

**MESQUITE VISITOR  
PROFILE STUDY 2014**



**LAS VEGAS CONVENTION  
AND VISITORS AUTHORITY**

# **MESQUITE VISITOR PROFILE**

**Calendar Year 2014**

***Annual Report***

**January 1, 2014 to December 31, 2014**

**Prepared for:**

**Las Vegas Convention And  
Visitors Authority**

**By:**

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# ACKNOWLEDGMENTS

The Las Vegas Convention and Visitors Authority and GLS Research extend thanks to the Mesquite community for their cooperation on this research project. Special appreciation is noted for cooperation and assistance received from the hotel, motel, and casino industry. Appreciation is also extended to the interviewers and Mesquite visitors, without whose dedicated cooperation this study could not have been completed.

## **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, 2014 to December 31, 2014, as well as findings from 2010, 2011, 2012, and 2013. One hundred (100) in-person interviews were conducted per month in or near Mesquite hotel-casinos and hotels.

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

## REASONS FOR VISITING

Eleven percent (11%) of those surveyed this year were first-time visitors to Mesquite, up significantly from 6% each in 2011 and 2012 and 8% in 2013. Among first-time visitors, 4% said their primary reason for visiting Mesquite was vacation or pleasure. The proportion of first-time visitors who said they were just passing through Mesquite was 52% (up significantly from 37% in 2010). Among repeat visitors, 1% mentioned vacation or pleasure as the primary reason for their current visit (down from 3% in 2010). Twenty-three percent (23%) said they came to Mesquite primarily to gamble (up from 17% each from 2010 – 2012), while 20% said they were just passing through Mesquite (down from 32% each in 2010 and 2012 and 33% in 2011). Among *all visitors*, the average number of visits in the past year was 12.8, up significantly from 8.8 in 2010, 9.2 in 2011, and 9.5 in 2012. The average number of visits to Mesquite in the past five years *among all visitors* was 28.9, up significantly from past years. During the past year, repeat visitors averaged 14.3 trips to Mesquite, up significantly from 9.6 in 2010, 9.7 in 2011, and 10.1 in 2012.

SUMMARY TABLE OF REASONS FOR VISITING AND VISITATION FREQUENCY

	2010	2011	2012	2013	2014
Proportion of visitors who were first-time visitors	9%	6%	6%	8%	11%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	9%	6%	3%	5%	4%
Proportion of first-time visitors whose primary purpose for current trip was just passing through	37%	51%	49%	48%	52%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	3%	1%	1%	1%	1%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	17%	17%	17%	21%	23%
Proportion of repeat visitors whose primary purpose for current trip was just passing through	32%	33%	32%	22%	20%
Average number of visits in past five years (all visitors)	22.9	26.0	24.6	25.3	28.9
Average number of visits in past five years (repeat visitors)	25.1	27.6	26.2	27.3	32.4
Average number of visits in past year (all visitors)	8.8	9.2	9.5	11.4	12.8
Average number of visits in past year (repeat visitors)	9.6	9.7	10.1	12.3	14.3

## 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 96% in 2010). Sixty-eight percent (68%) of visitors decided what shows to see after their arrival (down significantly from 76% in 2010 and 83% last year). Seventy-three percent (73%) of visitors decided what attractions to see prior to arriving in Mesquite (up from 62% last year but down from 82% in 2011 and 84% in 2012). Two-thirds of visitors (67%) decided where to gamble before their arrival in Mesquite, (down significantly from 80% in 2010, 82% in 2011 and 75% in 2012), while one-third (33%) decided after arriving (up from 20% in 2010, 18% in 2011, and 25% in 2012). Nearly all visitors (98%, up from 92% last year) decided what recreational activities to enjoy in Mesquite before their arrival. One percent (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 significantly from 45% in 2010. Nineteen percent (19%) of all Mesquite visitors also visited Las Vegas on their current trip, down from 25% in 2010.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2010	2011	2012	2013	2014
Proportion of visitors who traveled to Mesquite in a personal vehicle (automobile/truck/RV/motorcycle)	99%	99%	99%	100%	99%
Proportion of visitors who traveled to Mesquite using bus services	1%	1%	1%	0%	1%
Proportion of visitors who decided where to stay in Mesquite before arrival (among those who stayed overnight)	96%	99%	99%	99%	99%
Proportion of visitors who decided which shows to see in Mesquite after arrival (among those who saw shows)	76%	75%	72%	83%	68%
Proportion of visitors who decided which attractions to visit in Mesquite before arrival (among those who visited attractions)	80%	82%	84%	62%	73%
Proportion of visitors who decided where to gamble in Mesquite before arrival (among those who gambled)	80%	82%	75%	66%	67%
Proportion of visitors who decided where to gamble in Mesquite after arrival (among those who gambled)	20%	18%	25%	34%	33%
Proportion of visitors who decided what recreational activities to do in Mesquite before arrival (among those who engaged in recreational activities)	98%	95%	95%	92%	98%
Proportion of visitors who used the assistance of a travel agent planning their trip to Mesquite	1%	1%	0%	0%	1%
Proportion of visitors who toured nearby places	45%	35%	34%	32%	35%
Proportion of all visitors who visited Las Vegas on their current trip to Mesquite	25%	16%	17%	19%	19%

## TRIP CHARACTERISTICS AND EXPENDITURES

The average number of adults per party was 2.2. Four percent (4%) had people under the age of 21 in their immediate party. Over one-half (52%) of Mesquite visitors stayed overnight, while 48% were visiting Mesquite just for the day (up from 39% in 2010, 44% in 2011, and 43% in 2012). The average Mesquite visit was 1.7 nights and 2.7 days, similar to past years. Thirty-eight percent (38%) stayed in a hotel or motel, down significantly from 53% in 2010, 46% in 2011, 45% in 2012, and 42% in 2013. The average number of room occupants was 2.0. Non-package visitors spent an average of \$55.72 per night for lodging, up significantly from \$48.75 in 2010 and \$50.18 in 2011. Twenty-four percent (24%) of lodgers said they paid a regular room rate (down significantly from 38% in 2010 and 33% each in 2012 and 2013), while 48% received a casino complimentary rate. Eighteen percent (18%) of lodgers purchased a package trip (up from 11% 2010, 14% in 2011, and 13% in 2012), with an average cost of \$349.67, down from \$440.26 in 2010. Over the course of their entire stay in Mesquite, visitors spent an average of \$56.49 for food and drink (up significantly from \$51.22 in 2010), \$4.73 for local transportation (up significantly from \$2.97 in 2010), \$5.32 for recreational activities (up from \$2.22 in 2011 and \$2.96 in 2012), and \$1.01 for shows (up from \$0.62 in 2011).

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2010	2011	2012	2013	2014
Average number of adults in immediate party	2.1	2.1	2.1	2.1	2.2
Proportion of visitors with persons under 21 in their immediate party	4%	4%	5%	5%	4%
Proportion of visitors who stayed overnight	61%	56%	57%	52%	52%
Proportion of visitors who were in Mesquite for the day only	39%	44%	43%	48%	48%
Days stayed (average)	2.8	2.6	2.7	2.7	2.7
Nights stayed (average)	1.8	1.6	1.7	1.7	1.7
Proportion of visitors who stayed in a hotel or motel room	53%	46%	45%	42%	38%
Number of room occupants (average)	2.1	2.1	2.1	2.1	2.0
Lodging expenditures (average per night — non-package)	\$48.75	\$50.18	\$52.76	\$52.78	\$55.72
Proportion of visitors who paid a regular room rate (among lodgers)	38%	29%	33%	33%	24%
Proportion of visitors who received a casino complimentary rate (among lodgers)	44%	50%	47%	42%	48%
Proportion of visitors who bought a package or travel group trip	11%	14%	13%	16%	18%
Average cost of package per person (among package/tour group visitors)	\$440.26	\$368.46	\$348.49	\$302.44	\$349.67
Average trip expenditures for food and drink	\$51.22	\$52.65	\$53.54	\$56.47	\$56.49
Average trip expenditures for local transportation	\$2.97	\$3.45	\$4.08	\$4.71	\$4.73
Average trip expenditures for recreational activities	\$6.18	\$2.22	\$2.96	\$4.37	\$5.32
Average trip expenditures for shows	\$0.75	\$0.62	\$0.70	\$1.26	\$1.01

## GAMING BEHAVIOR AND BUDGETS

Ninety-six percent (96%) of visitors gambled while in Mesquite, similar to past years. The average trip gambling budget in 2014 was \$182.98, up from \$169.65 last year but down significantly from \$239.77 in 2010, \$207.40 in 2011, and \$202.10 in 2012. The average (mean) number of hours spent gambling was 2.2, down significantly from 2010 – 2013.

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2010	2011	2012	2013	2014
Proportion who gambled while visiting Mesquite	96%	97%	97%	96%	96%
Average trip gambling budget (among those who gambled)	\$239.77	\$207.40	\$202.10	\$169.65	\$182.98
Average number of hours per day spent gambling (among those who gambled)	3.5	3.3	2.8	2.3	2.2
Proportion who gambled in Las Vegas over the past 12 months (among all visitors)	63%	46%	46%	46%	49%

## ATTITUDINAL INFORMATION

Ninety-nine percent (99%) of visitors reported that they were “very satisfied” with their trip to Mesquite.

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2010	2011	2012	2013	2014
Proportion who were “very satisfied” with their current trip to Mesquite	98%	99%	99%	98%	99%

## VISITOR DEMOGRAPHICS

Mesquite visitors were likely to be married (93%) and from the Western U.S. (78%). Two-thirds (67%) of visitors were 50 or older (down from 2010 – 2013), with 26% 65 or older (down from 39% in 2010, 36% in 2011, and 33% in 2012). Visitors were nearly as likely to be employed (48%, down significantly from 53% last year) as retired (49%, up from 44% last year). Twenty-nine percent (29%) had a household income of less than \$60,000 (down from 2010 – 2013), while 71% had incomes of \$60,000 or more (up from 2010 – 2013). Thirty-one percent (31%) had a high school education or less (down from 38% in 2010 and 37% in 2011), while 41% reported some college (down from 45% in 2010).

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2010	2011	2012	2013	2014
Proportion of visitors who were 50 years old or older	81%	75%	72%	71%	67%
Proportion of visitors 65 years old or older	39%	36%	33%	28%	26%
Proportion of visitors who were married	93%	95%	92%	91%	93%
Proportion of visitors with a household income less than \$60,000	46%	38%	35%	36%	29%
Proportion of visitors with a household income of \$60,000 or more	52%	63%	65%	64%	71%
Proportion of visitors who were employed	43%	45%	46%	53%	48%
Proportion of visitors who were retired	55%	53%	52%	44%	49%
Proportion of visitors with a high school diploma or less	38%	37%	32%	31%	31%
Proportion of visitors with some college	45%	44%	43%	42%	41%
Proportion of visitors who were from the West	76%	80%	77%	78%	78%

## 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

	2010	2011	2012	2013	2014
Days stayed (average)	2.8	2.6	2.7	2.7	2.7
Nights stayed (average)	1.8	1.6	1.7	1.7	1.7
Proportion of visitors who stayed overnight	61%	56%	57%	52%	52%
Proportion of visitors who stayed in a hotel or motel room	53%	46%	45%	42%	38%
Lodging expenditures (average per night — non-package)	\$48.75	\$50.18	\$52.76	\$52.78	\$55.72
Proportion of visitors who bought a package or travel group trip	11%	14%	13%	16%	18%
Average cost of package per person (among package/tour group visitors)	\$440.26	\$368.46	\$348.49	\$302.44	\$349.67
Number of room occupants (average — hotel/motel only)	2.1	2.1	2.1	2.1	2.0
Average trip expenditures for food and drink	\$51.22	\$52.65	\$53.54	\$56.47	\$56.49
Average trip expenditures for local transportation	\$2.97	\$3.45	\$4.08	\$4.71	\$4.73
Average trip expenditures for recreational activities	\$6.18	\$2.22	\$2.96	\$4.37	\$5.32
Average trip expenditures for shows and entertainment	\$0.75	\$0.62	\$0.70	\$1.26	\$1.01
Proportion who gambled while visiting Mesquite	96%	97%	97%	96%	96%
Average trip gambling budget (among those who gambled)	\$239.77	\$207.40	\$202.10	\$169.65	\$182.98

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 2014. 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 2014 study, as well as the results from 2010, 2011, 2012, and 2013. 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 2014, 89% of visitors said they had visited Mesquite before, down significantly from 94% each in 2011 and 2012, and 92% in 2013 (Figure 1).

FIGURE 1  
First Visit Vs. Repeat Visit

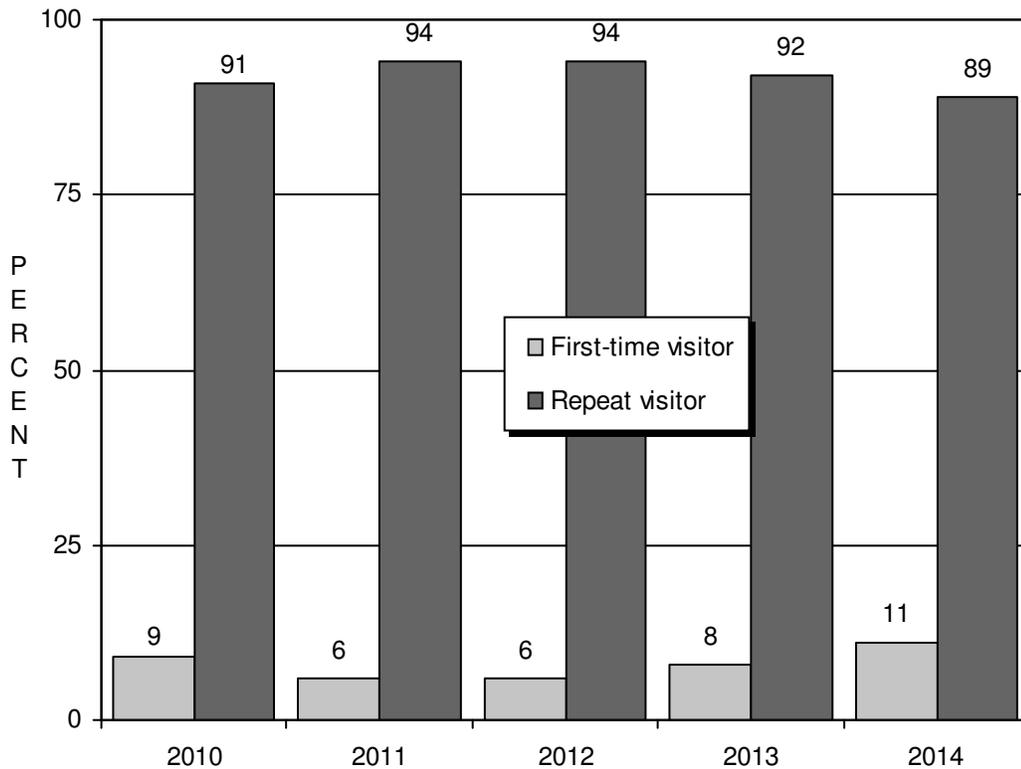
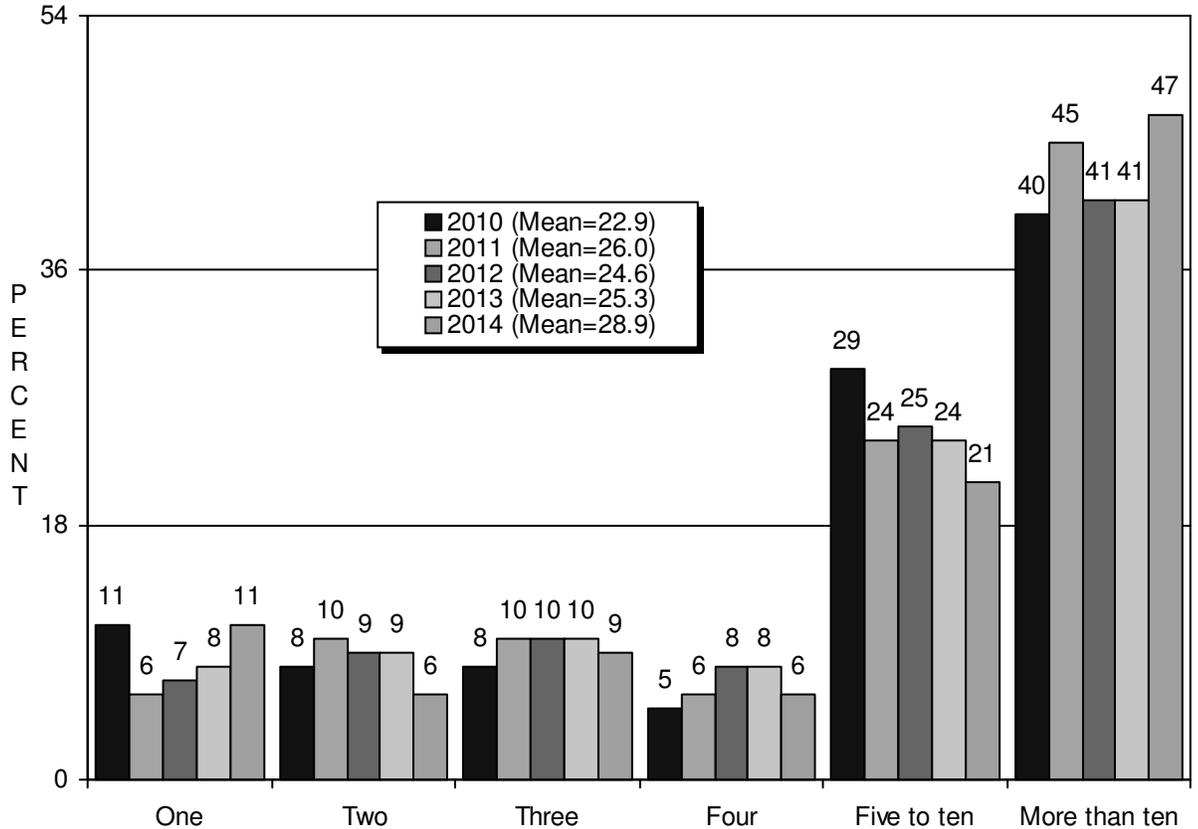
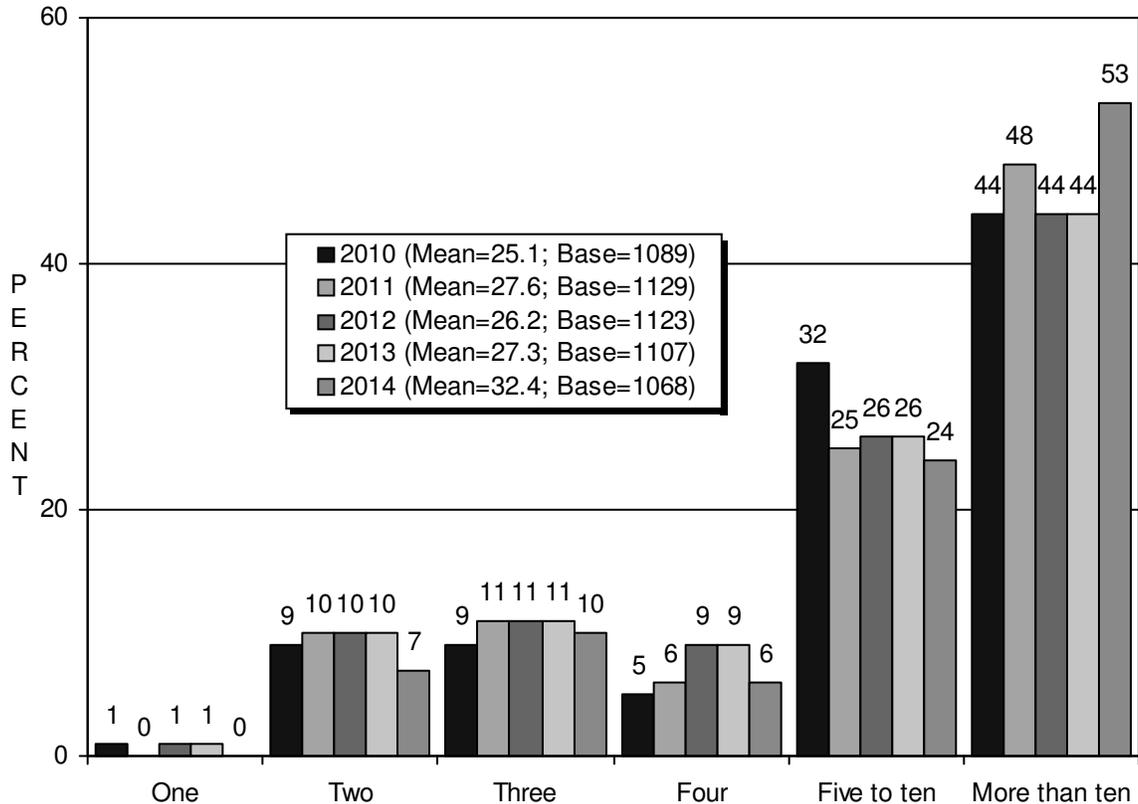


FIGURE 2  
 Frequency Of Visits In Past Five Years  
 (Among All Visitors)



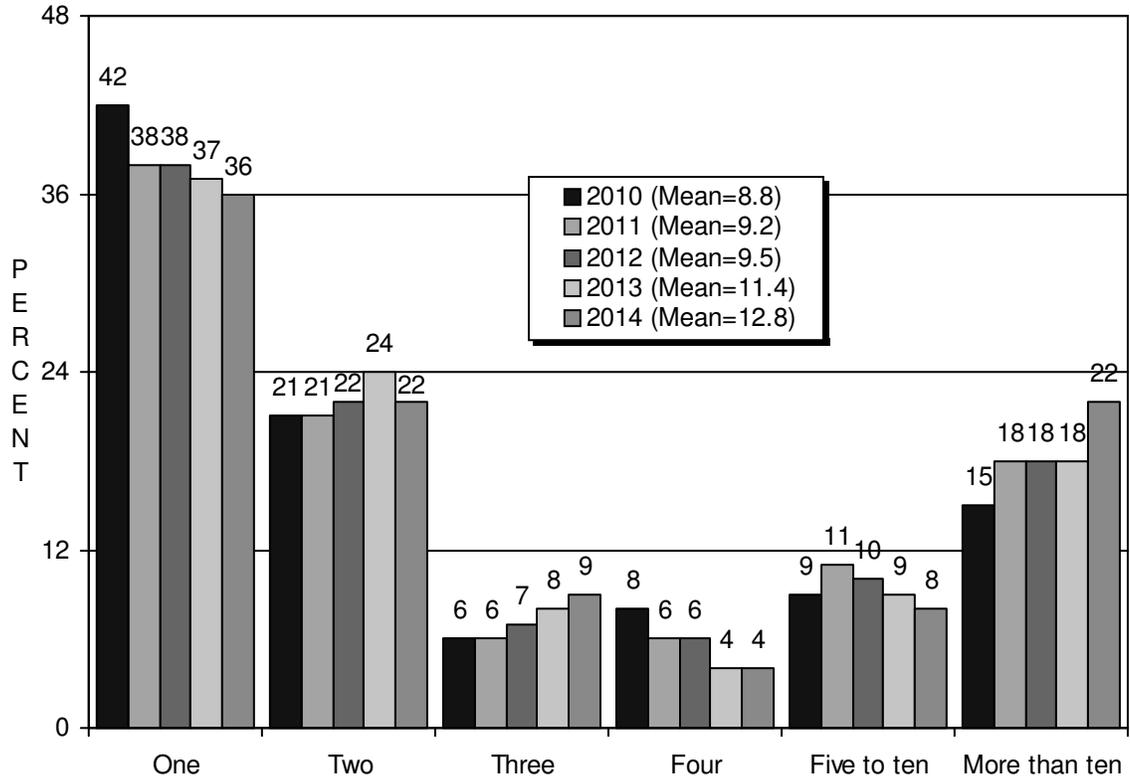
The average (mean) number of visits to Mesquite in the past five years among all visitors was 28.9, up significantly from the average of 22.9 visits in 2010, 26.0 in 2011, 24.6 in 2012, and 25.3 last year (Figure 2). Eleven percent (11%) of visitors said they had visited Mesquite only once in the past five years (up from 6% in 2011, 7% in 2012, and 8% in 2013), 6% visited twice (down from 8% in 2010, 10% in 2011, and 9% each in 2012 and 2013), 9% said they had visited three times, 6% visited four times (up from 8% each in 2012 and 2013), 21% visited five to 10 times (down from 29% in 2010), and 47% visited more than ten times up from previous years.

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



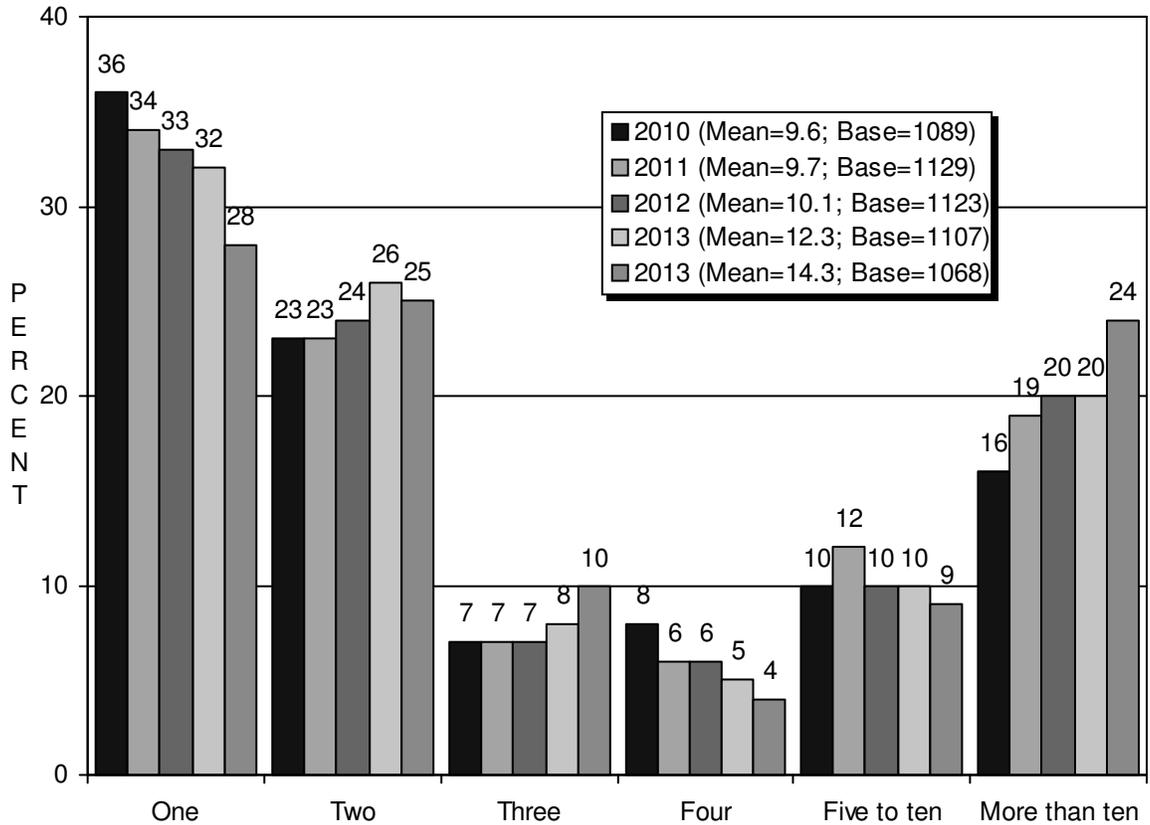
The average number of visits to Mesquite in the past five years among repeat visitors was 32.4, up significantly from the average of 25.1 visits in 2010, 27.6 in 2011, 26.2 in 2012, and 27.3 last year (Figure 3). Less than 1% of repeat visitors said they had visited Mesquite only once in the past five years, 7% visited twice (down from 9% in 2010 and 10% each in 2011 – 2013), 10% said they visited three times, 6% said they visited four times (down from 9% each in 2012 and 2013), 24% said they visited five to 10 times (down from 32% in 2010), and 53% visited more than 10 times (up from 44% each in 2010, 2012, and 2013, and 48% in 2011).

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



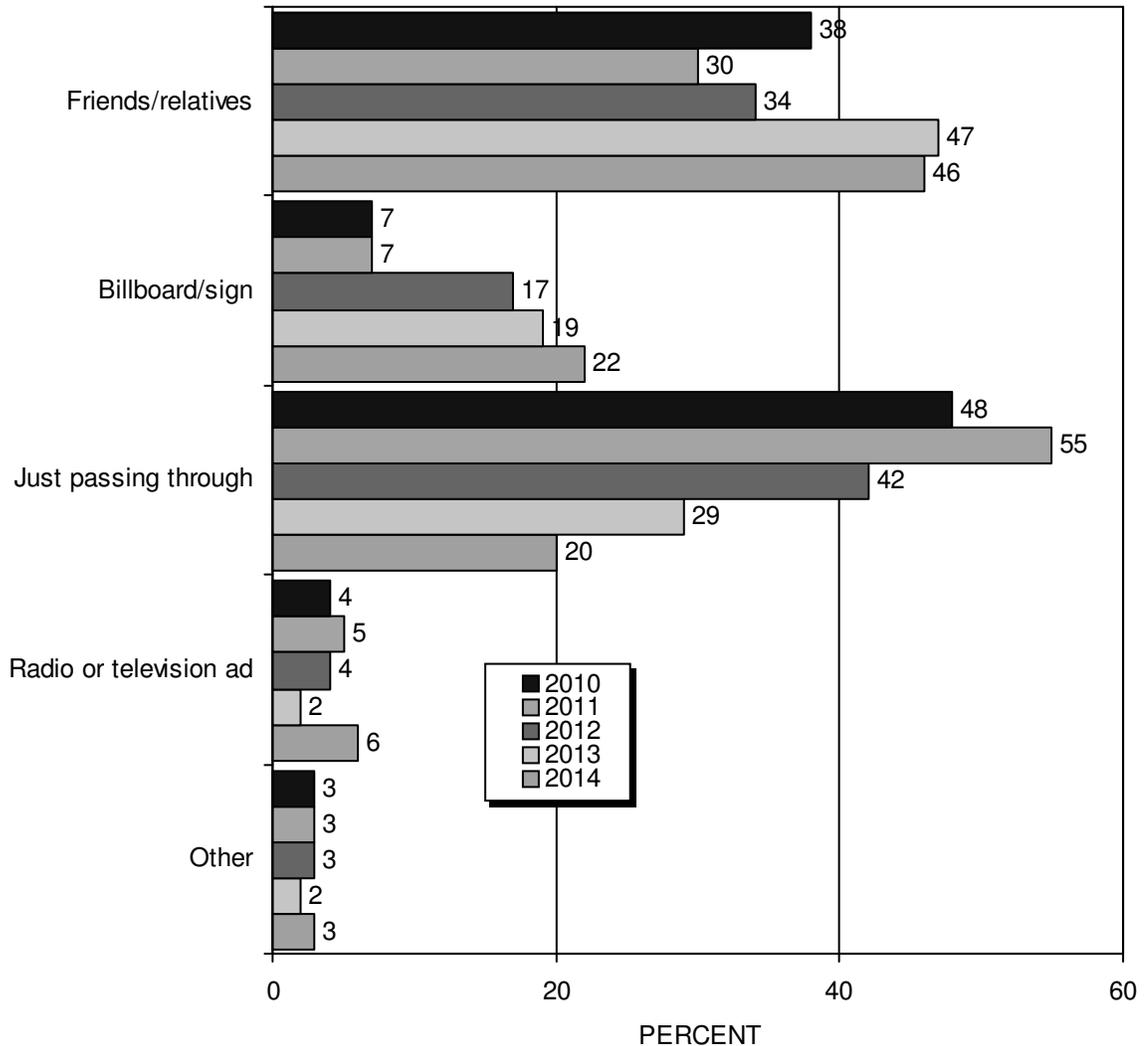
Among all visitors, the average number of visits to Mesquite in the past year was 12.8, up significantly from the average of 8.8 visits in 2010, 9.2 in 2011, and 9.5 in 2012 (Figure 4). Thirty-six percent (36%) visited Mesquite only once in the past year, down significantly from 42% in 2010, while 22% visited Mesquite twice. Nine percent (9%) visited Mesquite three times (up significantly from past years), 4% visited four times (down from 2010 – 2012), 8% visited five to 10 times (down from 11% in 2011), and 22% visited Mesquite more than 10 times, up from 15% in 2010 and 18% each in 2011 – 2013.

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



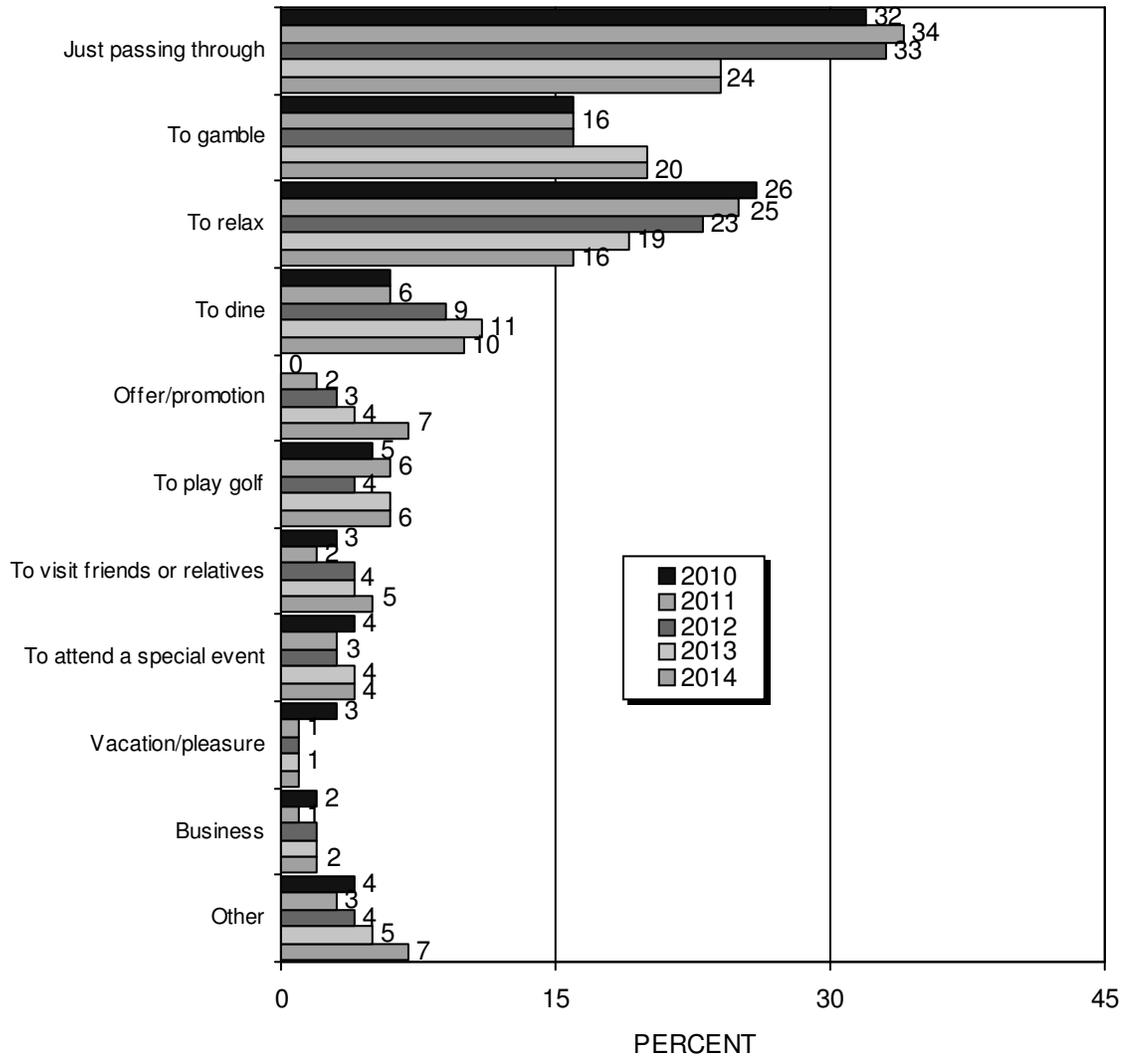
During the past year, repeat visitors averaged 14.3 trips to Mesquite, up from the average of 9.6 visits in 2010, 9.7 in 2011, 10.1 in 2012, and 12.3 in 2013 (Figure 5). Twenty-eight percent (28%) said they visited Mesquite just once in the past year, down from 36% in 2010, 34% in 2011, 33% in 2012, and 32% last year. Twenty-five percent (25%) visited twice, while 10% visited three times (up from 7% each in 2010 – 2012 and 8% last year), and 4% visited four time (down from 8% in 2010 and 6% each in 2011 and 2012). Nine percent (9%) reported visiting Mesquite five to 10 times (down from 12% in 2011), and 24% visited more than 10 times (up from 16% in 2010, 19% in 2011, and 20% each in 2012 and 2013).

FIGURE 6  
 How First Became Aware Of Mesquite



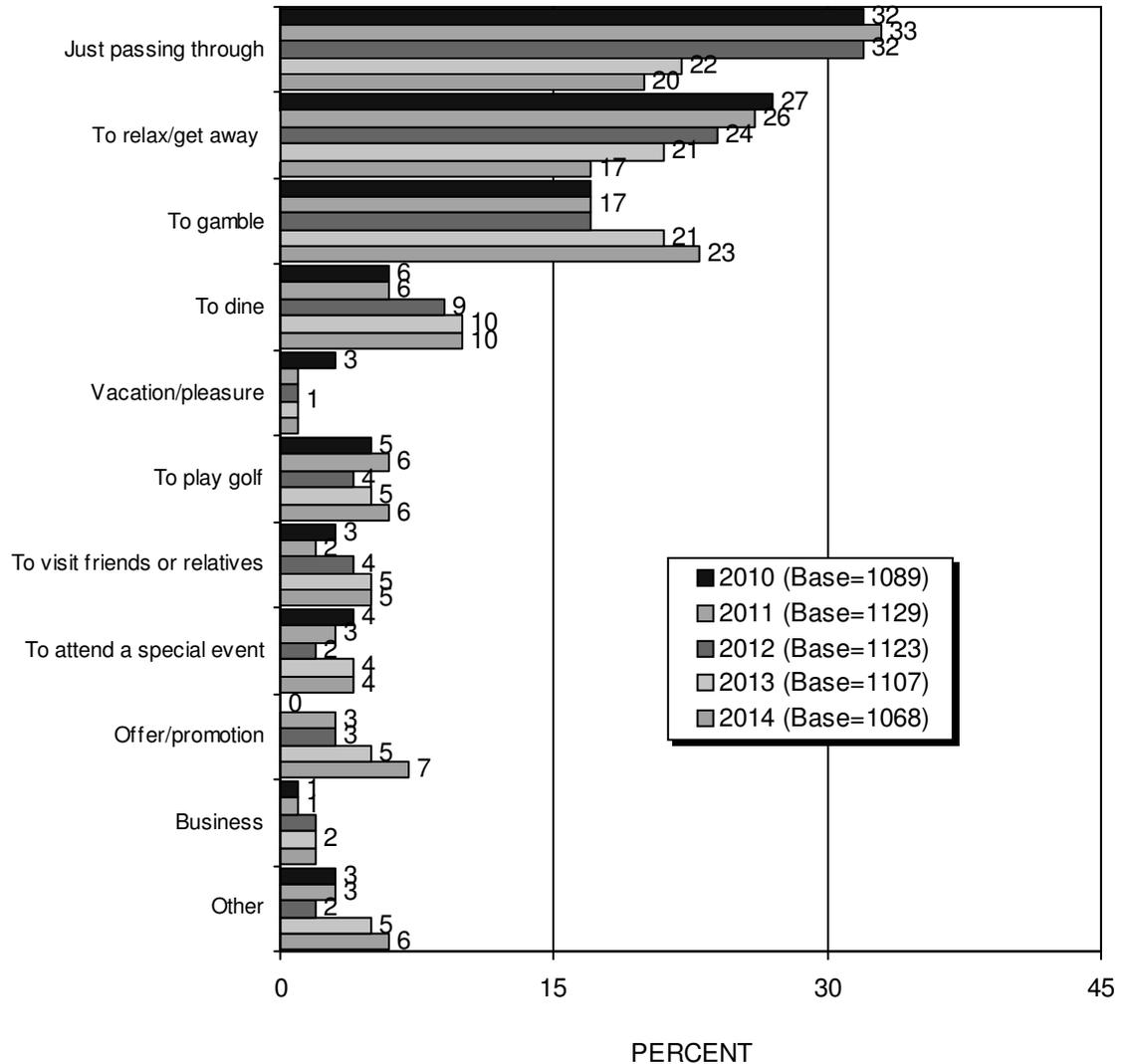
Nearly one-half (46%) of Mesquite visitors said they first heard about Mesquite from friends and relatives, similar to last year but up significantly from 38% in 2010, 30% in 2011, and 34% in 2012. Twenty-two percent (22%) said they first became aware of Mesquite from a billboard or a sign, up from 7% each in 2010 and 2011, and 17% in 2012. Twenty percent (20%) said they first learned about Mesquite while they were just passing through, down from 48% in 2010, 55% in 2011, 42% in 2012, and 29% last year, while 6% said they first found out about Mesquite from a radio or television advertisement (up from 4% each in 2010 and 2012, and 2% each in 2011 and 2013) (Figure 6).

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



When asked the primary purpose of their current visit to Mesquite, 24% of visitors said they were just passing through, the same as last year but down significantly from 2010 – 2012 results (Figure 7). One in five (20%) said they were visiting Mesquite primarily to gamble, also the same as last year, and up from 16% each from 2010 – 2012. Sixteen percent (16%) said they came to Mesquite just to relax (down from past years), while 10% were in Mesquite primarily to dine (up from 6% each in 2010 and 2011). Seven percent (7%) were visiting Mesquite to take advantage of an offer or promotion (up from 2010 – 2013 results), while 6% were visiting primarily to play golf, 5% were visiting primarily to see friends or relatives (up from 2% in 2011), and 4% were visiting to attend a special event. One percent (1%) were visiting primarily for vacation or pleasure, down from 3% in 2010.

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



Among repeat visitors, 23% said they were visiting Mesquite primarily to gamble (up from 17% each from 2010 – 2012) while 20% said they were just passing through (down from 32% each in 2010 and 2012, and 33% in 2011) (Figure 8). Seventeen percent (17%) said they were visiting just to relax or get away (down from 27% in 2010, 26% in 2011, and 24% in 2012), while 10% were visiting primarily to dine (up from 6% each in 2010 and 2011). Seven percent (7%) were visiting Mesquite to take advantage of an offer or promotion (up from past readings), 6% were visiting primarily to play golf, and 5% were visiting primarily to see friends or relatives (up from 2% in 2011). Four percent (4%) were attending a special event in Mesquite, while 1% said they were visiting Mesquite for a vacation or pleasure trip, down significantly from 3% in 2010.

FIGURE 9  
 Primary Purpose Of Current Visit — 2014  
 (First-Time Vs. Repeat Visitors)

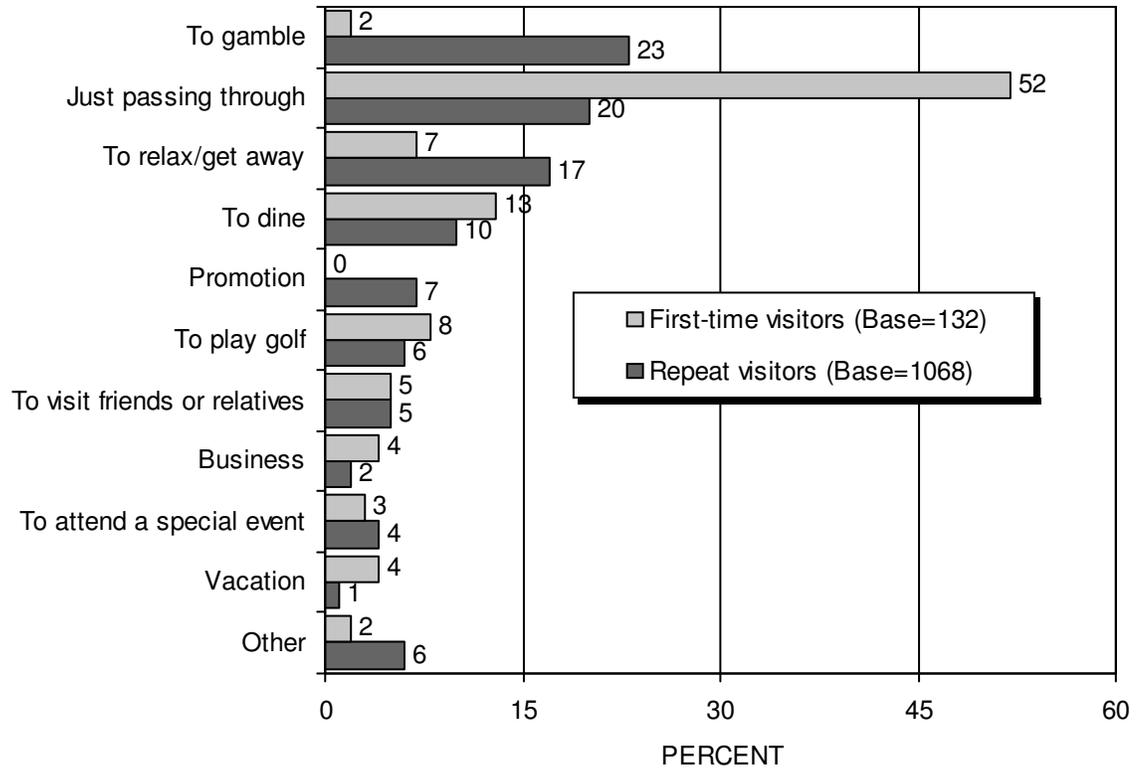


Figure 9 compares *repeat visitors* with *first-time visitors* in terms of the purpose of their *current* visit to Mesquite for 2014. First-time visitors were significantly more likely than repeat visitors to say they were just passing through Mesquite (52% vs. 20%), while repeat visitors were significantly more likely than first-time visitors to say they were visiting Mesquite specifically to gamble (23% vs. 2%), to relax or get away (17% vs. 7%), or to take advantage of an offer or promotion (7% vs. 0%).

## TRAVEL PLANNING

Travel planning to Mesquite varied broadly, from same-day planning to travel plans made more than 90 days in advance. More than one-half (55%) said they decided to visit Mesquite the same day they visited (up significantly from 39% in 2010, and 46% each in 2011 and 2012), while 6% planned their trip between one and six days in advance (down from 10% each in 2010 – 2012 and 8% last year). Eighteen percent (18%) of Mesquite visitors planned their trip between seven and 14 days ahead (down from 22% in 2010), while 10% planned their trip 15 to 30 days in advance (down from 12% each in 2010 and 2012). One percent (1%) planned their trip more than 90 days ahead, down significantly from 6% in 2010 and 3% each in 2012 and 2013 (Figure 10).

FIGURE 10  
 Advance Travel Planning

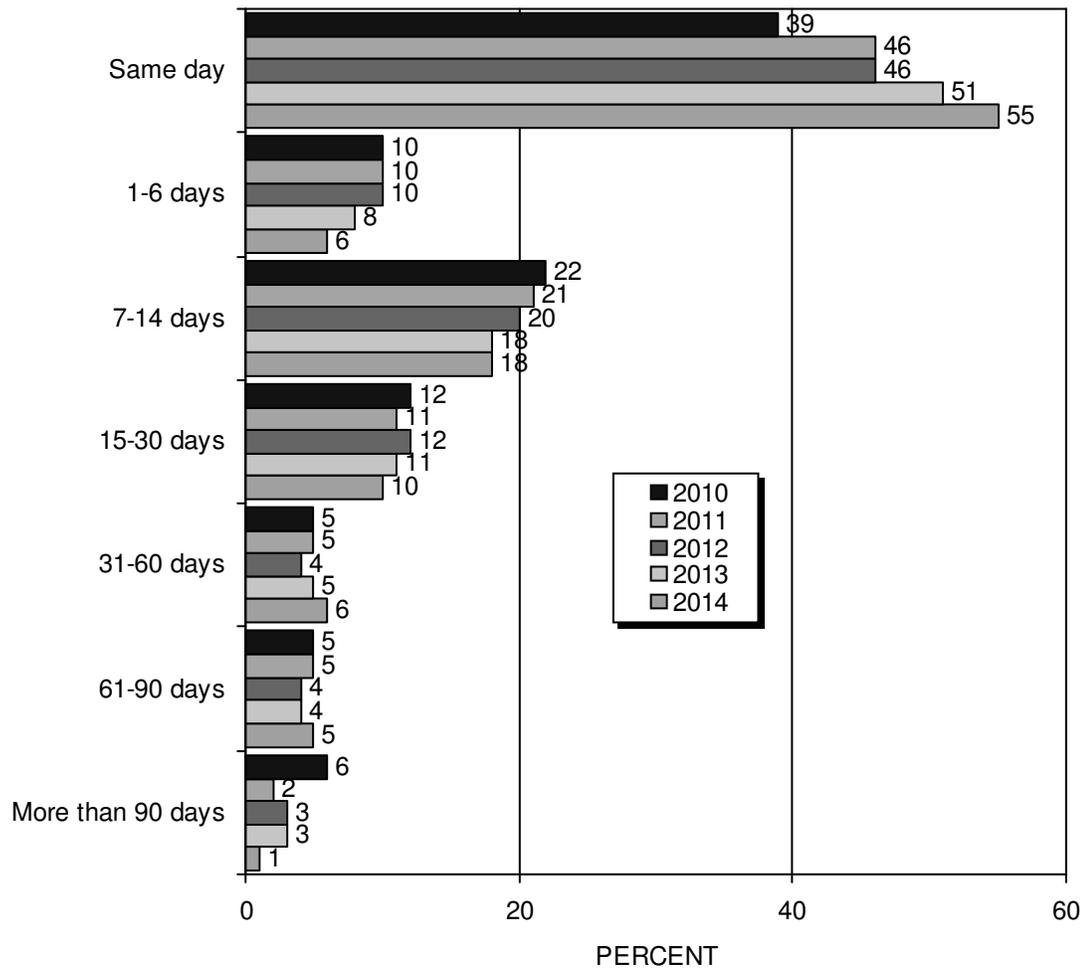
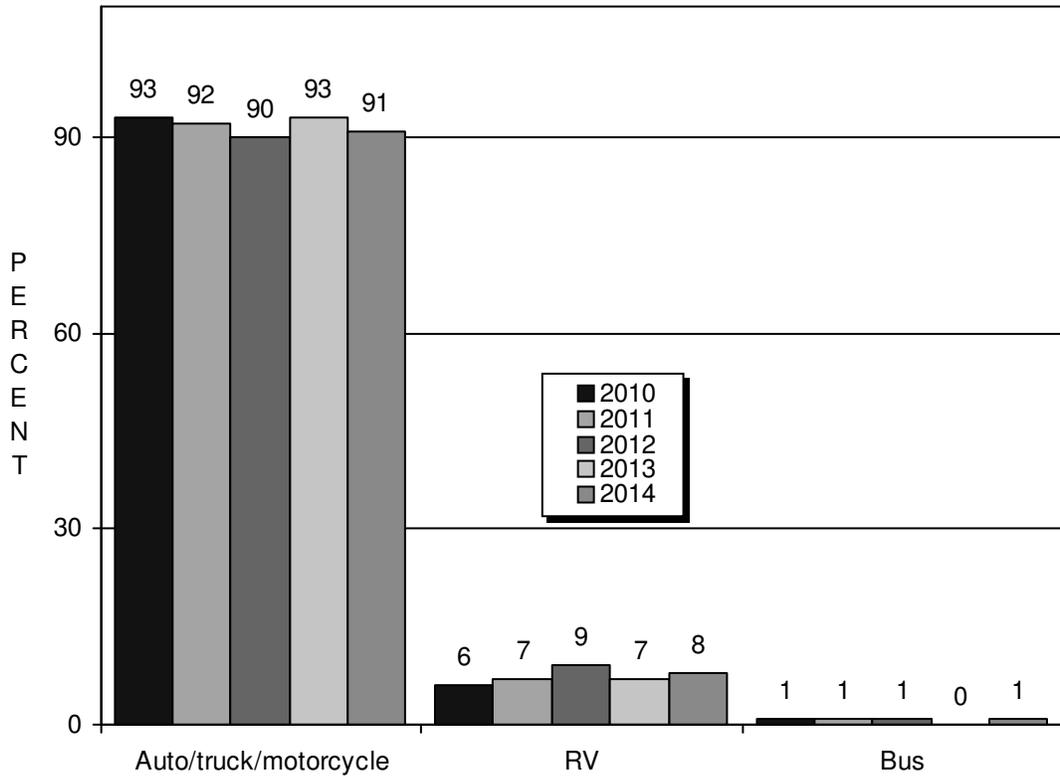
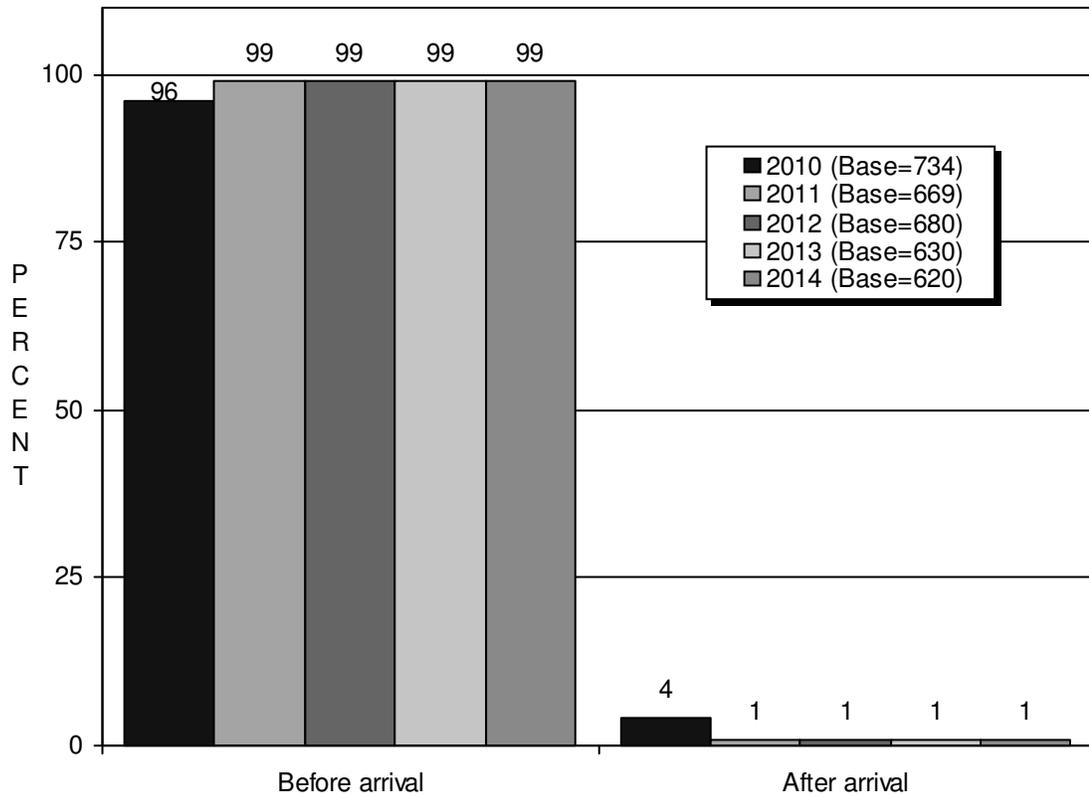


FIGURE 11  
Transportation To Mesquite



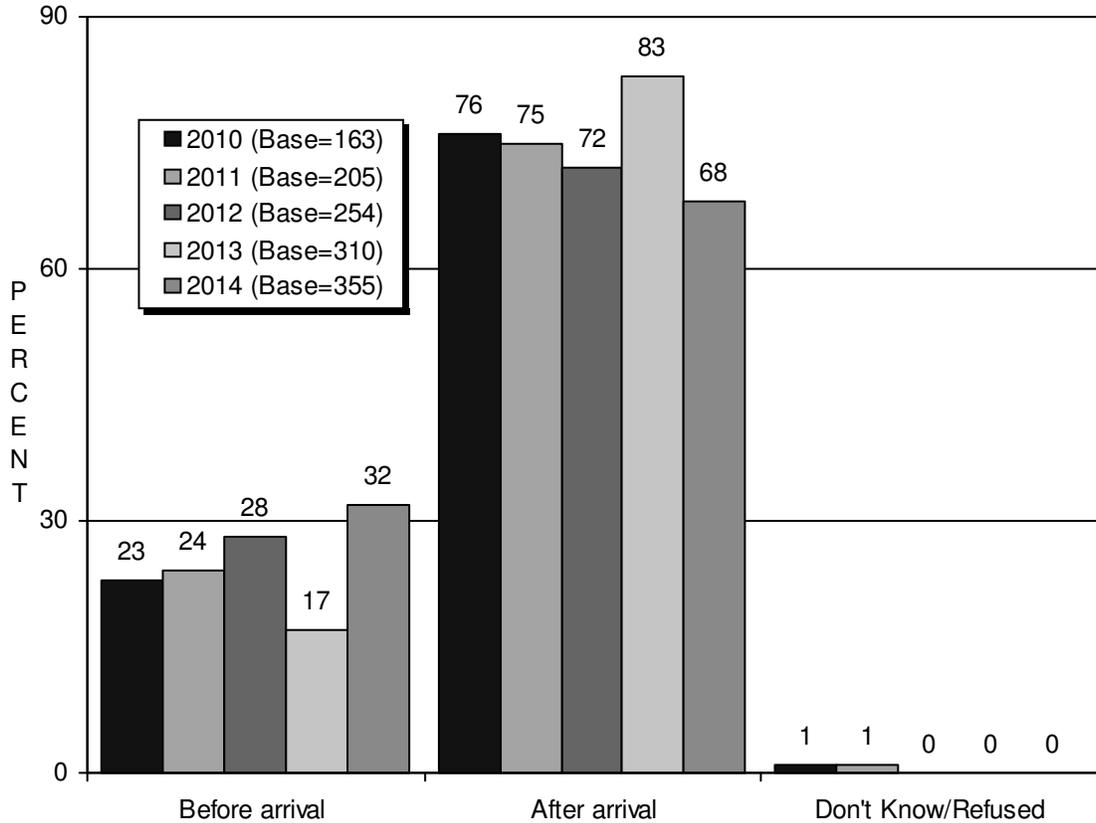
Almost all visitors to Mesquite (99.3%) arrived in a personal vehicle. Ninety-one percent (91%) drove an automobile, a truck, or a motorcycle, and 8% drove an RV. One percent (1%) of visitors arrived by bus (Figure 11).

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



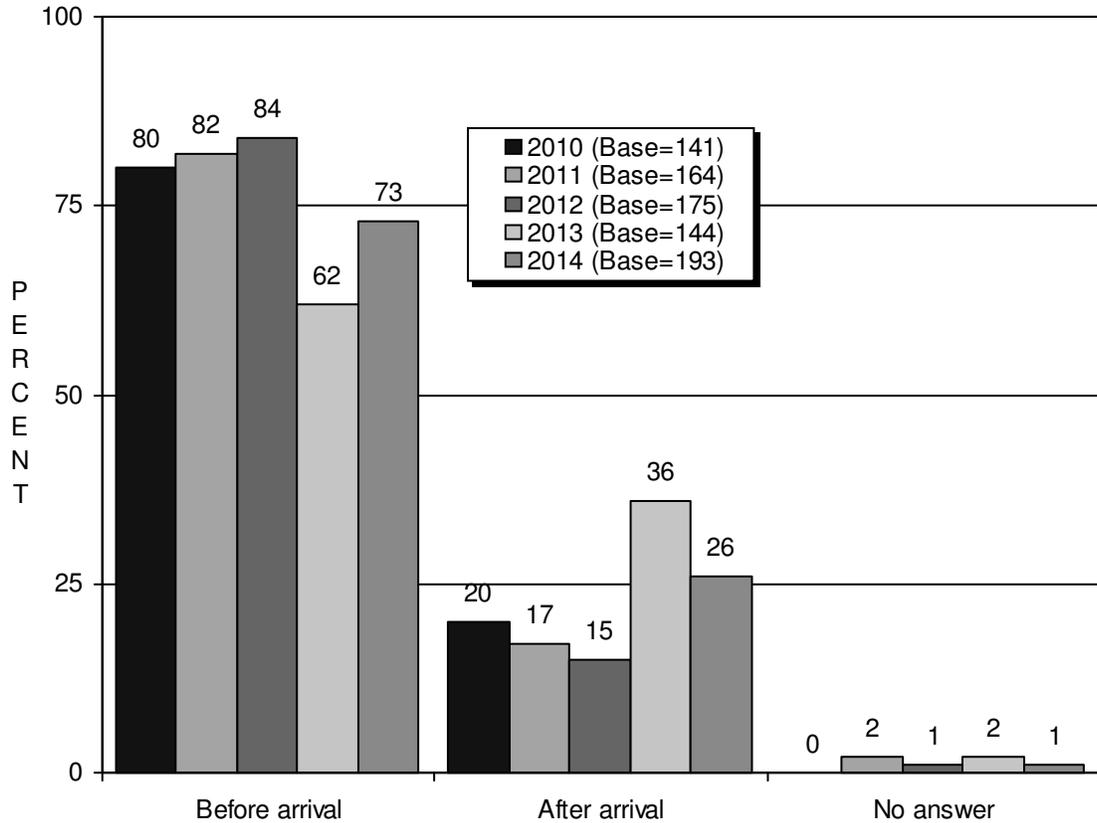
Among the 52% of visitors in 2014 who stayed overnight in Mesquite, most decided where to lodge in Mesquite prior to arriving in Mesquite (99%, up significantly from 96% in 2010). One percent (1%) decided where to lodge after their arrival, down from 4% in 2010 (Figure 12).

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



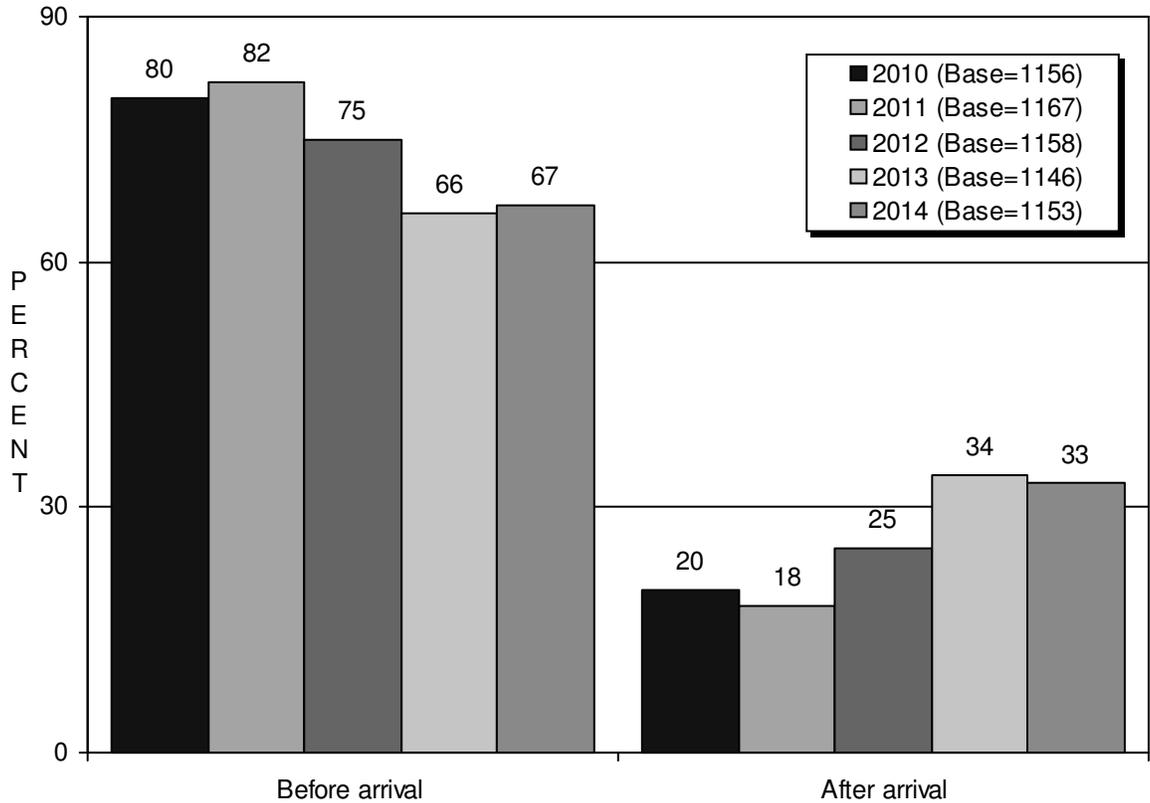
Among the 30% of visitors in 2014 who reported going to a show in Mesquite, 68% decided what shows to see after their arrival, down from 76% in 2010 and 83% last year. Thirty-two percent (32%) decided what shows to see prior to their arrival, up from 23% in 2010, 24% in 2011, and 17% last year (Figure 13).

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



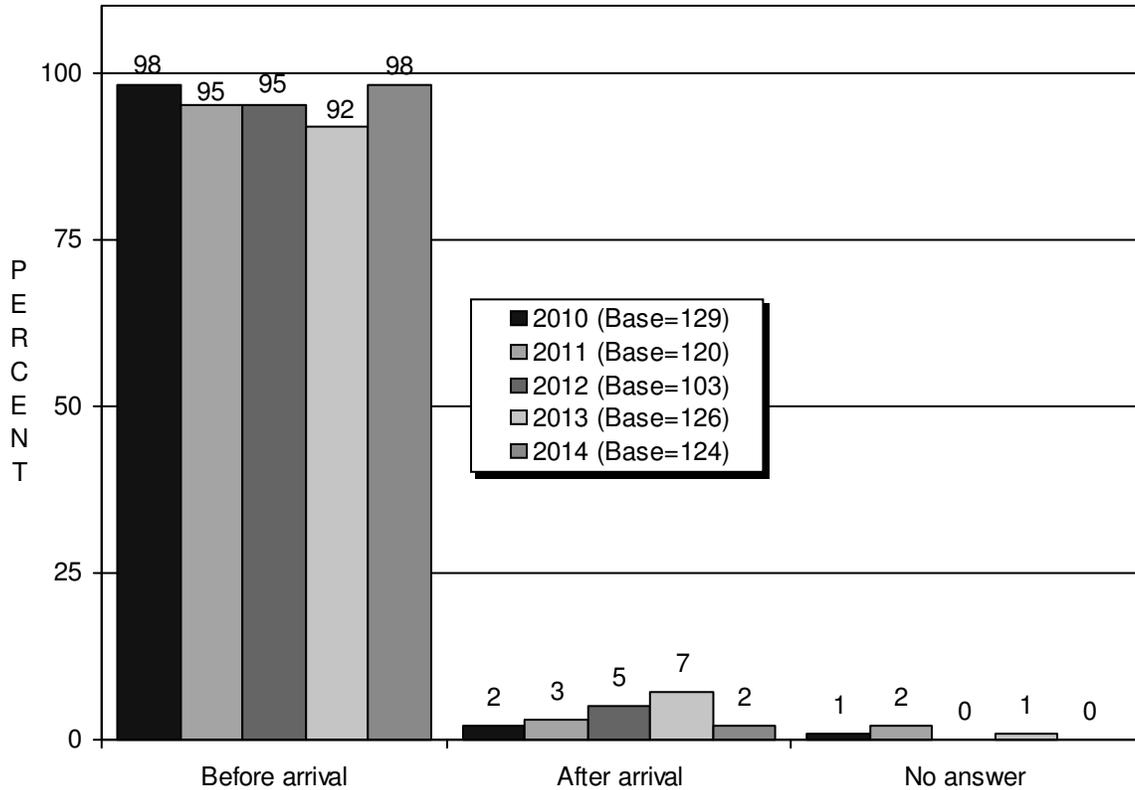
Among the 16% of 2014 visitors who reported visiting an attraction in Mesquite, 73% decided what attractions to see prior to arriving in Mesquite, down from 82% in 2011 and 84% in 2012 but up from 62% last year (Figure 14). Twenty-six percent (26%) decided what attractions to see after their arrival in Mesquite, down from 36% last year but up from 17% in 2011 and 15% in 2012.

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



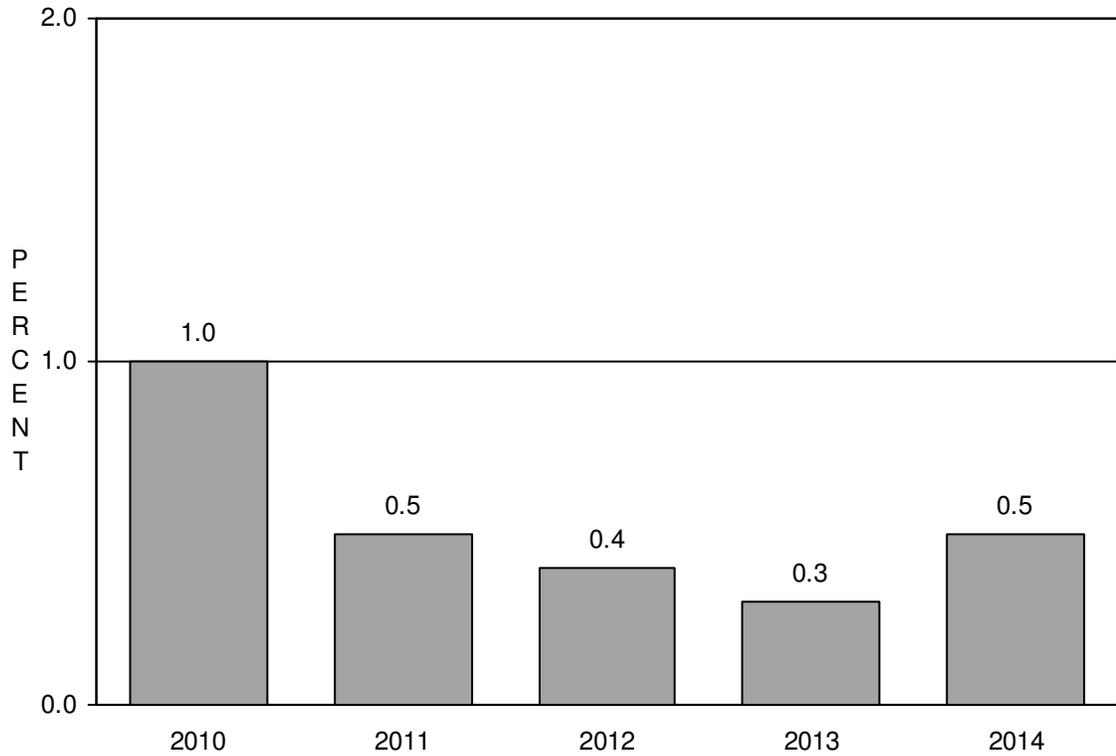
Among the 96% of visitors who gambled during their trip to Mesquite in 2014, two-thirds (67%) said they decided where to gamble in Mesquite before their arrival, down significantly from 80% in 2010, 82% in 2011, and 75% in 2012 (Figure 15). One-third (33%) said they decided where to gamble after they arrived in Mesquite, up from 20% in 2010, 18% in 2011, and 25% in 2012.

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



Among the 10% of 2014 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 from 92% last year). Two percent (2%) said they decided what recreational activities they would engage in after their arrival (down from 7% last year) (Figure 16).

FIGURE 17  
Travel Agent Assistance\*

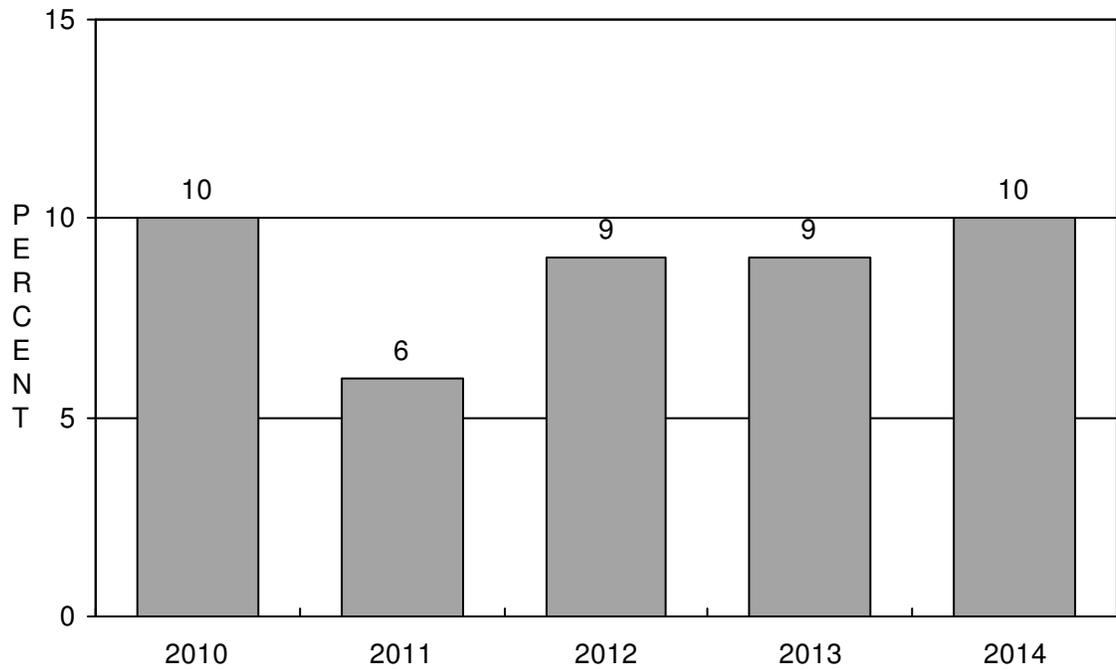


In 2014, less than 1% (0.5%) of all Mesquite visitors were assisted in their travel planning by a travel agent, not significantly different from past years (Figure 17).

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

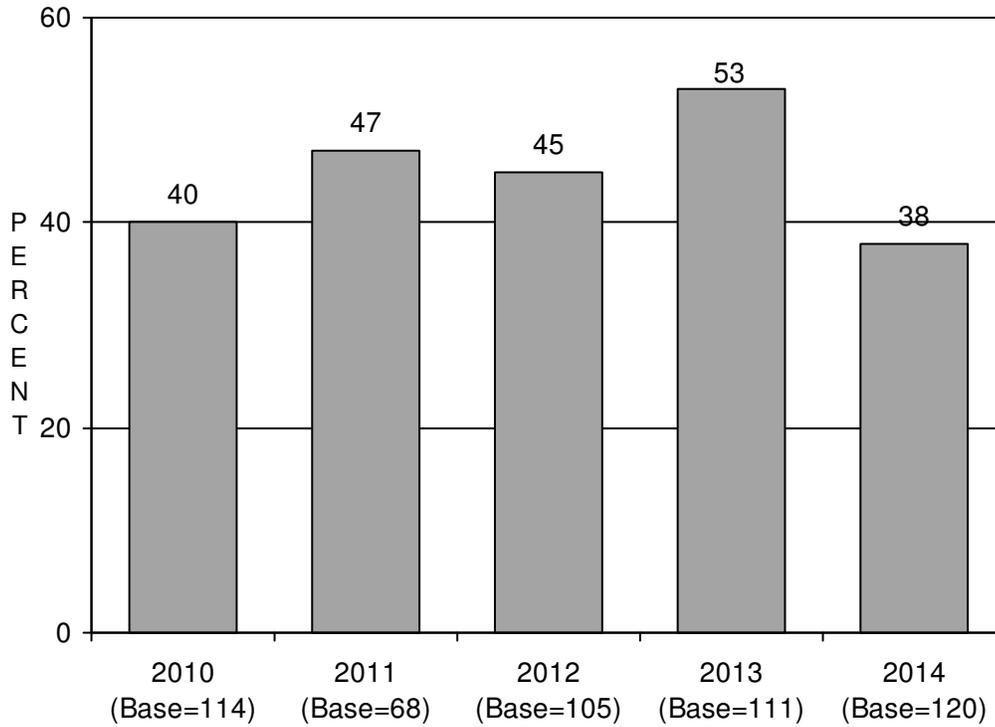
FIGURE 18  
Whether Used The Internet To Plan Trip\*



Visitors to Mesquite were asked if they used the Internet to plan their trip. In 2014, 10% percent said yes, up significantly from 6% in 2011 (Figure 18).

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

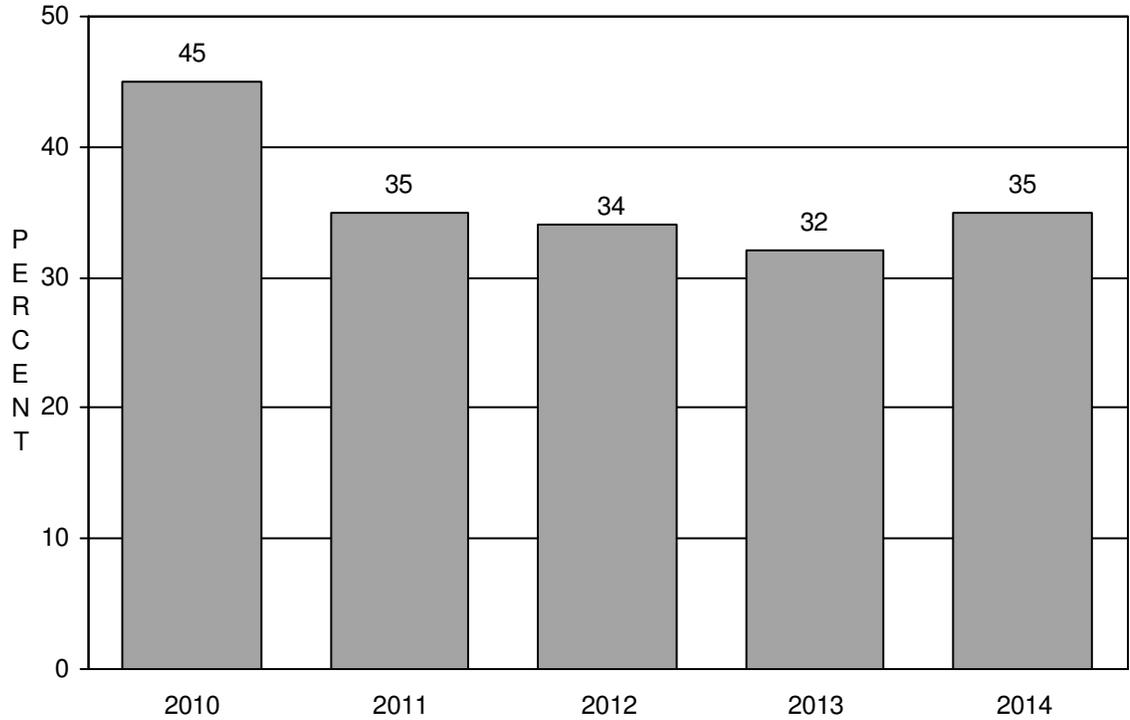
FIGURE 19  
Whether Internet Influenced Choice Of Accommodations\*  
(Among Those Who Used The Internet To Plan Trip)



Visitors who used the Internet to plan their trip were asked if they found information on the Internet that influenced their choice of accommodations. Thirty-eight percent (38%) said they had, down significantly from 53% last year (Figure 19).

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

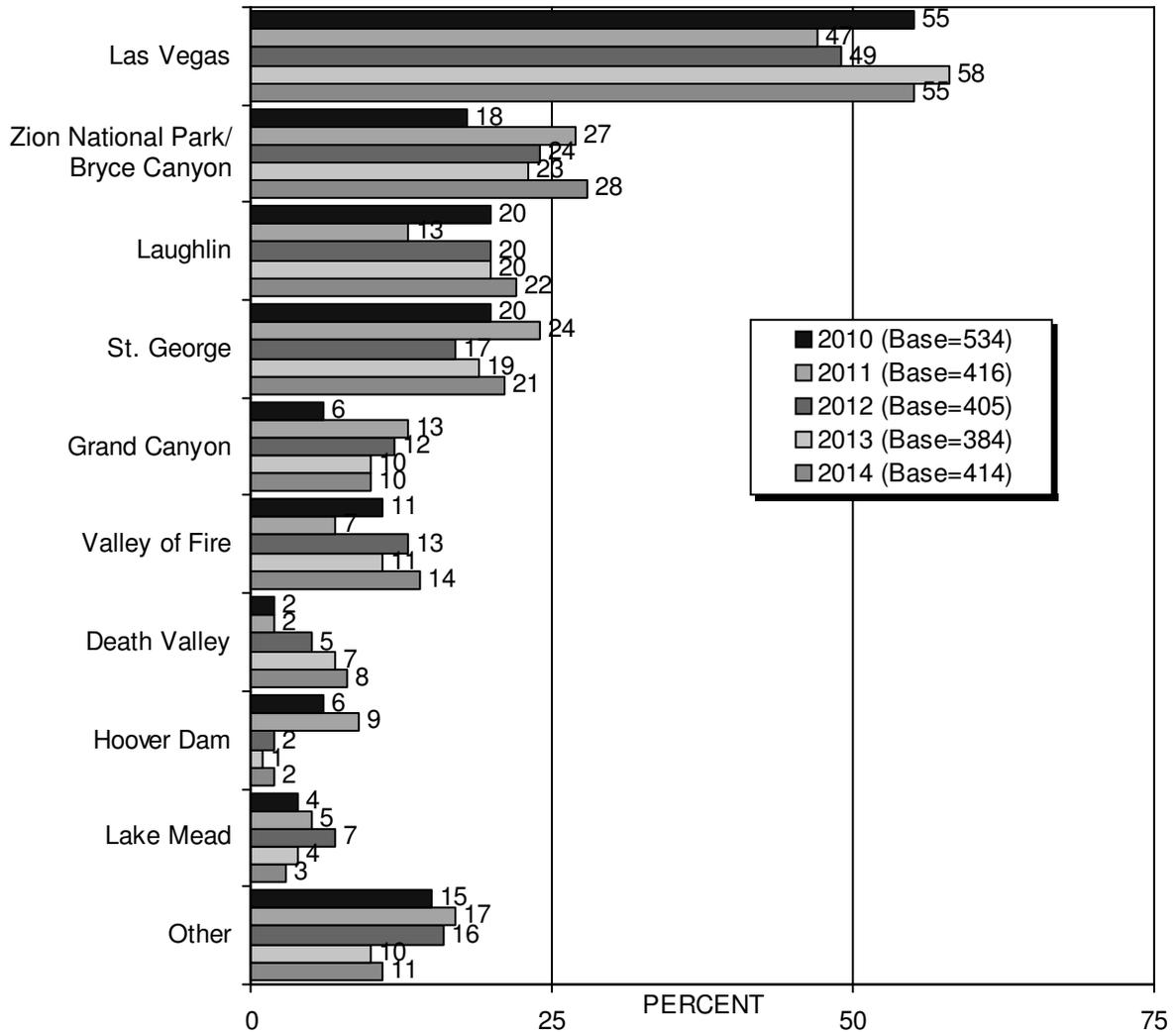
FIGURE 20  
Visited Nearby Places\*



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 45% in 2010.

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

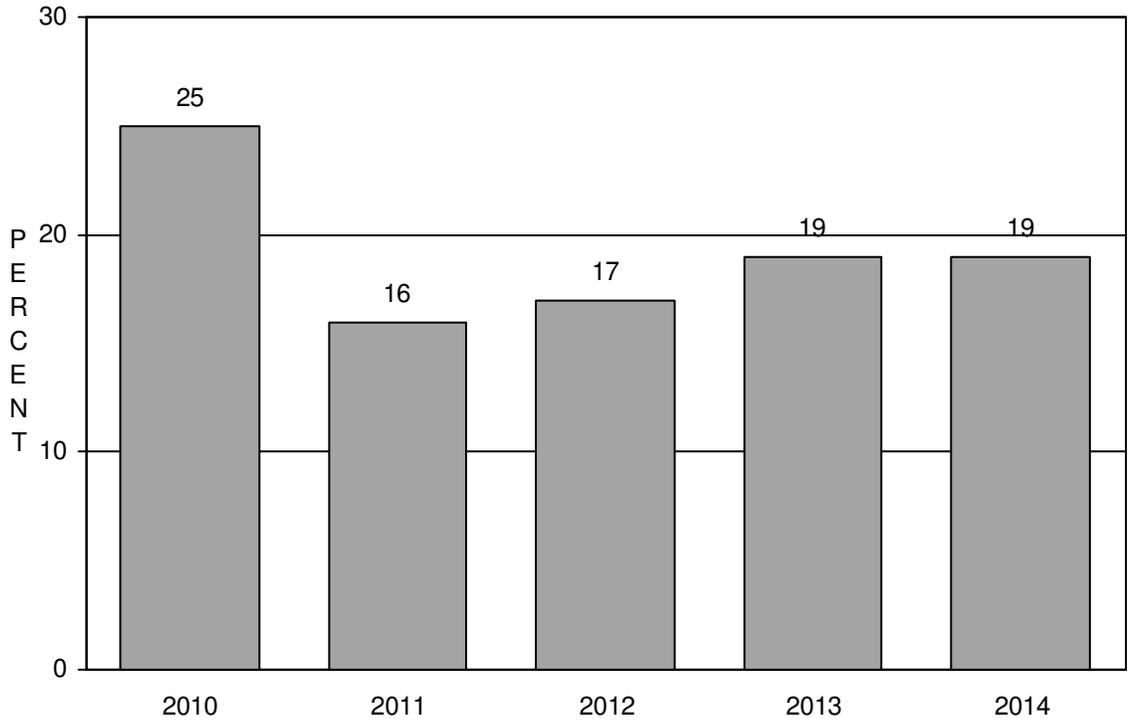
FIGURE 21  
Other Places Visited\*  
(Among Those Who Visited Nearby Places)



Among those who said they had visited, or planned to visit, other nearby areas on their current trip (Figure 21), 55% mentioned Las Vegas (up significantly from 47% in 2011), 28% mentioned Zion National Park/Bryce Canyon (up from 18% in 2010), 22% mentioned Laughlin (up from 13% in 2011), 21% mentioned St. George in Utah, 14% mentioned the Valley of Fire (up from 7% in 2011), 10% mentioned the Grand Canyon, 8% mentioned Death Valley (up from 2% each in 2010 and 2011), 3% mentioned Lake Mead (down from 7% in 2012), and 2% mentioned Hoover Dam (down from 6% in 2010 and 9% in 2011).

\* Multiple responses to this question were permitted.

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



Among all Mesquite visitors, 19% said they also visited, or planned to visit, Las Vegas on their current trip, down significantly from 25% in 2010 (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. Four percent (4%) reported three adults were in their immediate party, while 7% reported four adults (down from 10% each from 2010 – 2012), and 3% said there were five or more people in their party (up from 2010 – 2013). Thirteen percent (13%) said they were traveling alone. The average party size was 2.2, not significantly different than in past years.

FIGURE 23  
 Adults In Immediate Party

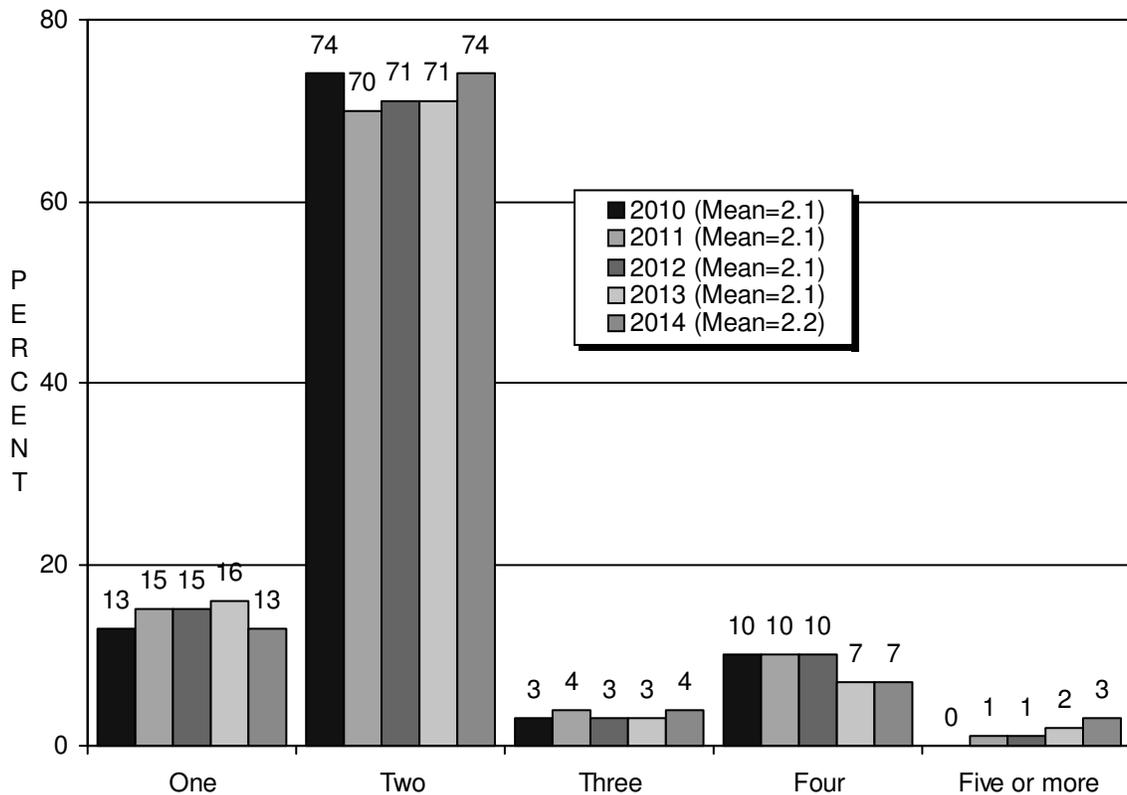
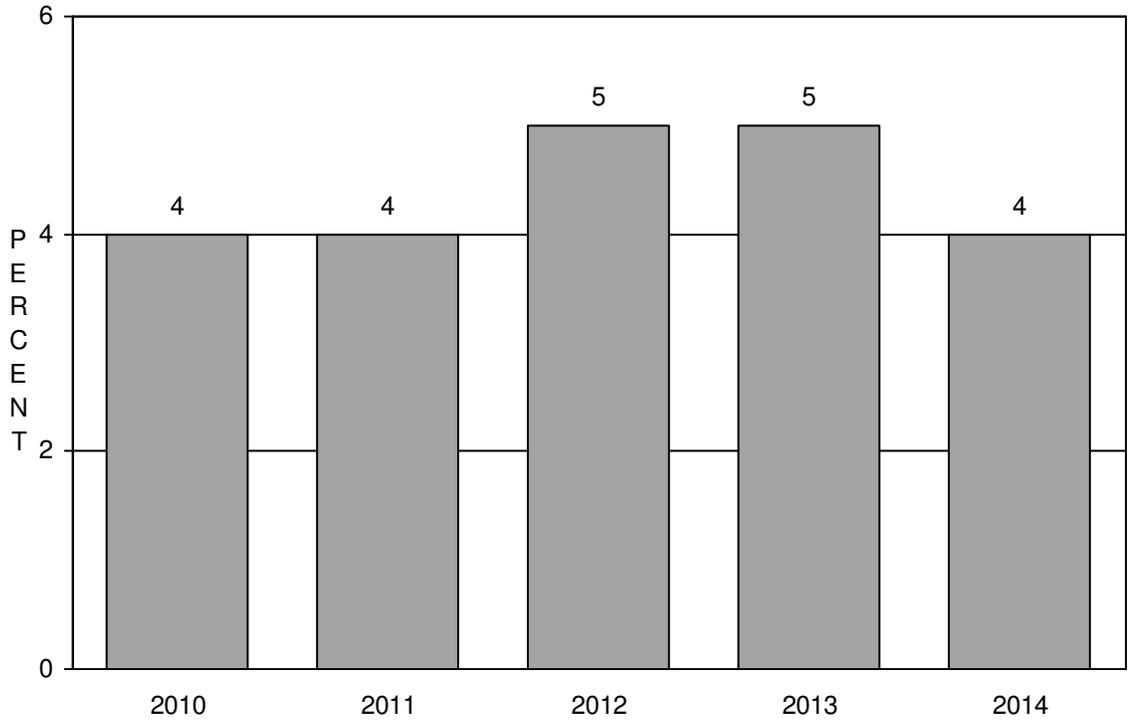


FIGURE 24  
Whether Had Persons In Immediate Party Under Age 21\*



Four percent (4%) of visitors reported having people in their party under the age of 21, not significantly different from past years (Figure 24).

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

FIGURE 25  
Nights Stayed

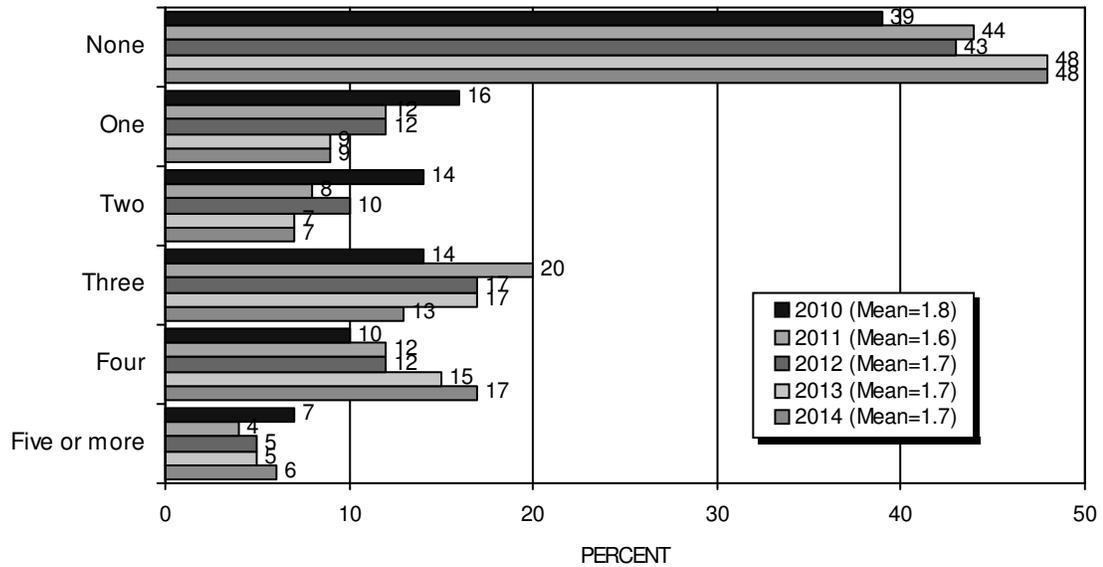
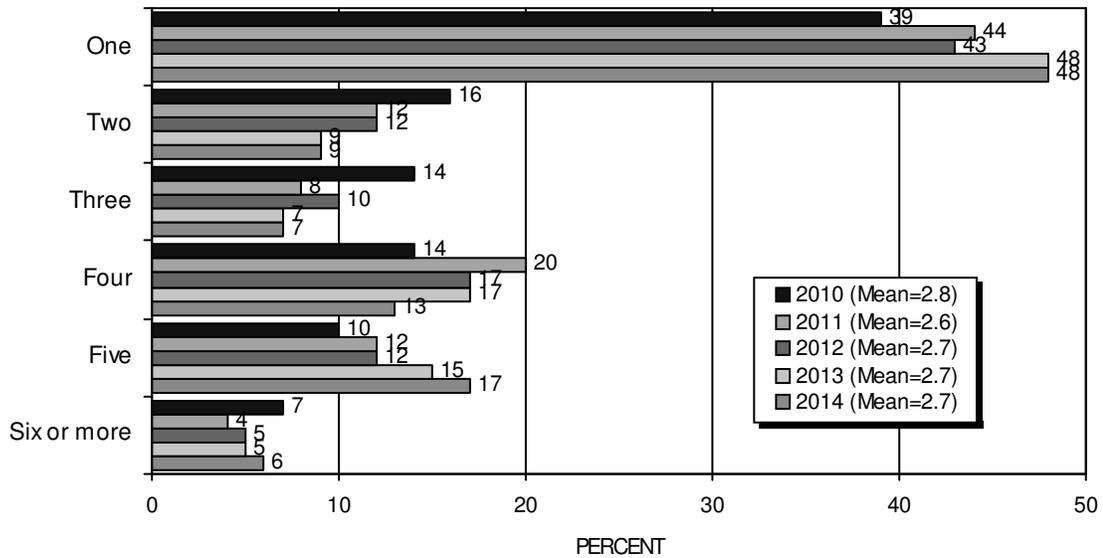
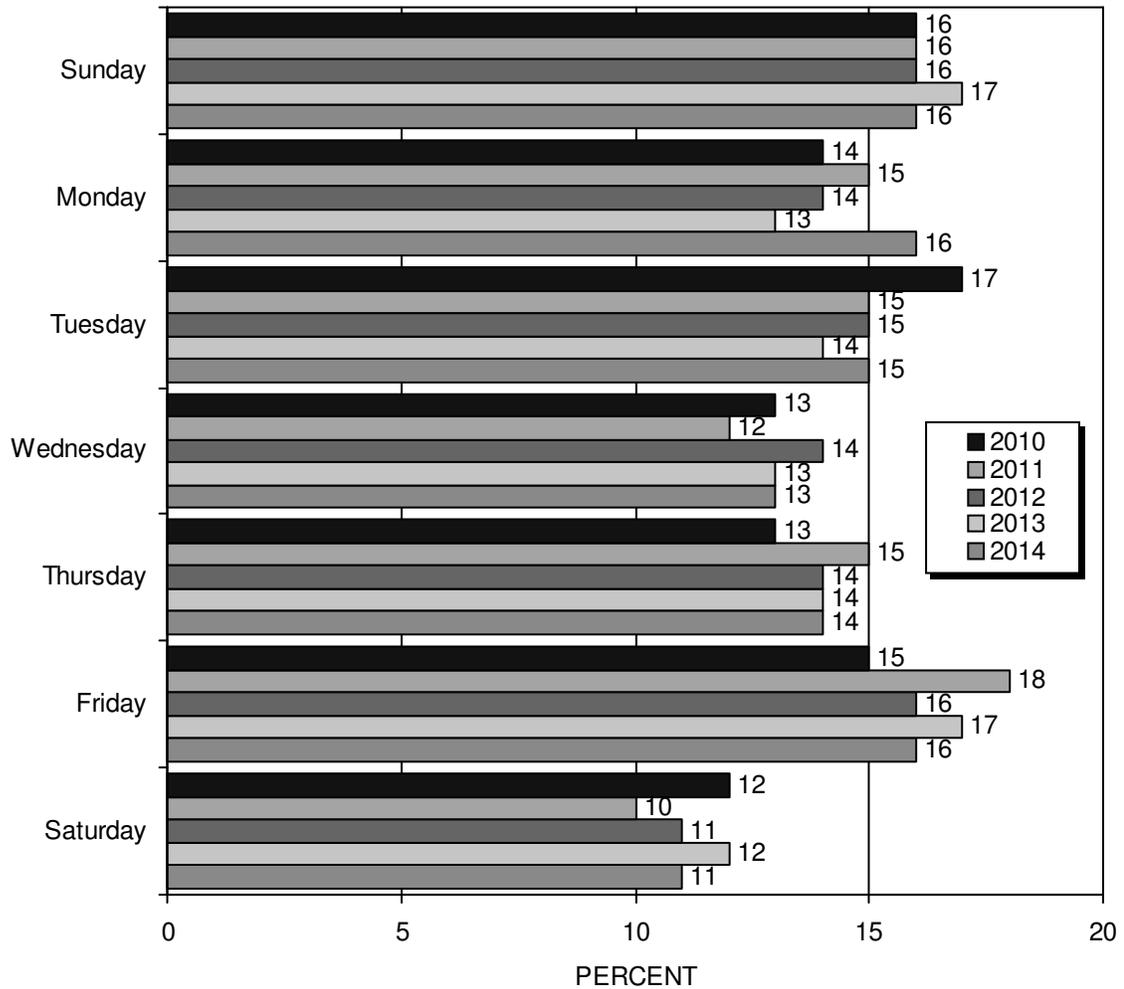


FIGURE 26  
Days Stayed



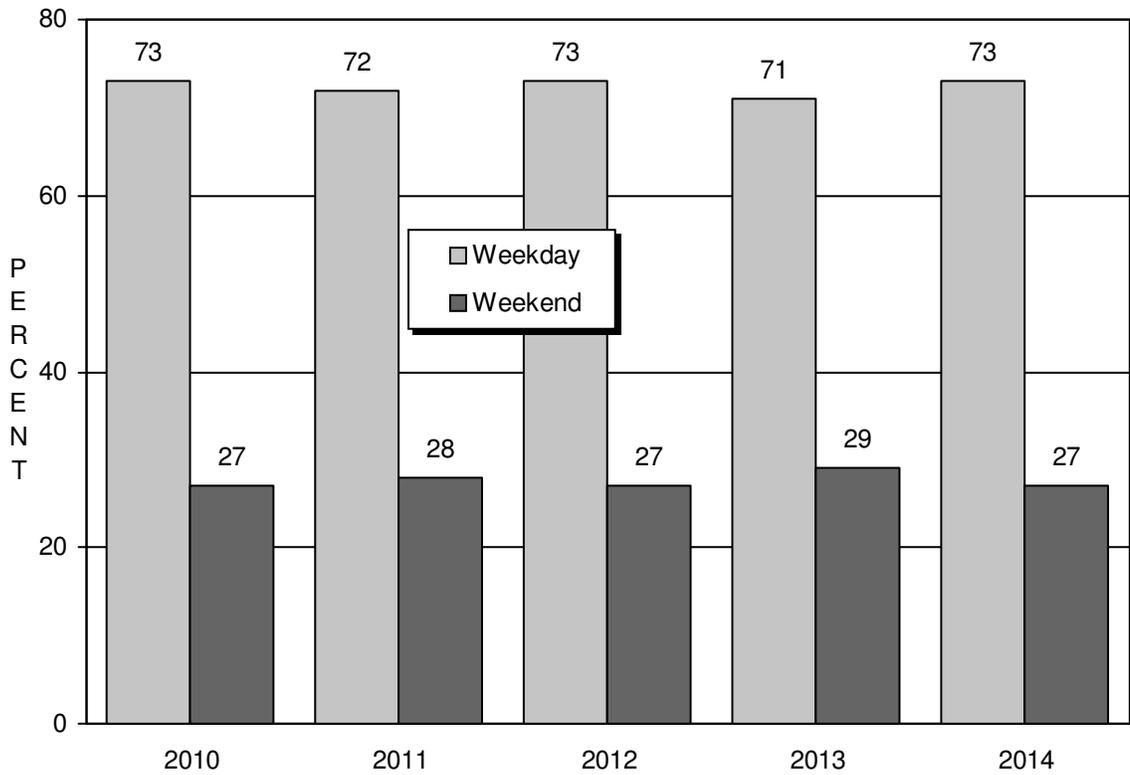
During 2014, Mesquite visitors stayed an average of 1.7 nights and 2.7 days (Figures 25 and 26). Forty-eight percent (48%) reported making a day trip to Mesquite and not staying overnight, the same as last year but up significantly from 39% in 2010, 44% in 2011, and 43% in 2012.

FIGURE 27  
 Day Of Arrival



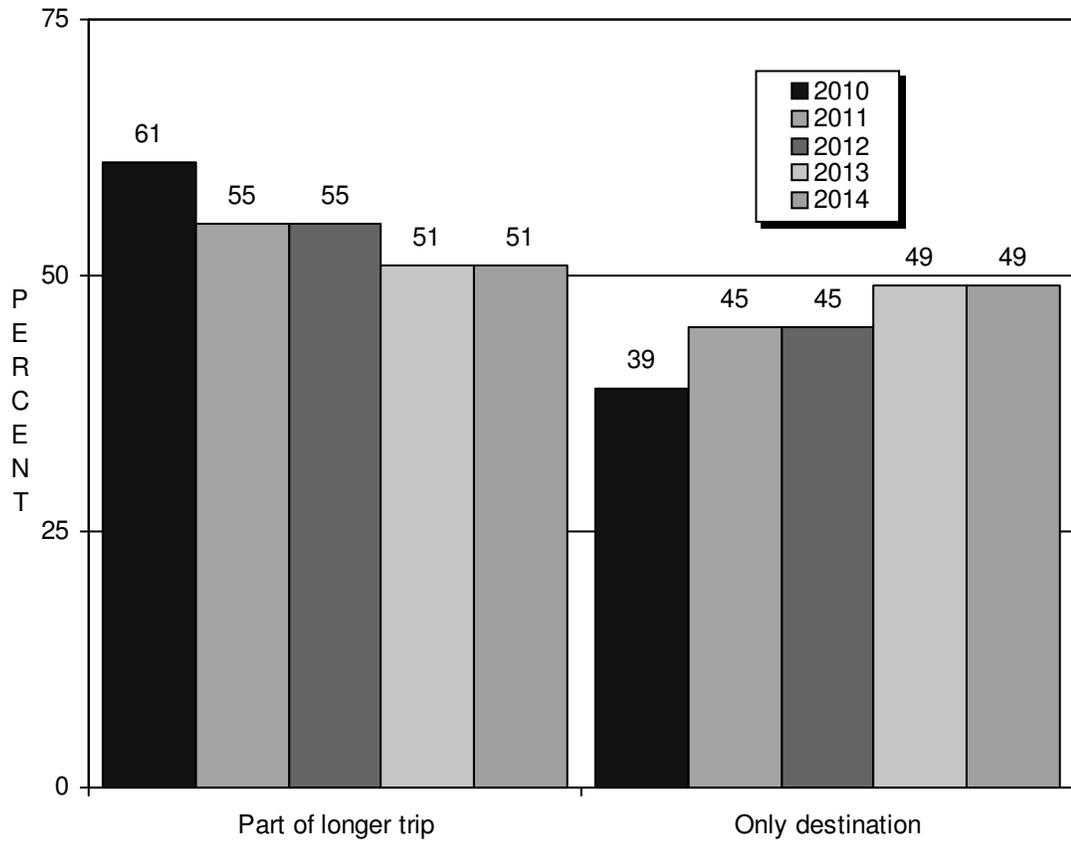
In 2014, visitors were most likely to arrive in Mesquite on a Sunday, a Monday or a Friday (16% each) (Figure 27).

FIGURE 28  
Weekend Versus Weekday Arrival



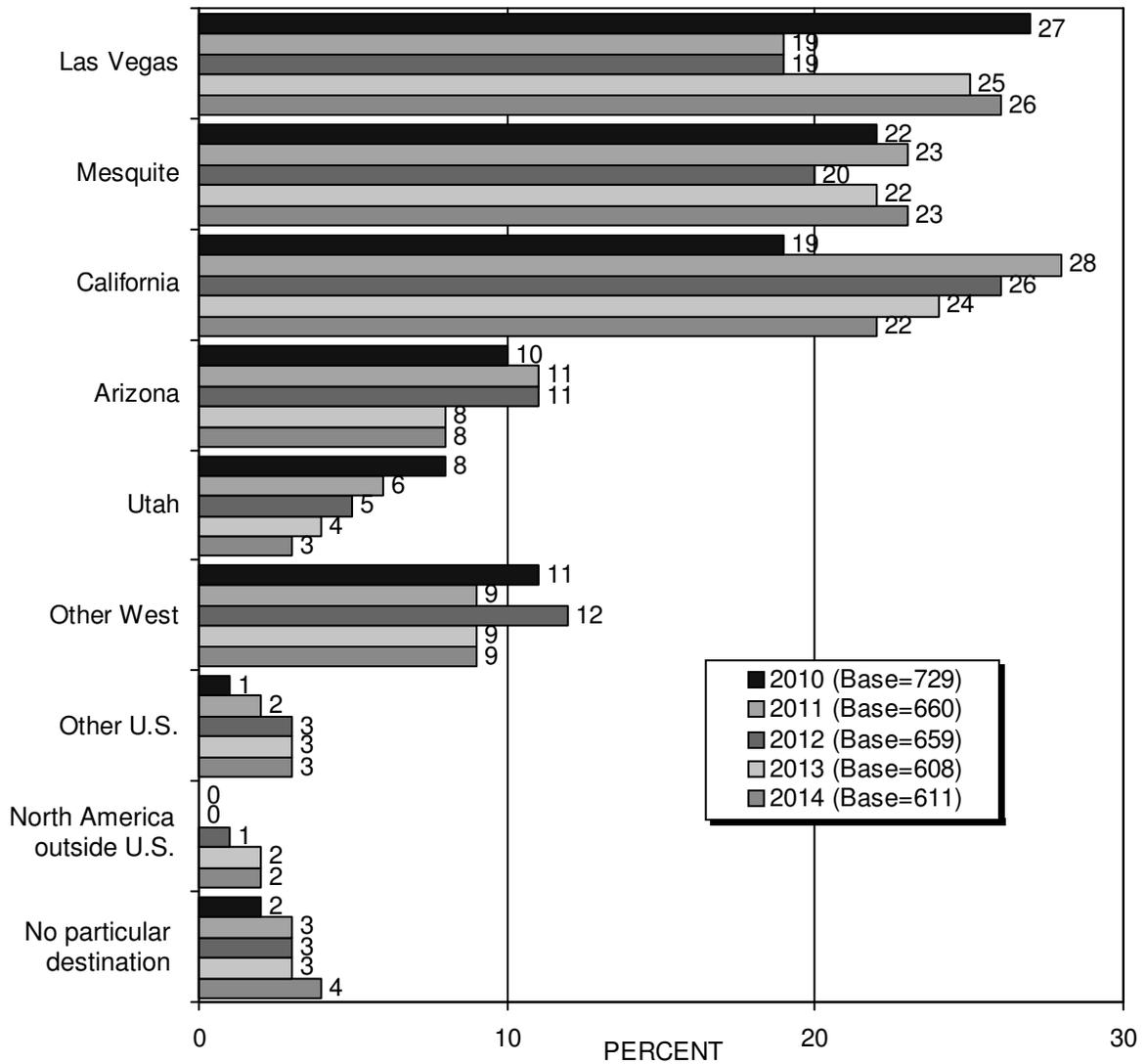
In 2014, 73% of visitors arrived in Mesquite between Sunday and Thursday. Twenty-seven percent (27%) arrived in Mesquite on a Friday or a Saturday (Figure 28). Neither figure was significantly different from past years.

FIGURE 29  
Whether Mesquite Visit Is Part Of A Longer Trip



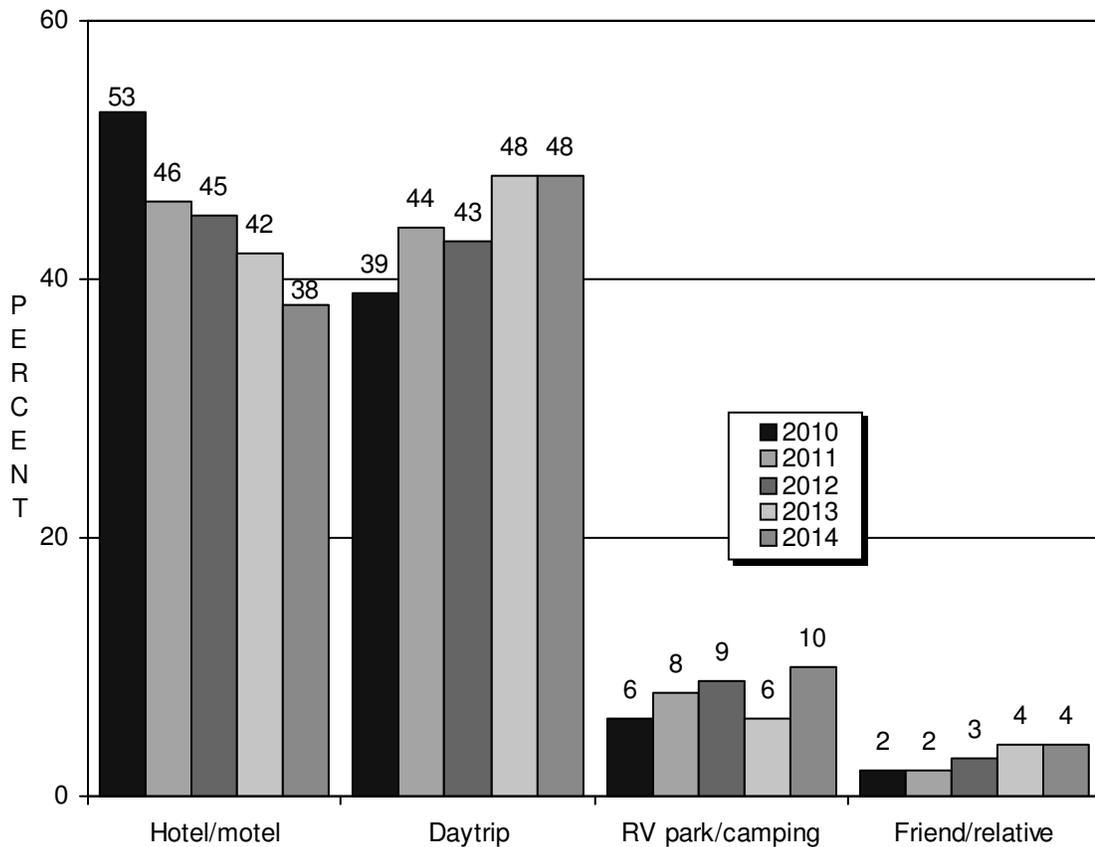
Fifty-one percent (51%) of Mesquite visitors said their visit to Mesquite was part of a longer trip (down significantly from 61% in 2010 and 55% each in 2011 and 2012), while 49% said Mesquite was their only destination (up from 39% in 2010, and 45% each in 2011 and 2012) (Figure 29).

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



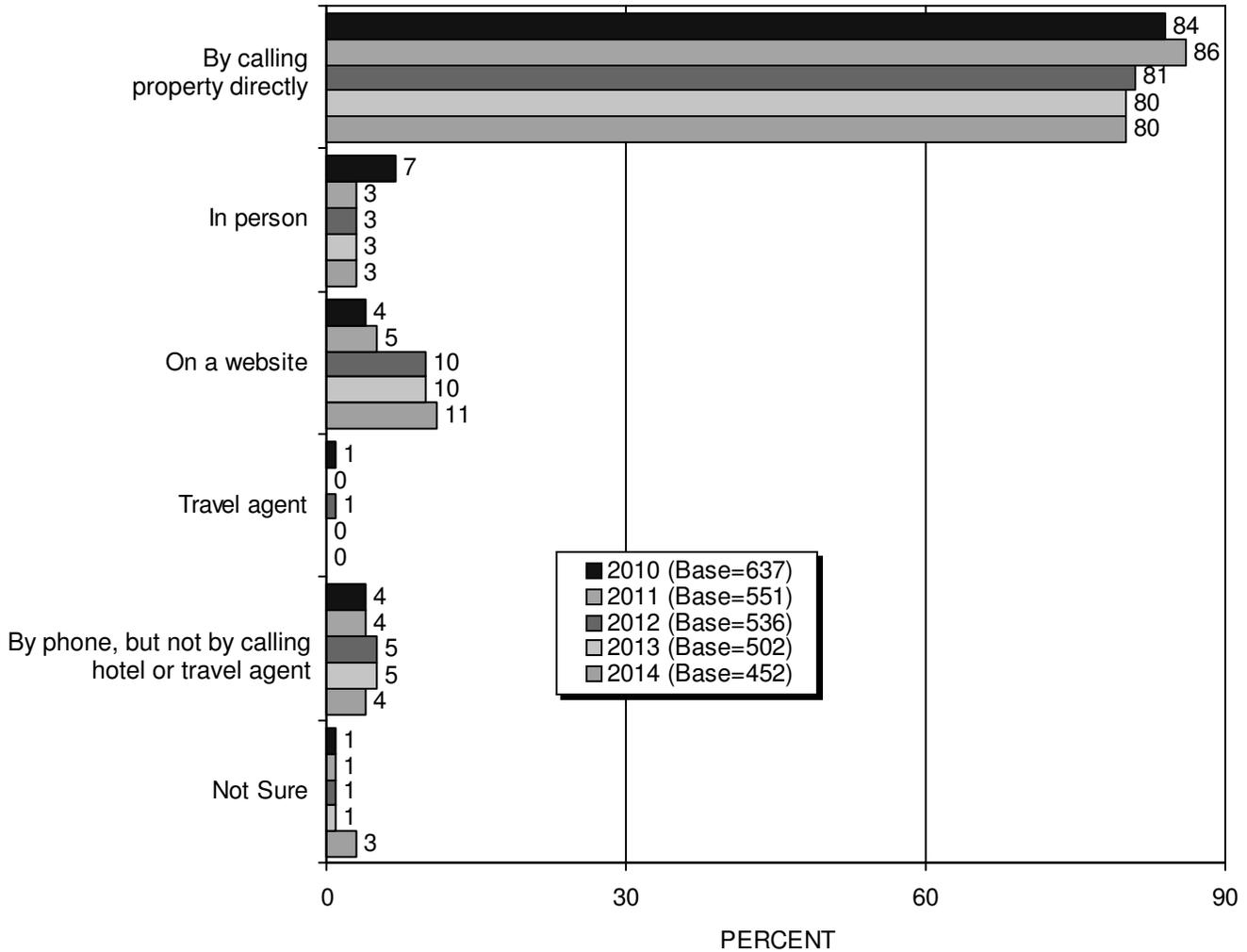
We asked visitors to name their primary destination if Mesquite was not their only destination (Figure 30). Twenty-six percent (26%) said their primary destination was Las Vegas (up from 19% each in 2011 and 2012), while 23% said Mesquite was their primary destination. California was mentioned by 22% (down 28% in 2011), followed by Arizona (8%), and Utah (3%, down from 8% in 2010 and 6% in 2011).

FIGURE 31  
 Where Lodged



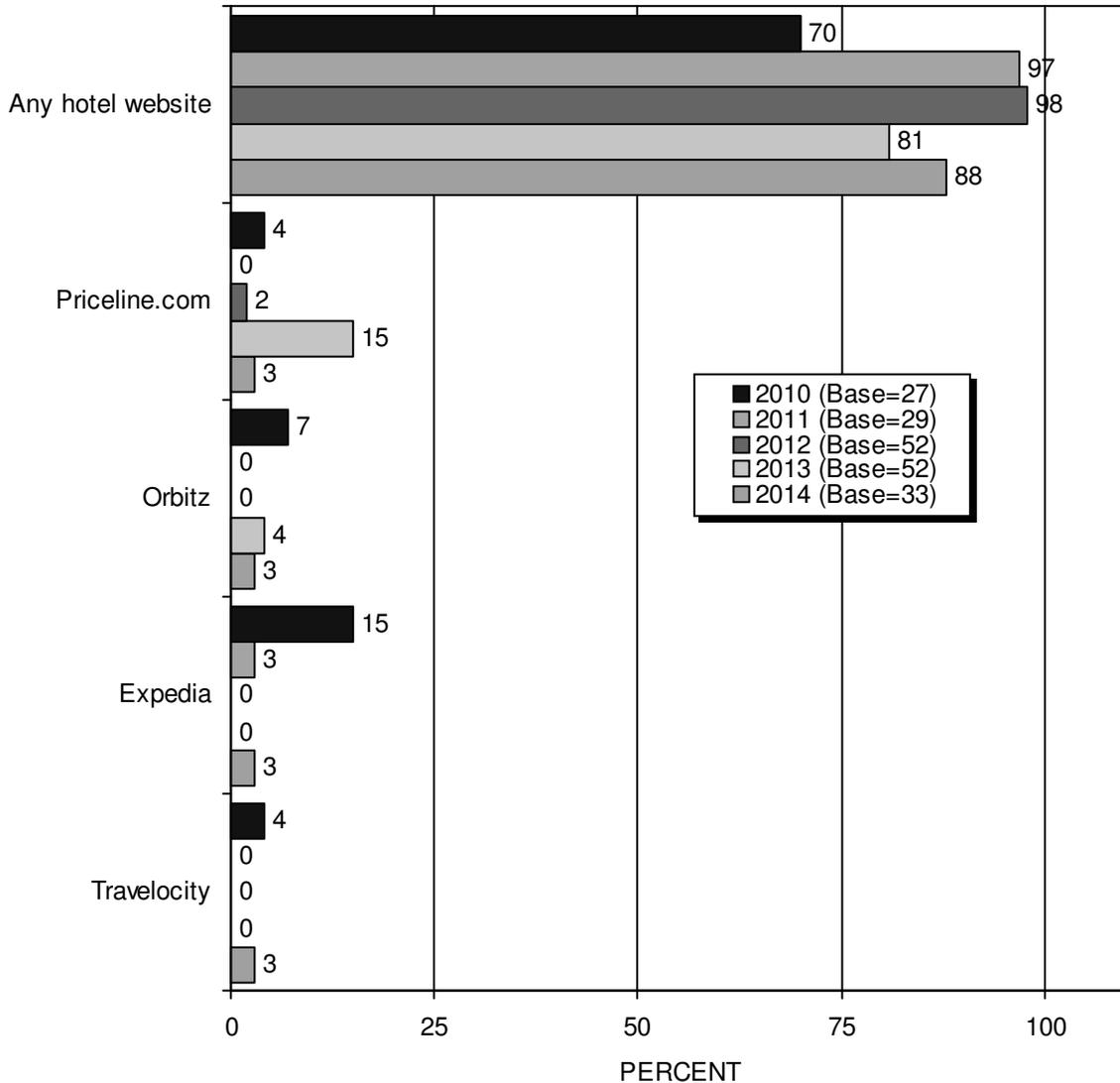
As shown in Figure 31, 38% of visitors stayed in hotels or motels in Mesquite in 2014, down significantly from 53% in 2010, 46% in 2011, 45% in 2012, and 42% last year. Forty-eight percent (48%) said they were visiting Mesquite just for the day and did not lodge anywhere, the same as last year, but up significantly from 39% in 2010, 44% in 2011, and 43% in 2012. Ten percent (10%) were in an RV or camping area (up from 6% each in 2010 and 2013), while 4% were staying with friends or relatives (up from 2% each in 2010 and 2011).

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 percent (80%) said they booked their accommodations by calling the property directly (down from 86% in 2011), while 3% booked in person (down significantly from 7% in 2010). Eleven percent (11%) booked their accommodations through a website (up significantly from 4% in 2010 and 5% in 2011), while 4% said they booked by phone but not by calling the hotel or a travel agent.

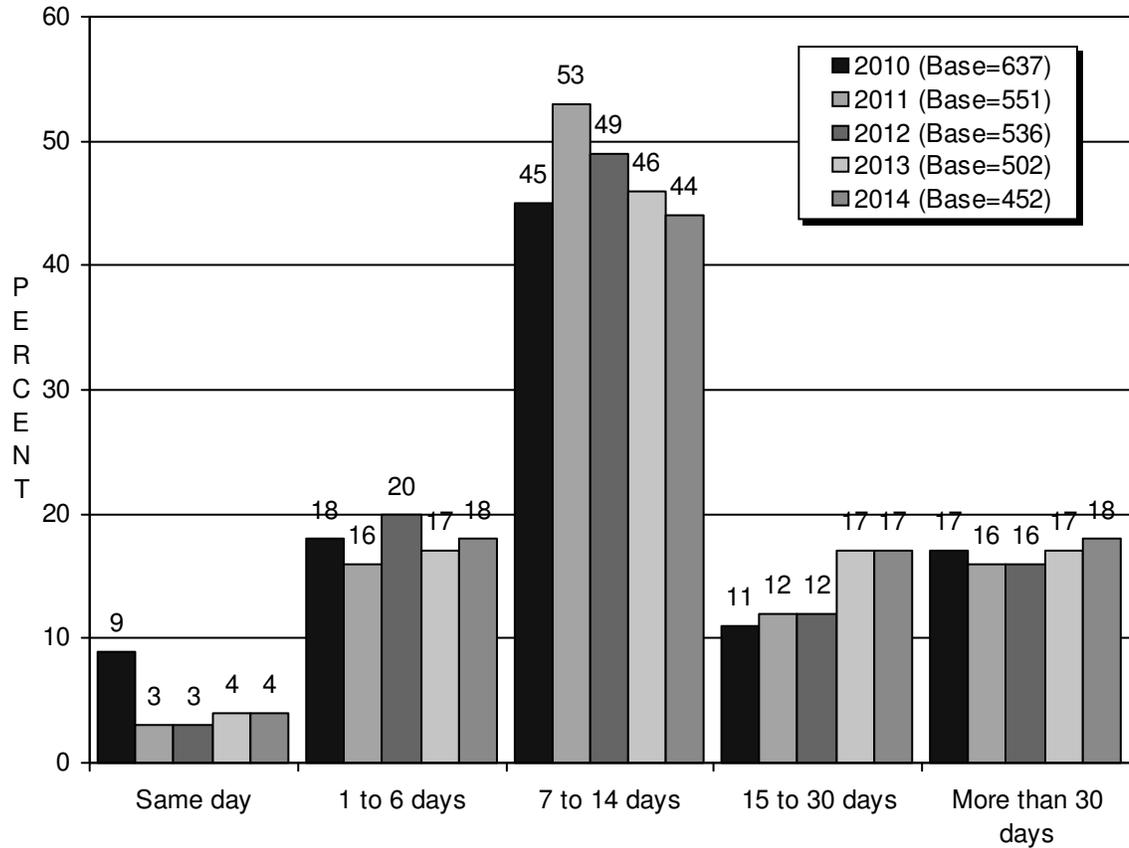
FIGURE 33  
 Website Used To Book Accommodations  
 (Among Those Who Used The Internet)



Visitors who booked their accommodations on a website were asked which website they used (Figure 33). The vast majority of these Internet users (88%) said they used a hotel website to book their accommodations. Other mentions included Expedia.com, Orbitz, Priceline.com, and Travelocity (3% each).\*

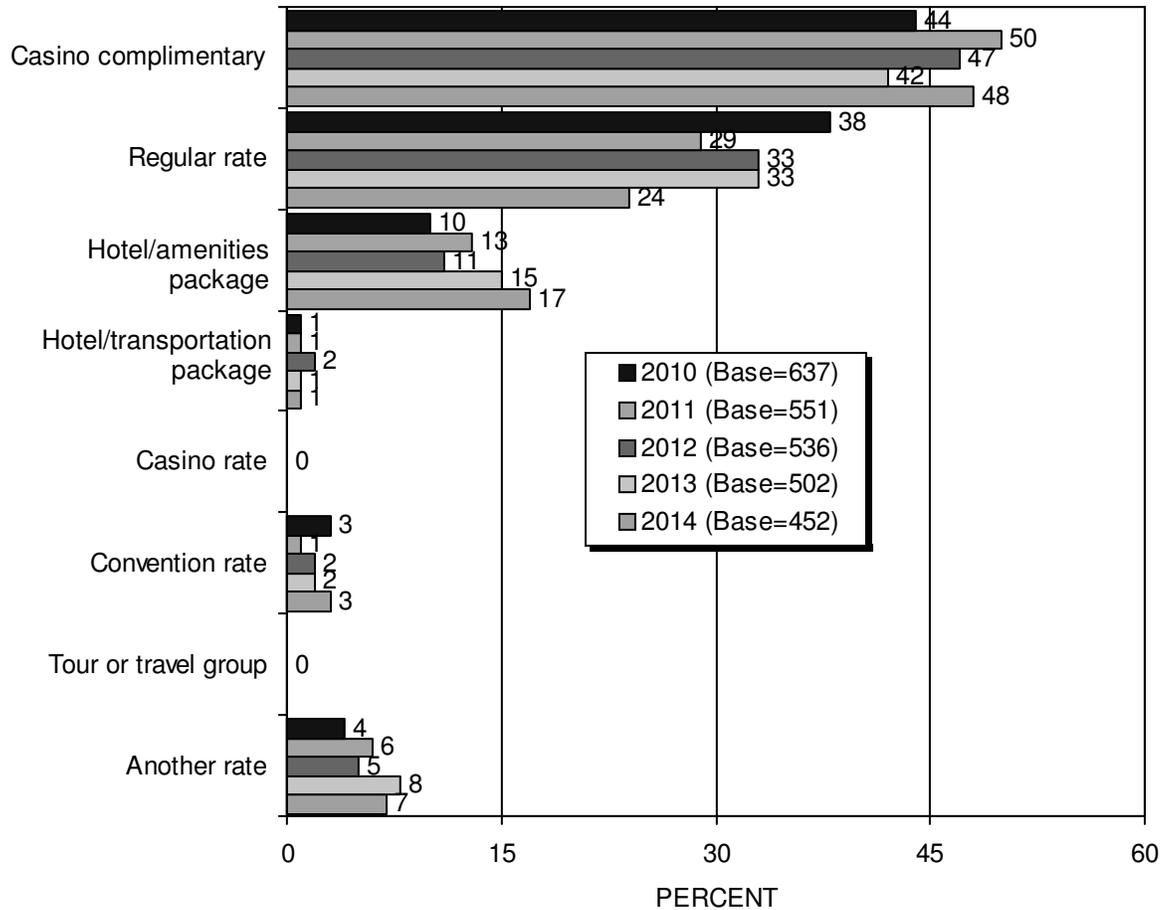
\* Note very small base sizes.

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



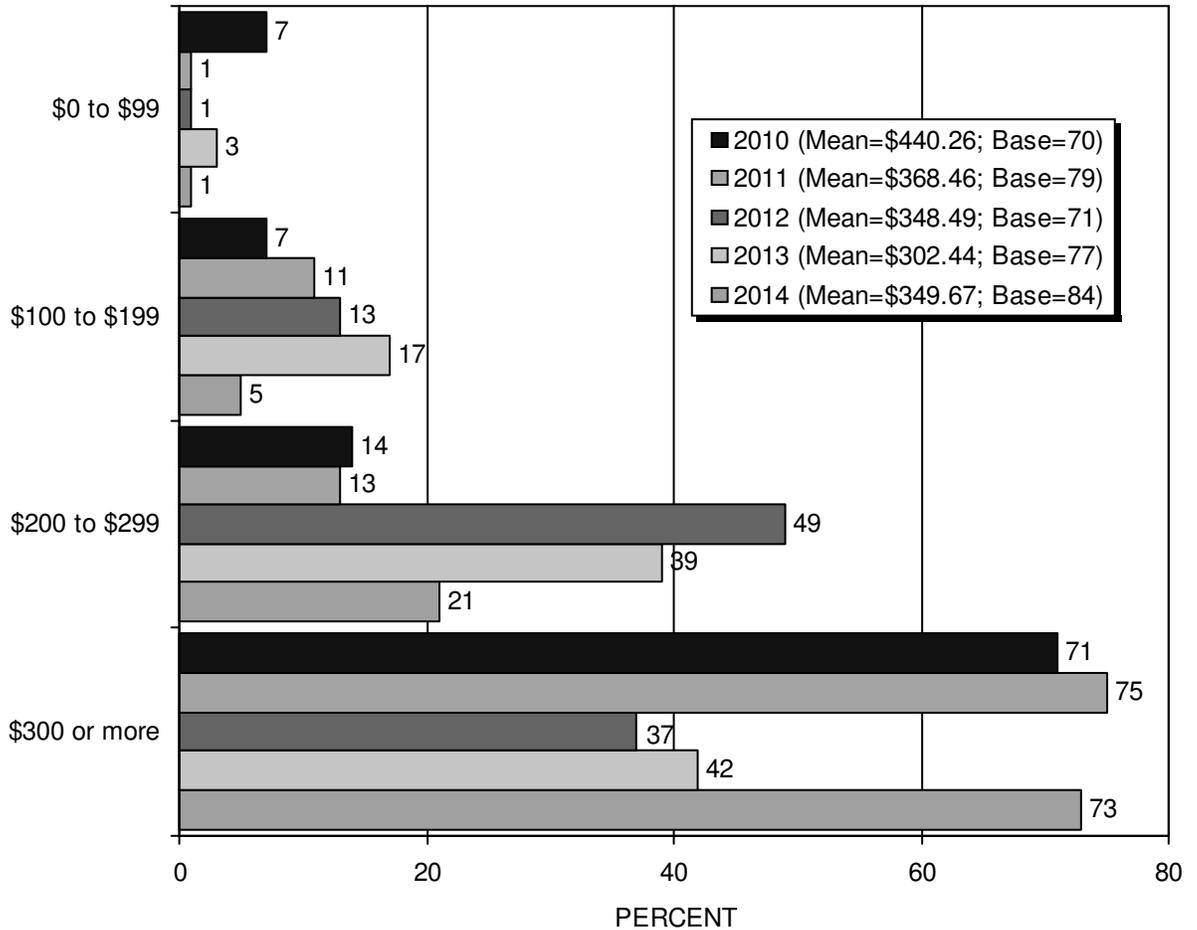
We asked those staying in a hotel or motel how far in advance they had booked their accommodations (Figure 34). Four percent (4%) booked their accommodations on the day of their arrival (down significantly from 9% in 2010). Eighteen percent (18%) booked one to six days in advance, 44% booked seven to 14 days in advance (down from 53% in 2011), 17% booked 15 to 30 days in advance (up significantly from 11% in 2010 and 12% each in 2011 and 2012), and 18% booked more than 30 days in advance.

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



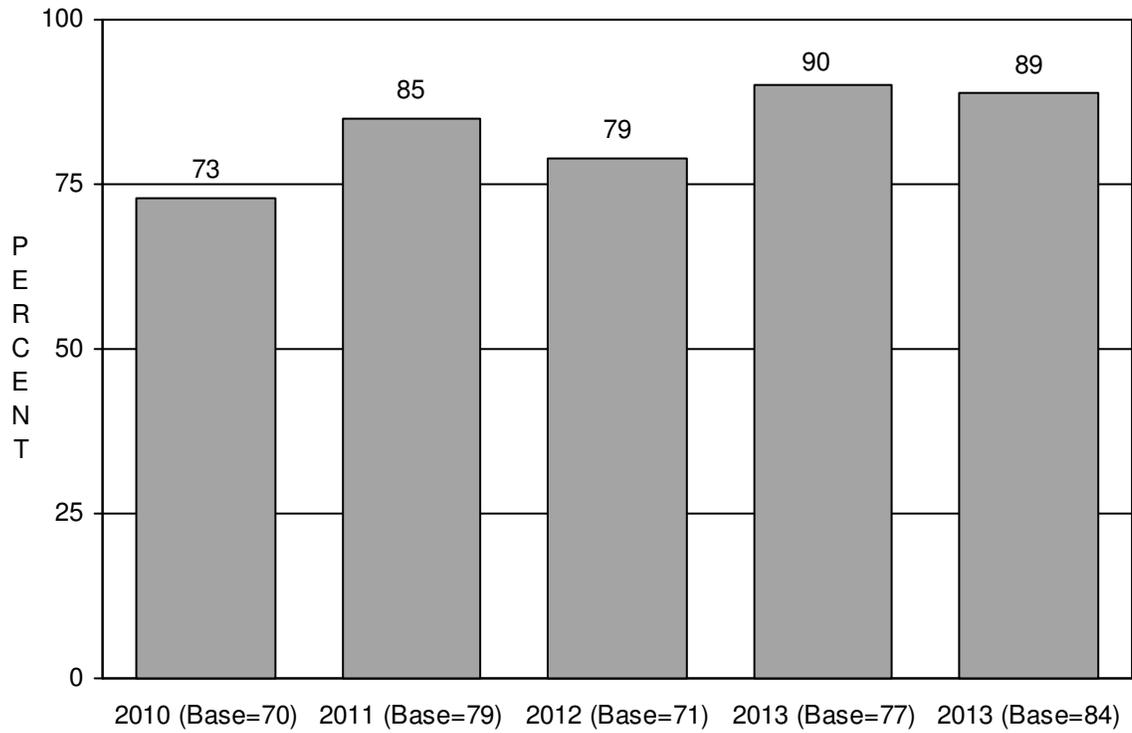
We asked those staying in a hotel or motel what type of room rate they had received for their accommodations (Figure 35). Forty-eight percent (48%) received a casino complimentary rate, while 24% said they paid a regular room rate, down significantly from 38% in 2010 and 33% each in 2012 and 2013. Eighteen percent (18%) paid some type of package rate, with 1% saying it was a hotel/transportation package rate and 17% saying it was a hotel/amenities package rate (up from 10% in 2010 and 11% in 2012). Three percent (3%) paid a convention or company group rate (up from 1% in 2011) and 7% reported paying some other rate (up from 4% in 2010).

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). Seventy-three percent (73%) said they paid \$300 or more on their package deal (up significantly from 37% in 2012 and 42% in 2013). Twenty-one percent (21%) said they paid between \$200 and \$299 for their package (down significantly from 49% in 2012 and 39% last year). Five percent (5%) said they paid between \$100 and \$199 (down from 17% last year), while 1% paid less than \$100. The average per-person package cost for 2014 was \$349.67, down significantly from \$440.26 in 2010.

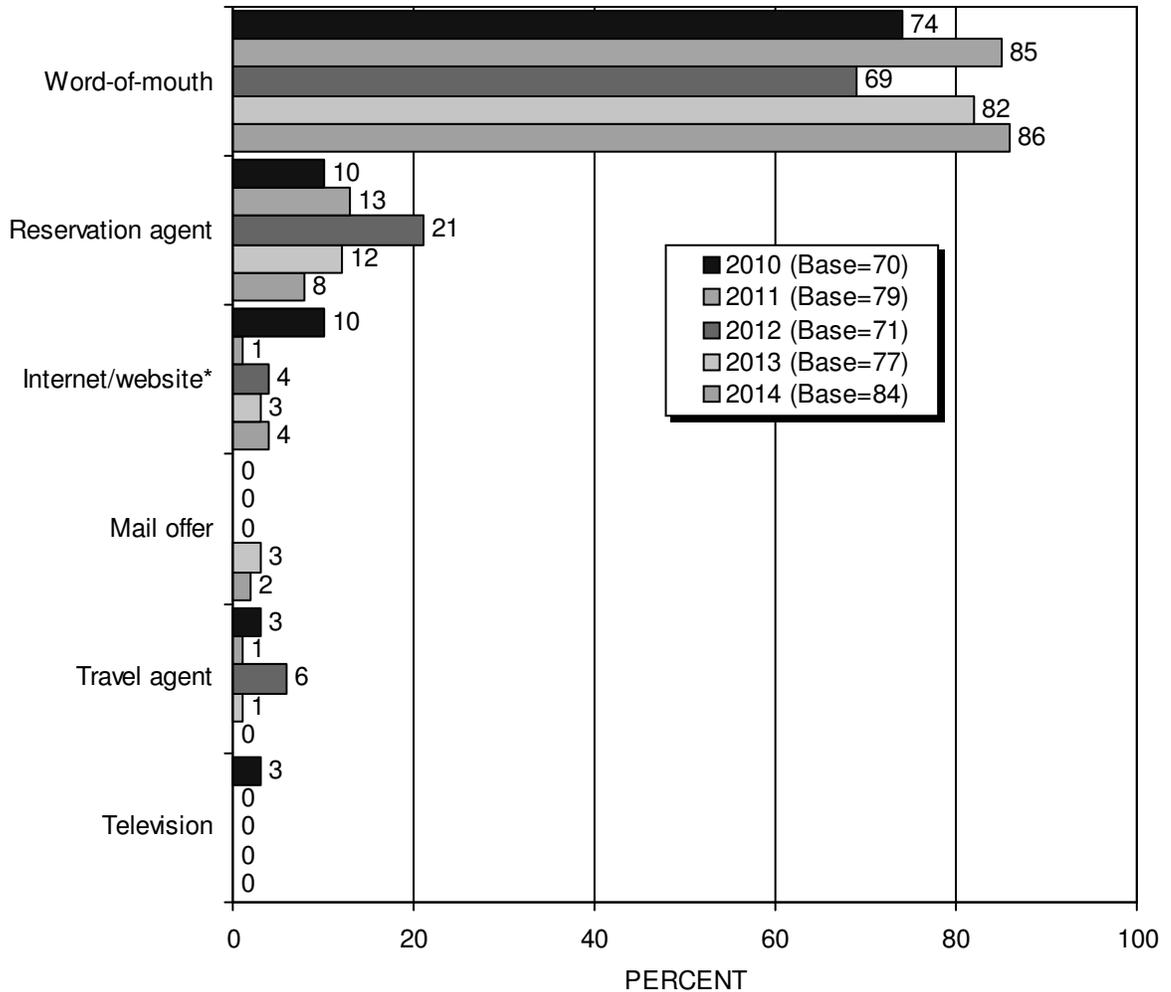
FIGURE 37  
Package Purchased Directly From A Hotel\*  
(Among Those Who Bought A Package)



We asked visitors who purchased a package if they purchased it directly from the hotel and 89% said they had, up significantly from 73% in 2010 (Figure 37).

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

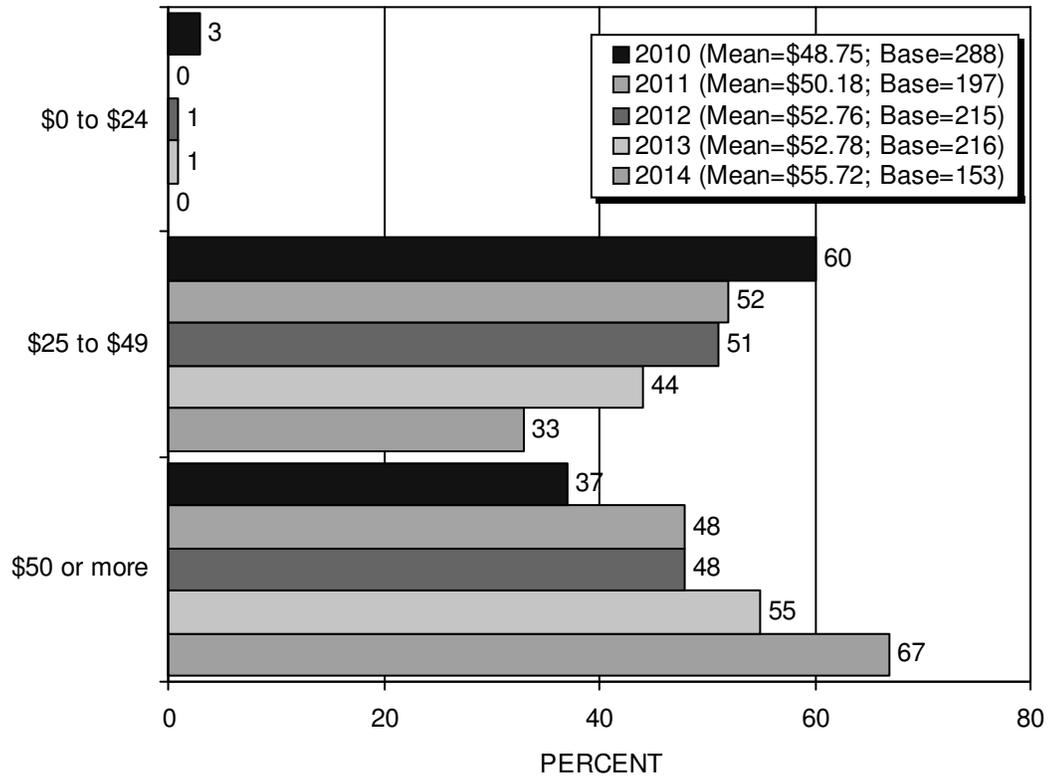
FIGURE 38  
 Where First Heard About The Package  
 (Among Those Who Bought A Package)



When asked where they first heard about the package they purchased, 86% of package purchasers said they first heard about it from friends, co-workers, or relatives (word-of-mouth), up significantly from 69% in 2012. Among the remaining package purchasers, 8% said they first heard about the package they purchased from a reservation agent/call center (down from 21% in 2012), while 4% said they learned about the rate on the Internet\* and 2% said they received an offer in the mail (Figure 38).

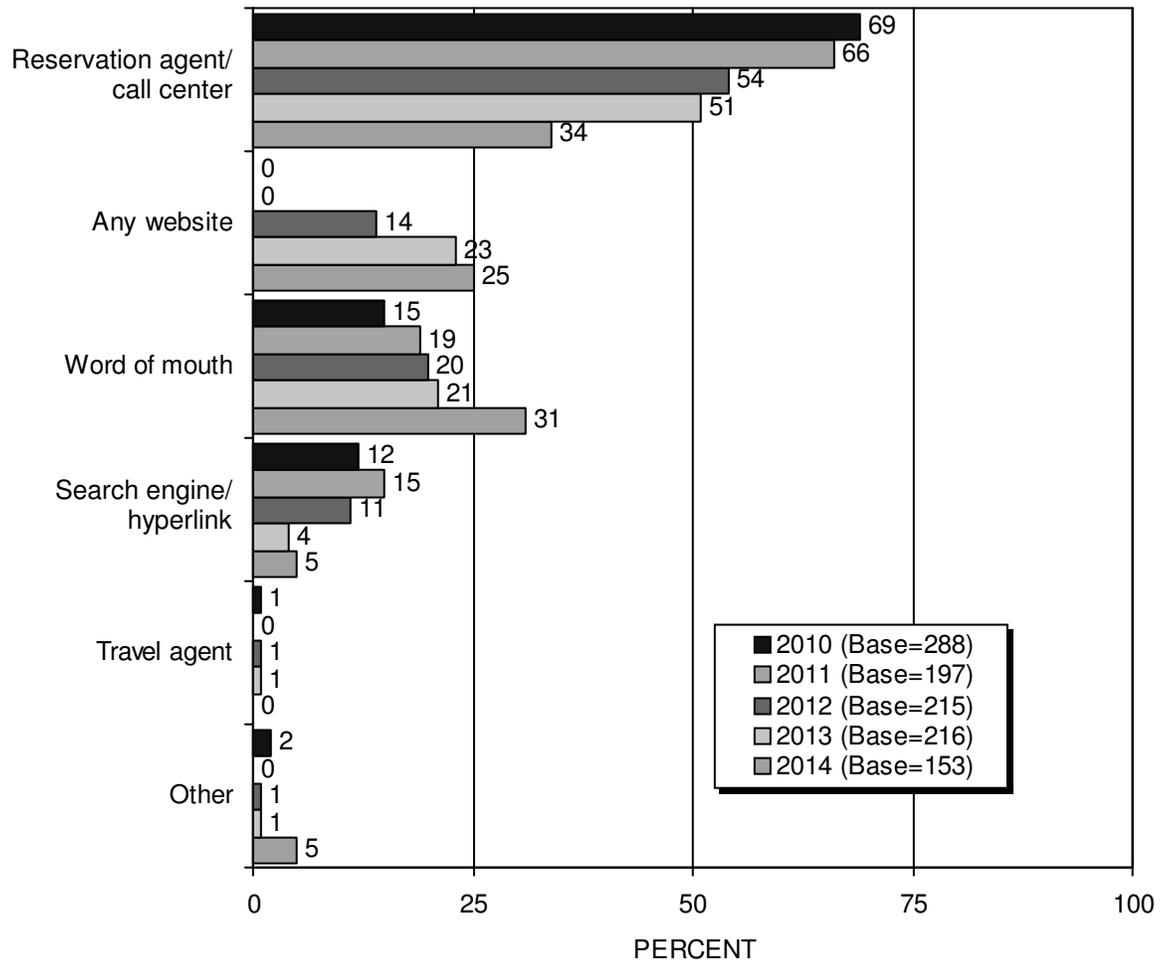
\* Beginning in 2008 Internet responses were broken out to include "Internet Ad," "Any Website," and "Search engine/Hyperlink" as separate responses.

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



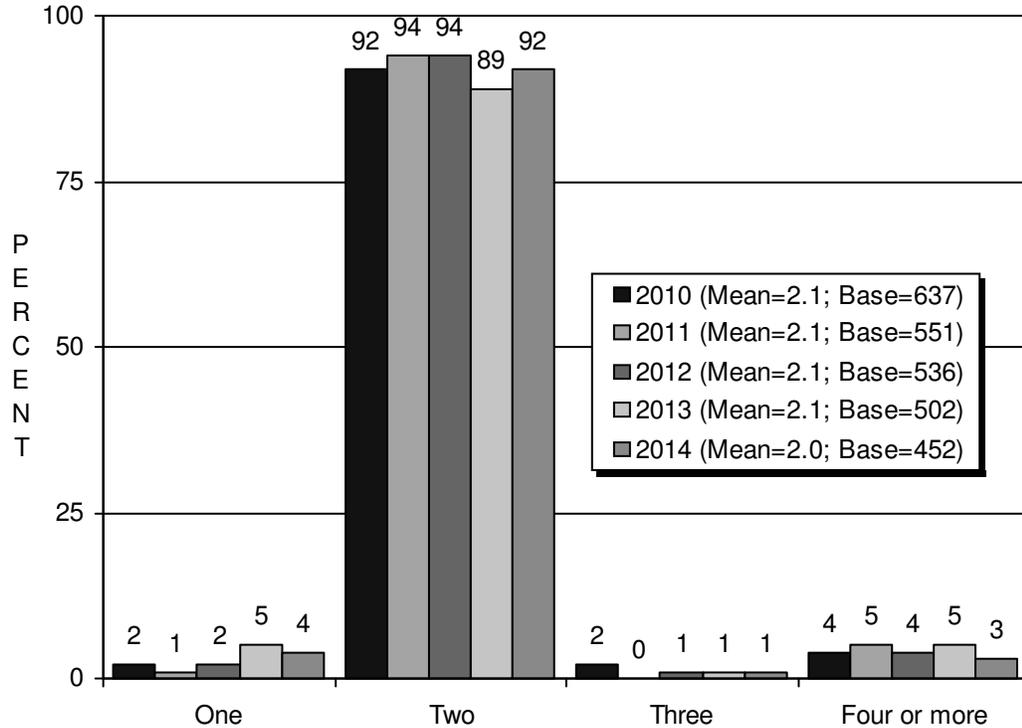
The average (mean) non-package hotel or motel expenditure was \$55.72, up significantly from \$48.75 in 2010 and \$50.18 in 2011 (Figure 39). Sixty-seven percent (67%) of non-package hotel lodgers reported spending \$50 or more per night on their room (up significantly from 37% in 2010, 48% each in 2011 and 2012, and 55% last year), while 33% spent from \$25 to \$49 per night (down from 60% in 2010, 52% in 2011, 51% in 2012, and 44% last year).

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



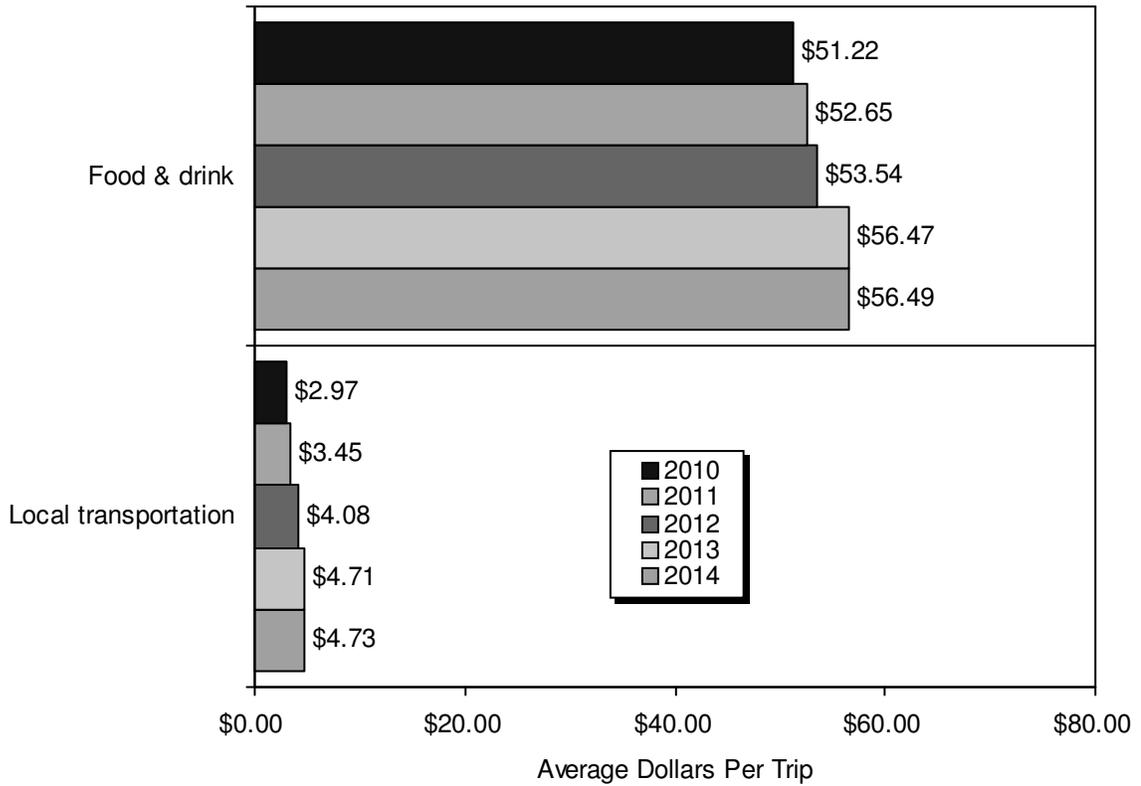
Non-package hotel and motel lodgers were asked how they first found out about the room rate they paid (Figure 40). Thirty-four percent (34%) said they first heard of their room rate from a reservation agent or through a call center (down significantly from 69% in 2010, 66% in 2011, 54% in 2012, and 51% last year). Thirty-one percent (31%) said they found out through word of mouth (up from 15% in 2010, 19% in 2011, 20% in 2012, and 21% last year). Twenty-five percent (25%) reported first hearing about their room rate through a website (up from 2010 – 2013 readings), while 5% mentioned a search engine or hyperlink (down from 12% in 2010, 15% in 2011, and 11% in 2012).

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%). The proportion of visitors lodging alone was 4% (up from 2% each in 2010 and 2012, and 1% in 2011). One percent (1%) of visitors reported three room occupants, while 3% reported four or more room occupants (down from 5% each in 2011 and 2013). The average (mean) number of room occupants was 2.0.

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

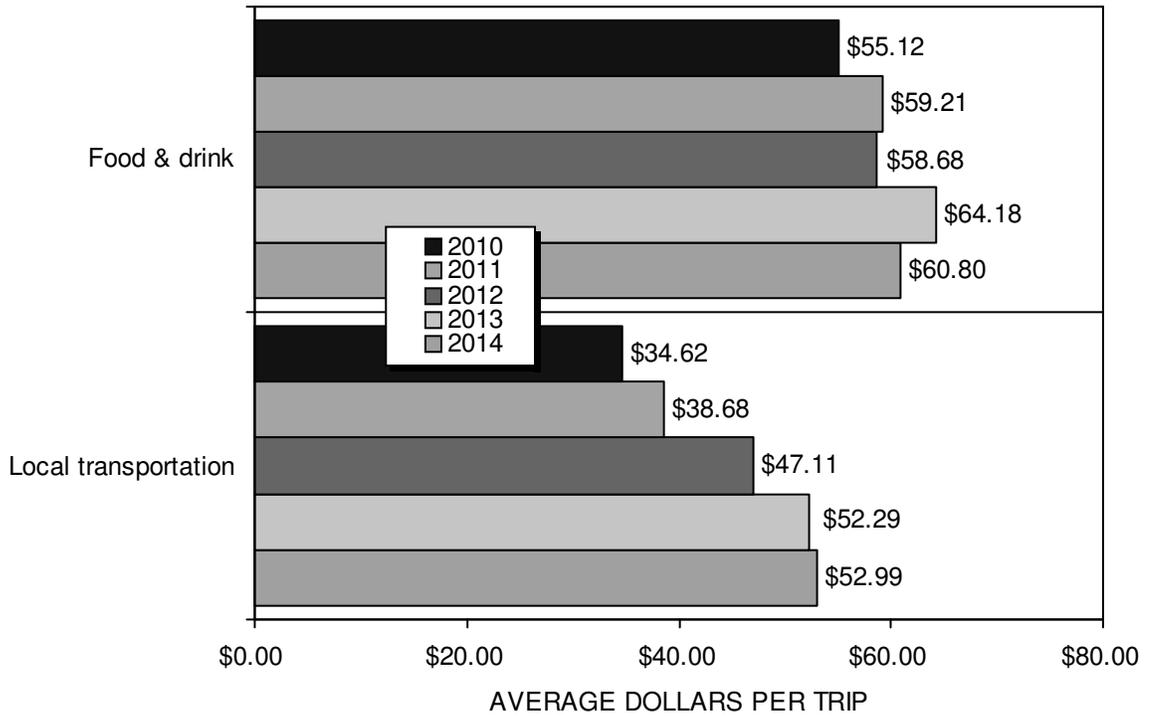


We asked all visitors about their daily expenditures on food and drink and on local transportation. Figure 42 shows the average trip expenditures *including visitors who said they spent nothing in that category*. In 2014, the average food and drink expenditures were \$56.49, up significantly from \$51.22 in 2010.

The average local transportation expenditures for 2014 were \$4.73, also up significantly from \$2.97 in 2010.

\* 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)

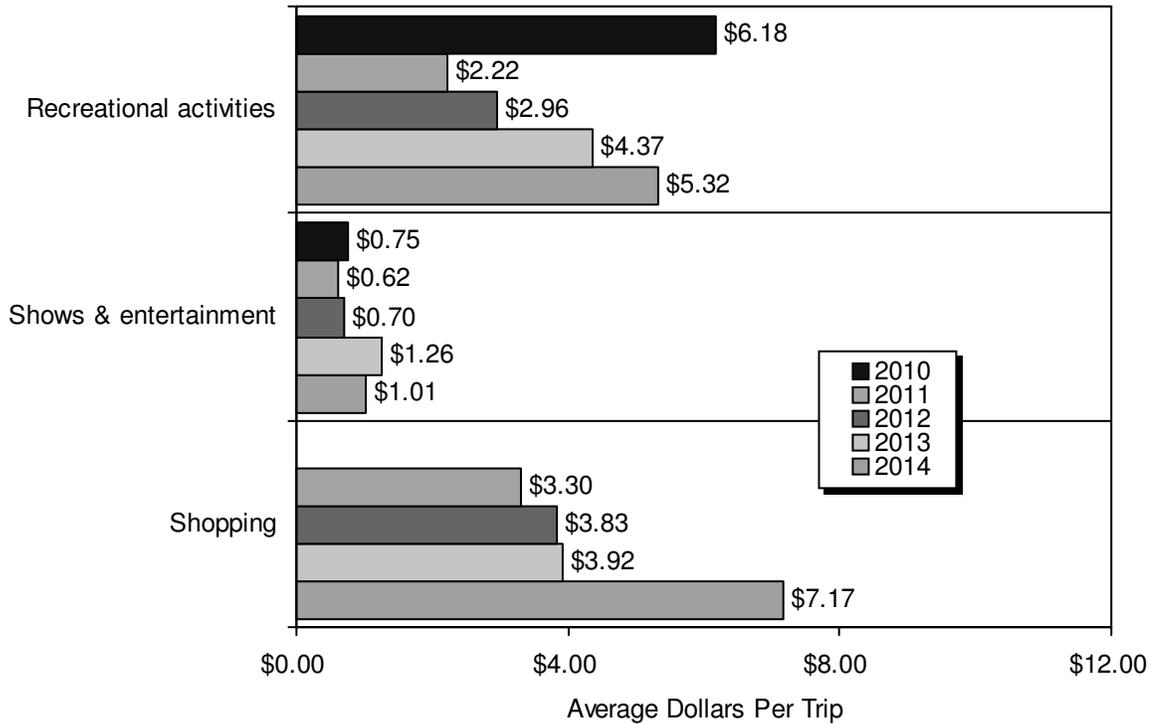


Among visitors who spent money in these categories, average trip expenditures on food and drink in 2014 were \$60.80, up significantly from \$55.12 in 2010. The average expenditures on local transportation in 2014 were \$52.99, up significantly from \$34.62 in 2010 and \$38.68 in 2011 (Figure 43).

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

	2010	2011	2012	2013	2014
<u>Food and Drink</u>					
Base size	(1115)	(1067)	(1095)	(1056)	(1115)
Proportion of total	93%	89%	91%	91%	91%
<u>Local Transportation</u>					
Base size	(103)	(107)	(104)	(108)	(107)
Proportion of total	9%	9%	9%	9%	9%

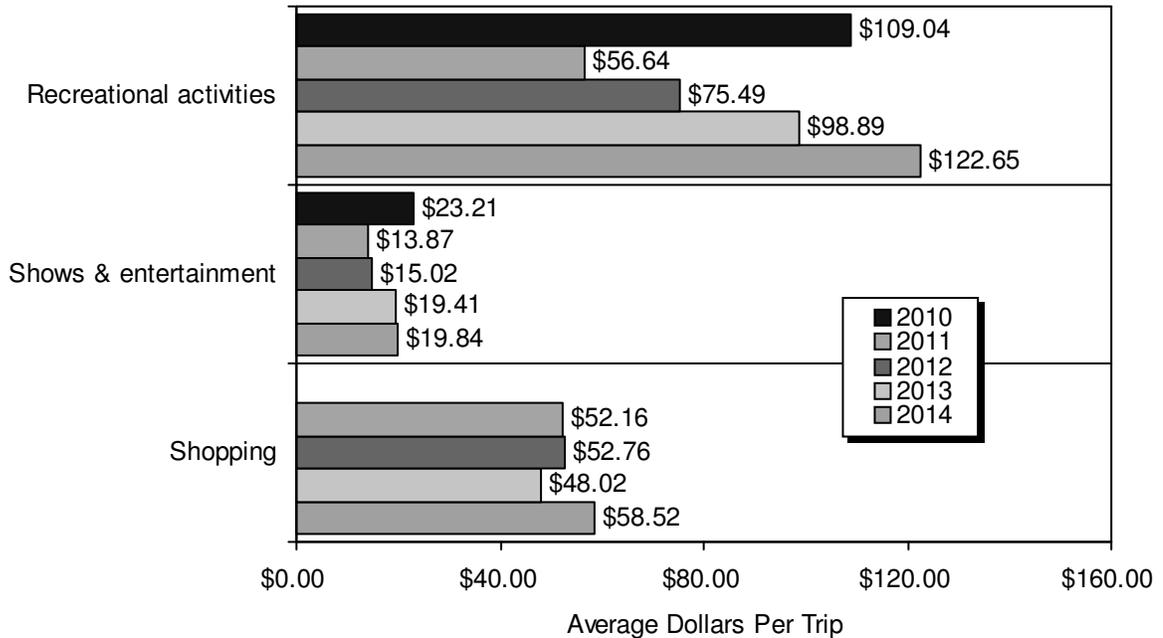
FIGURE 44  
 Average Trip Expenditures On Recreational Activities,  
 Shows And Entertainment, And Shopping\*  
 (Including Visitors Who Spent Nothing In That Category)



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 2014 was \$5.32, up significantly from \$2.22 in 2011 and \$2.96 in 2012. The average expenditure for shows was \$1.01 per trip, up from \$0.62 in 2011. Beginning in 2011, we asked visitors for the amount they spent on shopping during their visit to Mesquite. The average expenditure for shopping for 2014 was \$7.17, up significantly from 2011 – 2013.

\* 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)



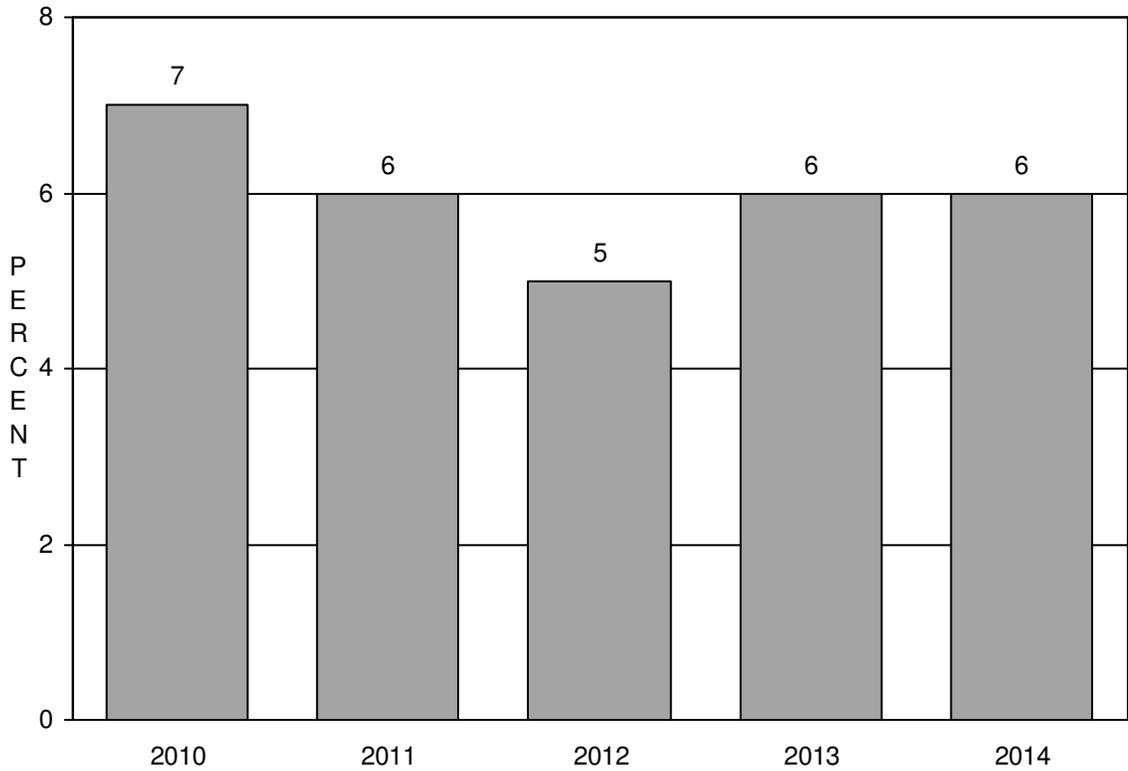
Considering only visitors who spent money in each category, the average expenditure for recreational activities in 2014 was \$122.65, up significantly from \$56.64 in 2011 and \$75.49 in 2012. The average expenditure for shows was \$19.84, up from \$13.87 in 2011 and \$15.02 in 2012. Beginning in 2011, visitors were asked how much they spent on shopping during their visit to Mesquite. In 2014, visitors spent an average of \$58.52 on shopping, up from \$48.02 last year\* (Figure 45).

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

	2010	2011	2012	2013	2014
<b>Recreation</b>					
Base size	(68)	(47)	(47)	(53)	(52)
Proportion of total	6%	4%	4%	4%	4%
<b>Shows</b>					
Base size	(39)	(54)	(56)	(78)	(61)
Proportion of total	3%	3%	5%	5%	5%
<b>Shopping</b>					
Base size	-	(76)	(87)	(98)	(147)
Proportion of total	-	3%	7%	7%	7%

\* Shopping expenditures first asked in 2011.

FIGURE 46  
Whether Played Golf While Visiting Mesquite\*

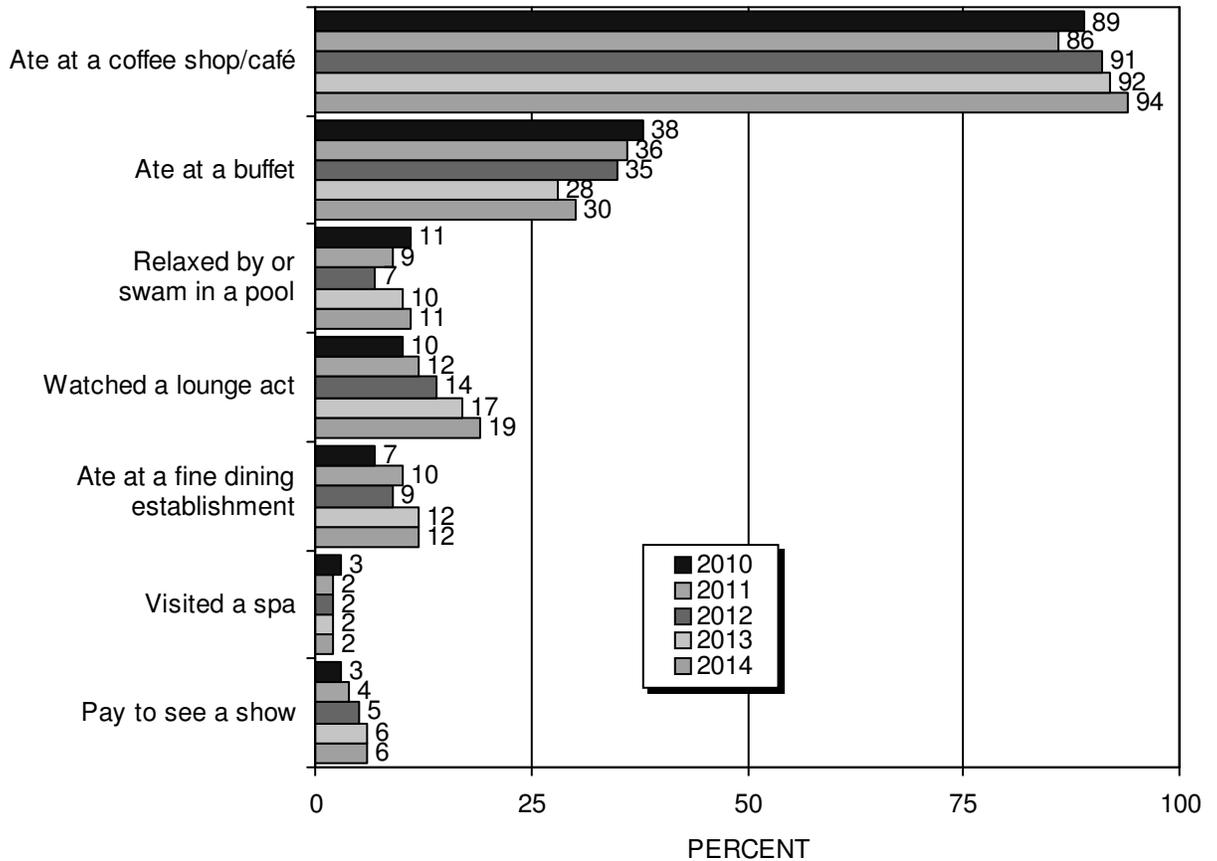


Six percent (6%) of Mesquite visitors said they played golf while visiting Mesquite, not significantly different from past years (Figure 46).

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

FIGURE 47  
 Other Activities Participated In While Visiting Mesquite\*



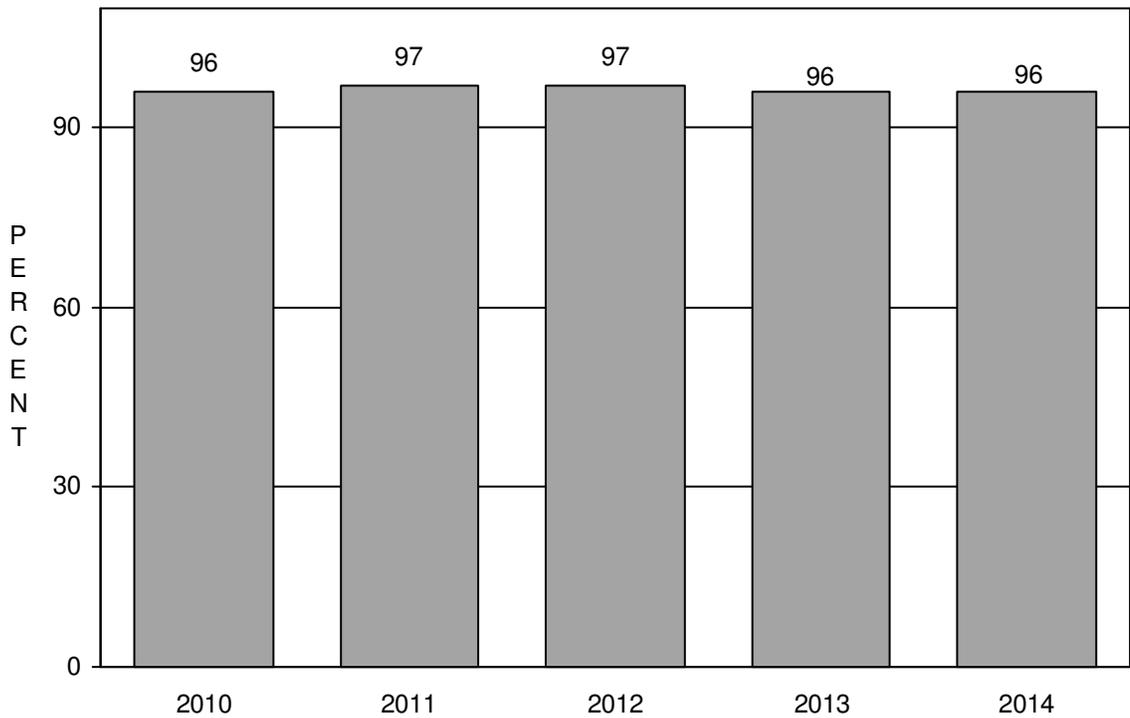
Visitors were asked whether they participated (or planned to participate) in several other activities during their visit to Mesquite (Figure 47). Ninety-four percent (94%) said they ate at a coffee shop or café in Mesquite (up significantly from past results), while 30% said they ate at a buffet (down from 2010 – 2012 results), and 12% said they ate at a fine dining establishment (up from 7% in 2010). Nineteen percent (19%) said they watched a lounge act (up from 10% in 2010, 12% in 2011, and 14% in 2012), 11% relaxed by or swam in a pool (up from 7% in 2012), 6% said they paid to see a show (up from 3% in 2010), and 2% visited a spa.

\* Multiple responses were permitted to this question.

## GAMING BEHAVIOR AND BUDGETS

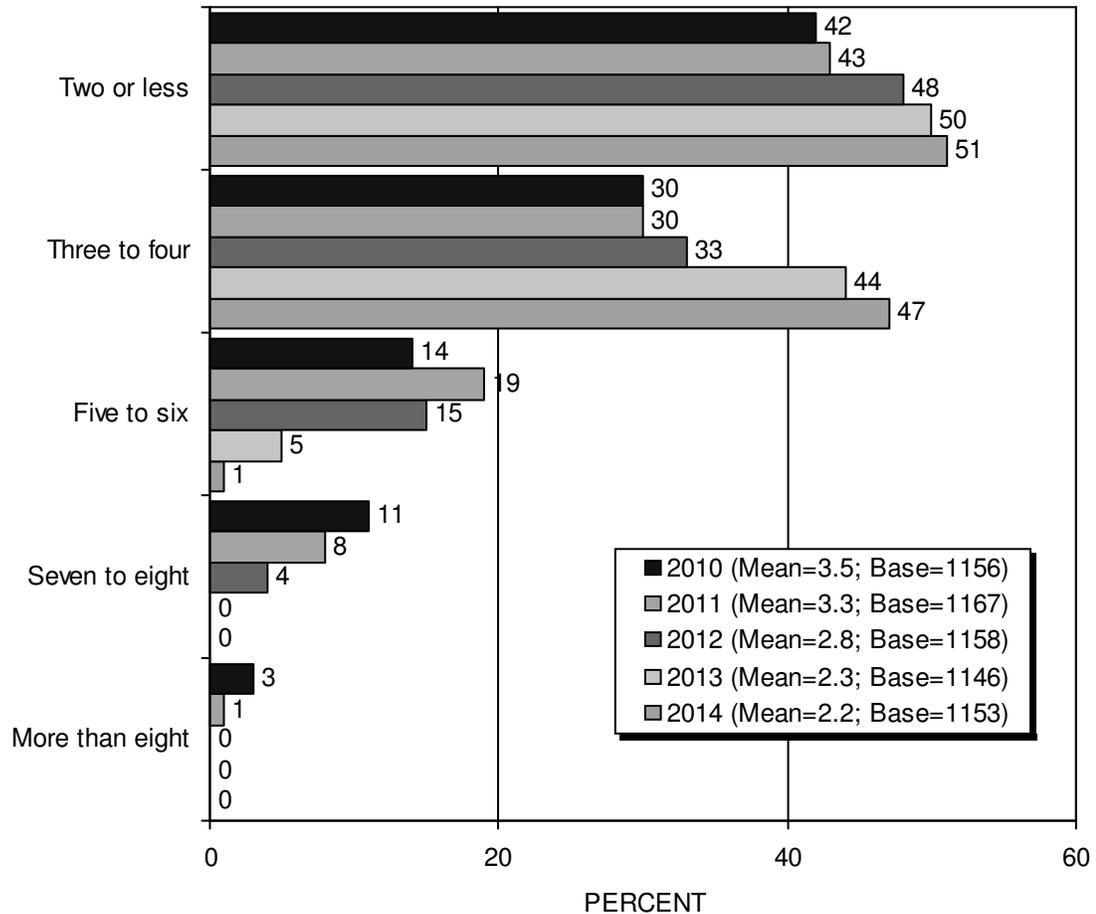
Ninety-six percent (96%) of all visitors gambled while in Mesquite, not significantly different from past years (Figure 48).

FIGURE 48  
Whether Gambled While In Mesquite\*



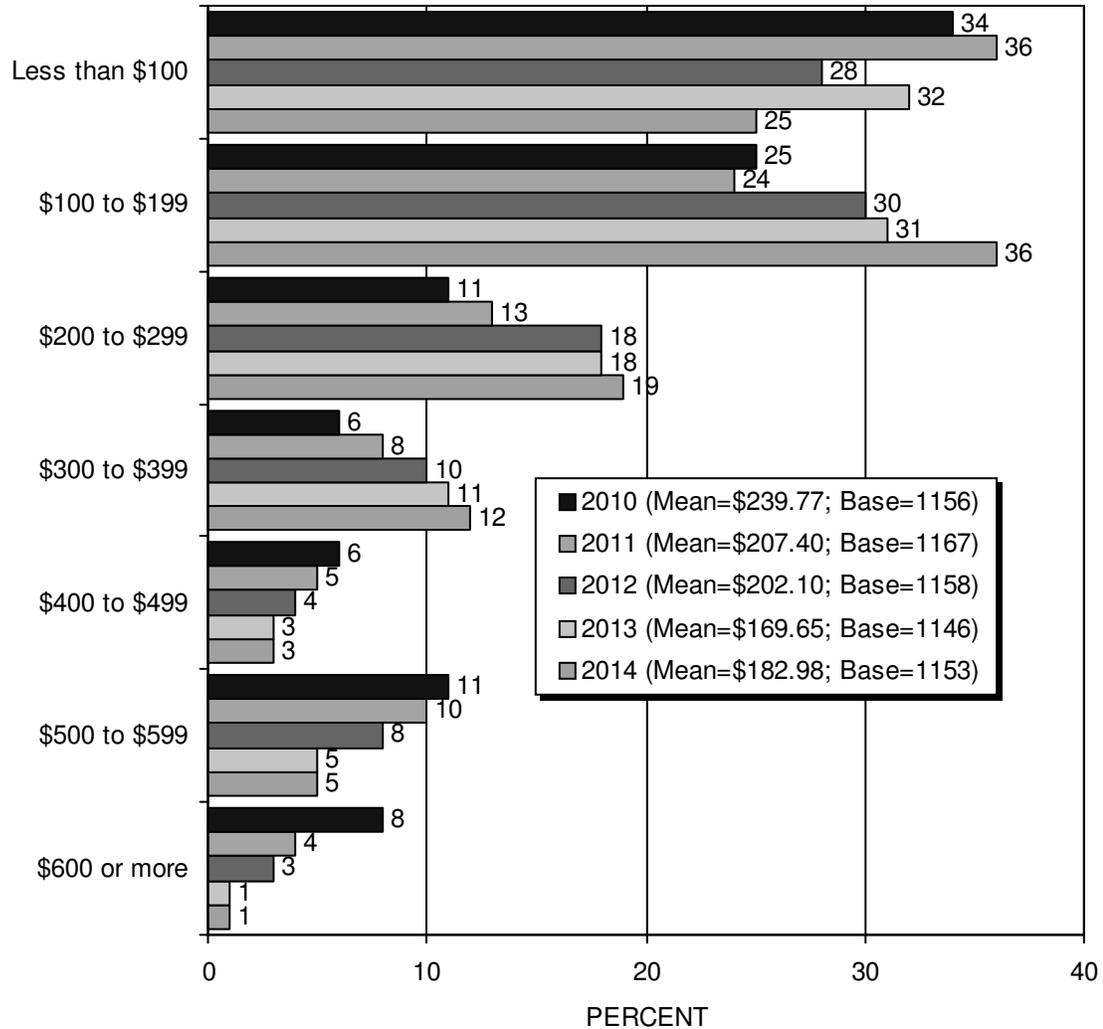
\* Only "Yes" responses are reported in this figure.

FIGURE 49  
 Hours Of Gambling — Average Per Day  
 (Among Those Who Gambled)



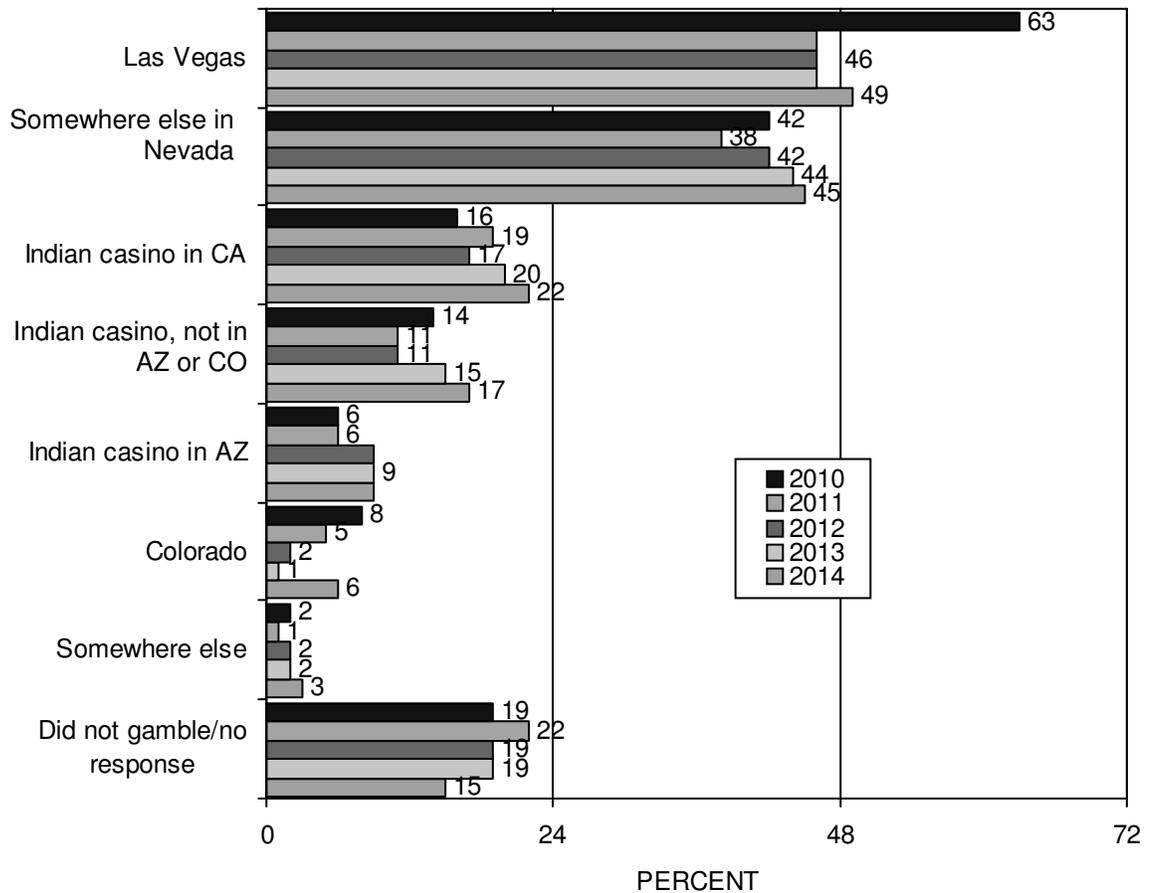
Among those who gambled while in Mesquite in 2014, 51% spent two hours or less gambling daily, up significantly from 42% in 2010 and 43% in 2011 (Figure 49). Forty-seven percent (47%) spent three to four hours per day gambling (up from 30% each in 2010 and 2011, and 33% in 2012), while 1% spent five to six hours per day gambling (down from past results). The average (mean) number of hours spent gambling in 2014 was 2.2, down significantly from 3.5 hours in 2010, 3.3 hours in 2011, 2.8 hours in 2012, and 2.3 hours last year.

FIGURE 50  
Trip Gambling Budget  
(Among Those Who Gambled)



The average trip gambling budget in 2014 was \$182.98, up significantly from \$169.65 last year but down from the average gambling budgets of \$239.77 in 2010, \$207.40 in 2011, and \$202.10 in 2012 (Figure 50). Twenty-five percent (25%) said they budgeted less than \$100 for gambling (down significantly from 34% in 2010, 36% in 2011, and 32% last year), 36% budgeted between \$100 and \$199 (up from past years), 19% budgeted between \$200 and \$299 (up from 11% in 2010 and 13% in 2011), 12% budgeted between \$300 and \$399 (up from 6% in 2010 and 8% in 2011), and 9% budgeted \$400 or more (down from 25% in 2010, 19% in 2011, and 15% in 2012).

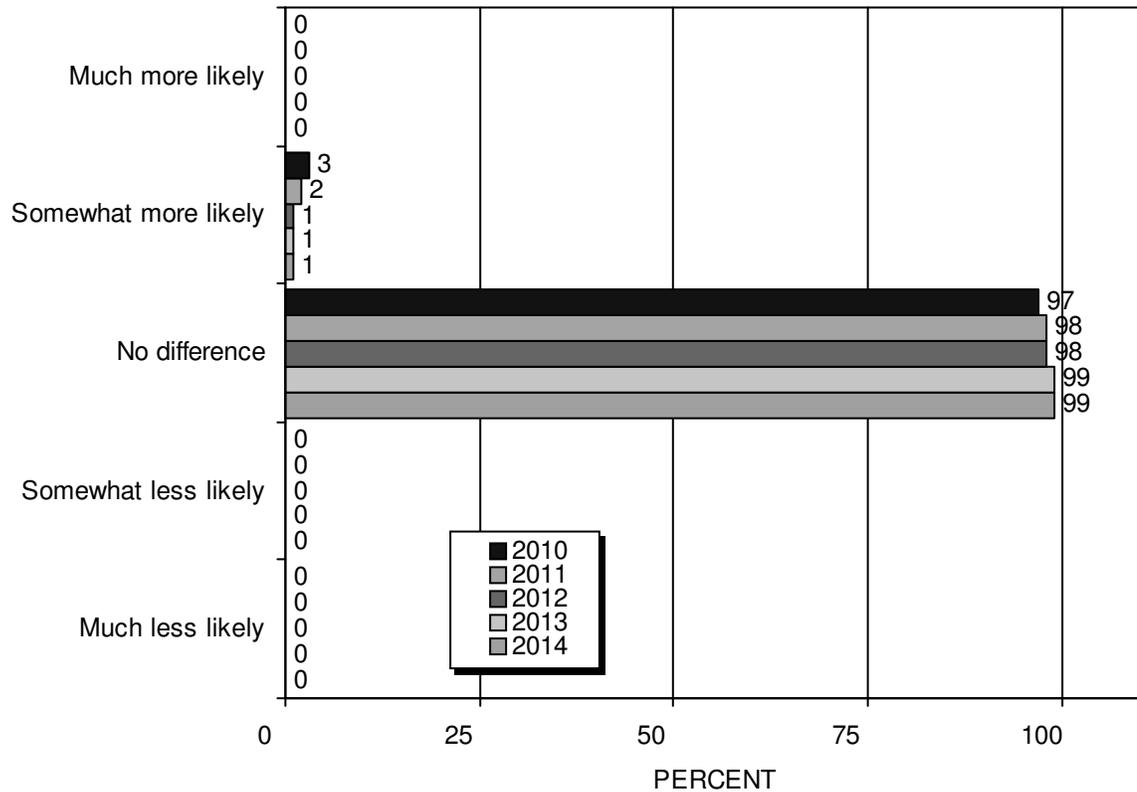
FIGURE 51  
Where Visitors Gambled Outside Mesquite\*



All Mesquite visitors were asked where else they had gambled in a casino facility during the past 12 months outside of Mesquite (Figure 51). Forty-nine percent (49%) reported gambling in Las Vegas during the past year (down significantly from 63% in 2010), while 45% said they gambled somewhere else in Nevada (up from 38% in 2011). Twenty-two percent (22%) said they have gambled at a casino on an Indian reservation in California (up from 16% in 2010 and 17% in 2012) and 9% at a casino on an Indian reservation in Arizona (up from 6% each in 2010 and 2011), while 17% said they have gambled at a casino on an Indian reservation not in Arizona or California (up from 11% each in 2011 and 2012). Another 6% said they have gambled at a casino in Colorado (down from 8% in 2010 but up from 2% in 2012 and 1% in 2013) and 3% gambled somewhere else (up from 1% in 2011). Fifteen percent (15%) of visitors did not gamble at any of these locations (down from past years).

\* Multiple responses were permitted to this question.

FIGURE 52  
 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 (99%) said that having other places to gamble made no difference in their decision to visit Mesquite, up significantly from 97% in 2010 and 98% each in 2011 and 2012 (Figure 52). The remaining 1% said it made them somewhat more likely to visit Mesquite (down from 3% in 2010 and 2% in 2011).

### ATTITUDINAL INFORMATION

All visitors (100%) gave Mesquite a high satisfaction rating (Figure 53), with 99% saying they were “very” satisfied with their visit to Mesquite and 1% saying they were “somewhat” satisfied.

FIGURE 53  
Satisfaction With Visit

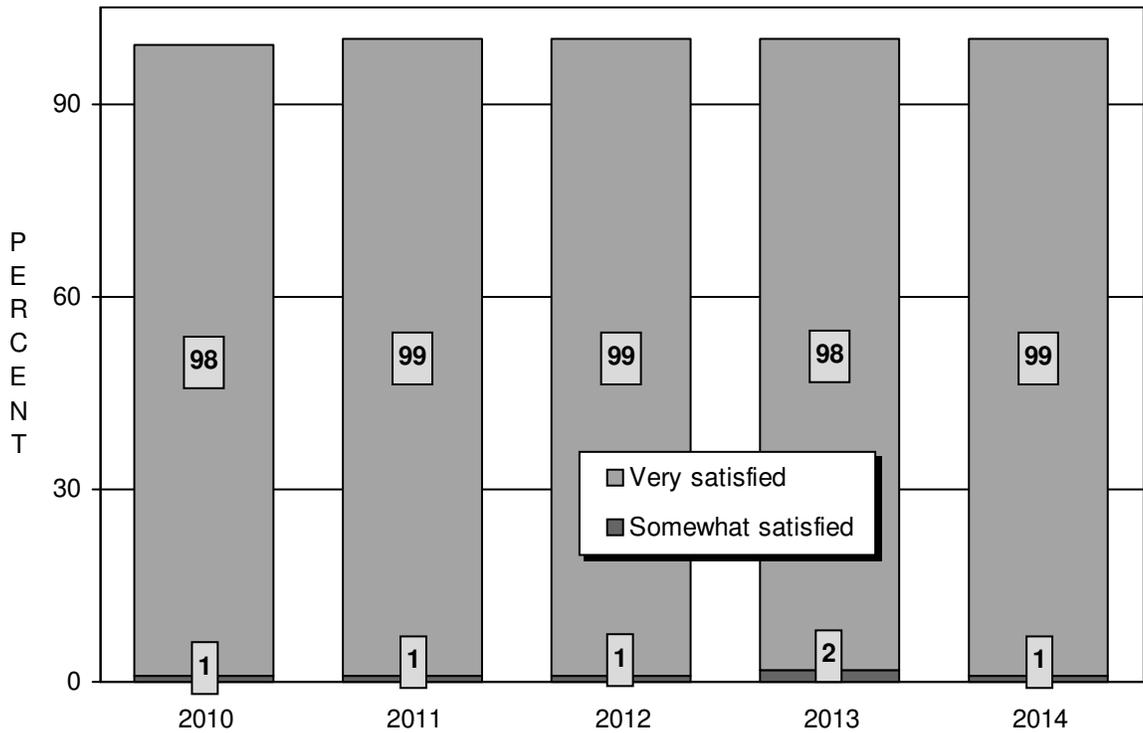
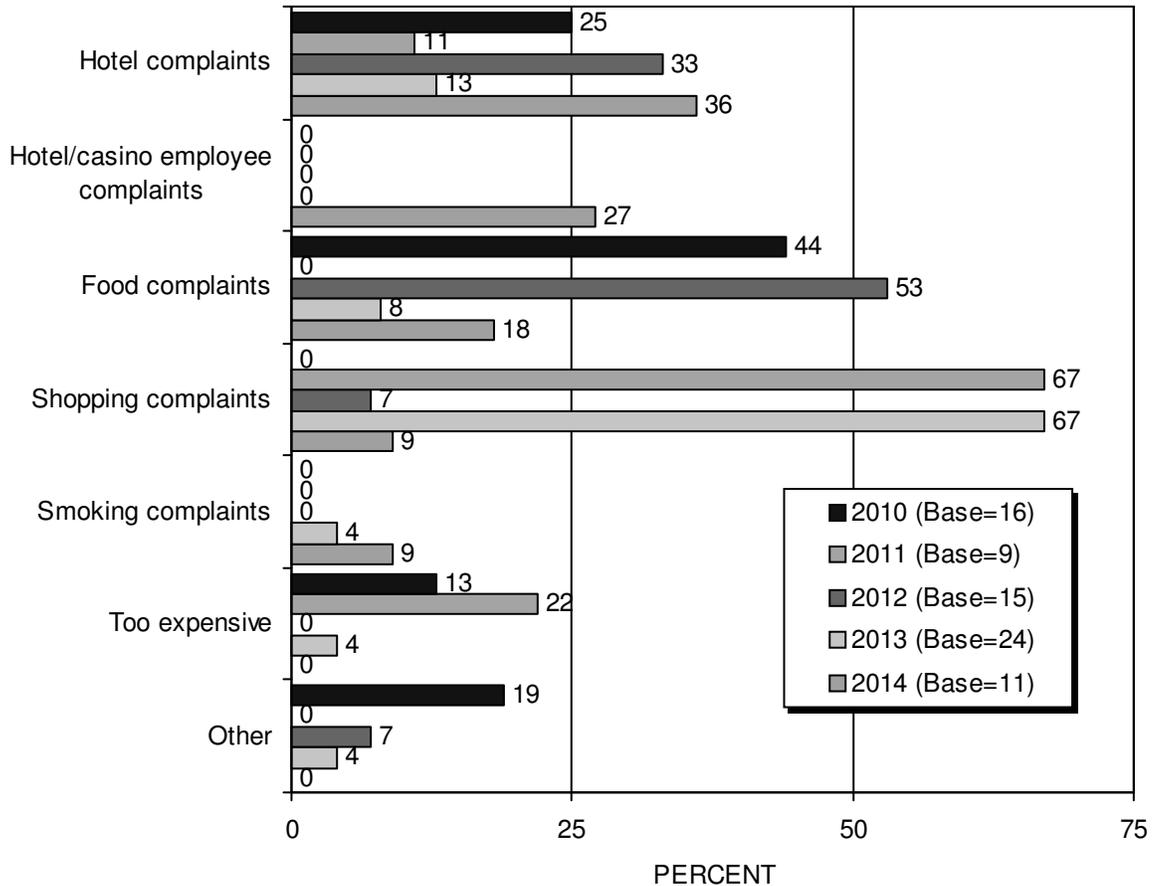


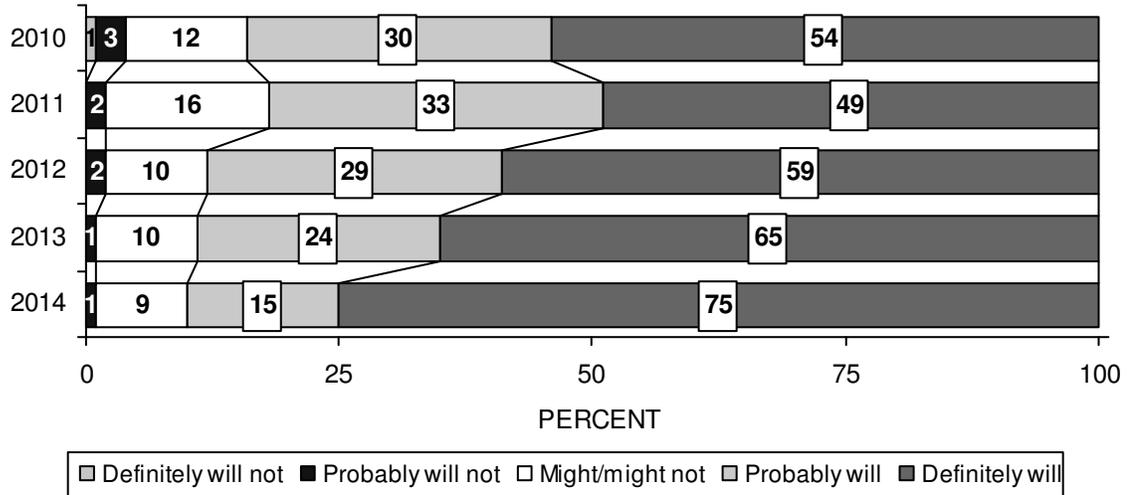
FIGURE 54  
Why Not “Very” Satisfied With Visit\*  
(Among Those Who Were “Somewhat” Satisfied)



Those who were “somewhat” satisfied with their visit to Mesquite were asked the main reason why they were not “very” satisfied (Figure 54). Of the 11 visitors in this category, 36% (4 respondents) had complaints about their hotel, while 27% (3 respondents) had complaints about employees at the casino-hotels they visited, 18% (2 respondents) had complaints about the food, while 9% each (1 respondent each) complained about smoking or shopping in Mesquite.\*

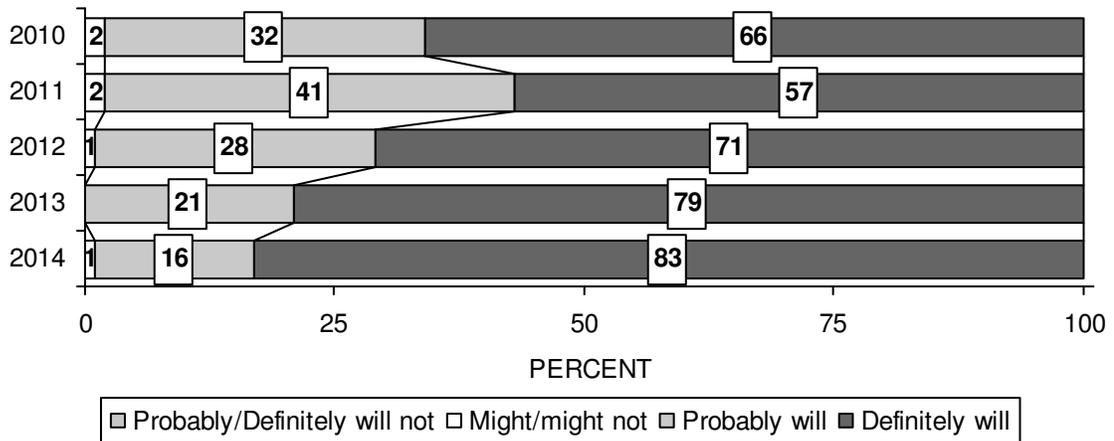
\* Note very small base sizes for 2010-2014.

FIGURE 55  
 Likelihood Of Returning To Mesquite Next Year



Visitors were asked how likely they are to return to Mesquite the following year (Figure 55) and 90% of visitors in 2014 said they “definitely” or “probably” will (up from 84% in 2010 and 82% in 2011), with 75% saying they “definitely” will (up significantly from 2010 – 2013) and 15% saying they “probably” will (down from past years). Nine percent (9%) said they “might or might not” return to Mesquite in the next year, down from 12% in 2010 and 16% in 2011. The remaining 1% said they “definitely” or “probably” will not return to Mesquite in the next year, down from 4% in 2010.

FIGURE 56  
Likelihood Of Recommending Mesquite To Others



Visitors were also asked how likely they are to recommend Mesquite to others (Figure 56) and 99% of visitors in 2014 said they “definitely” or “probably” will recommend Mesquite, up significantly from 98% each in 2010 and 2011.

## VISITOR DEMOGRAPHICS

As Figures 57 and 58 show, 2014 Mesquite visitors were likely to be married (93%), white (95%), and from the Western U.S. (78%). The average age was 56.0 (down from 2010 and 2011), with 26% 65 or older (down from 2010 – 2012). Visitors were nearly as likely to be employed (48%, down from 53% last year) as retired (49%, up from 44% last year). Just over one-half (52%) had a household income of \$80,000 or more (up from 2010 – 2013) while 29% had a household income of less than \$60,000 (down from 2010 – 2013). Thirty-one percent (31%) had a high school education or less (down from 38% in 2010 and 37% in 2011), while 41% reported some college (down from 45% in 2010) and 25% were college graduates (up from 17% in 2010 and 18% in 2011).

FIGURE 57  
VISITOR DEMOGRAPHICS

	2010	2011	2012	2013	2014
<u>GENDER</u>					
Male	50%	50%	49%	49%	49%
Female	50	50	51	51	51
<u>MARITAL STATUS</u>					
Married	93	95	92	91	93
Single	1	1	2	2	1
Separated/divorced	3	2	3	3	3
Widowed	3	3	3	4	3
<u>EMPLOYMENT</u>					
Employed	43	45	46	53	48
Unemployed	2	2	1	2	1
Retired	55	53	52	44	49
Homemaker	1	0	1	1	2
<u>EDUCATION</u>					
High school or less	38	37	32	31	31
Some college	45	44	43	42	41
College graduate	17	18	23	24	25
Trade/vocational school	1	1	2	2	3
<u>AGE</u>					
21 to 29	2	2	4	3	2
30 to 39	5	6	6	7	9
40 to 49	12	17	18	19	17
50 to 59	24	23	23	29	24
60 to 64	18	16	16	14	17
65 or older	39	36	33	28	26
MEAN	58.8	57.0	56.0	55.5	56.0
BASE	(1200)	(1200)	(1200)	(1200)	(1200)

FIGURE 58  
VISITOR DEMOGRAPHICS  
(Continued/2)

	2010	2011	2012	2013	2014
<u>ETHNICITY</u>					
White	95%	96%	95%	95%	95%
African-American/Black	2	2	2	2	2
Asian/Asian American	1	0	1	1	1
Hispanic/Latino	1	1	1	1	1
Other	1	1	1	1	1
<u>HOUSEHOLD INCOME</u>					
Less than \$20,000	1	1	0	0	0
\$20,000 to \$39,999	10	6	6	8	3
\$40,000 to \$59,999	35	31	29	28	26
\$60,000 to \$79,999	24	24	22	19	19
\$80,000 or more	28	39	43	45	52
Not sure/no answer	1	0	0	0	0
<u>VISITOR ORIGIN</u>					
<u>U.S.A.</u>	<u>92</u>	<u>95</u>	<u>93</u>	<u>94</u>	<u>92</u>
<u>Eastern states</u> <sup>*</sup>	2	1	1	1	0
Southern states <sup>†</sup>	6	5	5	4	5
Midwestern states <sup>‡</sup>	8	8	10	11	9
Western states <sup>§</sup>	<u>76</u>	<u>80</u>	<u>77</u>	<u>78</u>	<u>78</u>
<u>California</u>	11	12	10	9	9
Southern California	9	8	8	9	9
Northern California	2	4	2	0	0
<u>All Other West</u>	<u>65</u>	<u>68</u>	<u>67</u>	<u>69</u>	<u>69</u>
Utah	26	29	28	30	29
Arizona	4	6	8	8	9
Greater Las Vegas	10	9	9	8	8
Other West	26	24	22	23	23
<u>Foreign</u>	<u>8</u>	<u>5</u>	<u>7</u>	<u>6</u>	<u>8</u>
BASE	(1200)	(1200)	(1200)	(1200)	(1200)

<sup>\*</sup> Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

<sup>†</sup> Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

<sup>‡</sup> Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

<sup>§</sup> 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)

MALE .....49%  
 FEMALE.....51

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.....	<b>ASK Q2</b>
RESIDENT .....	<b>TERMINATE</b>
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 .....	<b>ASK Q3</b>
NO.....	<b>TERMINATE</b>
NOT SURE/DK.....	
REFUSED/NA .....	

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

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

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

FIRST VISIT .....	11%	<b>SKIP TO A4 ON PAGE 2</b>
VISITED BEFORE.....	89	<b>ASK A2</b>
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.**)

28.9 MEAN (ALL VISITORS)

32.4 MEAN (REPEAT VISITORS) (N=1068)

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

12.8 MEAN (ALL VISITORS)

14.3 MEAN (REPEAT VISITORS) (N=1068)

- 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 ..... 6

BILLBOARD/SIGN..... 22

FRIENDS/RELATIVES  
(WORD-OF-MOUTH)..... 46

TRAVEL AGENT ..... 0

JUST PASSING THROUGH ..... 20

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.....20

VACATION/PLEASURE ..... 1

VISIT FRIENDS/RELATIVES .....5

TO ATTEND A SPECIAL  
EVENT (E.G., GOLF, RODEO,  
OR A FIGHT) .....4

OTHER BUSINESS  
PURPOSES..... 1

JUST PASSING THROUGH.....24

TO PLAY GOLF .....6

TO DINE ..... 10

TO RELAX/GET AWAY.....16

TO REST FROM THE DRIVE .....4

TO TAKE ADVANTAGE OF AN  
OFFER OR A PROMOTION.....7

TO PARTICIPATE IN  
OUTDOOR RECREATION  
OTHER THAN GOLF..... 1

SOME OTHER REASON ..... 1

NOT SURE/DK .....0

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..... 51%	<b>ASK A7</b>
ONLY DESTINATION..... 49	<b>SKIP TO B1</b>
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=611)
- LAS VEGAS, NEVADA..... 26%
  - MESQUITE, NEVADA..... 23
  - CALIFORNIA..... 22
  - ARIZONA..... 8
  - UTAH..... 3
  - COLORADO..... 2
  - OTHER WEST..... 6
  - OTHER U.S..... 3
  - OTHER NORTH AMERICA..... 2
  - NO PARTICULAR DESTINATION..... 4
  - 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..... 70
- Truck..... 21
- Motorcycle..... 1
- Recreational Vehicle (RV)..... 8
- REFUSED/NA..... 0

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

- SAME DAY..... 55%
- 1-3 DAYS BEFORE ..... 3
- 4-6 DAYS BEFORE ..... 3
- 7-14 DAYS BEFORE ..... 18
- 15-30 DAYS BEFORE ..... 10
- 31-60 DAYS BEFORE ..... 6
- 61-90 DAYS BEFORE ..... 5
- MORE THAN 90 DAYS BEFORE ..... 1
- NOT SURE/DK..... 0
- REFUSED/NA..... 0

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

YES..... 1%	<b>ASK B4</b>
NO ..... 99	<b>SKIP TO B5</b>
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? .....	0%	0%	0%	0%
Influence your choice of accommodations?.....	0	0	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 .....7%	<b>ENTER "YES" IN B4a AND GO TO B4b</b>
NO ..... 93	<b>ASK B4a</b>
NOT SURE/DK..... 0	
REFUSED/NA ..... 0	

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

YES .....10%  
NO .....90

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

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

YES ..... 38% (N=120)  
NO ..... 62  
REFUSED/NA ..... 1

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

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

				<b>DO NOT READ THESE RESPONSE CODES</b>		
	<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>
<b>AMONG ALL RESPONDENTS:</b>						
a. Where to lodge in Mesquite?	51%	0%	1%	48%	0%	0%
b. What shows to see in Mesquite? .....	9	0	20	70	0	0
c. What attractions to visit in or near Mesquite? .....	12	0	4	84	0	0
d. What events to attend in Mesquite? .....	4	0	3	93	0	0
e. Where to gamble in Mesquite? .....	56	9	32	4	0	0
f. What recreational activities you would enjoy in Mesquite? .....	10	0	0	90	0	0

	<u>Before Leaving Home</u>	<u>While En Route To Mesquite</u>	<u>After Arrival</u>	<u>DK/NA</u>	
<b>AMONG THOSE TO WHOM THE QUESTION APPLIES:</b>					
a. Where to lodge in Mesquite?	98%	1%	1%	0%	(N=620)
b. What shows to see in Mesquite? .....	32	1	68	0	(N=355)
c. What attractions to visit in or near Mesquite? .....	73	0	26	1	(N=193)
d. What events to attend in Mesquite? .....	61	0	35	5	(N=86)
e. Where to gamble in Mesquite? .....	58	9	33	0	(N=1153)
f. What recreational activities you would enjoy in Mesquite? .....	98	0	2	0	(N=124)

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 ..... 38%
- FRIENDS/RELATIVES ..... 4
- RV/CAMPER/CAMPING ..... 10
- DID NOT LODGE ANYWHERE .. 48
- 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=452)

- a. Booked by phone, calling the hotel or motel ..... 80%
- 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 using a desktop or laptop computer ..... 7
- e. Booked at a website on the Internet using a smartphone..... 1
- f. Booked at a website on the Internet using a tablet..... 2
- g. Booked in person at the hotel or motel..... 3
- h. The trip was a gift, prize, or incentive, so the accommodations were booked for you ..... 2
- i. Not sure because someone else in your party booked the hotel and you don't know how they did it..... 1
- OTHER (SPECIFY:)  
(VOLUNTEERED) ..... 0
- REFUSED/NA (VOLUNTEERED) ..... 0

C1b. **[IF RESPONSE "d" IN C1b IS CHOSEN, ASK:]** Which website did you use to book your accommodations? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE).** (N=33)

- a. AOL (America Online) ....0%
- b. Cheaptickets.....0
- c. Expedia.com .....3
- d. Hotwire.com.....0
- e. Mapquest.com .....0
- f. Orbitz .....3
- g. Priceline.com .....3
- h. Travel.com .....0
- i. Travelocity .....3
- j. Yahoo .....0
- k. Hotel website  
(any).....88
- l. OTHER .....0
- m. NOT SURE/DK .....0
- 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=452)

- SAME DAY .....4%
- 1-6 DAYS BEFORE ..... 18
- 7-14 DAYS BEFORE .....44
- 15-30 DAYS BEFORE ..... 17
- MORE THAN 30  
DAYS BEFORE..... 18
- NOT SURE/DK.....0
- REFUSED/NA.....0

C3. Including yourself, how many people stayed in your room? (N=452)

- ONE .....4%
- TWO.....92
- THREE ..... 1
- FOUR OR MORE.....3
- REFUSED/NA .....0

2.0 MEAN

C4. Which of the following rate categories best describes your room rate? **(SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.)** (N=452)

HOTEL/TRANSPORTATION PACKAGE DEAL.....1%	<b>ASK C5</b>
TOUR/TRAVEL GROUP .....0	
HOTEL/AMENITIES PACKAGE DEAL.....17	<b>SKIP TO C8</b>
CONVENTION GROUP/COMPANY MEETING.....3	
CASINO RATE .....0 REGULAR FULL-PRICE ROOM RATE .....24	
CASINO COMPLIMENTARY.....48	<b>SKIP TO C9</b>
ANOTHER RATE .....7 NOT SURE/DK.....0 REFUSED/NA .....0	<b>SKIP TO C8</b>

C5 Did you purchase your package directly from a hotel? (N=84)

YES.....89%

NO.....11

NOT SURE/DK .....0

REFUSED/NA.....0

C6. What was the total *PER PERSON* cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=84)

\$0 - \$99 ..... 1%

\$100 - \$199 ..... 5

\$200 - \$299 ..... 21

\$300 or more ..... 73

Refused/No answer ..... 0

\$349.67 MEAN

\$359.00 MEDIAN

C7. Where did you *first* hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=84)

NEWSPAPER.....0%

TELEVISION.....0

RADIO.....0

MAGAZINE .....0

TRAVEL AGENT.....0

WORD-OF-MOUTH.....86

BROCHURE.....0

SEARCH ENGINE/HYPERLINK.....0

OFFER RECEIVED IN THE MAIL.....2

E-MAIL OFFER.....0

RESERVATION AGENT/ CALL CENTER .....8

ANY WEBSITE .....4

NOT SURE/DK.....0

REFUSED/NA.....0

**PACKAGE VISITORS SKIP TO C9**

C8. **(ASK ONLY OF NON-PACKAGE VISITORS)**  
By the time you leave Mesquite, how much will you have spent, *on average per night*, on your hotel or motel room? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=153)

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

\$25 - \$49..... 33

\$50 or more ..... 67

Refused/No answer ..... 0

\$55.72 MEAN

\$55.00 MEDIAN

C8a. How did you *first* find out about the room rate you paid? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=153)

- RESERVATION AGENT/  
CALL CENTER ..... 34%
- WORD-OF-MOUTH..... 31
- INTERNET AD (POP-UP  
OR BANNER AD) ..... 3
- WEBSITE..... 25
- SEARCH ENGINE/HYPERLINK..... 5
- OFFER RECEIVED IN THE MAIL ..... 1
- TRAVEL AGENT ..... 0
- OUTDOOR BILLBOARD ..... 0
- OTHER ..... 1
- NOT SURE/DK ..... 0

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

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

- 1 ..... 13%
- 2 ..... 74
- 3 ..... 4
- 4 ..... 7
- 5 or more ..... 3
- 2.2 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 ..... 48%
- 1 ..... 9
- 2 ..... 7
- 3 ..... 13
- 4 ..... 17
- 5 or more ..... 6
- 1.7 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 ..... 48%
- 2 ..... 9
- 3 ..... 7
- 4 ..... 13
- 5 ..... 17
- 6 or more ..... 6
- 2.7 MEAN
- 2.0 MEDIAN

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

- SUNDAY ..... 16%
- MONDAY ..... 16
- TUESDAY ..... 15
- WEDNESDAY ..... 13
- THURSDAY ..... 14
- FRIDAY ..... 16
- SATURDAY ..... 11
- REFUSED/NA ..... 0

D1. Have you gambled during this visit to Mesquite?

YES..... 96%	<b>ASK D2</b>
NO ..... 4	<b>SKIP TO D5 ON PAGE 7</b>
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=1153)

0-2 .....	51%
3-4 .....	47
5-6 .....	1
7-8 .....	0
9-10 .....	0
MORE THAN 10 .....	0
<u>2.2</u> MEAN	
<u>2.0</u> MEDIAN	

D3. 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=1153)

\$1 - \$99 .....	25%
\$100 - \$199 .....	36
\$200 - \$299 .....	19
\$300 - \$399 .....	12
\$400 - \$499 .....	3
\$500 - \$599 .....	5
\$600 or more .....	1
Refused/No answer .....	0
<u>\$182.98</u> MEAN	
<u>\$150.00</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 ..... 22%
- B. At a casino on an Indian reservation in Arizona ..... 9
- C. At a casino on an Indian reservation outside of California and Arizona..... 17
- D. At a casino in Colorado..... 6
- I. In Las Vegas, Nevada..... 49
- J. Somewhere else in Nevada (outside the Las Vegas area).... 45
- OTHER (SPECIFY:)..... 3

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 ..... 1
- NO DIFFERENCE ..... 99
- 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%	<b>ASK B7</b>
NO .....	65	
NOT SURE/DK.....	0	<b>SKIP TO B8</b>
REFUSED/NA .....	0	

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

- A. Las Vegas ..... 55% (N=414)
- B. Laughlin..... 22
- C. Primm (Stateline)..... 1
- D. Hoover Dam ..... 2
- E. Lake Mead..... 3
- F. Mt. Charleston/  
Lee Canyon ..... 0
- G. Valley of Fire..... 14
- H. Grand Canyon ..... 10
- I. Death Valley ..... 8
- J. Bryce Canyon ..... 8
- K. Zion National Park..... 26
- L. St. George (Utah) ..... 21
- X. Other ..... 10

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..... 6
- C. Visit a spa..... 2
- D. Eat at a buffet ..... 30
- E. Eat at a coffee shop/café..... 94
- F. Eat at a fine dining establishment ..... 12
- H. Pay to see a show ..... 6
- I. Watch a lounge act..... 19
- J. Other..... 0

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

- YES.....2%
- NO.....98
- NOT SURE/DK .....0
- REFUSED/NA.....0

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

- A. Food and drink. Please include only your own, personal expenses and not those of your entire party..... \$56.49 MEAN (INCLUDING \$0) (PER TRIP AVERAGE)  
\$60.80 MEAN (EXCLUDING \$0)
- B. Local transportation (for example, car rental, taxi limo, gas). Please include all your daily transportation expenses..... \$4.73 MEAN (INCLUDING \$0) (PER TRIP AVERAGE)  
\$52.99 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 ..... \$5.32 MEAN (INCLUDING \$0)  
\$122.65 MEAN (EXCLUDING \$0)
- B. Shows/entertainment (not including gambling)..... \$1.01 MEAN (INCLUDING \$0)  
\$19.84 MEAN (EXCLUDING \$0)
- C. Shopping (gifts, clothing, personal items) ... \$7.17 MEAN (INCLUDING \$0)  
\$58.52 MEAN (EXCLUDING \$0)
- X. Other ..... \$0.82 MEAN (INCLUDING \$0)  
\$123.63 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%	<b>SKIP TO G1 ON PAGE 9</b>
Somewhat satisfied ..... 1	<b>ASK F2</b>
Somewhat dissatisfied ..... 0	<b>ASK F3</b>
Very dissatisfied ..... 0	
<b>DO NOT READ</b>	
NOT SURE/DK..... 0	<b>SKIP TO G1 ON PAGE 9</b>
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=11)

HOTEL COMPLAINTS ..... 36%	SMOKING COMPLAINTS ..... 9
HOTEL/CASINO EMPLOYEE COMPLAINTS ..... 27	OTHER ..... 0
FOOD COMPLAINTS..... 18	
SHOPPING COMPLAINTS ..... 9	

**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)

HOTEL COMPLAINTS ..... 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 .....75%
- Probably will..... 15
- Might/might not .....9
- Probably will not..... 1
- 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 ..... 83%
- Probably will recommend ..... 16
- Might/might not recommend ..... 1
- 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.)**

Employed .....48%	<b>ASK G2</b>
Unemployed ..... 1	<b>SKIP TO G3</b>
Student..... 0	
Retired.....49	
Homemaker ..... 2	
<b><u>DO NOT READ</u></b>	<b>SKIP TO G3</b>
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=581)

- SERVICE WORKERS..... 40%
- SALES/CLERICAL ..... 26
- PROFESSIONAL/TECHNICAL..... 12
- MANAGERS/OFFICIALS/  
 PROPRIETORS ..... 12
- CRAFTWORKERS/FOREMEN ..... 10
- 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 SCHOOL ..... 1%
- HIGH SCHOOL DIPLOMA  
 (FINISHED GRADE 12) .....30
- SOME COLLEGE (INCLUDES  
 JUNIOR/COMMUNITY  
 COLLEGE — NO BACHELOR'S  
 DEGREE) .....41
- GRADUATED COLLEGE.....23
- GRADUATE SCHOOL  
 (MASTER'S OR PH.D.).....2
- TECHNICAL, VOCATIONAL,  
 OR TRADE SCHOOL .....3
- REFUSED/NA .....0

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

- Married .....93%
- Single..... 1
- Separated or divorced .....3
- Widowed.....3
- REFUSED/NA .....0

G5. What country do you live in?

USA..... 92%	<b>ASK G6</b>	
AUSTRALIA..... 0	* - less than 1%	
CANADA..... 8		
ENGLAND (GREAT BRITAIN) ..... *		
FRANCE..... 0		
GERMANY..... *		
ITALY..... *		
JAPAN..... 0		
MEXICO..... 0		
NETHERLANDS (HOLLAND) ..... 0		<b>SKIP TO G7</b>
SOUTH KOREA..... 0		
SWEDEN..... 0		
OTHER EUROPE (NORWAY, DENMARK, SPAIN, PORTUGAL, ETC.; SPECIFY:)..... 0		
OTHER..... 0		
REFUSED/NA..... 0		<b>SKIP TO G7</b>

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

EAST..... 0%
SOUTH..... 5
MIDWEST..... 9
WEST..... 78
CALIFORNIA..... 9
SOUTHERN CA..... 9
NORTHERN CA..... 0
UTAH..... 29
ARIZONA..... 9
GREATER LAS VEGAS..... 8
OTHER WEST..... 23
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.)**

56.0 MEAN  
59.0 MEDIAN

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

- 21 to 29 .....2%
- 30 to 39 .....9
- 40 to 49 .....17
- 50 to 59 .....24
- 60 to 64 .....17
- 65 and older .....26
- 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 .....0%
- B. \$20,000 to \$29,999 .....0
- C. \$30,000 to \$39,999 .....3
- D. \$40,000 to \$49,999 .....12
- E. \$50,000 to \$59,999 .....13
- F. \$60,000 to \$69,999 .....12
- G. \$70,000 to \$79,999 .....7
- H. \$80,000 to \$89,999 .....18
- I. \$90,000 to \$99,999 .....16
- J. \$100,000 or more .....17
- NOT SURE/DK .....0
- REFUSED/NA .....0

## 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
- D1. INTERNET – DESKTOP/LAPTOP**  
Booked through a website on the Internet using a desktop or laptop computer
- D2. INTERNET – SMARTPHONE**  
Booked through a website on the Internet using a smartphone
- D3. INTERNET – TABLET**  
Booked through a website on the Internet using a tablet
- 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 \$109,999**
- K. \$110,000 to \$119,999**
- L. \$120,000 to \$129,999**
- M. \$130,000 to \$139,999**
- N. \$140,000 to \$149,999**
- O. \$150,000 or more**



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