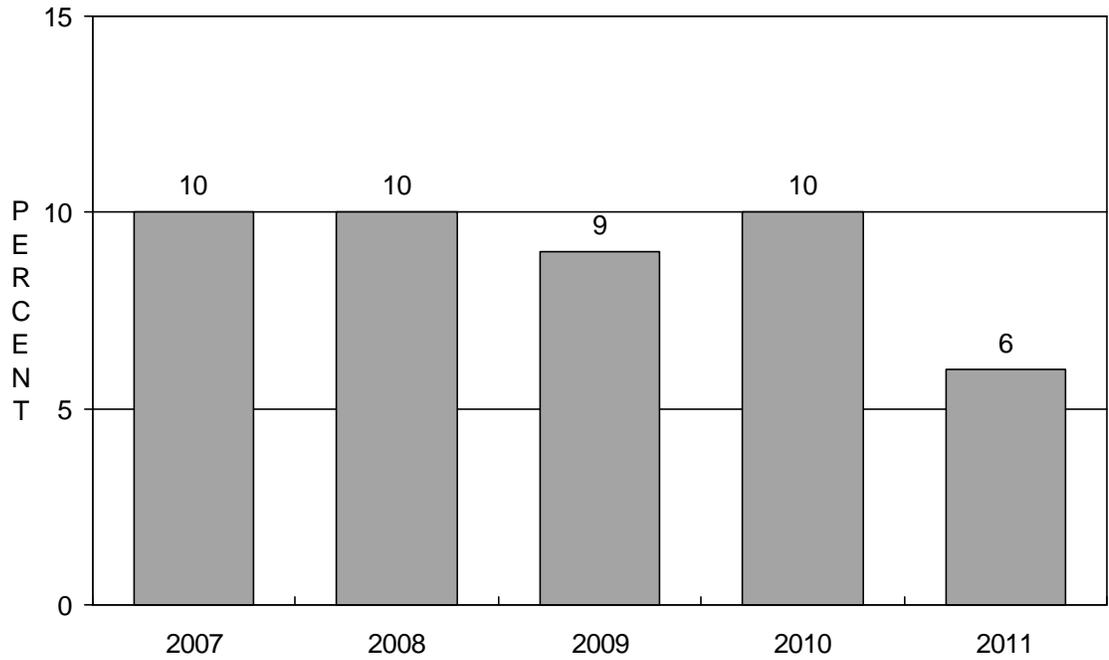
FIGURE 17
Travel Agent Assistance*



In 2011, 1% of all Mesquite visitors were assisted in their travel planning by a travel agent, down significantly from 2% in 2007 (Figure 17).

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

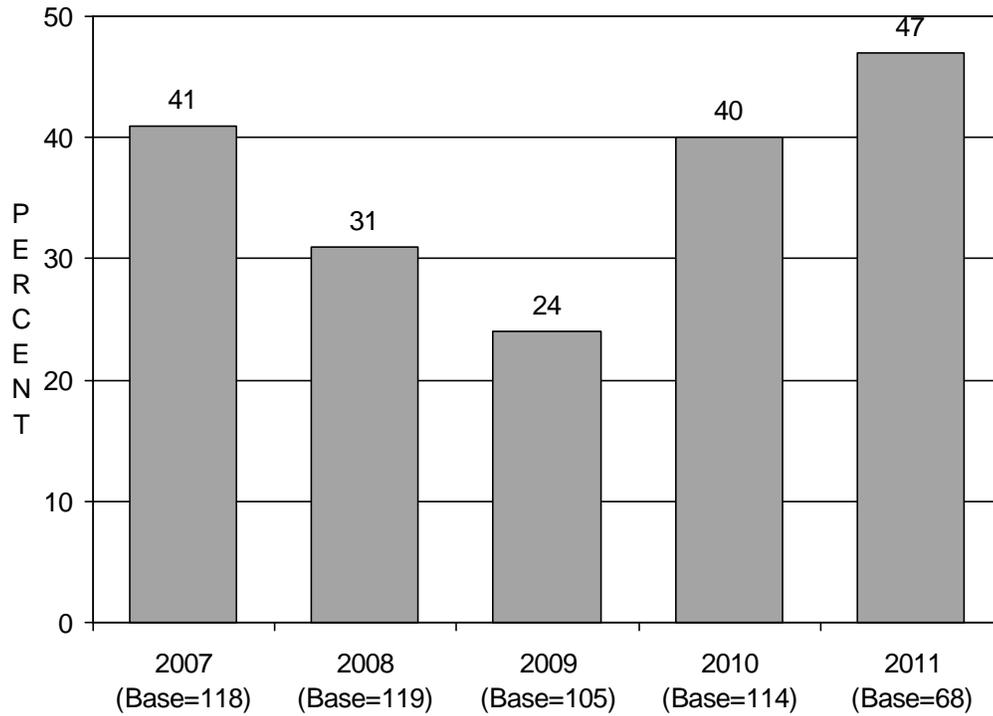
FIGURE 18
Whether Used The Internet To Plan Trip*



Visitors to Mesquite were asked if they used the Internet to plan their trip. Six percent (6%) said yes in 2011, down from 10% each in 2007, 2008, and 2010, and 9% in 2009 (Figure 18).

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

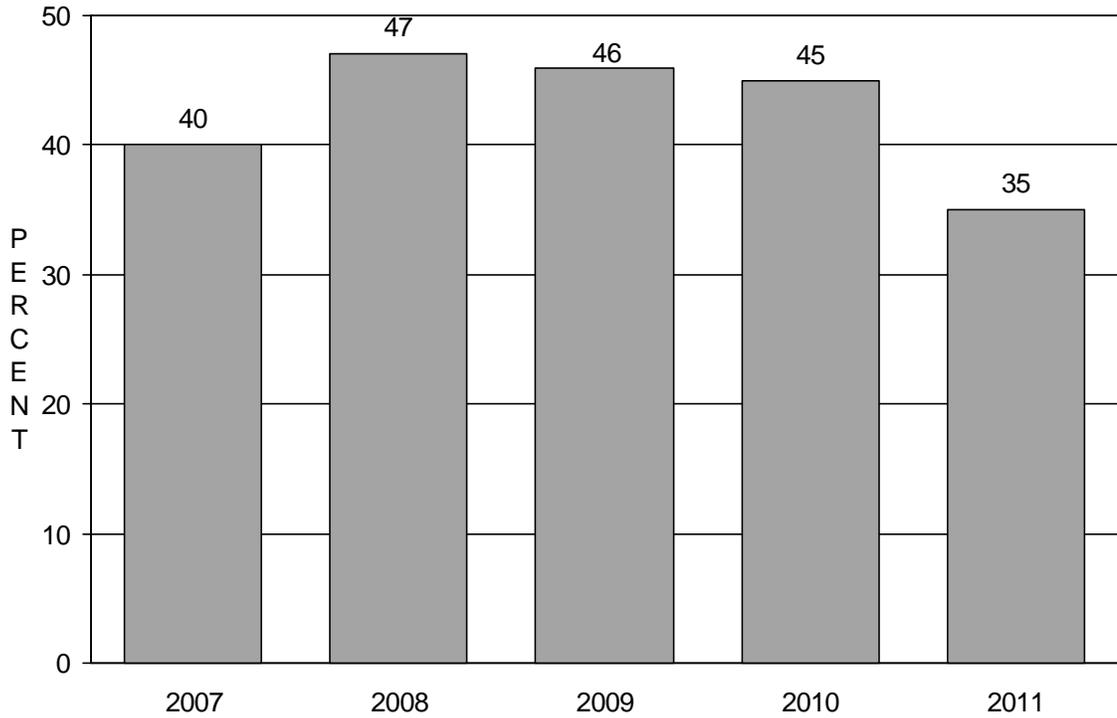
FIGURE 19
Whether Internet Influenced Choice Of Accommodations*
(Among Those Who Used The Internet To Plan Trip)



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-seven percent (47%) said they had in 2011, up significantly from 31% in 2008 and 24% in 2009 (Figure 19).

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

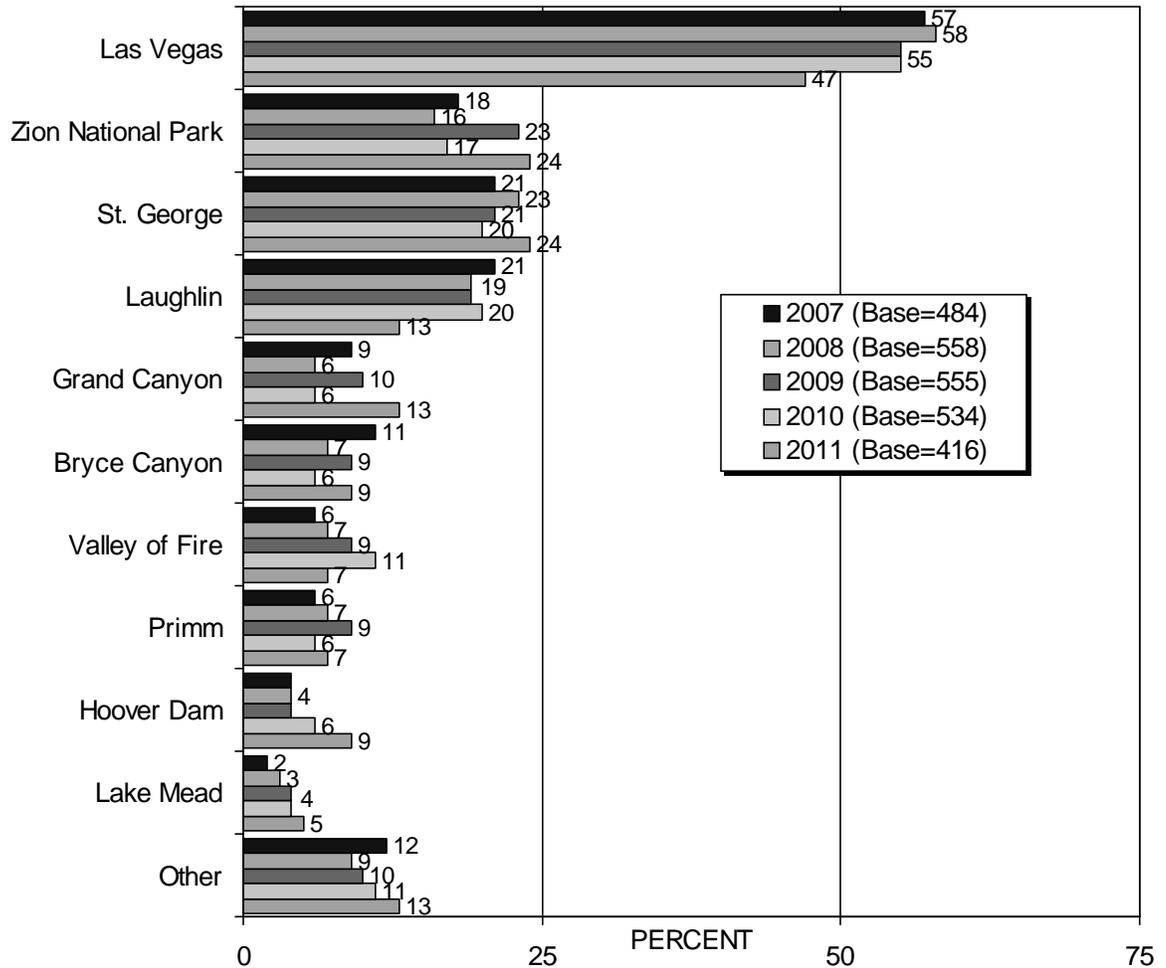
FIGURE 20
Touring Other Areas*



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). Thirty-five percent (35%) said yes, down significantly from 40% in 2007, 47% in 2008, 46% in 2009, and 45% last year.

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

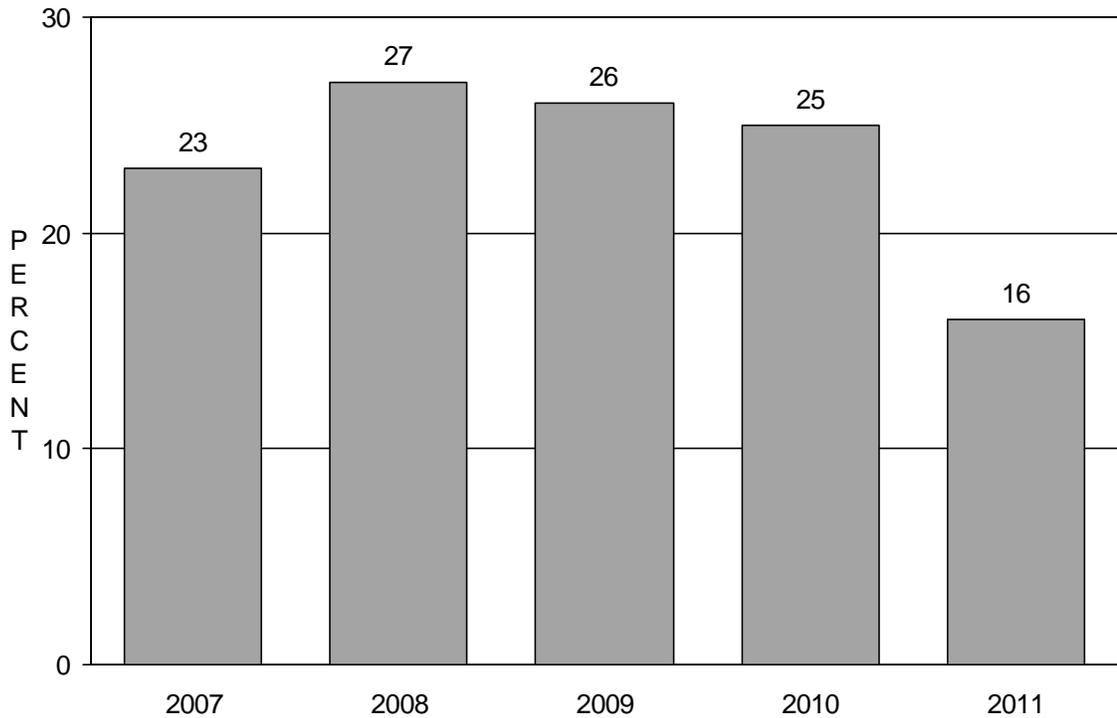
FIGURE 21
 Other Places Visited*
 (Among Those Who Visited Nearby Places)



Among those who said they had visited, or planned to visit, other nearby areas on their current trip (Figure 21), 47% mentioned Las Vegas (down from past readings) , 24% each mentioned St. George and Zion National Park (up from 18% in 2007, 16% in 2008, and 17% last year), 13% mentioned Laughlin (down from 21% in 2007, 19% each in 2008 and 2009, and 20% last year), 13% mentioned the Grand Canyon (up from 6% each in 2008 and 2010), and 9% each mentioned Bryce Canyon and Hoover Dam (up from 4% each from 2007 – 2009). Seven percent (7%) each mentioned the Valley of Fire (down from 11% last year) and Primm. Five percent (5%) 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, 16% said they also visited, or planned to visit, Las Vegas on their current trip, down from 23% in 2007, 27% in 2008, 26% in 2009, and 25% 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 (70%, down from 76% each in 2007 and 2008, 75% in 2009, and 74% last year) reported two adults were in their immediate party. Four percent (4%) reported three adults were in their immediate party (down from 5% each from 2007 - 2009), 10% reported four adults (up significantly from 6% in 2008, and 7% each in 2007 and 2009), and 1% said there were five or more people in their party. Fifteen percent (15%) said they were traveling alone, up from 12% each in 2007 and 2008. The average party size was 2.1, the same as in past years.

FIGURE 23
 Adults In Immediate Party

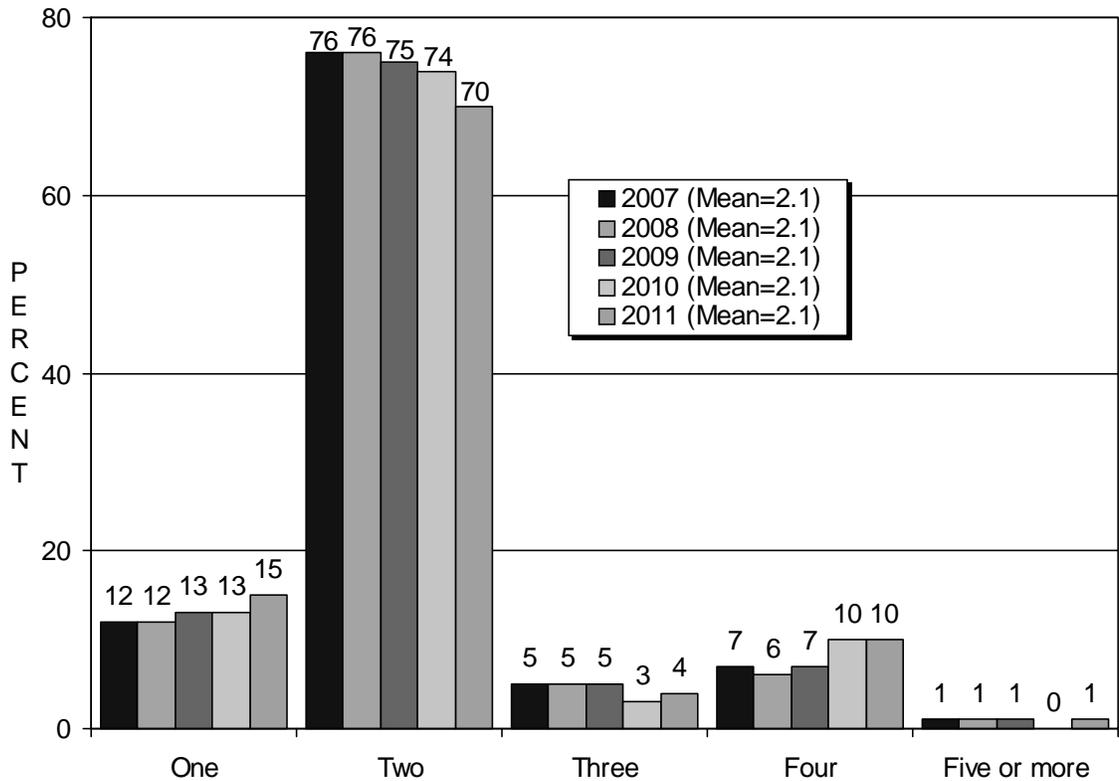
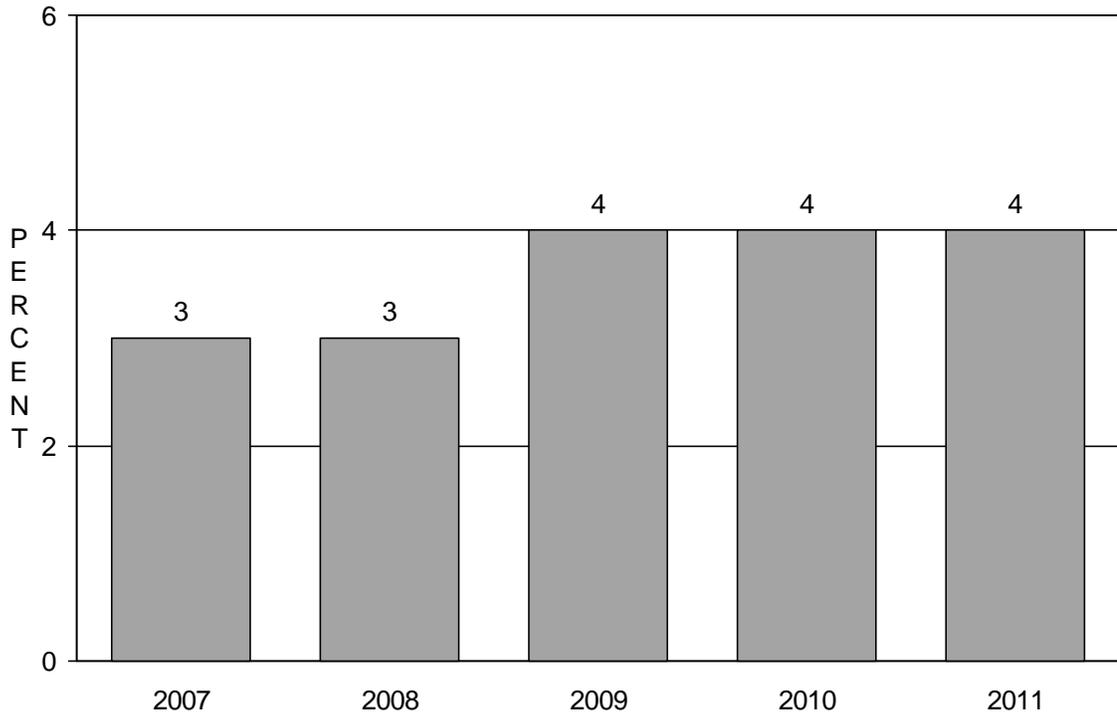


FIGURE 24
Whether Had Persons In Immediate Party Under Age 21*



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

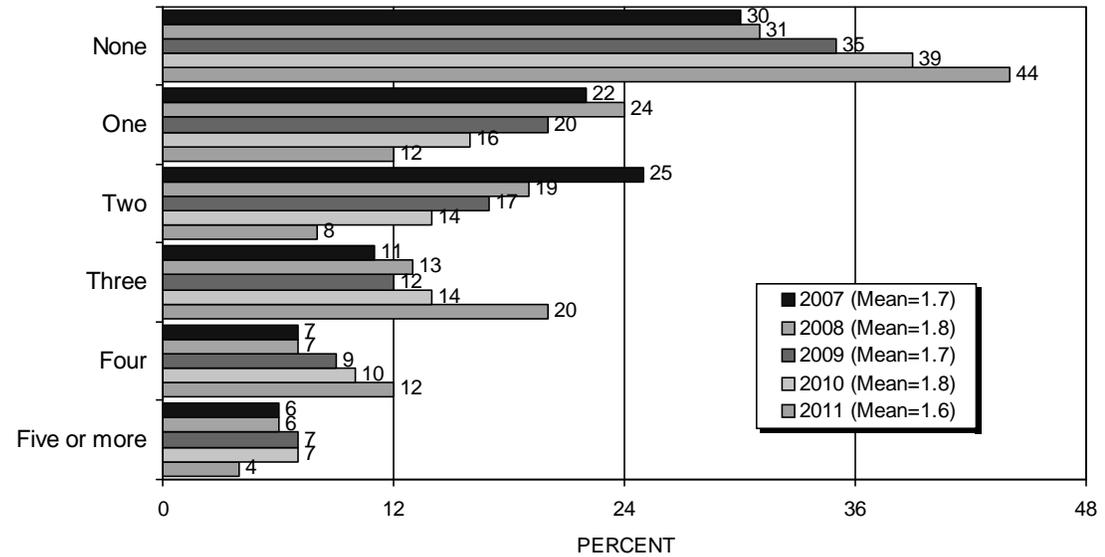
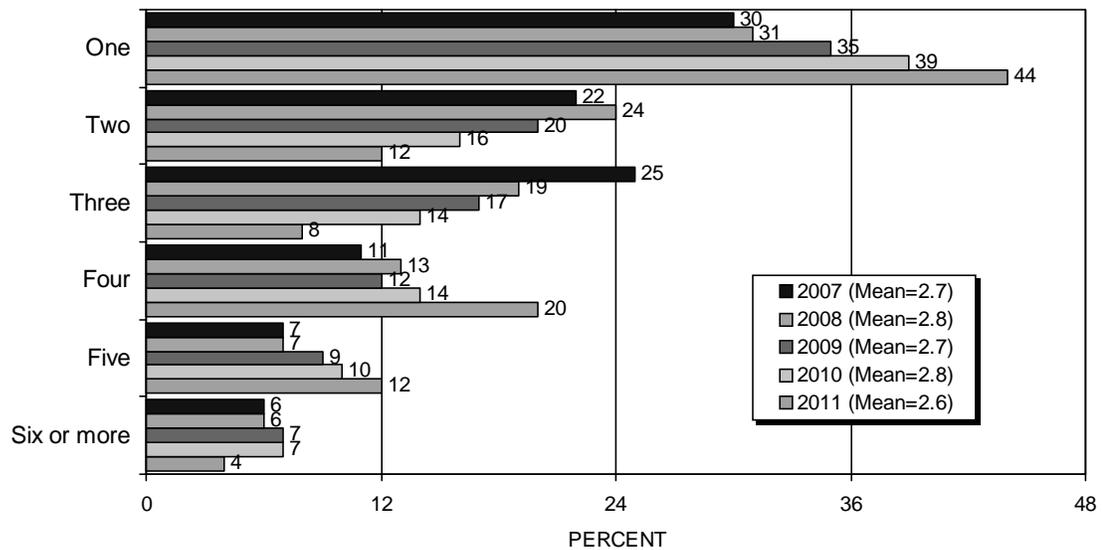
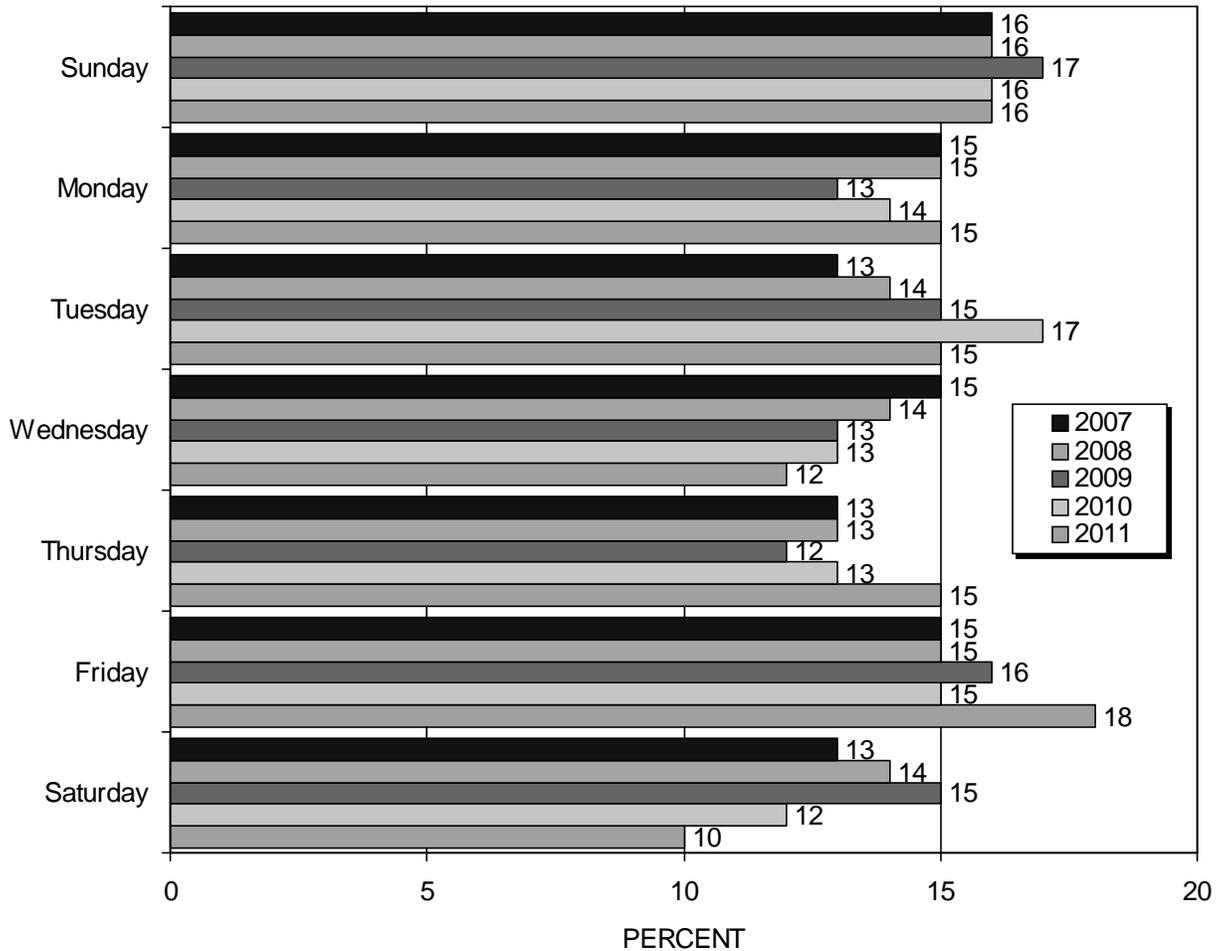


FIGURE 26
Days Stayed



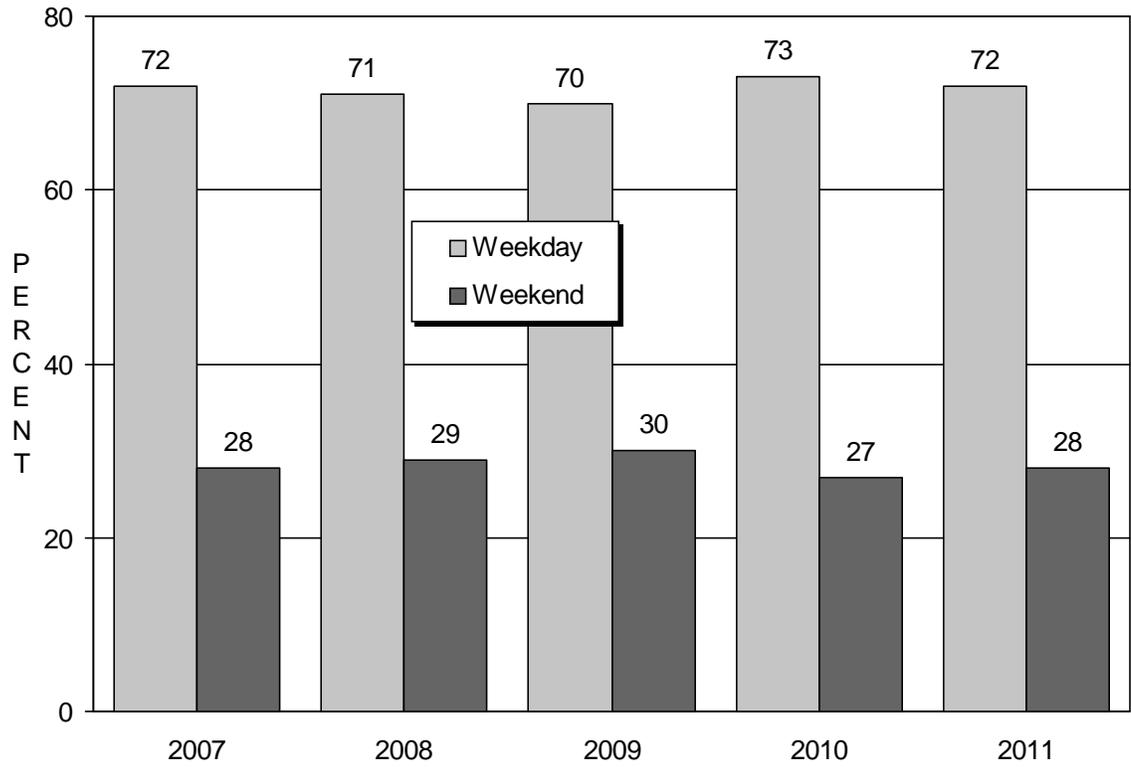
During 2011, Mesquite visitors stayed an average of 1.6 nights and 2.6 days, down from 1.8 nights and 2.8 days last year (Figures 25 and 26). Four in nine (44%) reported making a day trip to Mesquite and not staying overnight, up significantly from past readings. Twenty percent (20%) reported staying three nights and four days, up from 11% in 2007, 13% in 2008, 12% in 2009, and 14% last year.

FIGURE 27
 Day Of Arrival



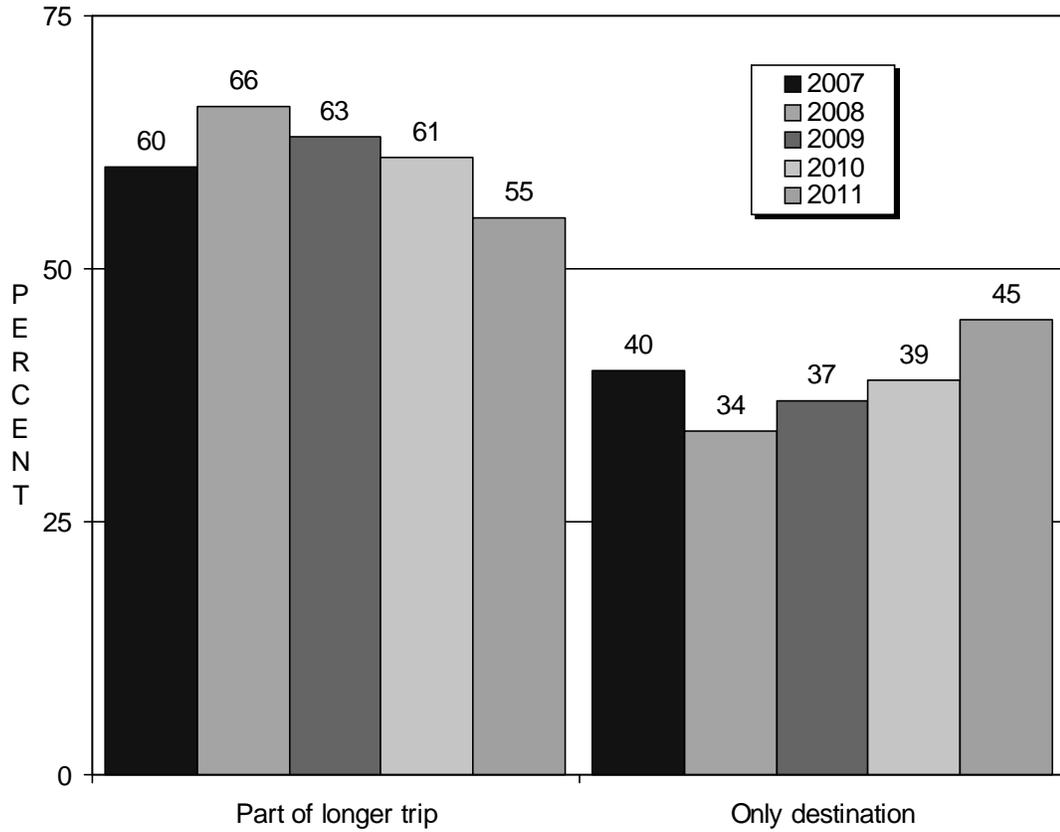
In 2011, visitors were most likely to arrive in Mesquite on a Friday (18%), or a Sunday (16%). Fifteen percent (15%) each arrived on a Monday, Tuesday, or Thursday (down from 12% in 2009). Twelve percent (12%) arrived on a Wednesday (down from 15% in 2007), and 10% arrived on a Saturday (down from 14% in 2008 and 15% in 2009) (Figure 27).

FIGURE 28
Weekend Versus Weekday Arrival



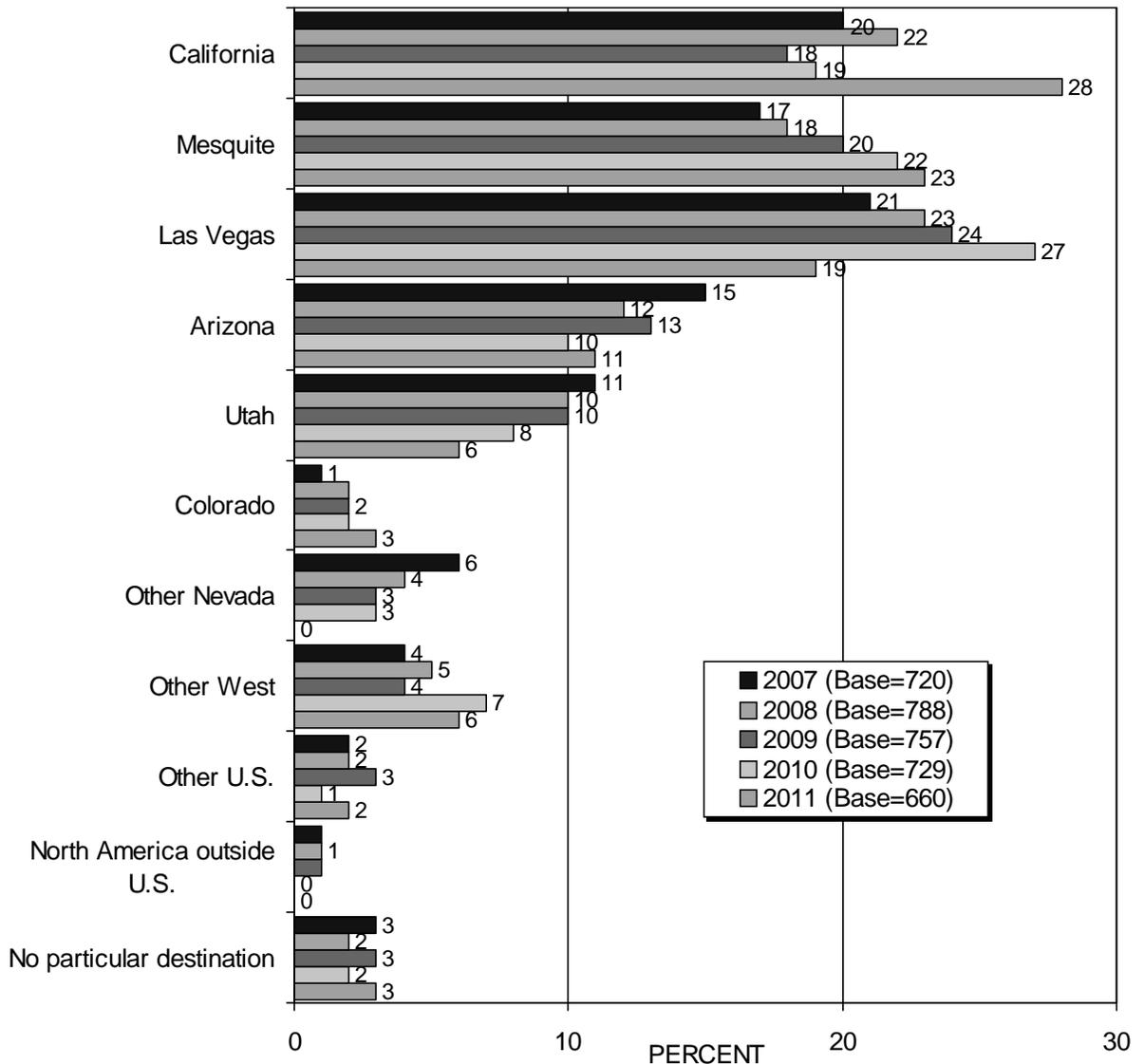
In 2011, 72% of visitors arrived in Mesquite between Sunday and Thursday. Twenty-eight percent (28%) arrived in Mesquite on a Friday or a Saturday (Figure 28). Neither figure was significantly different from past years.

FIGURE 29
Whether Mesquite Visit Is Part Of A Longer Trip



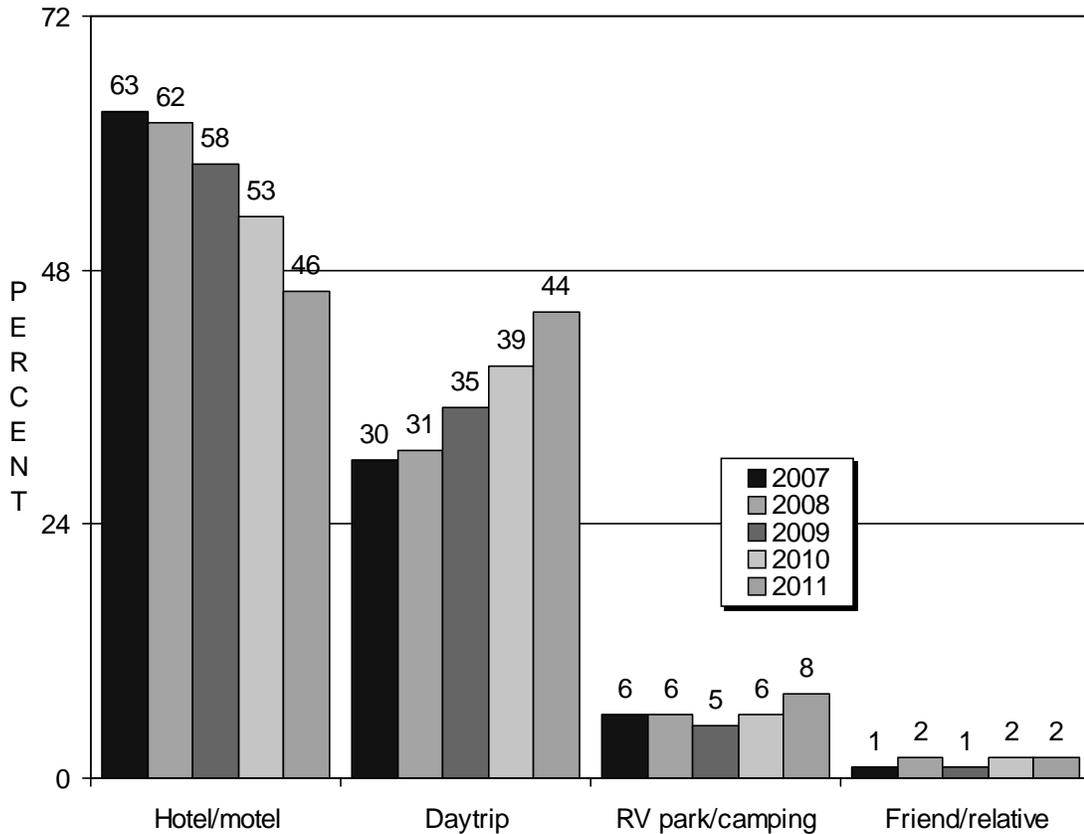
Fifty-five percent (55%) of Mesquite visitors said their visit to Mesquite was part of a longer trip (down significantly from 60% in 2007, 66% in 2008, 63% in 2009, and 61% last year), while 45% said Mesquite was their only destination (up from 40% in 2007, 34% in 2008, 37% in 2009, and 39% last year) (Figure 29).

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



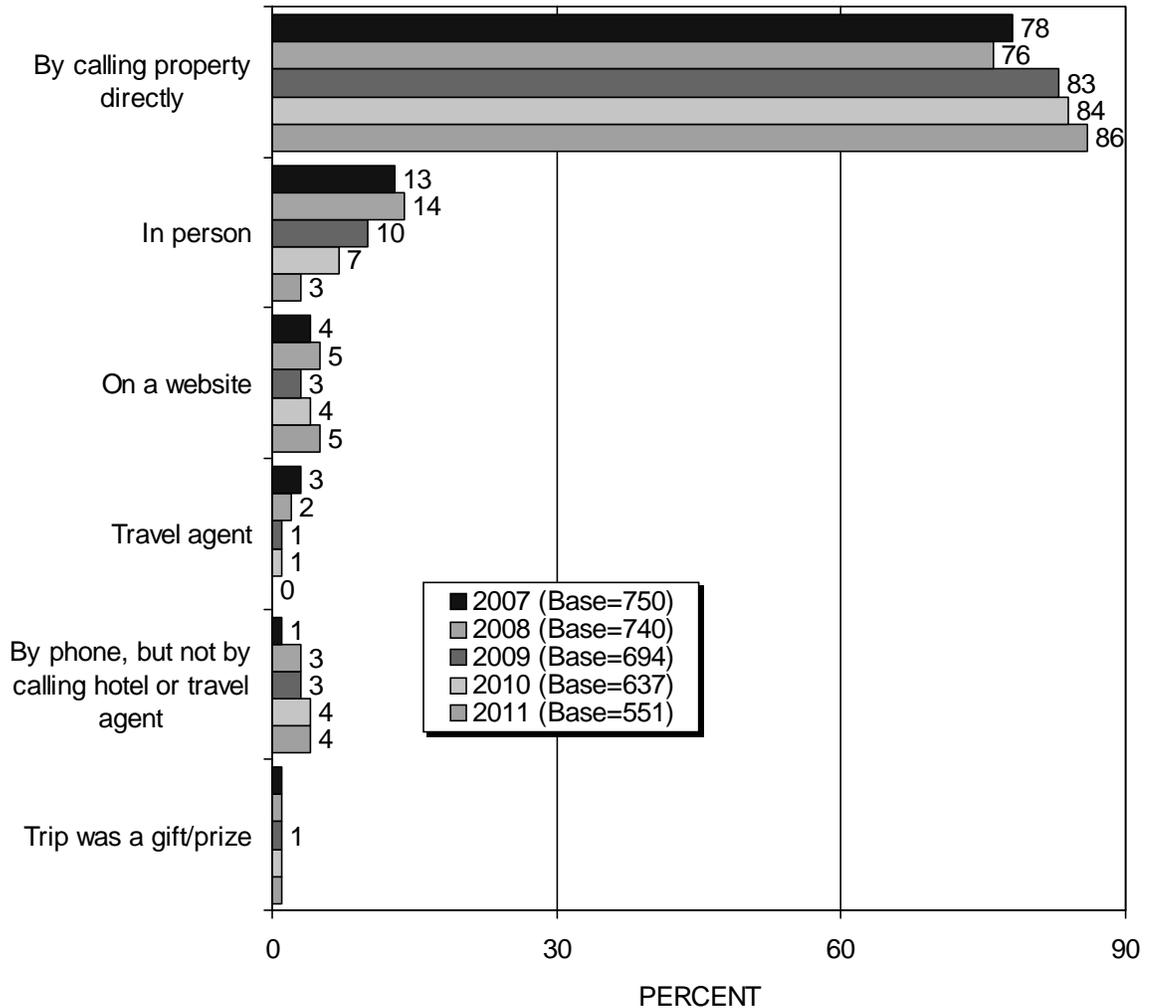
We asked visitors to name their primary destination if Mesquite was not their only destination (Figure 30). Twenty-three percent (23%) said Mesquite was their primary destination (up from 17% in 2007 and 18% in 2008), while 19% said their primary destination was Las Vegas (down from 24% in 2009 and 27% last year), and less than 1% named other Nevada destinations (down from 2007-2010). California was mentioned by 28% (up from 2007-2010), followed by Arizona (11%, down from 15% in 2007) and Utah (6%, down from 11% in 2007 and 10% each in 2008 and 2009).

FIGURE 31
 Where Lodged



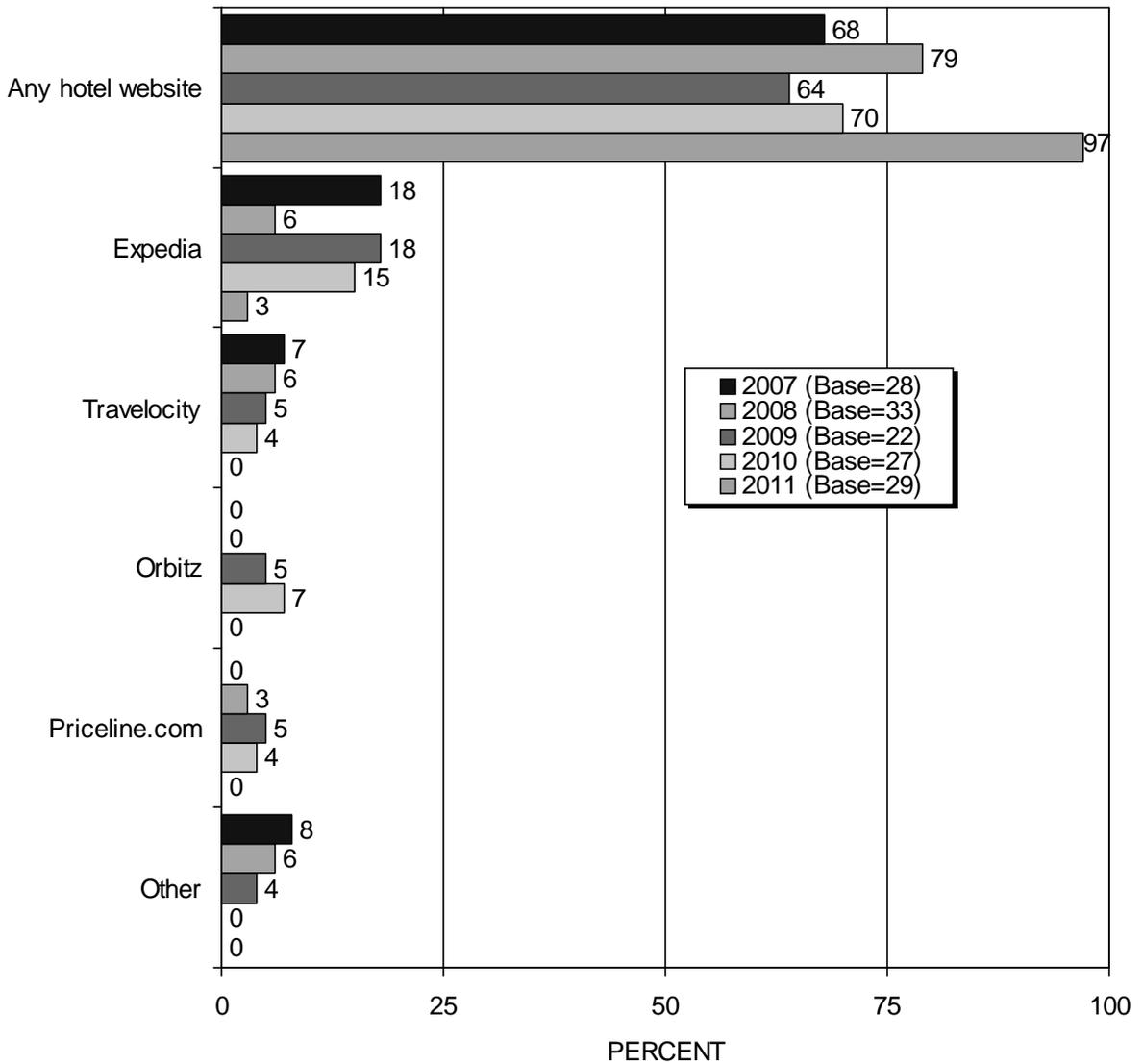
As shown in Figure 31, 46% of visitors stayed in hotels or motels in Mesquite in 2011, continuing a downward trend from 63% in 2007, 62% in 2008, 58% in 2009, and 53% in 2010. Forty-four percent (44%) said they were visiting Mesquite just for the day and did not lodge anywhere, up significantly from 30% in 2007, 31% in 2008, 35% in 2009, and 39% last year. Eight percent (8%) were in an RV or camping (up from 5% in 2009, and 6% each in 2007, 2008, and 2010), 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 who lodged in a hotel or motel were asked how they booked their accommodations (Figure 32). Eighty-six percent (86%) said they booked their accommodations by calling the property directly (up significantly from 78% in 2007 and 76% in 2008), while 3% booked in person (down significantly from 13% in 2007, 14% in 2008, 10% in 2009, and 7% last year). Five percent (5%) booked their accommodations through a website, while 4% said they booked by phone but not by calling the hotel or a travel agent (up significantly from 1% in 2007). Less than 1% said they used a travel agent (down from 3% in 2007 and 2% in 2008), and 1% said that the trip was a gift.

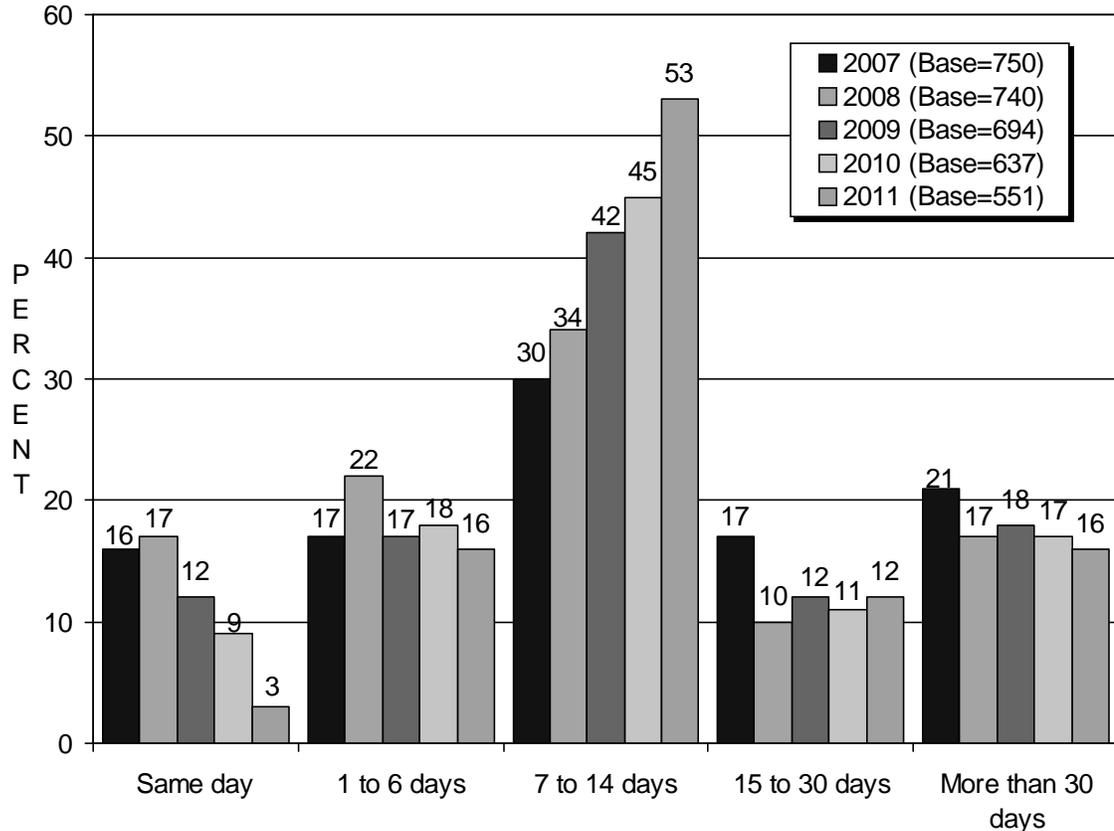
FIGURE 33
 Website Used To Book Accommodations
 (Among Those Who Used The Internet)



Visitors who booked their accommodations on a website were asked which website they used (Figure 33). Nearly all of these Internet users (97%) said they used a hotel website to book their accommodations, up from 2007-2010 figures. The remaining 3% (one respondent) used Expedia*.

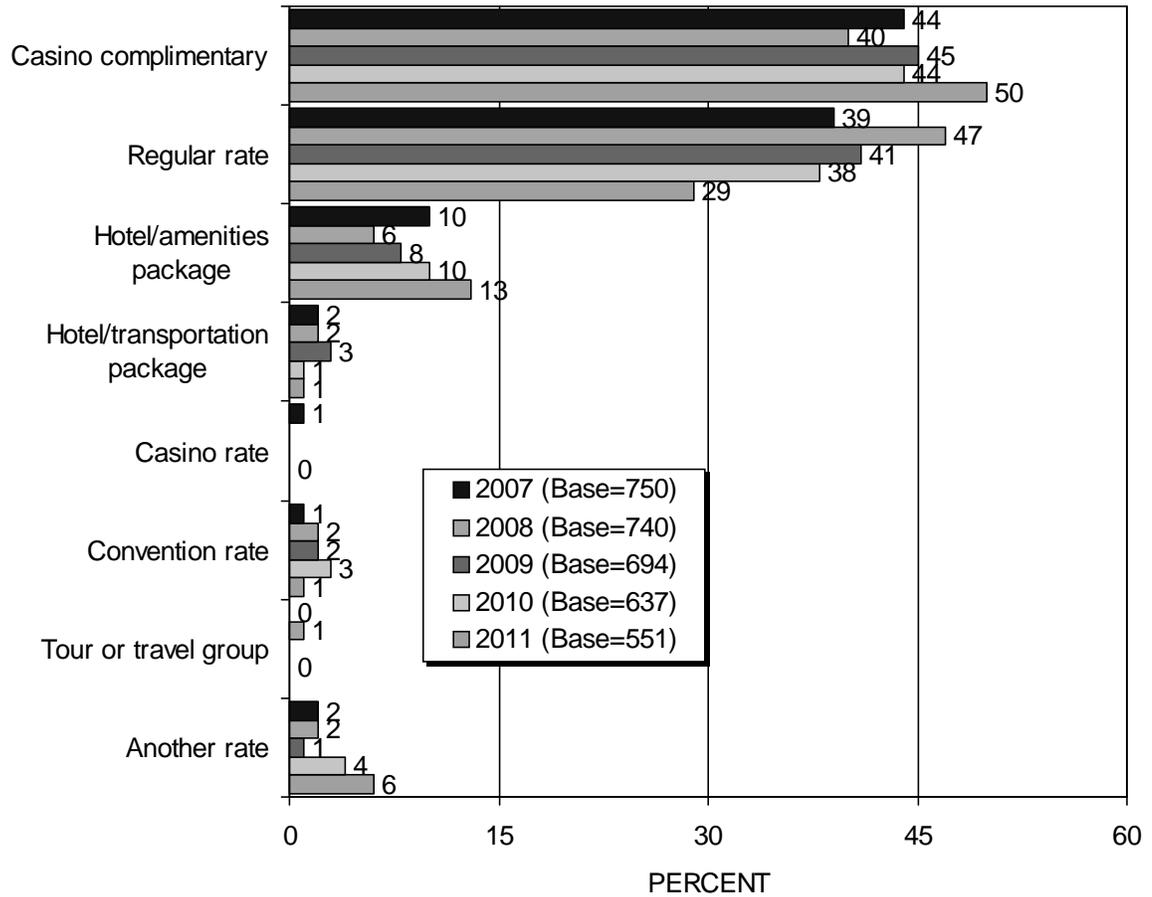
* Note very small base sizes.

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



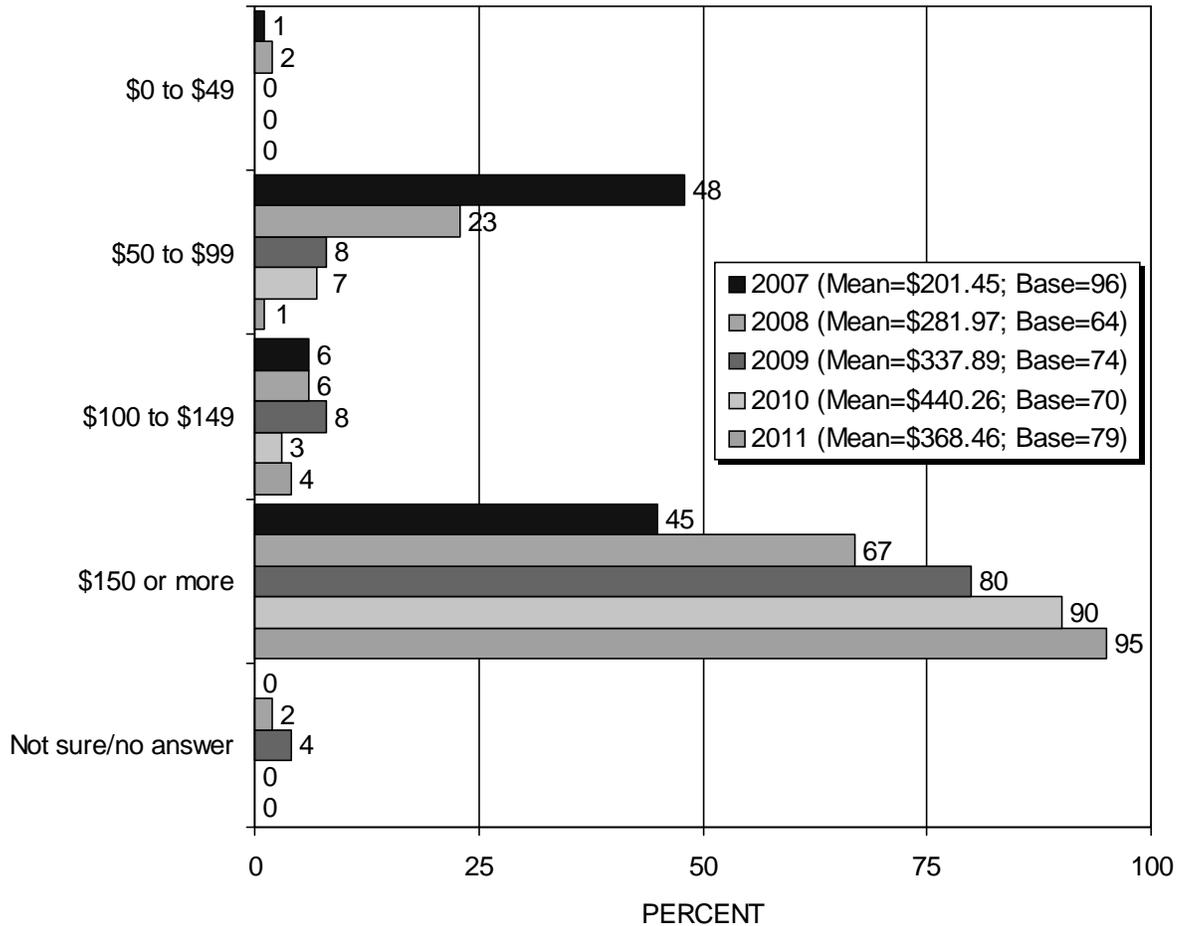
We asked those staying in a hotel, motel, or RV park how far in advance they had booked their accommodations (Figure 34). Three percent (3%) booked their accommodations on the day of their arrival, (down significantly from 16% in 2007, 17% in 2008, 12% in 2009, and 9% last year). Sixteen percent (16%) of visitors booked one to six days in advance (down significantly from 22% in 2008), 53% booked seven to 14 days in advance (up from 30% in 2007, 34% in 2008, 42% in 2009, and 45% last year), 12% booked 15 to 30 days in advance (down from 17% in 2007), and 16% booked more than 30 days in advance, down significantly from 21% in 2007.

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



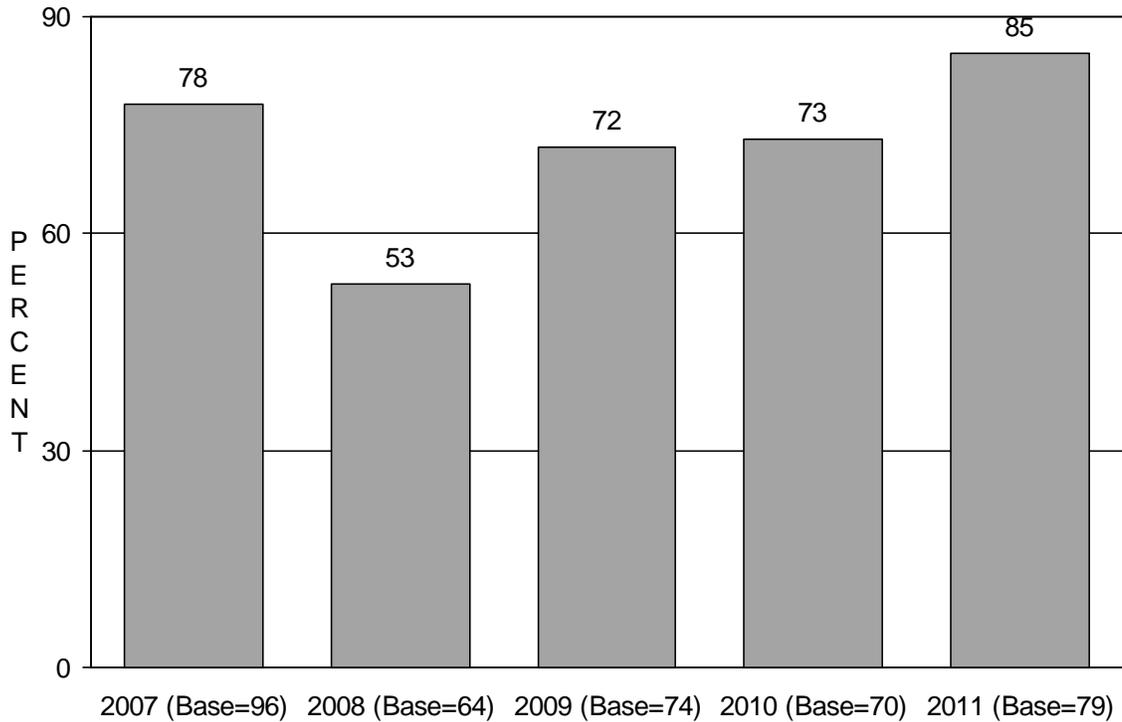
We asked those staying in a hotel or motel what type of room rate they had received for their accommodations (Figure 35). One-half (50%) received a casino complimentary rate, up from 44% each in 2007 and 2010, and 40% in 2008. Twenty-nine percent (29%) said they paid a regular room rate, down significantly from 39% in 2007, 47% in 2008, 41% in 2009, and 38% in 2010. Fourteen percent (14%) paid some type of group rate, with 1% saying it was a hotel/transportation package rate (down from 3% in 2009), and 13% saying it was a hotel/amenities package rate (up from 6% in 2008 and 8% in 2009). One percent (1%) paid a convention or company group rate (down from 2% each in 2008 and 2009 and 3% in 2010), and 6% reported paying some other rate (up from 2% each in 2007 and 2008 and 1% in 2009).

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-five percent (95%) said they paid \$150 or more, up significantly from 45% in 2007, 67% in 2008, and 80% in 2009. One percent (1%) paid \$50-\$99 on their package deal (down from 48% in 2007, 23% in 2008, and 8% in 2009). Four percent (4%) paid between \$100 to \$149. The average per-person package cost for 2011 was \$368.46, up significantly from \$201.45 in 2007 and \$281.97 in 2008.

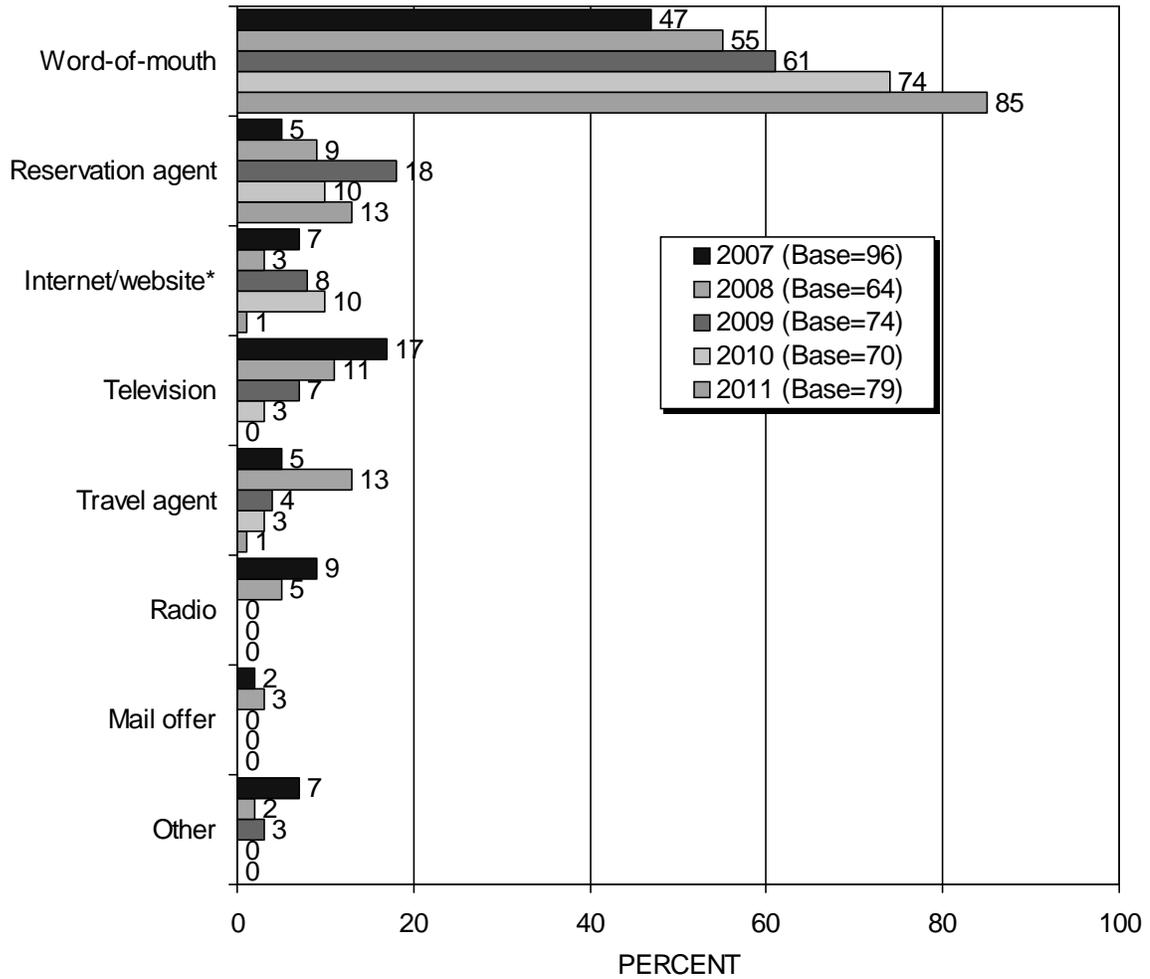
FIGURE 37
Package Purchased Directly From A Hotel*
(Among Those Who Bought A Package)



We asked visitors who purchased a package if they purchased it directly from the hotel, and 85% said they had, up significantly from 53% in 2008 and 72% in 2009 (Figure 37).

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

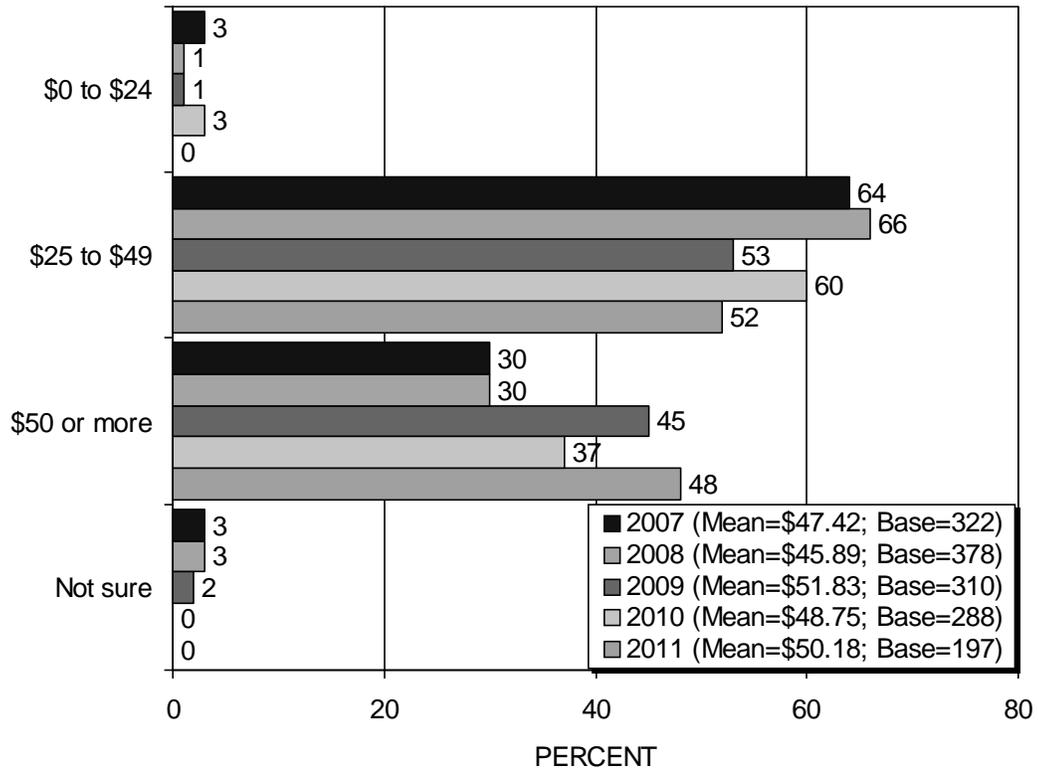
FIGURE 38
 Where First Heard About The Package
 (Among Those Who Bought A Package)



When asked where they first heard about the package they purchased, 85% of package purchasers said they first heard about it from friends, co-workers, or relatives (word-of-mouth), up significantly from 47% in 2007, 55% in 2008, and 61% in 2009. Among the remaining package purchasers, 13% said they first heard about the package they purchased from a reservation agent/call center, 1% said through the Internet* (down from 8% in 2009 and 10% last year), and 1% from a travel agent (down from 13% in 2008) (Figure 38).

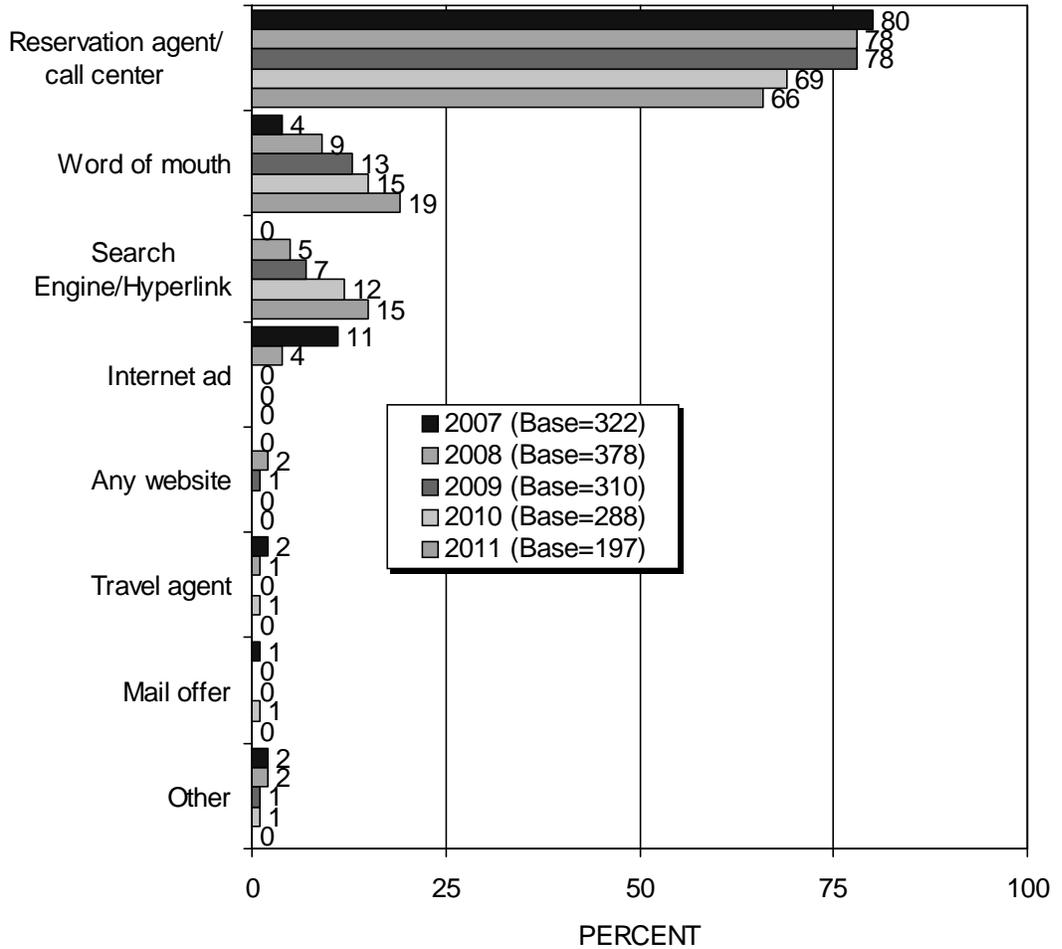
* Beginning in 2008 Internet responses were broken out to include "Internet Ad," "Any Website," and "Search engine/Hyperlink" as separate responses.

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



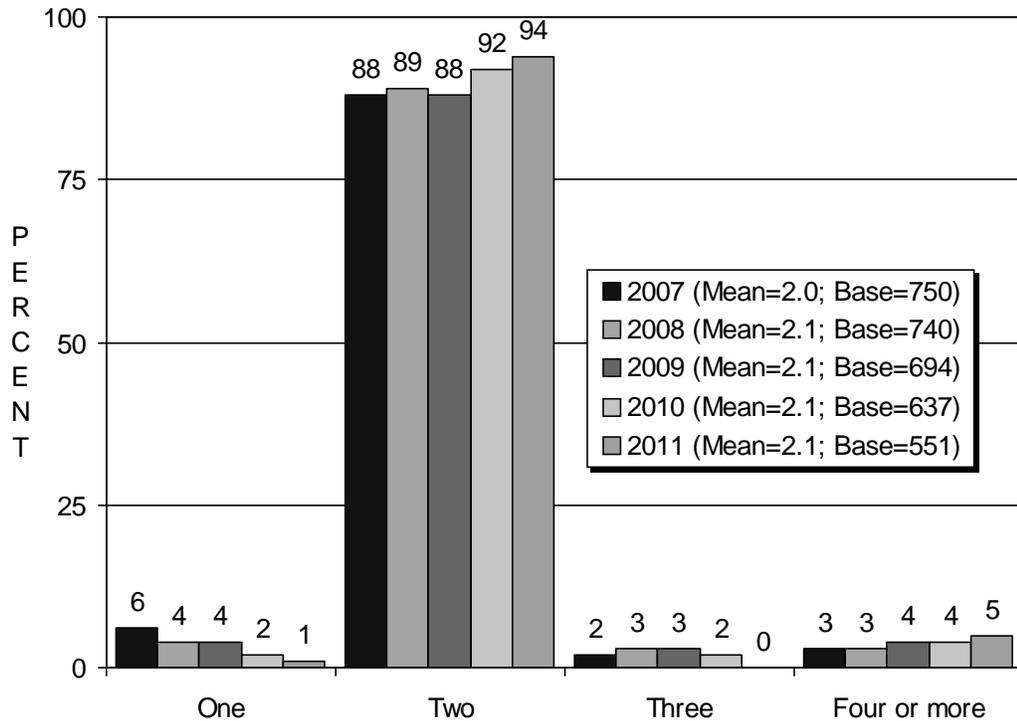
The average (mean) non-package hotel or motel expenditure was \$50.18, up significantly from \$45.89 in 2008 (Figure 39). Fifty-two percent (52%) of non-package hotel lodgers reported spending between \$25 to \$49 per night on their room (down from 64% in 2007 and 66% in 2008), while 48% spent \$50 or more, up significantly from 30% each in 2007 and 2008, and 37% last year.

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



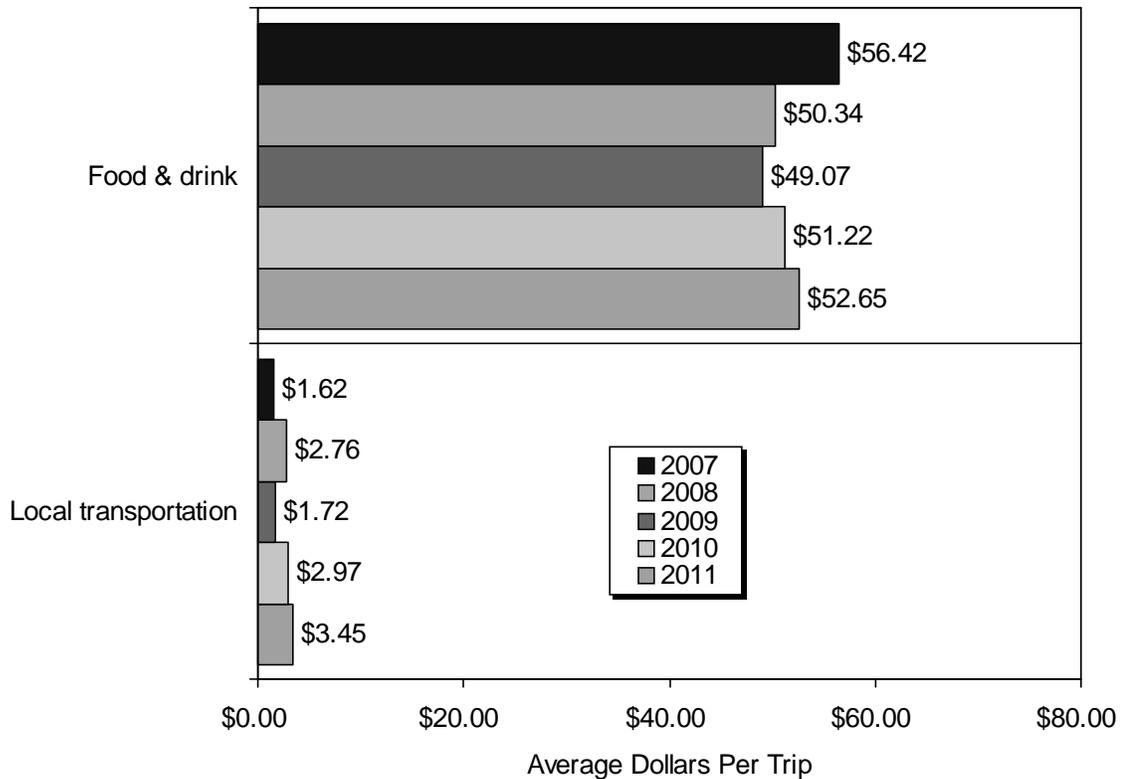
Non-package hotel and motel lodgers were asked how they first found out about the room rate they paid (Figure 40). Two-thirds (66%) said they first heard of their room rate from a reservation agent or through a call center (down significantly from 80% in 2007 and 78% each in 2008 and 2009). Nineteen percent (19%) said they found out through word of mouth (up from 4% in 2007, 9% in 2008, and 13% in 2009). Fifteen percent (15%) reported first hearing about their room rate through a search engine or hyperlink (up from 5% in 2008 and 7% in 2009).

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 (94%, up significantly from 88% each in 2007 and 2009 and 89% in 2008). The proportion of visitors lodging alone was 1% (down from 6% in 2007, and 4% each in 2008 and 2009). Less than 1% of visitors reported three room occupants (down from 2007-2010 results), while 5% reported four or more room occupants. The average (mean) number of room occupants was 2.1, up significantly from 2.0 in 2007.

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

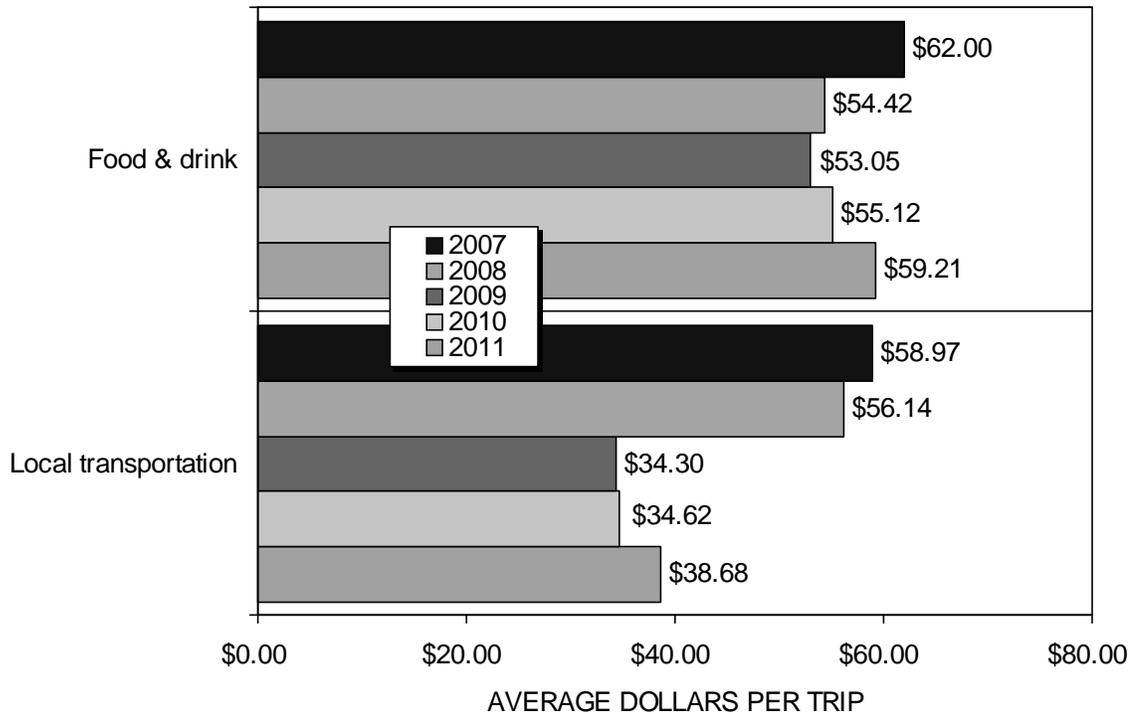


We asked all visitors about their daily expenditures on food and drink and on local transportation. Figure 42 shows the average trip expenditures *including visitors who said they spent nothing in that category*. In 2011, the average food and drink expenditures were \$52.65, not significantly different from past years.

The average local transportation expenditures for 2011 were \$3.45, up significantly from \$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)

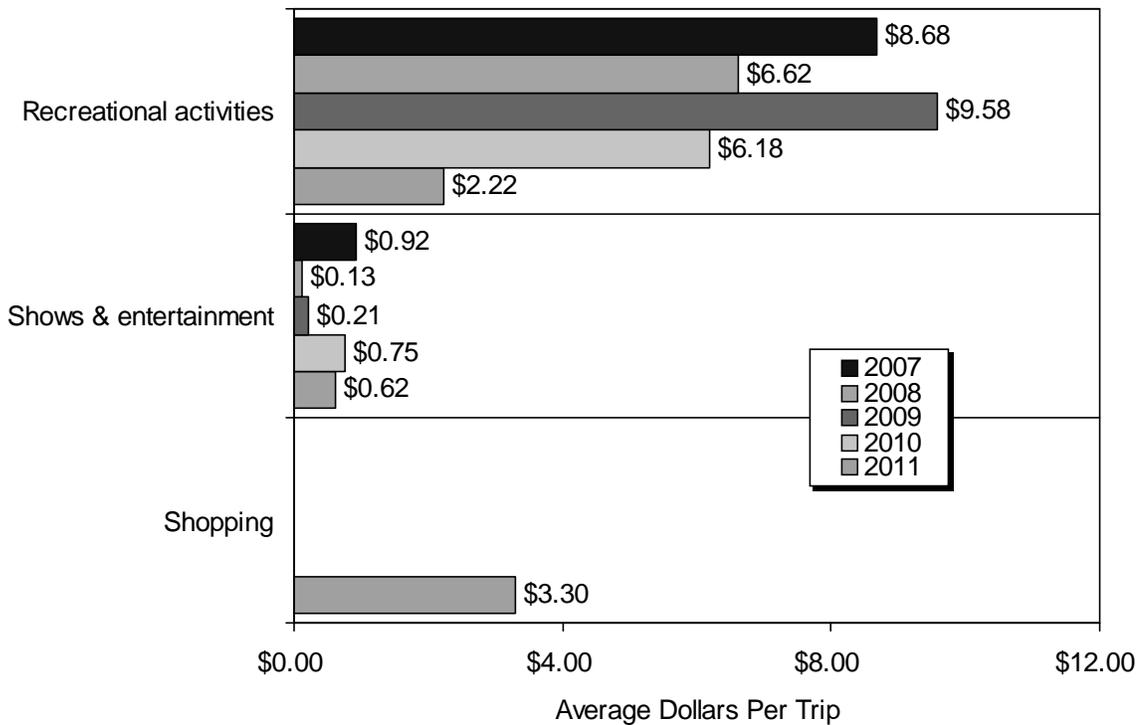


Among visitors who spent money in these categories, average trip expenditures on food and drink in 2011 were \$59.21, up significantly from \$54.42 in 2008, \$53.05 in 2009, and \$55.12 last year. The average expenditures on local transportation in 2011 were \$38.68, down from \$58.97 in 2007 and \$56.14 in 2008 (Figure 43).

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

	2007	2008	2009	2010	2011
<u>Food and Drink</u>					
Base size	(1092)	(1110)	(1110)	(1115)	(1067)
Proportion of total	91%	93%	93%	93%	89%
<u>Local Transportation</u>					
Base size	(33)	(59)	(60)	(103)	(107)
Proportion of total	3%	3%	5%	9%	9%

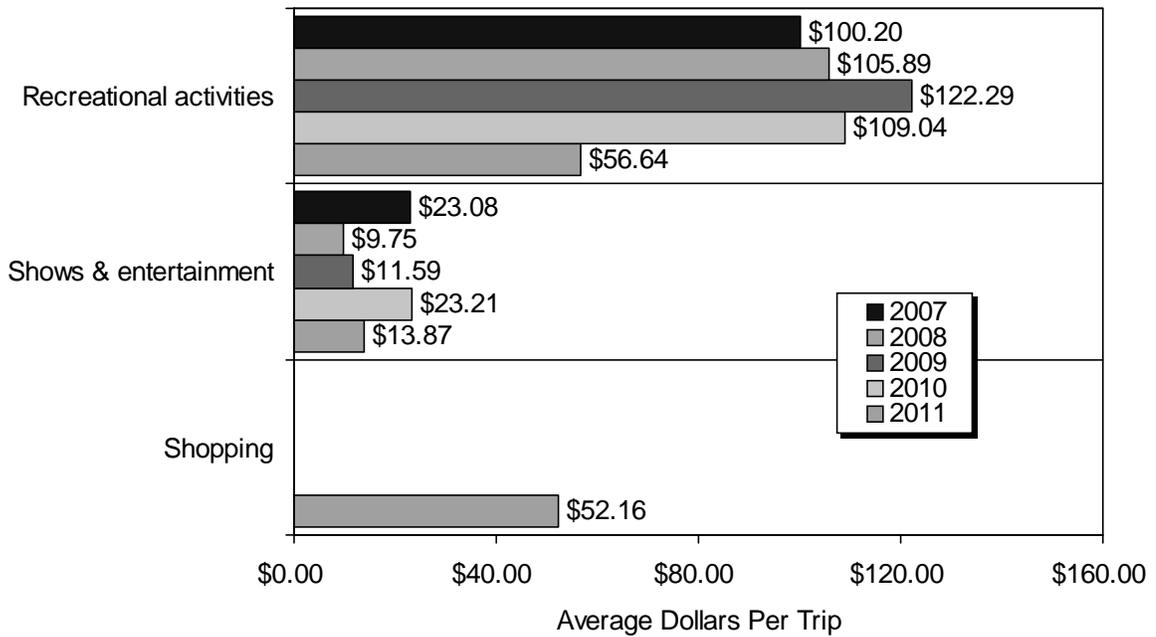
FIGURE 44
 Average Trip Expenditures On Recreational Activities,
 Shows And Entertainment, And Shopping*
 (Including Visitors Who Spent Nothing In That Category)



We asked all visitors about the amount of money they spent on recreational activities, shows and entertainment, and shopping* 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 2011 was \$2.22, down significantly from \$8.68 in 2007, \$6.62 in 2008, \$9.58 in 2009, and \$6.18 last year. The average expenditure for shows was \$0.62 per trip, up from \$0.13 in 2008 and \$0.21 in 2009. Beginning in 2011, we asked visitors for the amount spent on shopping during their visit to Mesquite. The average expenditure for shopping for 2011 was \$3.30.

* Shopping expenditures first asked in 2011.

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



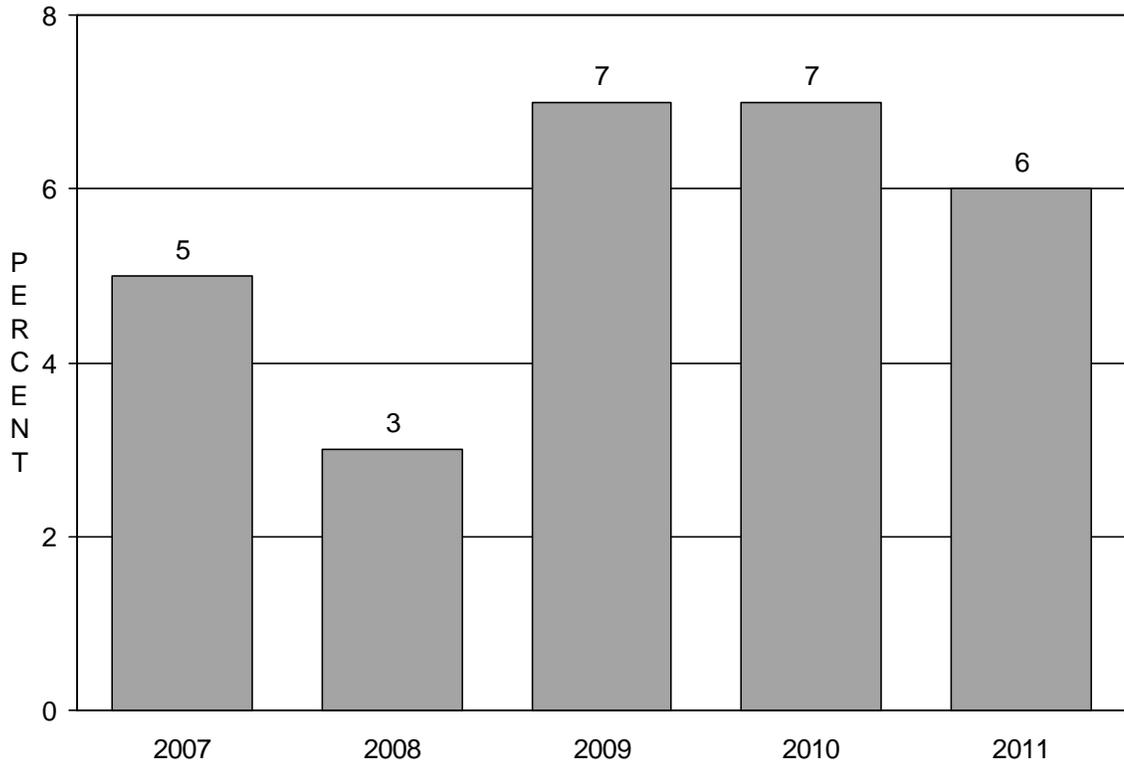
Considering only visitors who spent money in each category, the average expenditure for recreational activities in 2011 was \$56.64, down significantly from 2007-2010 results. The average expenditure for shows was \$13.87, up from \$9.75 in 2008, but down from \$23.08 in 2007. Beginning in 2011 visitors were asked how much they spent on shopping. In 2011, visitors spent an average of \$52.16 on shopping* (Figure 45).

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

	2007	2008	2009	2010	2011
Recreation					
Base size	(104)	(75)	(94)	(68)	(47)
Proportion of total	9%	6%	8%	6%	4%
Shows					
Base size	(48)	(16)	(23)	(39)	(54)
Proportion of total	4%	1%	2%	3%	5%
Shopping					
Base size	-	-	-	-	(76)
Proportion of total					6%

* Shopping expenditures first asked in 2011.

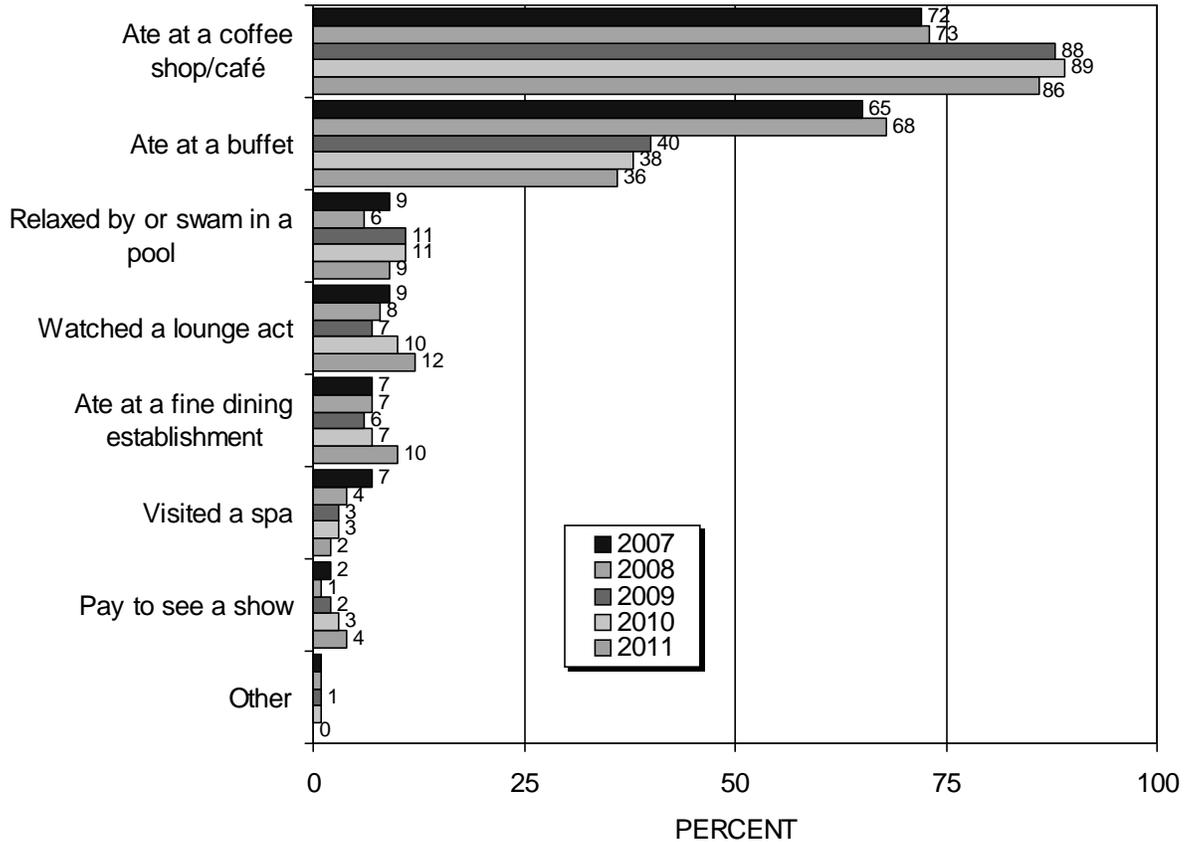
FIGURE 46
Whether Played Golf While Visiting Mesquite*



Six percent (6%) 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.

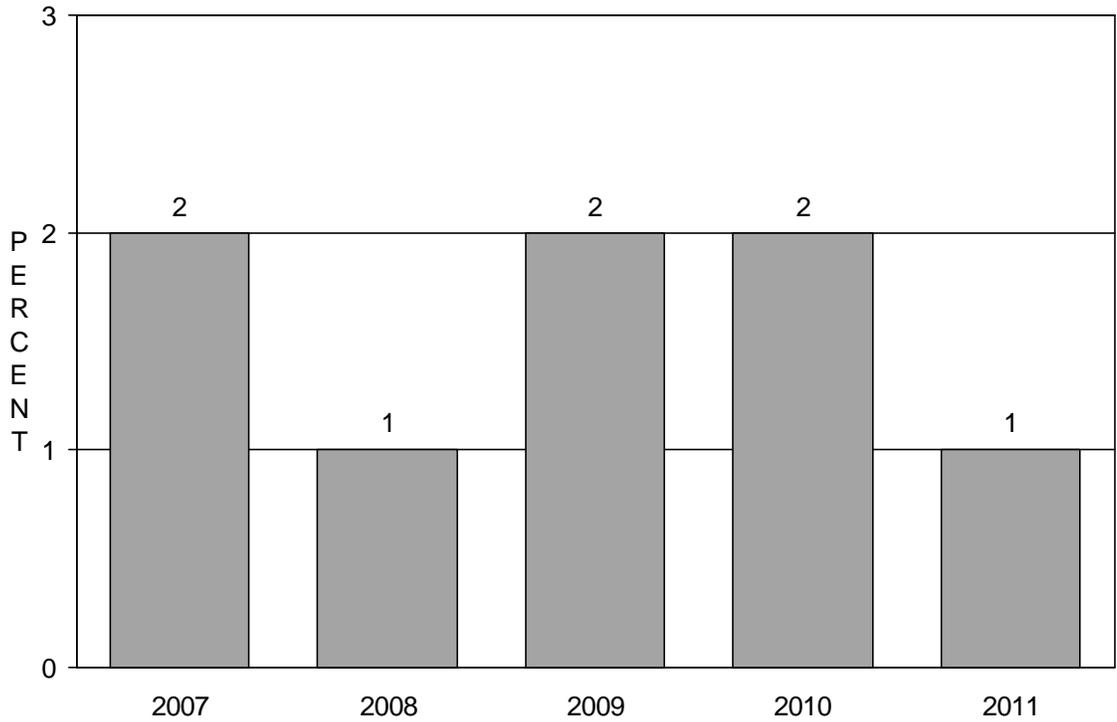
FIGURE 47
 Other Activities Participated In While Visiting Mesquite*



Visitors were asked whether they participated (or planned to participate) in several other activities during their visit to Mesquite (Figure 47). Eighty-six percent (86%) said they ate at a coffee shop or café in Mesquite (up from 72% in 2007 and 73% in 2008), while 36% said they ate at a buffet (down from 65% in 2007, 68% in 2008, and 40% in 2009), and 10% said they ate at a fine dining establishment (up from 6% in 2009 and 7% each in 2007, 2008, and 2010). Nine percent (9%) relaxed by or swam in a pool (up from 6% in 2008), 12% said they watched a lounge act (up from 8% in 2008 and 7% in 2009), 4% said they paid to see a show (up from 1% in 2008 and 2% each in 2007 and 2009), and 2% visited a spa (down from 7% in 2007, 4% in 2008, and 3% each in 2009 and 2010).

* Multiple responses were permitted to this question.

FIGURE 48
Whether Stopped By The Mesquite Visitors Center*



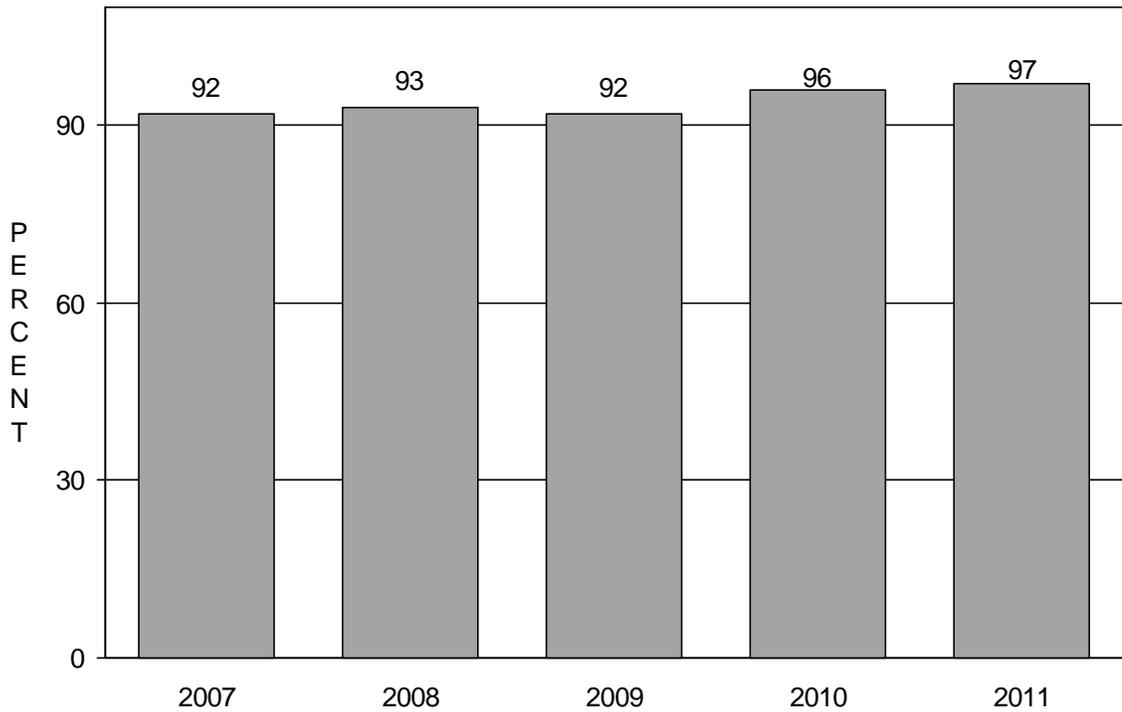
One percent (1%) of visitors said they stopped by the Mesquite Visitors Center while in Mesquite, not significantly different from past years (Figure 48).

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

GAMING BEHAVIOR AND BUDGETS

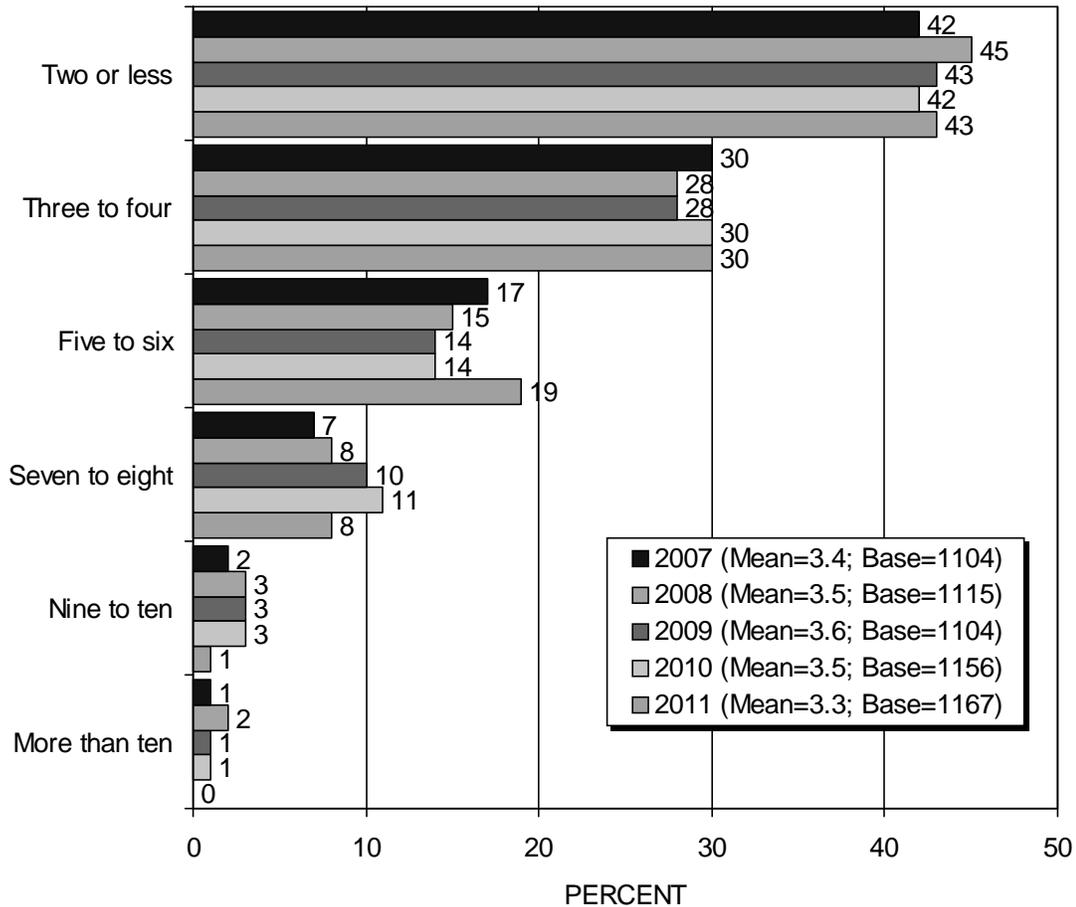
Ninety-seven percent (97%) of all visitors gambled while in Mesquite, up significantly from 92% each in 2007 and 2009, and 93% in 2008 (Figure 49).

FIGURE 49
Whether Gambled While In Mesquite*



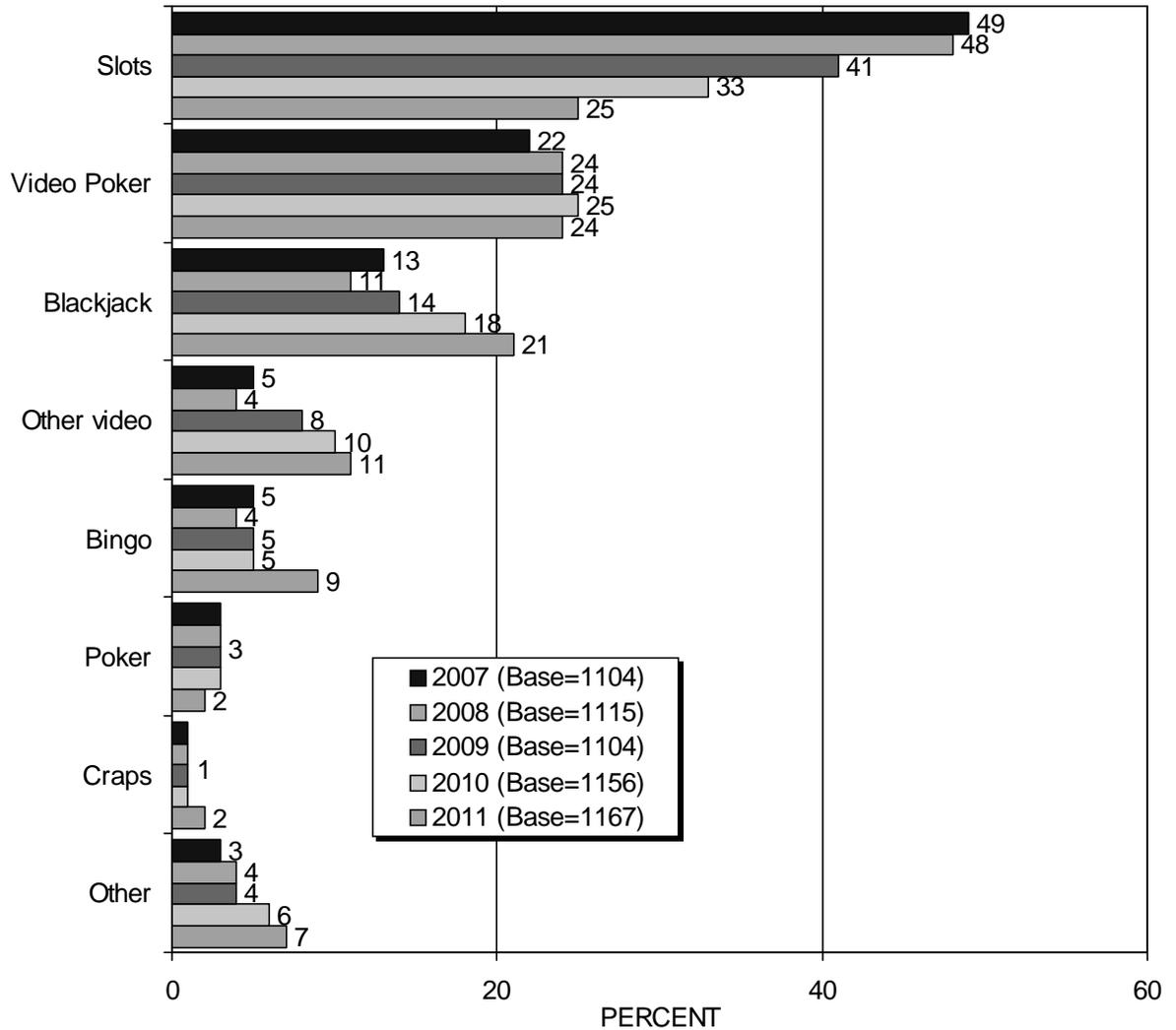
* Only "Yes" responses are reported in this figure.

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



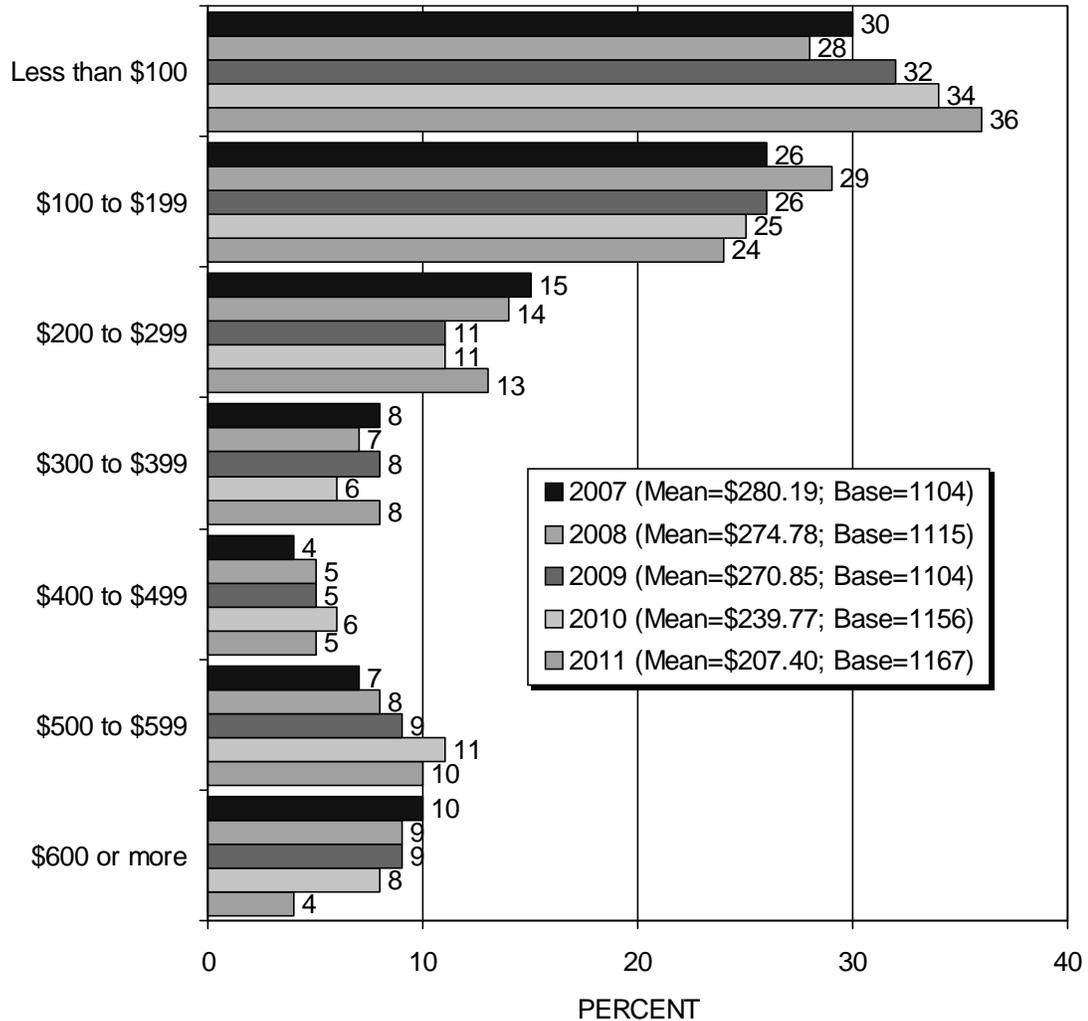
Among those who gambled while in Mesquite in 2011, 43% spent two hours or less gambling daily, similar to past years (Figure 50). Another 30% spent three to four hours per day gambling, while 19% spent five to six hours per day gambling (up significantly from 15% in 2008 and 14% each in 2009 and 2010), and 9% gambled more than six hours per day (down from 14% in 2009 and 15% last year). The average (mean) number of hours spent gambling in 2011 was 3.3, down significantly from 3.6 hours in 2009 and 3.5 hours each in 2008 and 2010.

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



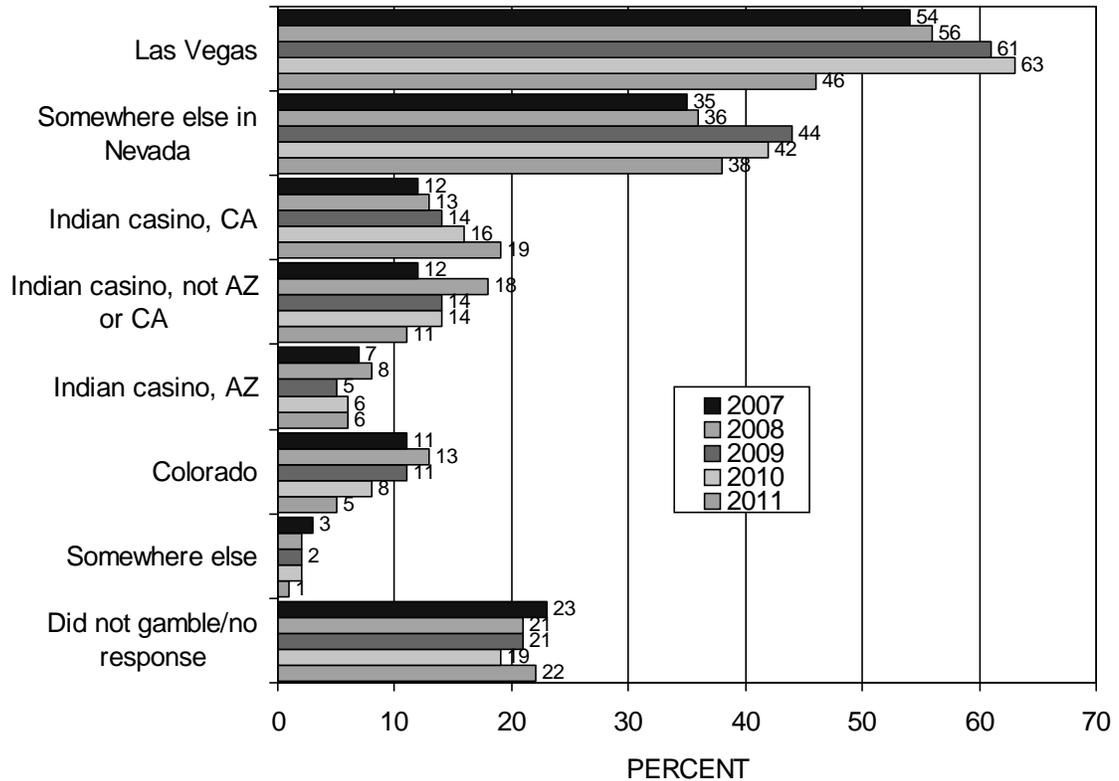
As Figure 51 shows, one in four gamblers (25%) played slot machines most often, down significantly from 49% in 2007, 48% in 2008, 41% in 2009, and 33% last year. Twenty-four percent (24%) played video poker most often, while 21% played blackjack most often (up from 13% in 2007, 11% in 2008, and 14% in 2009). Eleven percent (11%) played other video games most often (up from 5% in 2007 and 4% in 2008), 9% played Bingo most often (up significantly from 4% in 2008 and 5% each in 2007, 2009, and 2010), and 2% each played poker and craps most often (up from 1% each from 2007-2010).

FIGURE 52
Trip Gambling Budget
(Among Those Who Gambled)



The average trip gambling budget in 2011 was \$207.40, down significantly from the average gambling budgets of \$280.19 in 2007, \$274.78 in 2008, \$270.85 in 2009, and \$239.77 last year (Figure 52). Thirty-six percent (36%) said they budgeted less than \$100 for gambling (up significantly from 30% in 2007, 28% in 2008, and 32% in 2009), 24% budgeted between \$100 to \$199 (down from 29% in 2008), 13% budgeted between \$200 to \$299, 23% budgeted between \$300 and \$599, and 4% budgeted \$600 or more (down from 10% in 2007, 9% each in 2008 and 2009, and 8% last year).

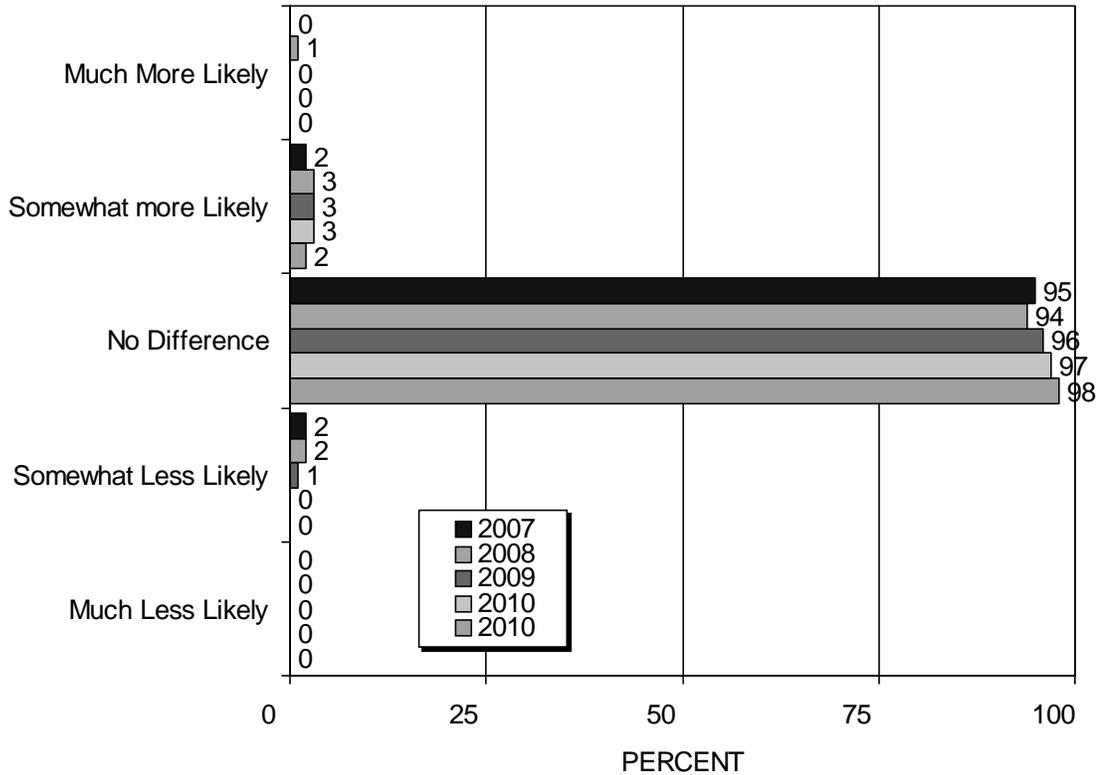
FIGURE 53
 Where Visitors Gambled Outside Mesquite*



All Mesquite visitors were asked where else they had gambled in a casino facility during the past 12 months outside of Mesquite (Figure 53). Forty-six percent (46%) reported gambling in Las Vegas during the past year (down significantly from 54% in 2007, 56% in 2008, 61% in 2009, and 63% last year), while 38% said they gambled somewhere else in Nevada (down from 44% in 2009, and 42% in 2010). Nineteen percent (19%) said they have gambled at a casino on an Indian reservation in California (up from 12% in 2007, 13% in 2008, and 14% in 2009) and 6% at a casino on an Indian reservation in Arizona, while 11% said they have gambled at a casino on an Indian reservation not in Arizona or California (down from 18% in 2008 and 14% last year). Another 5% said they have gambled at a casino in Colorado (down from 13% in 2008, 11% each in 2007 and 2009, and 8% last year) and 1% gambled somewhere else (down from 3% in 2007 and 2% each from 2008 - 2010). Twenty-two percent (22%) of visitors did not gamble at any of these locations, up from 19% in 2010.

* Multiple responses were permitted to this question.

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



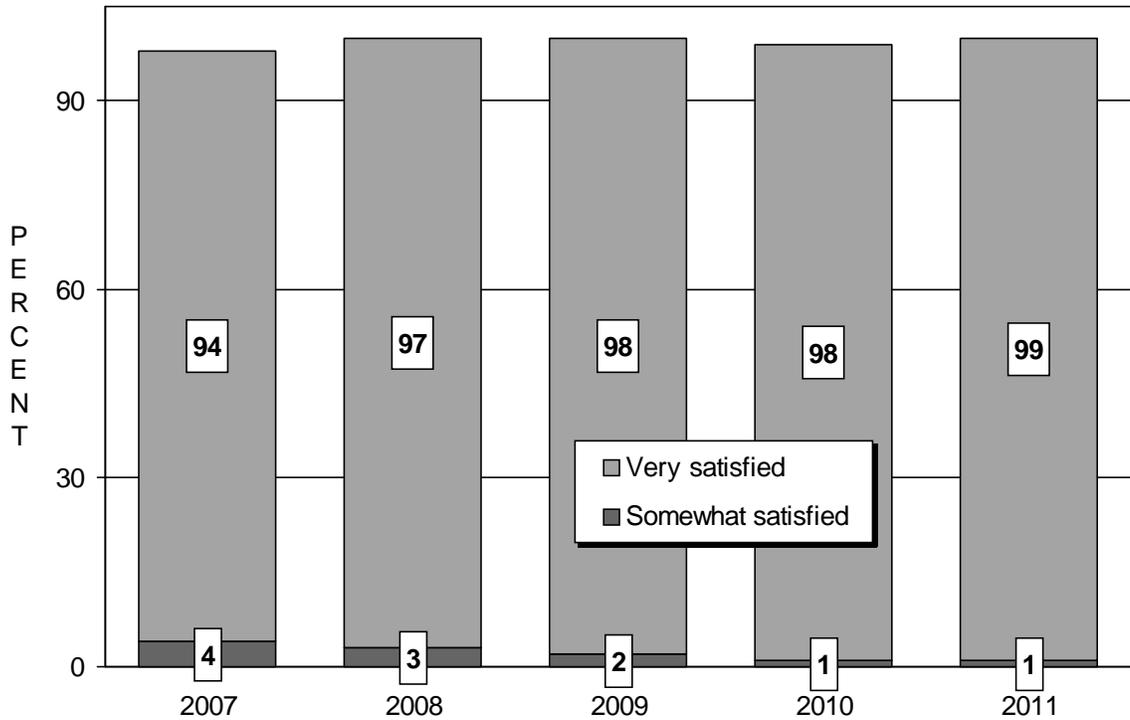
All visitors to Mesquite were asked a competitive impact question, worded as follows:

“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 (98%) said that having other places to gamble made no difference in their decision to visit Mesquite, up significantly from 95% in 2007, 94% in 2008, and 96% in 2009 (Figure 54). The remaining 2% said it made them somewhat more likely to visit Mesquite, and less than 1% said it made them somewhat or much less likely to visit Mesquite (down from 2007-2009 results).

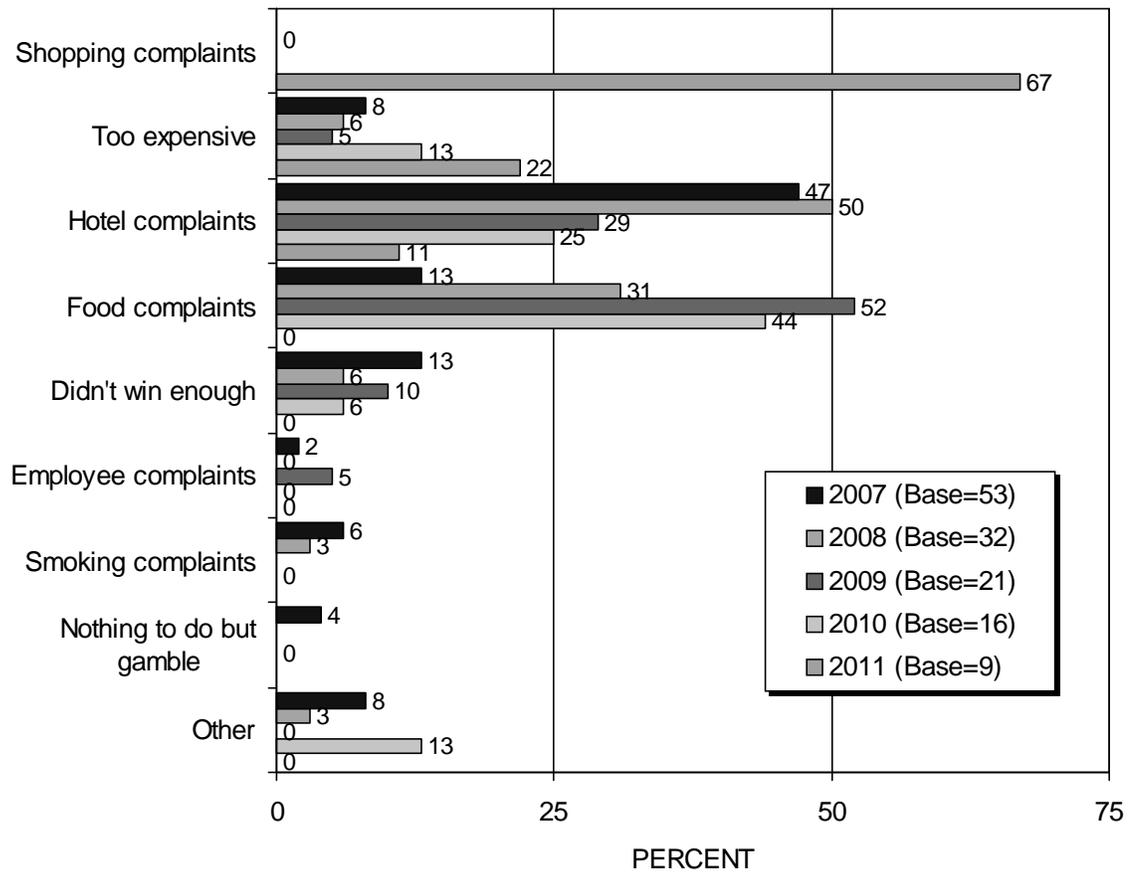
ATTITUDINAL INFORMATION

FIGURE 55
Satisfaction With Visit



Virtually all visitors (99.9%) gave Mesquite a high satisfaction rating (Figure 55), with 99% saying they were “very” satisfied with their visit to Mesquite (up from 94% in 2007, 97% in 2008, and 98% each in 2009 and 2010). One percent (1%) were “somewhat” satisfied (down from 4% in 2007, 3% in 2008, and 2% in 2009), and only one respondent expressed dissatisfaction with their visit to Mesquite.

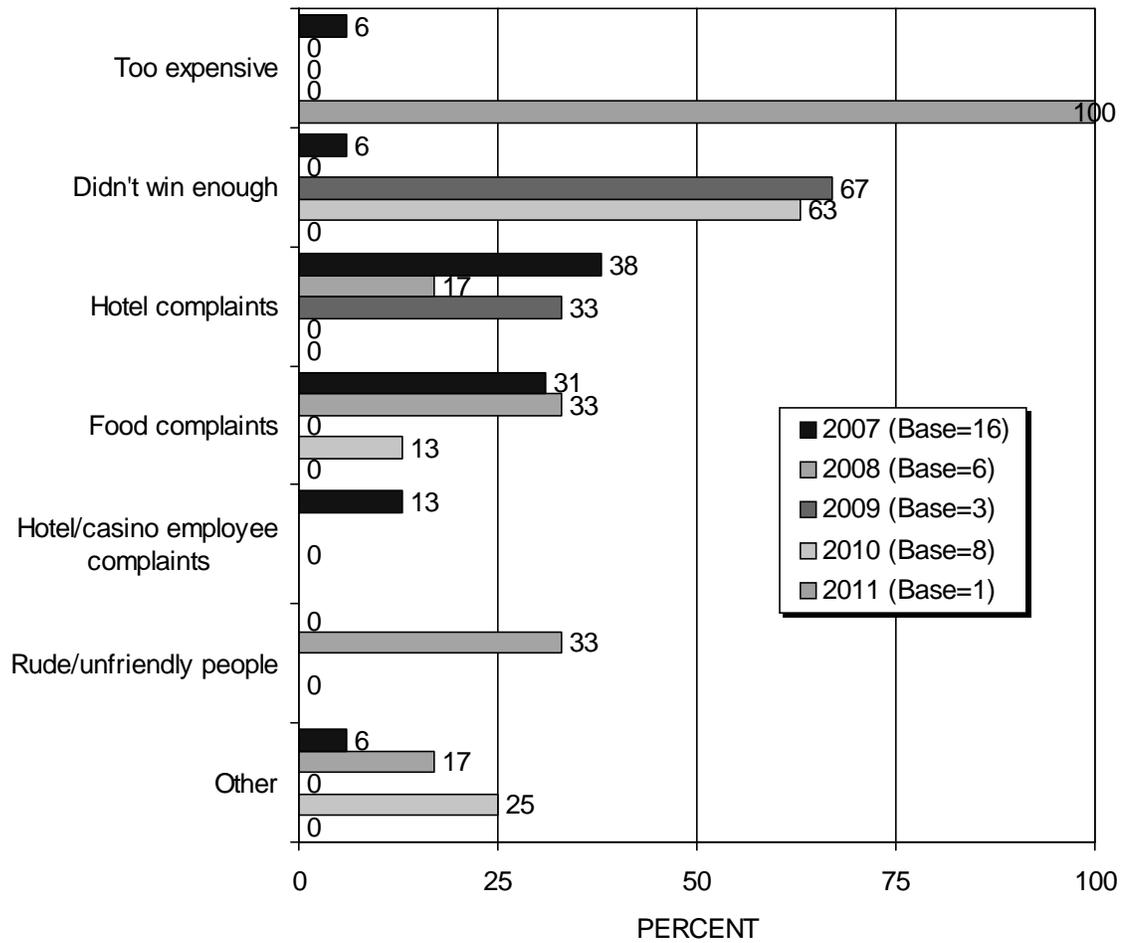
FIGURE 56
Why Not “Very” Satisfied With Visit
(Among Those Who Were “Somewhat” Satisfied)



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 nine visitors in this category in 2011, six (67%) complained about the shopping, while two (22%) thought Mesquite was too expensive, and one (11%) complained about their hotel .

* Note very small base sizes for 2009-2011.

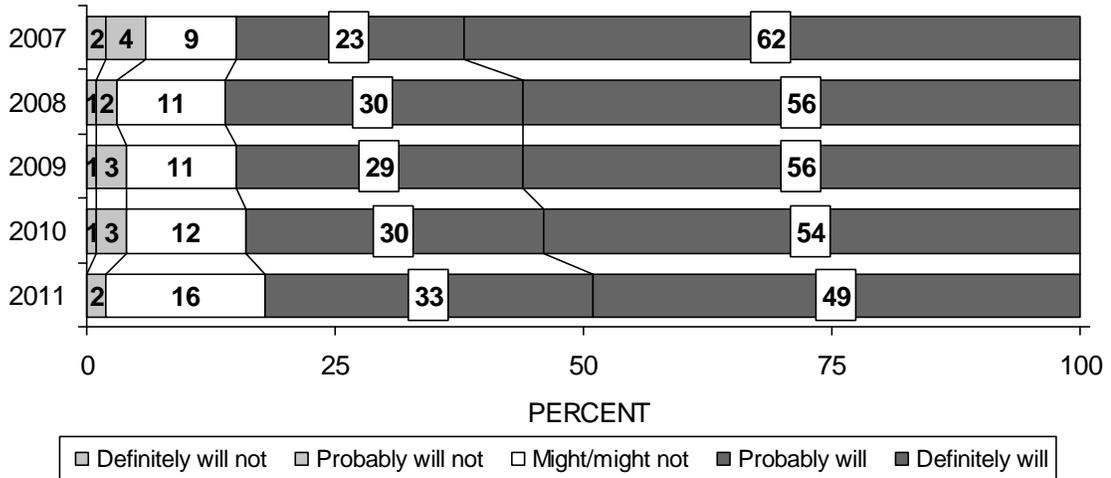
FIGURE 57
 Why Dissatisfied With Visit
 (Among Those Who Were Dissatisfied)



Those who were dissatisfied with their visit to Mesquite were asked why (Figure 57). The only visitor to say they were dissatisfied in 2011 said they were dissatisfied because they thought Mesquite was too expensive*.

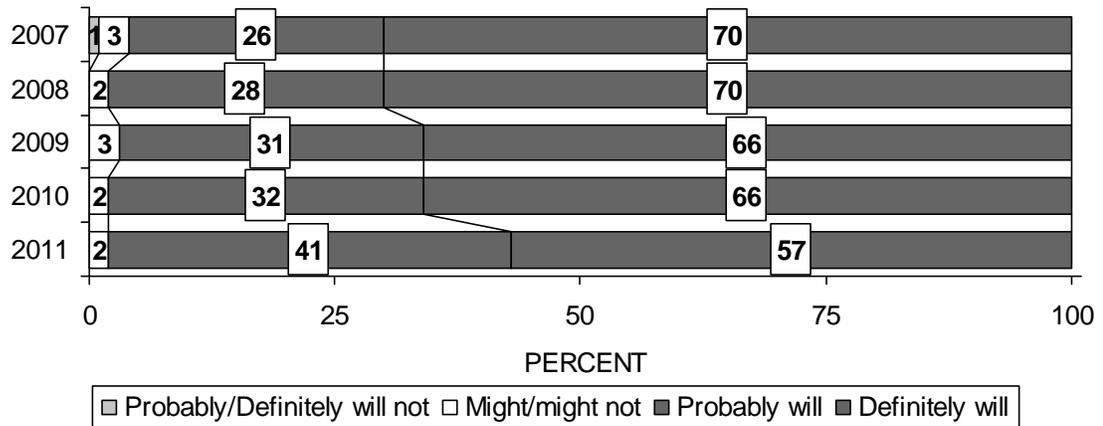
* Note very small base sizes for 2007-2011.

FIGURE 58
 Likelihood Of Returning To Mesquite Next Year



Visitors were asked how likely they are to return to Mesquite the following year (Figure 58) and 82% of visitors in 2011 said they “definitely” or “probably” will (down from 86% in 2008), with 49% saying they “definitely” will (down significantly from 62% in 2007, 56% each in 2008 and 2009, and 54% last year) and 33% saying they “probably” will (up from 23% in 2007 and 29% in 2009). Sixteen percent (16%) said they “might or might not” return to Mesquite in the next year, up from 9% in 2007, 11% each in 2008 and 2009, and 12% in 2010. The remaining 2% said they “definitely” or “probably” will not return to Mesquite in the next year, down from 6% in 2007 and 4% each in 2009 and 2010.

FIGURE 59
 Likelihood Of Recommending Mesquite To Others



Visitors were also first asked how likely they are to recommend Mesquite to others (Figure 59) and 98% of visitors in 2011 said they “definitely” or “probably” will recommend Mesquite, up significantly from 96% in 2007.

VISITOR DEMOGRAPHICS

As Figures 60 and 61 show, 2011 Mesquite visitors were likely to be married (95%, up from 90% in both 2007 and 2008, and 91% in 2009), white (96%), and from the Western U.S. (80%, up from 76% each from 2008 - 2010). The average age was 57.0 (down from 2007-2010), with 36% 65 or older (up from 32% in 2007). Visitors were more likely to be retired (53%) than employed (45%). Thirty-eight percent (38%) had a household income of less than \$60,000 (down from 63% in 2007, 53% in 2008, 57% in 2009, and 46% last year). Thirty-seven percent (37%) had a high school education or less (down from 41% in 2007 and 42% in 2009), while 44% reported some college (up from 38% in 2007 and 40% in 2009), and 18% were college graduates.

FIGURE 60
 VISITOR DEMOGRAPHICS

	2007	2008	2009	2010	2011
<u>GENDER</u>					
Male	50%	50%	49%	50%	50%
Female	50	50	51	50	50
<u>MARITAL STATUS</u>					
Married	90	90	91	93	95
Single	3	2	2	1	1
Separated/divorced	4	5	3	3	2
Widowed	3	3	4	3	3
<u>EMPLOYMENT</u>					
Employed	46	45	42	43	45
Unemployed	1	1	2	2	2
Retired	51	53	55	55	53
Homemaker	2	1	1	1	0
<u>EDUCATION</u>					
High school or less	41	40	42	38	37
Some college	38	41	40	45	44
College graduate	19	19	16	17	18
Trade/vocational school	2	1	1	1	1
<u>AGE</u>					
21 to 29	2	2	2	2	2
30 to 39	4	4	4	5	6
40 to 49	12	13	10	12	17
50 to 59	28	24	24	24	23
60 to 64	22	20	21	18	16
65 or older	32	37	40	39	36
MEAN	58.9	59.0	59.8	58.8	57.0
BASE	(1200)	(1200)	(1200)	(1200)	(1200)

FIGURE 61
VISITOR DEMOGRAPHICS
(Continued/2)

	2007	2008	2009	2010	2011
<u>ETHNICITY</u>					
White	96%	96%	97%	95%	96%
African-American/Black	1	1	2	2	2
Asian/Asian American	1	1	1	1	0
Hispanic/Latino	1	1	0	1	1
Other	1	1	1	1	1
<u>HOUSEHOLD INCOME</u>					
Less than \$20,000	3	2	2	1	1
\$20,000 to \$39,999	31	18	21	10	6
\$40,000 to \$59,999	29	33	34	35	31
\$60,000 to \$79,999	22	18	19	24	24
\$80,000 or more	13	27	22	28	39
Not sure/no answer	2	2	1	1	0
<u>VISITOR ORIGIN</u>					
<u>U.S.A.</u>	<u>92</u>	<u>91</u>	<u>91</u>	<u>92</u>	<u>95</u>
Eastern states*	2	1	2	2	1
Southern states†	5	5	4	6	5
Midwestern states‡	8	8	10	8	8
Western states§	<u>78</u>	<u>76</u>	<u>76</u>	<u>76</u>	<u>80</u>
<u>California</u>	8	9	10	11	12
Southern California	7	8	8	9	8
Northern California	1	1	2	2	4
<u>All Other West</u>	<u>70</u>	<u>67</u>	<u>66</u>	<u>65</u>	<u>68</u>
Utah	28	30	26	26	29
Arizona	5	4	4	4	6
Greater Las Vegas	11	9	9	10	9
Other West	26	25	26	26	24
<u>Foreign</u>	<u>8</u>	<u>9</u>	<u>9</u>	<u>8</u>	<u>5</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	6%	SKIP TO A4 ON PAGE 2
VISITED BEFORE.....	94	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.)**

26.0 MEAN (ALL VISITORS)
27.6 MEAN (REPEAT VISITORS) (N=1129)

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

9.2 MEAN (ALL VISITORS)
9.7 MEAN (REPEAT VISITORS) (N=1129)

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 5
 BILLBOARD/SIGN 7
 FRIENDS/RELATIVES
 (WORD-OF-MOUTH)..... 30
 TRAVEL AGENT 0
 JUST PASSING THROUGH..... 55
 BROCHURE/PAMPHLET 0
 SOME OTHER WAY 3
 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 MEETING0%
 TO GAMBLE.....16
 VACATION/PLEASURE1
 VISIT FRIENDS/RELATIVES2
 TO ATTEND A SPECIAL
 EVENT (E.G., GOLF, RODEO,
 OR A FIGHT)3
 OTHER BUSINESS
 PURPOSES.....1
 JUST PASSING THROUGH34
 TO PLAY GOLF6
 TO RELAX/GET AWAY25
 TO DINE7
 SOME OTHER REASON6
 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 55%	ASK A7
ONLY DESTINATION..... 45	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=660)
- CALIFORNIA..... 28%
 - MESQUITE, NEVADA..... 23
 - LAS VEGAS, NEVADA 19
 - ARIZONA 11
 - UTAH..... 6
 - COLORADO..... 3
 - OTHER WEST 6
 - OTHER U.S..... 2
 - OTHER NORTH AMERICA 0
 - NO PARTICULAR DESTINATION..... 3
 - DON'T KNOW/NO ANSWER..... 0

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

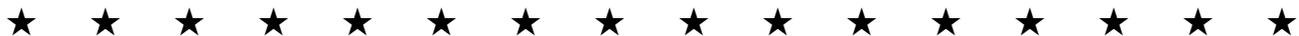
- Air..... 0%
- Bus
(IF “YES” ASK: “Do you mean...”:
Regularly scheduled bus service like Greyhound..... 0
- Or a chartered or escorted bus service or bus tour 1
- Automobile..... 76
- Truck..... 16
- Motorcycle 0
- Recreational Vehicle (RV)..... 7
- REFUSED/NA..... 0

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

- SAME DAY 46%
- 1-3 DAYS BEFORE 5
- 4-6 DAYS BEFORE 5
- 7-14 DAYS BEFORE 21
- 15-30 DAYS BEFORE 11
- 31-60 DAYS BEFORE 5
- 61-90 DAYS BEFORE 5
- MORE THAN 90 DAYS BEFORE..... 2
- 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=6)

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>RE-FUSED</u>
Influence your decision to visit Mesquite?	17%	83%	0%	0%
Influence your choice of accommodations?	0	100	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?

YES.....3%	ENTER "YES" IN B4a AND GO TO B4b
NO..... 97	
NOT SURE/DK..... 0	ASK B4a
REFUSED/NA..... 0	

B4a. Did you use the Internet in planning your trip?
 YES.....6%
 NO.....94

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

B4b. Did you find information on the Internet that influenced your choice of accommodations?
 YES..... 47% (N=68)
 NO..... 53
 REFUSED/NA..... 0

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?

				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.	54%	1%	1%	44%	0%	0%
b.	4	0	13	83	0	0
c.	11	0	2	86	0	0
d.	4	0	2	94	0	0
e.	66	14	17	3	0	0
f.	10	0	0	90	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.	98%	2%	1%	0%	(N=669)
b.	23	2	75	0	(N=205)
c.	81	1	17	2	(N=164)
d.	63	0	33	4	(N=78)
e.	68	14	18	0	(N=1167)
f.	95	0	3	2	(N=120)

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 46%
- FRIENDS/RELATIVES 2
- RV/CAMPER/CAMPING 8
- DID NOT LODGE ANYWHERE .. 44
- 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=551)

- a. Booked by phone, calling the hotel or motel 86%
- b. Booked through a travel agent (either in person or by phone) 0
- 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 5
- e. Booked in person at the hotel or motel 3
- 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=29)

- a. AOL (America Online)0%
- b. Cheaptickets0
- c. Expedia.com3
- d. Hotwire.com0
- e. Mapquest.com0
- f. Orbitz0
- g. Priceline.com0
- h. Travel.com0
- i. Travelocity0
- j. Yahoo0
- k. Hotel website (any)97
- l. OTHER0
- m. NOT SURE/DK0
- n. 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=551)

- SAME DAY3%
- 1-6 DAYS BEFORE16
- 7-14 DAYS BEFORE53
- 15-30 DAYS BEFORE12
- MORE THAN 30 DAYS BEFORE16
- NOT SURE/DK0
- REFUSED/NA0

C3. Including yourself, how many people stayed in your room? (N=551)

- ONE1%
- TWO94
- THREE0
- FOUR OR MORE5
- REFUSED/NA0

2.1 MEAN

C4. Which of the following rate categories best describes your room rate? **(SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.)** (N=551)

HOTEL/TRANSPORTATION PACKAGE DEAL1%	ASK C5
TOUR/TRAVEL GROUP0	
HOTEL/AMENITIES PACKAGE DEAL13	SKIP TO C8
CONVENTION GROUP/COMPANY MEETING.....1	
CASINO RATE0	
REGULAR FULL-PRICE ROOM RATE29	SKIP TO C9
CASINO COMPLIMENTARY.....50	
ANOTHER RATE6	SKIP TO C8
NOT SURE/DK.....0	
REFUSED/NA0	

C5 Did you purchase your package directly from a hotel? (N=79)

YES.....85%

NO.....15

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=79)

\$0 - \$49 0%

\$50 - \$99 1

\$100 - \$149 4

\$150 or more 95

Refused/No answer 0

\$368.46 MEAN

\$369.00 MEDIAN

C7. Where did you *first* hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=79)

NEWSPAPER0%

TELEVISION0

RADIO.....0

MAGAZINE0

TRAVEL AGENT.....1

WORD-OF-MOUTH85

BROCHURE0

SEARCH ENGINE/HYPERLINK.....1

OFFER RECEIVED IN THE MAIL.....0

E-MAIL OFFER.....0

RESERVATION AGENT/ CALL CENTER13

OTHER.....0

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=197)

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

\$25 - \$49..... 52

\$50 or more 48

Refused/No answer 0

\$50.18 MEAN

\$49.00 MEDIAN

C8a. How did you *first* find out about the room rate you paid? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=197)

- RESERVATION AGENT/
CALL CENTER 66%
- WORD-OF-MOUTH..... 19
- INTERNET AD (POP-UP
OR BANNER AD) 0
- WEBSITE..... 0
- SEARCH ENGINE/HYPERLINK 15
- OFFER RECEIVED IN THE MAIL..... 0
- TRAVEL AGENT 0
- OUTDOOR BILLBOARD 0
- 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..... 15%
- 2..... 70
- 3..... 4
- 4..... 10
- 5 or more 1
- 2.1 MEAN
- 2.0 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 44%
- 1 12
- 2 8
- 3 20
- 4 12
- 5 or more 4
- 1.6 MEAN
- 1.0 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 44%
- 2 12
- 3 8
- 4 20
- 5 12
- 6 or more 4
- 2.6 MEAN
- 2.0 MEDIAN

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

- SUNDAY 16%
- MONDAY 15
- TUESDAY 15
- WEDNESDAY 12
- THURSDAY 15
- FRIDAY 18
- SATURDAY..... 10
- REFUSED/NA..... 0

D1. Have you gambled during this visit to Mesquite?

YES 97%	ASK D2
NO 3	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=1167)

0-2	43%
3-4	30
5-6	19
7-8	8
9-10	1
MORE THAN 10.....	0
<u>3.3</u> MEAN	
<u>3.0</u> MEDIAN	

D3. Which type of casino game do you play *MOST OFTEN*. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=1167)

SLOT MACHINES	25%
VIDEO POKER.....	24
OTHER VIDEO MACHINES (21, KENO, ETC.).....	11
BINGO	9
BLACKJACK.....	21
CRAPS	2
KENO	0
POKER	2
ROULETTE	0
OTHER	7
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=1167)

\$1 - \$99	36%
\$100 - \$199	24
\$200 - \$299	13
\$300 - \$399	8
\$400 - \$499	5
\$500 - \$599	10
\$600 or more	4
Refused/No answer.....	0
<u>\$207.40</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.....	19%
B. At a casino on an Indian reservation in Arizona.....	6
C. At a casino on an Indian reservation outside of California and Arizona	11
D. At a casino in Colorado.....	5
I. In Las Vegas, Nevada	46
J. Somewhere else in Nevada (outside the Las Vegas area) ...	38
OTHER (SPECIFY:)	1

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	2
NO DIFFERENCE.....	98
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	35%	ASK B7
NO	65	
NOT SURE/DK.....	0	SKIP TO B8
REFUSED/NA	0	

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

- A. Las Vegas 47% (N=416)
- B. Laughlin..... 13
- C. Primm (Stateline) 7
- D. Hoover Dam 9
- E. Lake Mead..... 5
- F. Mt. Charleston/
Lee Canyon..... 0
- G. Valley of Fire 7
- H. Grand Canyon..... 13
- I. Death Valley 2
- J. Bryce Canyon..... 9
- K. Zion National Park..... 24
- L. St. George (Utah)..... 24
- X. Other 11

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..... 9%
- B. Play golf..... 6
- C. Visit a spa 2
- D. Eat at a buffet 36
- E. Eat at a coffee shop/café..... 86
- F. Eat at a fine dining establishment 10
- G. Sporting clays/skeet/
trap shooting..... 0
- H. Pay to see a show 4
- I. Watch a lounge act..... 12
- J. Other..... 0

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

- YES.....1%
- NO99
- 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. \$52.65 MEAN (INCLUDING \$0) (PER TRIP AVERAGE)
\$59.21 MEAN (EXCLUDING \$0)
- B. Local transportation (for example, car rental, taxi limo, gas). Please include all your daily transportation expenses \$3.45 MEAN (INCLUDING \$0) (PER TRIP AVERAGE)
\$38.68 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..... \$2.22 MEAN (INCLUDING \$0)
\$56.64 MEAN (EXCLUDING \$0)
- B. Shows/entertainment (not including gambling)..... \$0.62 MEAN (INCLUDING \$0)
\$13.87 MEAN (EXCLUDING \$0)
- C. Shopping (gifts, clothing, personal items) ... \$3.30 MEAN (INCLUDING \$0)
\$52.16 MEAN (EXCLUDING \$0)
- X. Other \$1.78 MEAN (INCLUDING \$0)
\$213.40 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..... 99%	SKIP TO G1 ON PAGE 9
Somewhat satisfied..... 1	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=9)

SHOPPING COMPLAINTS 67% OTHER 0
 TOO EXPENSIVE 22
 HOTEL COMPLAINTS 11
 DIDN'T WIN ENOUGH GAMBLING..... 0

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=1)

TOO EXPENSIVE 100%

- 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.....49%
 - Probably will33
 - Might/might not.....16
 - Probably will not2
 - Definitely will not.....0
 - 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 57%
 - Probably will recommend..... 41
 - 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..... 2	SKIP TO G3
Student..... 0	
Retired.....53	
Homemaker 0	
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=538)

- SERVICE WORKERS..... 43%
- SALES/CLERICAL..... 26
- MANAGERS/OFFICIALS/
PROPRIETORS..... 12
- PROFESSIONAL/TECHNICAL 14
- CRAFTWORKERS/FOREMEN 5
- FARMING/AGRICULTURE 1
- LABORER..... 0

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

- GRADE SCHOOL OR
SOME HIGH SCHOOL0%
- HIGH SCHOOL DIPLOMA
(FINISHED GRADE 12)37
- SOME COLLEGE (INCLUDES
JUNIOR/COMMUNITY
COLLEGE — NO BACHELOR'S
DEGREE).....44
- GRADUATED COLLEGE17
- GRADUATE SCHOOL
(MASTER'S OR PH.D.)..... 1
- TECHNICAL, VOCATIONAL,
OR TRADE SCHOOL 1
- REFUSED/NA0

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

- Married 95%
- Single..... 1
- Separated or divorced.....2
- Widowed.....3
- REFUSED/NA0

G5. What country do you live in?

USA	95%	ASK G6	
AUSTRALIA.....	0	* - less than 1%	
CANADA.....	5		
ENGLAND (GREAT BRITAIN)	0		
FRANCE	0		
GERMANY.....	0		
ITALY	0		
JAPAN	*		
MEXICO.....	0		
NETHERLANDS (HOLLAND)	0		SKIP TO G7
SOUTH KOREA.....	0		
SWEDEN.....	0		
OTHER EUROPE (NORWAY, DENMARK, SPAIN, PORTUGAL, ETC.; SPECIFY:)	*		
OTHER	0		
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	1%
SOUTH.....	5
MIDWEST	8
WEST	80
CALIFORNIA.....	12
SOUTHERN CA	8
NORTHERN CA	4
UTAH.....	29
ARIZONA	6
GREATER LAS VEGAS.....	9
OTHER WEST	24
FOREIGN VISITORS	5
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	2
ASIAN OR ASIAN AMERICAN	0
HISPANIC/LATINO	1
NATIVE AMERICAN	1
MIXED RACE	0
OTHER	0
NOT SURE/DON'T KNOW	0
REFUSED/NO ANSWER	0

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

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

57.0 MEAN
62.0 MEDIAN

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

- 21 to 29 2%
- 30 to 39 6
- 40 to 49 17
- 50 to 59 23
- 60 to 64 16
- 65 and older 36
- 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 1%
- B. \$20,000 to \$29,999 1
- C. \$30,000 to \$39,999 5
- D. \$40,000 to \$49,999 16
- E. \$50,000 to \$59,999 14
- F. \$60,000 to \$69,999 11
- G. \$70,000 to \$79,999 13
- H. \$80,000 to \$89,999 12
- I. \$90,000 to \$99,999 10
- J. \$100,000 or more 16
- NOT SURE/DK 0
- REFUSED/NA 0

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 ONLY 0%
- INTERNET CAPABILITIES ONLY 0
- BOTH 49
- NEITHER 51

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**

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