

MESQUITE

VISITOR PROFILE STUDY

2015



Prepared for:
Las Vegas Convention And Visitors Authority

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ACKNOWLEDGMENTS

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

VISITOR PROFILE STUDY

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TABLE OF CONTENTS

EXECUTIVE SUMMARY	7
INTRODUCTION	12
METHODOLOGY	13
SUMMARY OF FINDINGS	
REASONS FOR VISITING	14
TRAVEL PLANNING	19
TRIP CHARACTERISTICS AND EXPENDITURES	26
GAMING BEHAVIOR AND BUDGETS	39
ATTITUDINAL INFORMATION	42
VISITOR DEMOGRAPHICS	44
APPENDIX	
Aggregate Results for Calendar Year 2015	

TABLE OF FIGURES

REASONS FOR VISITING

FIGURE 1:	First Visit Vs. Repeat Visit	14
FIGURE 2:	Frequency Of Visits In Past Five Years (All Visitors)	14
FIGURE 3:	Frequency Of Visits In Past Five Years (Repeat Visitors)	15
FIGURE 4:	Frequency Of Visits In Past Year (All Visitors)	15
FIGURE 5:	Frequency Of Visits In Past Year (Repeat Visitors)	16
FIGURE 6:	How First Became Aware Of Mesquite	16
FIGURE 7:	Primary Purpose Of Current Visit (All Visitors)	17
FIGURE 8:	Primary Purpose Of Current Visit (Repeat Visitors)	17
FIGURE 9:	Primary Purpose Of Current Visit – 2015 (First-Time Vs. Repeat Visitors)	18

TRAVEL PLANNING

FIGURE 10:	Advance Travel Planning	19
FIGURE 11:	Transportation To Mesquite	19
FIGURE 12:	When Decided Where To Lodge	20
FIGURE 13:	When Decided Which Shows To See	20
FIGURE 14:	When Decided What Attractions To Visit	21
FIGURE 15:	When Decided Where To Gamble	21
FIGURE 16:	When Decided What Recreational Activities To Enjoy	22
FIGURE 17:	Travel Agent Assistance	22
FIGURE 18:	Whether Used The Internet To Plan Trip	23
FIGURE 19:	Whether Internet Influenced Choice Of Accommodations	23
FIGURE 20:	Visited Nearby Places	24
FIGURE 21:	Other Places Visited	24
FIGURE 22:	Proportion Of All Mesquite Visitors Who Visited Las Vegas	25
FIGURE 23:	Adults In Immediate Party	26
FIGURE 24:	Whether Had Persons In Immediate Party Under Age 21	26
FIGURE 25:	Nights Stayed	27
FIGURE 26:	Days Stayed	27
FIGURE 27:	Day Of Arrival	28
FIGURE 28:	Weekend Versus Weekday Arrival	28
FIGURE 29:	Whether Mesquite Visit Is Part Of A Longer Trip	29
FIGURE 30:	Primary Destination Of Trip	29
FIGURE 31:	Where Lodged	30
FIGURE 32:	How Booked Accommodations	30

TRIP CHARACTERISTICS AND EXPENDITURES

FIGURE 33:	Website Used To Book Accommodations	31
FIGURE 34:	How Far In Advance Accommodations Were Booked	31
FIGURE 35:	Type Of Room Rate	32
FIGURE 36:	Cost Of Package – Per Person	32
FIGURE 37:	Package Purchased Directly From A Hotel	33
FIGURE 38:	Where First Heard About The Package	33
FIGURE 39:	Lodging Expenditures – Average Per Night	34
FIGURE 40:	How First Learned About Room Rate	34
FIGURE 41:	Number Of Room Occupants	35
FIGURE 42:	Average Trip Expenditures On Food & Drink* And Local Transportation (Including Visitors Who Spent Nothing)	35
FIGURE 43:	Average Trip Expenditures On Food & Drink* And Transportation (Among Spenders)	36
FIGURE 44:	Average Trip Expenditures On Recreational Activities, Shows And Entertainment, And Other Expenses (Including Visitors Who Spent Nothing)	37
FIGURE 45:	Average Trip Expenditures On Recreational Activities, Shows and Entertainment, And Other Expenses (Among Spenders)	37
FIGURE 46:	Whether Played Golf While Visiting Mesquite	38
FIGURE 47:	Other Activities Participated In While Visiting Mesquite	38

GAMING BEHAVIOR AND BUDGETS

FIGURE 48:	Whether Gambled While In Mesquite	39
FIGURE 49:	Hours Of Gambling – Average Per Day	39
FIGURE 50:	Trip Gambling Budget	40
FIGURE 51:	Where Respondents Gambled Outside Mesquite	41
FIGURE 52:	Likelihood Of Visiting Mesquite With More Places To Gamble Outside Mesquite	41

ATTITUDINAL INFORMATION

FIGURE 53:	Satisfaction With Visit	42
FIGURE 54:	Why Not 'Very' Satisfied With Visit	42
FIGURE 55:	Likelihood Of Returning To Mesquite Next Year	43
FIGURE 56:	Likelihood Of Recommending Mesquite To Others	43

VISITOR DEMOGRAPHICS

FIGURE 57:	Visitor Demographics	44
	Gender	44
	Marital Status	44
	Employment	44
	Education	44
FIGURE 58:	Age	44
	Visitor Demographics	45
	Ethnicity	45
	Household Income	45
	Visitor Origin	45

EXECUTIVE SUMMARY

REASONS FOR VISITING

Fifteen percent (15%) of those surveyed this year were first-time visitors to Mesquite, up significantly from past years. The proportion of first-time visitors who said they were just passing through Mesquite was 42%. Among repeat visitors, 1% mentioned vacation or pleasure as the primary reason for their current visit. Twenty-seven percent (27%) said they came to Mesquite primarily to gamble (up from 2011 - 2014), while 14% said they were just passing through Mesquite (down from 2011 - 2014). Among all visitors, the average number of visits in the past year was 13.1, up significantly from 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 from 26.0 in 2011, 24.6 in 2012 and 25.3 in 2013. During the past year, repeat visitors averaged 15.2 trips to Mesquite, up significantly from 9.7 in 2011.

SUMMARY TABLE OF REASONS FOR VISITING AND VISITATION FREQUENCY

	2011	2012	2013	2014	2015
Proportion of visitors who were first-time visitors	6%	6%	8%	11%	15%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	6%	3%	5%	4%	1%
Proportion of first-time visitors whose primary purpose for current trip was just passing through	51%	49%	48%	52%	42%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	1%	1%	1%	1%	1%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	17%	17%	21%	23%	27%
Proportion of repeat visitors whose primary purpose for current trip was just passing through	33%	32%	22%	20%	14%
Average number of visits in past five years (all visitors)	26.0	24.6	25.3	28.9	28.9
Average number of visits in past five years (repeat visitors)	27.6	26.2	27.3	32.4	33.6
Average number of visits in past year (all visitors)	9.2	9.5	11.4	12.8	13.1
Average number of visits in past year (repeat visitors)	9.7	10.1	12.3	14.3	15.2
Average number of visits in past year	1.7	1.6	1.7	1.6	1.8

TRAVEL PLANNING

Almost all visitors arrived in Mesquite in a personal vehicle (99.8%), with less than 1% using bus services. All visitors (100%) decided where to lodge in Mesquite prior to their visit (up from 99% in 2011 - 2014). Fifty-two percent (52%) of visitors decided what shows to see after their arrival (down from 68% last year). Seventy percent (70%) of visitors decided what attractions to see prior to arriving in Mesquite. About seven in ten (71%) visitors decided where to gamble before their arrival in Mesquite while nearly three in ten (29%) decided after. Nearly all visitors (94%) decided what recreational activities to enjoy in Mesquite before their arrival. Less than 1% used the assistance of a travel agent in planning their trip to Mesquite. Thirty-two percent (32%) visited other places in Nevada and neighboring states, similar to past years. Eighteen percent (18%) of all Mesquite visitors also visited Las Vegas on their current trip, also similar to past years.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2011	2012	2013	2014	2015
Proportion of visitors who traveled to Mesquite in a personal vehicle (automobile/truck/RV/motorcycle)	99%	99%	99%	99%	100%
Proportion of visitors who decided where to stay in Mesquite before arrival (among those who stayed overnight)	99%	99%	99%	99%	100%
Proportion of visitors who decided which shows to see in Mesquite after arrival (among those who saw shows)	75%	72%	83%	68%	52%
Proportion of visitors who decided which attractions to visit in Mesquite before arrival (among those who visited attractions)	82%	84%	62%	73%	70%
Proportion of visitors who decided where to gamble in Mesquite before arrival (among those who gambled)	82%	75%	66%	67%	71%
Proportion of visitors who decided where to gamble in Mesquite after arrival (among those who gambled)	18%	25%	34%	33%	29%
Proportion of visitors who decided what recreational activities to do in Mesquite before arrival (among those who engaged in recreational activities)	95%	95%	92%	98%	94%
Proportion of visitors who used the assistance of a travel agent planning their trip to Mesquite	1%	0%	0%	1%	0%
Proportion of visitors who toured nearby places	35%	34%	32%	35%	32%
Proportion of all visitors who visited Las Vegas on their current trip to Mesquite	16%	17%	19%	19%	18%

TRIP CHARACTERISTICS AND EXPENDITURES

The average number of adults per party was 2.3 (up from 2.2 last year). Only four percent (4%) had people under the age of 21 in their immediate party. Just over one-half (51%) of Mesquite visitors stayed overnight, while 49% were visiting Mesquite just for the day (up from past years). The average Mesquite visit was 1.8 nights and 2.8 days, 40% stayed in a hotel or motel and the average number of room occupants was 1.9, down from 2.0 last year. Non-package visitors spent an average of \$51.99 per night for lodging with 26% of lodgers saying they paid a regular room rate (up from last year), while 42% received a casino complimentary rate. Over the course of their entire stay in Mesquite, visitors spent an average of \$59.72 for food and drink, \$5.91 for local, \$4.53 for recreational activities, \$1.16 for shows and \$6.39 for shopping.

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2011	2012	2013	2014	2015
Average number of adults in immediate party	2.1	2.1	2.1	2.2	2.3
Proportion of visitors with persons under 21 in their immediate party	4%	5%	5%	4%	4%
Proportion of visitors who stayed overnight	56%	57%	52%	52%	51%
Proportion of visitors who were in Mesquite for the day only	44%	43%	48%	48%	49%
Days stayed (average)	2.6	2.7	2.7	2.7	2.8
Nights stayed (average)	1.6	1.7	1.7	1.7	1.8
Proportion of visitors who stayed in a hotel or motel room	46%	45%	42%	38%	40%
Number of room occupants (average)	2.1	2.1	2.1	2.0	1.9
Lodging expenditures (average per night – non-package)	\$50.18	\$52.76	\$52.78	\$55.72	\$51.99
Proportion of visitors who paid a regular room rate (among lodgers)	29%	33%	33%	24%	26%
Proportion of visitors who received a casino complimentary rate (among lodgers)	50%	47%	42%	48%	42%
Proportion of visitors who bought a package or travel group trip	14%	13%	16%	18%	23%
Average cost of package per person (among package/tour group visitors)	\$368.46	\$348.49	\$302.44	\$349.67	\$319.26
Average trip expenditures for food and drink	\$52.65	\$53.54	\$56.47	\$56.49	\$59.72
Average trip expenditures for local transportation	\$3.45	\$4.08	\$4.71	\$4.73	\$5.91
Average trip expenditures for recreational activities	\$2.22	\$2.96	\$4.37	\$5.32	\$4.53
Average trip expenditures for shows	\$0.62	\$0.70	\$1.26	\$1.01	\$1.16
Average trip expenditures for shopping	\$3.30	\$3.83	\$3.92	\$7.17	\$6.39

GAMING BEHAVIOR AND BUDGETS

Ninety-five percent (95%) of visitors gambled while in Mesquite, down from 97% each in 2011 and 2012. The average trip gambling budget in 2015 was \$179.85, down from \$182.98 last year. The average (mean) number of hours spent gambling was 2.1, down from last year.

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2011	2012	2013	2014	2015
Proportion who gambled while visiting Mesquite	97%	97%	96%	96%	95%
Average trip gambling budget (among those who gambled)	\$207.40	\$202.10	\$169.65	\$182.98	\$179.85
Average number of hours per day spent gambling (among those who gambled)	3.3	2.8	2.3	2.2	2.1
Proportion who gambled in Las Vegas over the past 12 months (among all visitors)	46%	46%	46%	49%	44%

ATTITUDINAL INFORMATION

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

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2011	2012	2013	2014	2015
Proportion who were “very satisfied” with their current trip to Mesquite	99%	99%	98%	99%	99%

VISITOR DEMOGRAPHICS

Mesquite visitors were likely to be married (90%, down from 95% in 2011 and 93% last year) and from the Western U.S. (80%). Fifty-eight percent (58%) of visitors were 50 or older (down from 2011 - 2014), with 27% being 65 or older. Fifty-four percent (54%) of visitors were employed (up significantly from 45% in 2011, 46% in 2012 and 48% last year), while 44% were retired (down from 53% in 2011, 52% in 2012 and 49% last year). Thirty-four percent (34%) had a household income of less than \$60,000 (up from 29% last year), while 66% had incomes of \$60,000 or more (down from 71% last year). Twenty-seven percent (27%) had a high school education or less (down from 2011 - 2014), while 46% reported some college (up significantly from 41% last year).

SUMMARY TABLE OF VISITOR DEMOGRAPHICS

	2011	2012	2013	2014	2015
Proportion of visitors who were 50 years old or older	75%	72%	71%	67%	58%
Proportion of visitors 65 years old or older	36%	33%	28%	26%	27%
Proportion of visitors who were married	95%	92%	91%	93%	90%
Proportion of visitors with a household income less than \$60,000	38%	35%	36%	29%	34%
Proportion of visitors with a household income of \$60,000 or more	63%	65%	64%	71%	66%
Proportion of visitors who were employed	45%	46%	53%	48%	54%
Proportion of visitors who were retired	53%	52%	44%	49%	44%
Proportion of visitors with a high school diploma or less	37%	32%	31%	31%	27%
Proportion of visitors with some college	44%	43%	42%	41%	46%
Proportion of visitors who were from the West	80%	77%	78%	78%	80%

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.
- Monitor trends in visitor behavior and visitor characteristics.
- Supply detailed information on the vacation and gaming habits of different visitors groups, particularly gaming and non-gaming expenditures.
- Allow the identification of market segments and potential target markets.
- Provide a basis for calculating the economic impact of different visitor groups.
- 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 2015. 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.

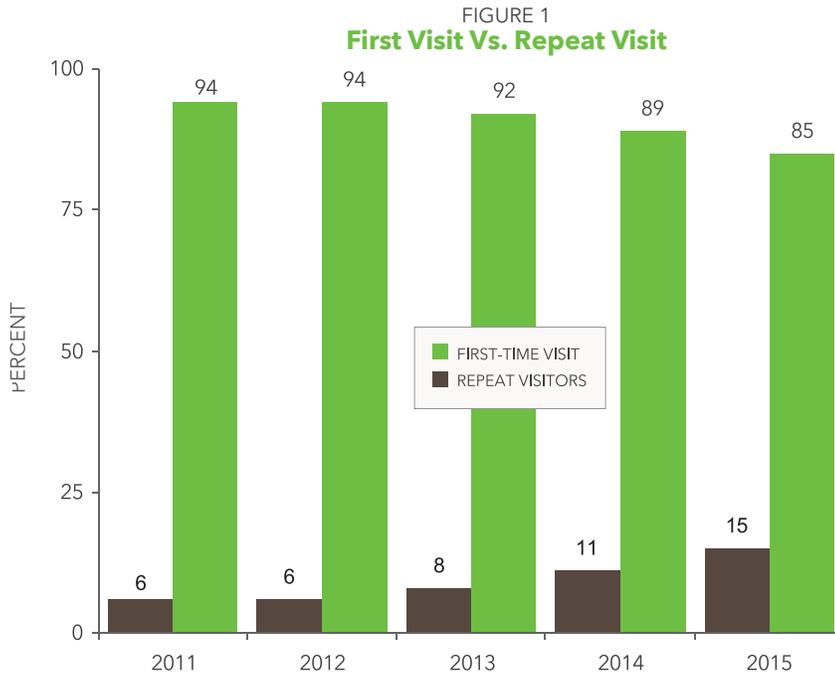
This report presents the results of the 2015 study, as well as the results from 2011, 2012, 2013, and 2014. Statistically significant differences in the behavior, attitudes, and opinions of visitors from year to year are pointed out in the text of the report. Throughout this report, if data is not presented 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.

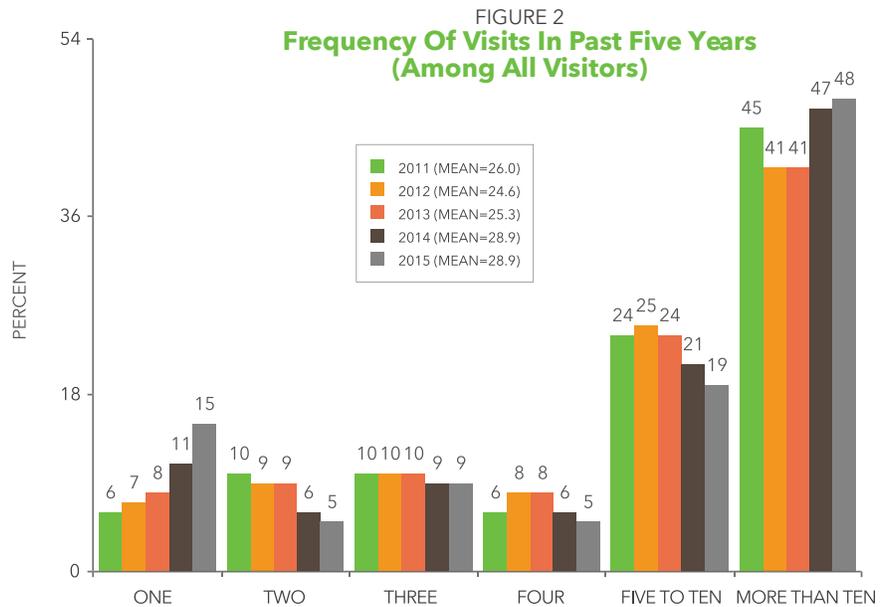
SUMMARY OF FINDINGS

REASONS FOR VISITING

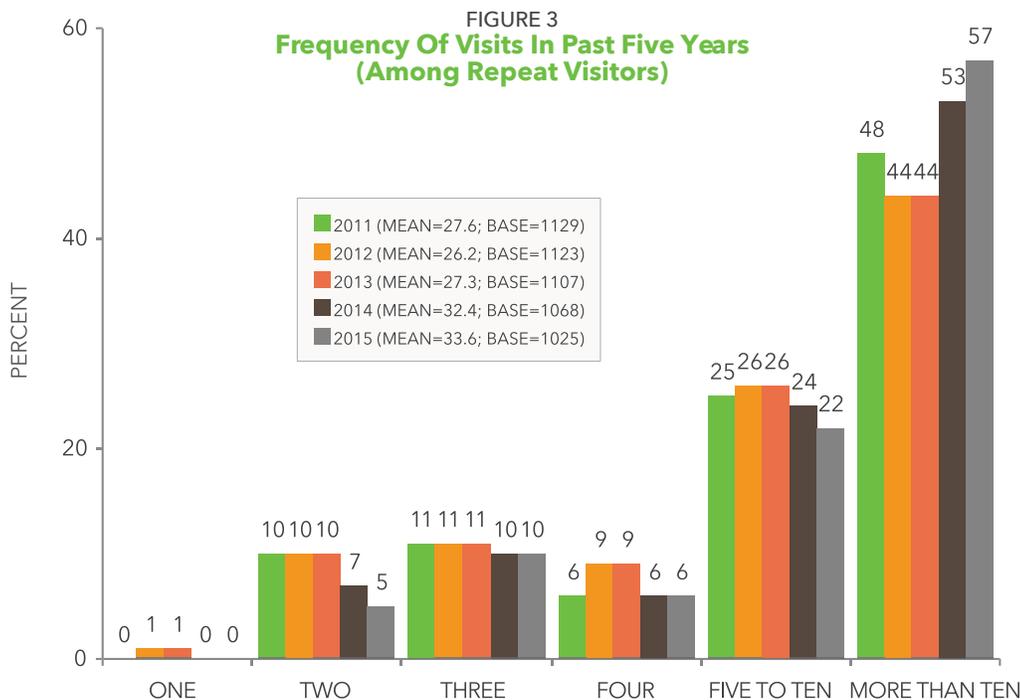
In 2015, 85% of visitors said they had visited Mesquite before, down from 89% in 2014.



The average (mean) number of visits to Mesquite in the past five years among all visitors was 28.9, the same as last year and up significantly from the average of 26.0 visits reported in 2011. Forty-eight percent (48%) of visitors said they had visited Mesquite more than ten times in the past five years, up significantly from prior years. Fifteen percent (15%) of visitors said they had visited Mesquite only once in the past five years (up from 11% in 2014), 5% visited twice (down from 10% in 2011), 9% said they had visited three times, 5% visited four times, and 19% visited five to 10 times (down from 24% past years).



The average number of visits to Mesquite in the past five years among repeat visitors was 33.6, up significantly from the average of 27.6 visits reported in 2011. Fifty-seven percent (57%) of repeat visitors said they had visited Mesquite more than 10 times in the past five years, up from years past and less than 1% of repeat visitors said they had visited Mesquite only once in the past five years.



Among all visitors, the average number of visits to Mesquite in the past year was 13.1, up significantly from the average of 9.2 visits in 2011. Twenty-two percent (22%) visited Mesquite more than 10 times in the past year, up from 18% each in 2011 - 2013, while thirty-six percent (36%) visited Mesquite only once in the past year.

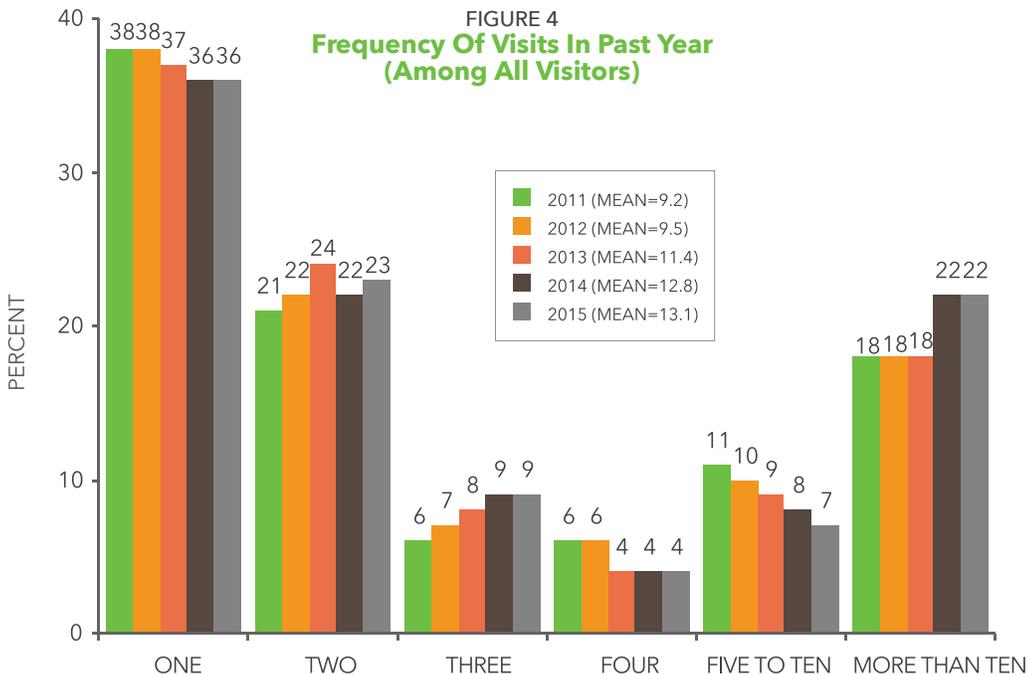
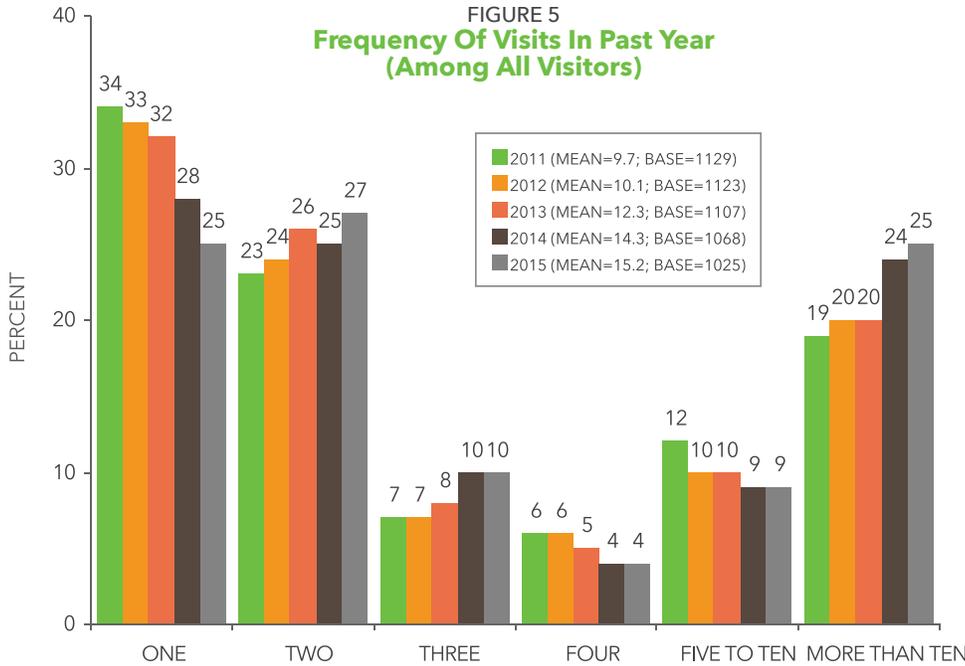


FIGURE 5
Frequency Of Visits In Past Year
(Among All Visitors)



During the past year, repeat visitors averaged 15.2 trips to Mesquite, up from the average of 9.7 visits in 2011. Twenty-five percent (25%) said they visited Mesquite more than 10 times in the past year, up from years past and, twenty-five percent (25%) said they visited Mesquite just once in the past year.

More than one-half (55%) of Mesquite visitors said they first heard about Mesquite from friends and relatives, up from 46% last year. Twenty-four percent (24%) said they first became aware of Mesquite from a billboard or a sign, up from 7% in 2011, thirteen percent (13%) said they first learned about Mesquite while they were just passing through, down from 20% last year and, six percent (6%) said they first found out about Mesquite from a radio or television advertisement.

FIGURE 6
How First Became Aware Of Mesquite

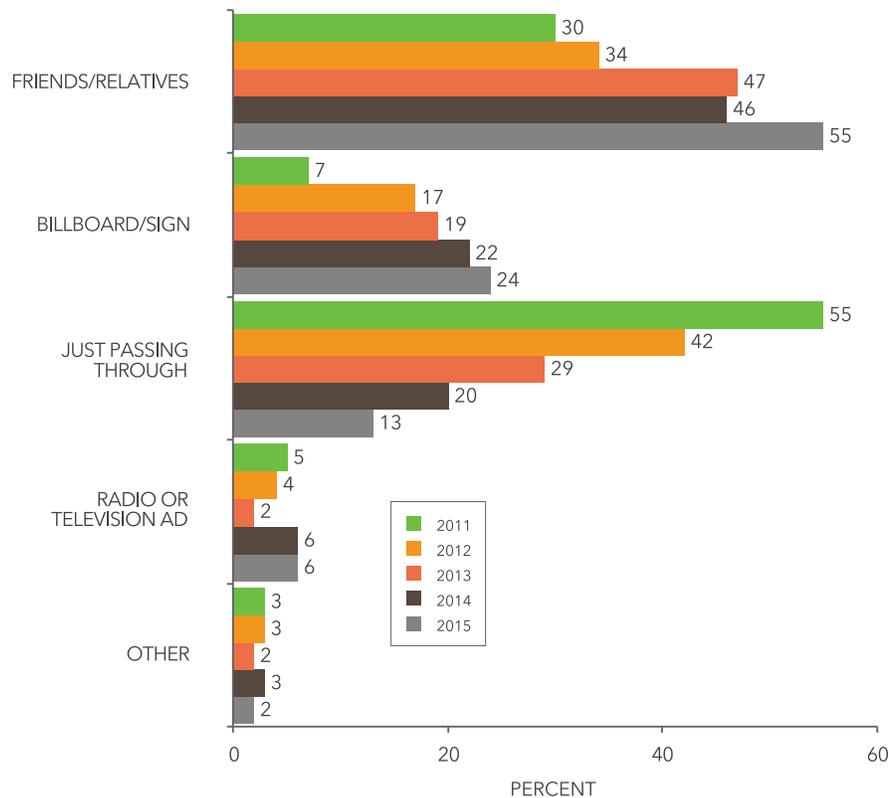
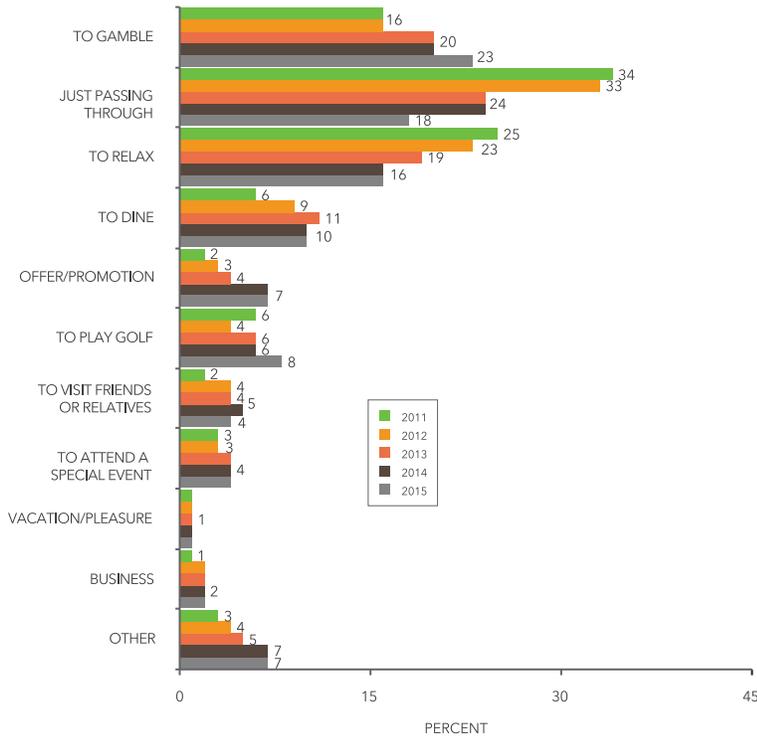


FIGURE 7
Primary Purpose Of Current Visit
(Among All Visitors)



When asked the primary purpose of their current visit to Mesquite, 18% of visitors said they were just passing through, down significantly from 2011 - 2014 results. Twenty-three percent (23%) said they were visiting Mesquite primarily to gamble, up significantly from years past. Sixteen percent (16%) said they came to Mesquite just to relax, the same as last year and, ten percent (10%) were in Mesquite primarily to dine (up from 6% in 2011). Eight (8%) were visiting primarily to golf (up from 2011 - 2014 results), 7% were visiting to take advantage of an offer or promotion, 5% were visiting primarily to see friends or relatives, and 4% were visiting to attend a special event.

Among repeat visitors, 27% said they were visiting Mesquite primarily to gamble (up from 23% last year) while 16% said they were just passing through (down from 2011 - 2014 figures). Sixteen percent (16%) said they were visiting just to relax or get away, while 9% were visiting primarily to dine. Eight percent (8%) were visiting Mesquite to take advantage of an offer or promotion, 8% were visiting primarily to play golf, and 5% were visiting to see friends or relatives. Three percent (3%) each were attending a special event in Mesquite or visiting for business purposes, while 1% said they were visiting Mesquite for a vacation or pleasure trip.

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

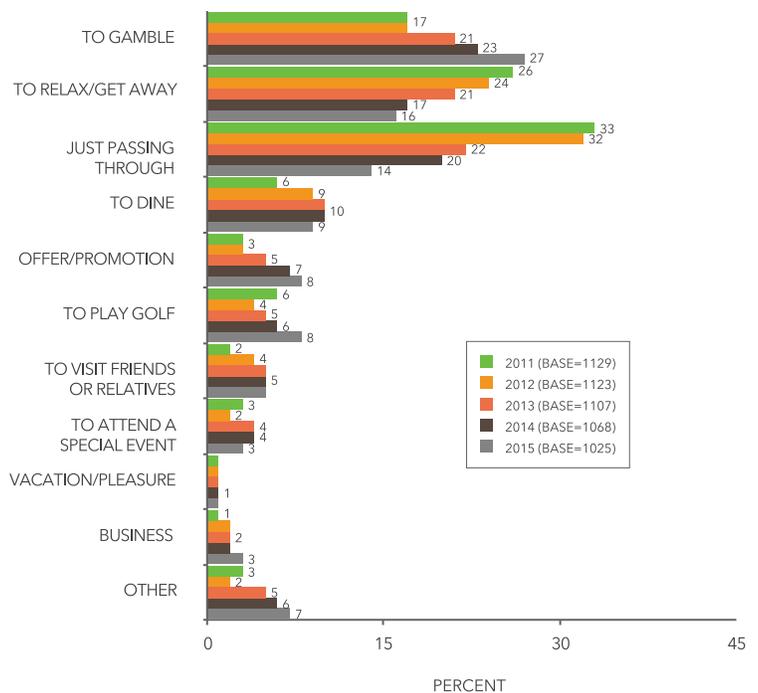
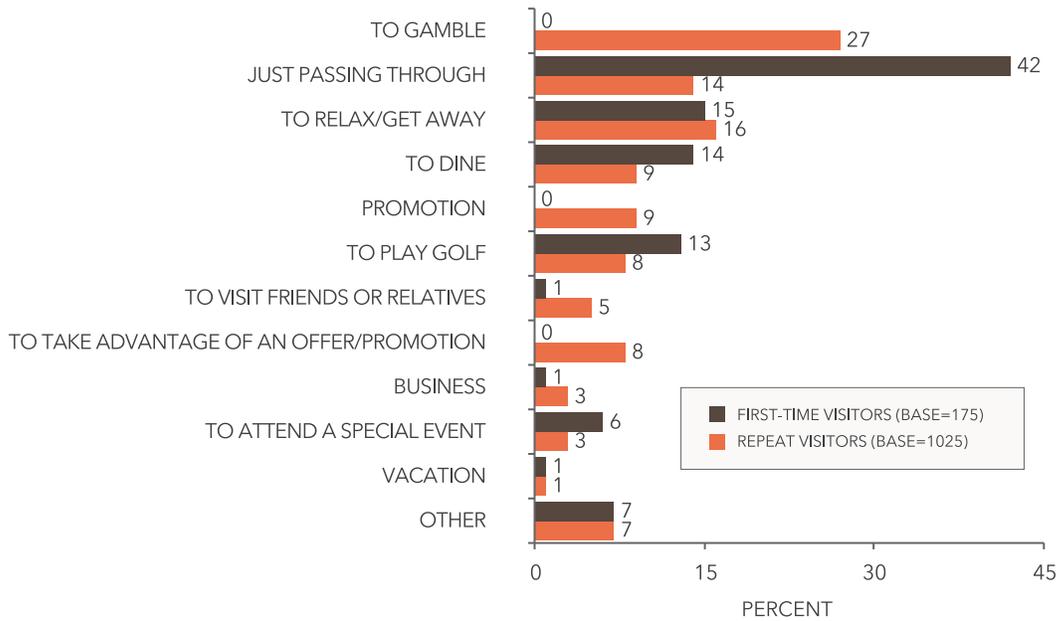


Figure 9 compares repeat visitors with first-time visitors in terms of the purpose of their current visit to Mesquite for 2015. First-time visitors were significantly more likely than repeat visitors to say they were just passing through Mesquite (42% vs. 14%) or visiting Mesquite primarily to play golf (13% vs. 8%) or to attend a special event (6% vs. 3%). Repeat visitors were significantly more likely than first-time visitors to say they were visiting Mesquite specifically to gamble (27% compared to no first-time visitors who gave this response) or to take advantage of an offer or promotion (8% compared to no first-time visitors who gave this response).

FIGURE 9
Primary Purpose Of Current Visit – 2015
(First-Time Vs. Repeat Visitors)



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, while 3% planned their trip between one and six days in advance (down from 2011 - 2014 figures). Sixteen percent (16%) of Mesquite visitors planned their trip between seven and 14 days ahead, while 11% planned their trip 15 to 30 days in advance, 10% planned their trip 31 to 60 days in advance (up from 2011 - 2014 figures), and 5% planned their trip 61 to 90 days in advance. One percent (1%) planned their trip more than 90 days ahead.

FIGURE 10
Advance Travel Planning

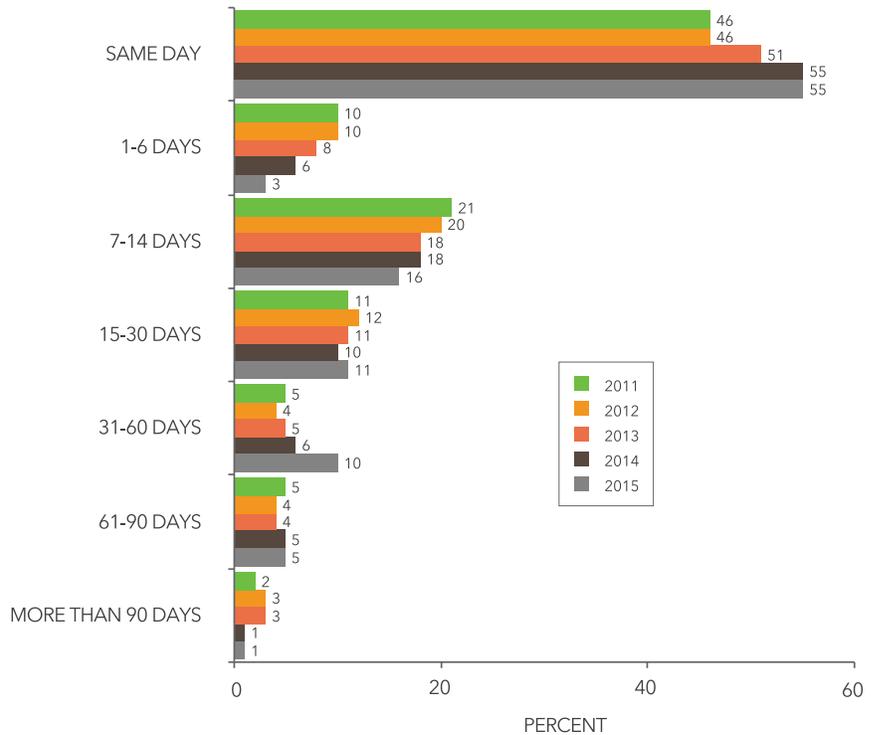
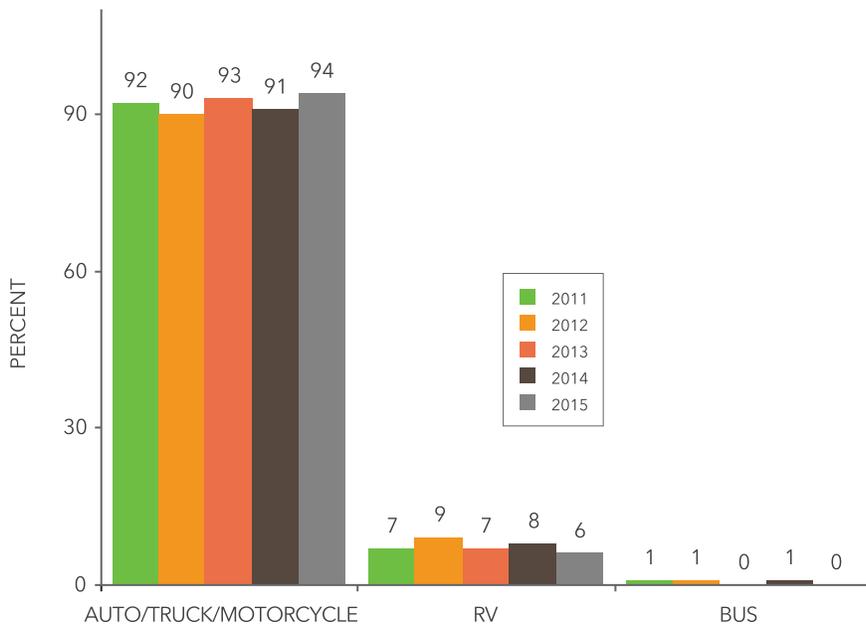


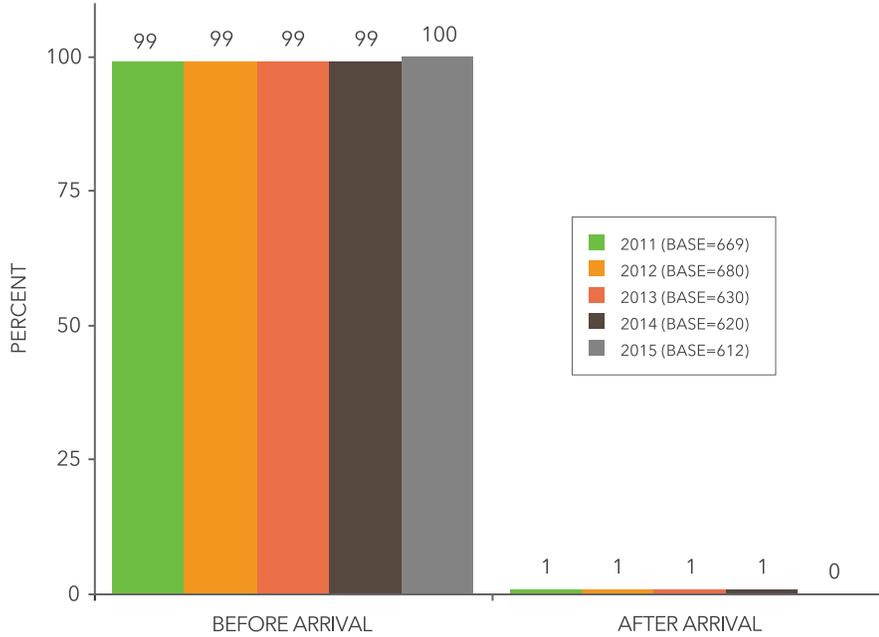
FIGURE 11
Transportation To Mesquite



Almost all visitors to Mesquite (99.8%) arrived in a personal vehicle. Ninety-four percent (94%) drove an automobile, a truck, or a motorcycle (up from 91% in 2014), and 6% drove an RV. Less than 1% of visitors arrived by bus.

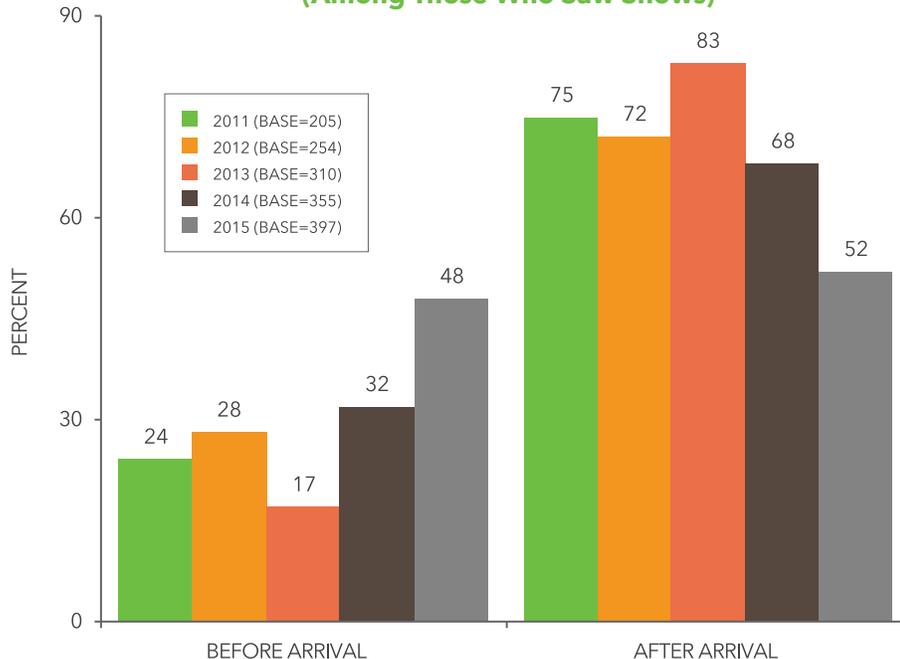
Among the 51% of visitors in 2015 who stayed overnight in Mesquite, all of them (100%) decided where to lodge in Mesquite prior to their arrival.

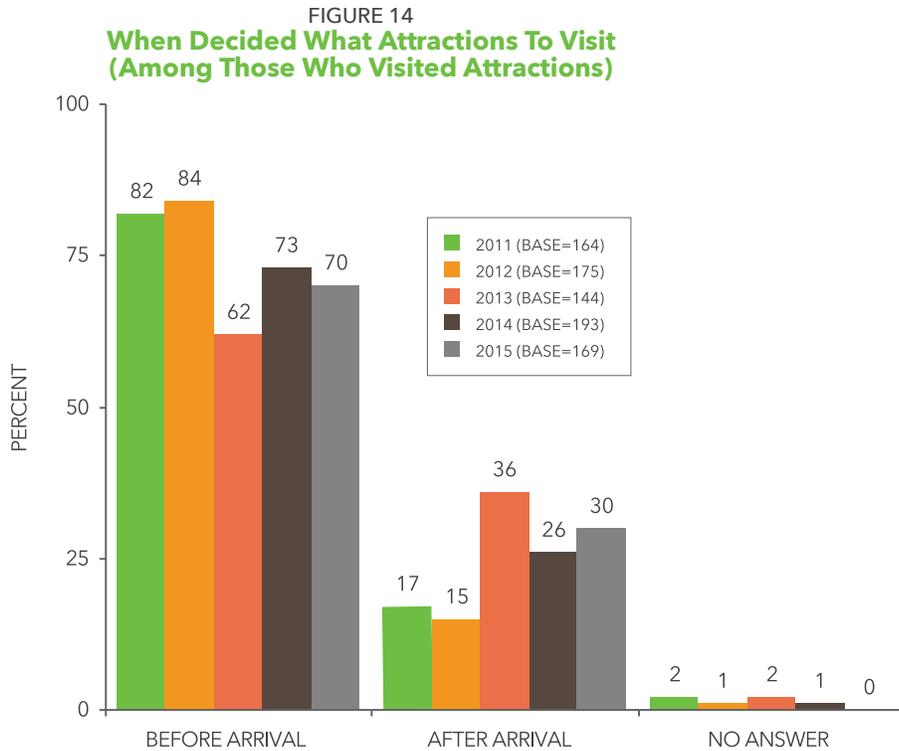
FIGURE 12
When Decided Where To Lodge
(Among Those Who Stayed Overnight)



Among the 33% of visitors in 2015 who reported going to a show in Mesquite, 52% decided what shows to see after their arrival, down from 68% in 2014. Forty-eight percent (48%) decided what shows to see prior to their arrival, up from 24% in 2011, and 32% last year.

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





Among the 14% of 2015 visitors who reported visiting an attraction in Mesquite, 70% decided what attractions to see prior to arriving in Mesquite, down from 73% last year. Thirty percent (30%) decided what attractions to see after their arrival in Mesquite, up from last year.

Among the 95% of visitors who gambled during their trip to Mesquite in 2015, 71% said they decided where to gamble in Mesquite before their arrival, up from 67% last year. Twenty-nine percent (29%) said they decided where to gamble after they arrived in Mesquite, up significantly from 18% in 2011.

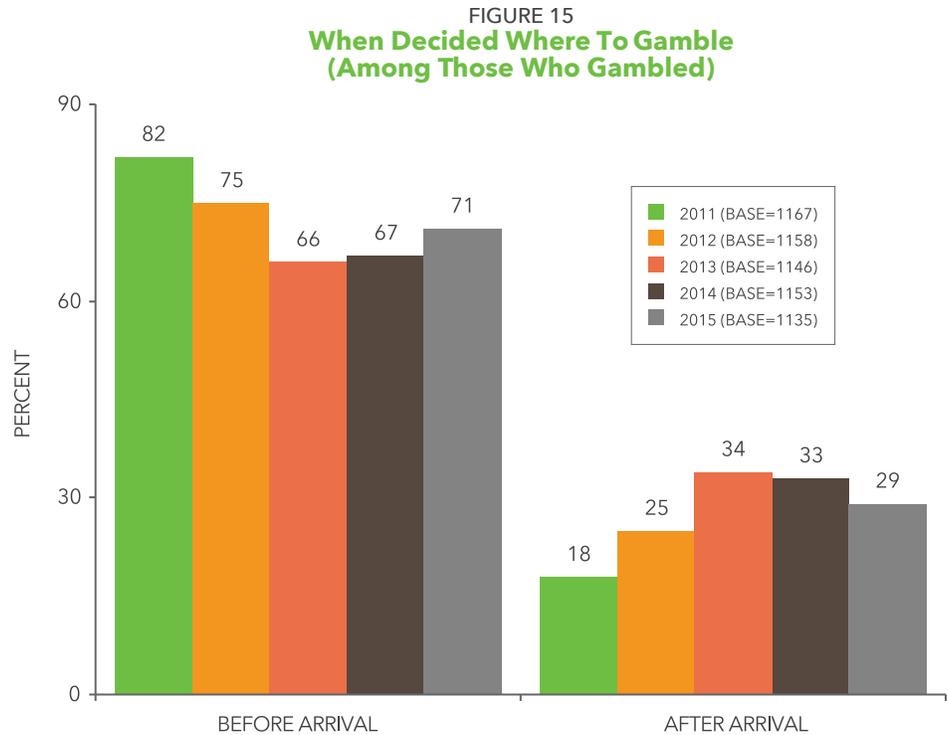
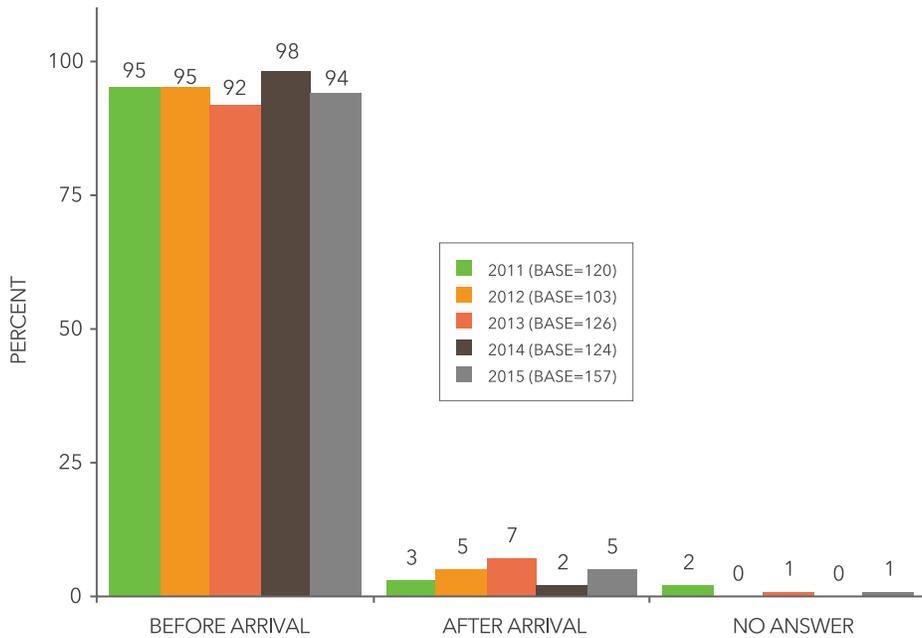


FIGURE 16
**When Decided What Recreational Activities To Enjoy
 (Among Those Who Engaged In Recreational Activities)**



Among the 13% of 2015 visitors who engaged in recreational activities during their visit to Mesquite, most (94%) said they decided what recreational activities they would enjoy in Mesquite before their arrival. Five percent (5%) said they decided what recreational activities they would engage in after their arrival.

In 2015, less than 1% (0.3%) of all Mesquite visitors were assisted in their travel planning by a travel agent, not significantly different from past years.

FIGURE 17
Travel Agent Assistance*



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



FIGURE 18
Whether Used The Internet To Plan Trip*

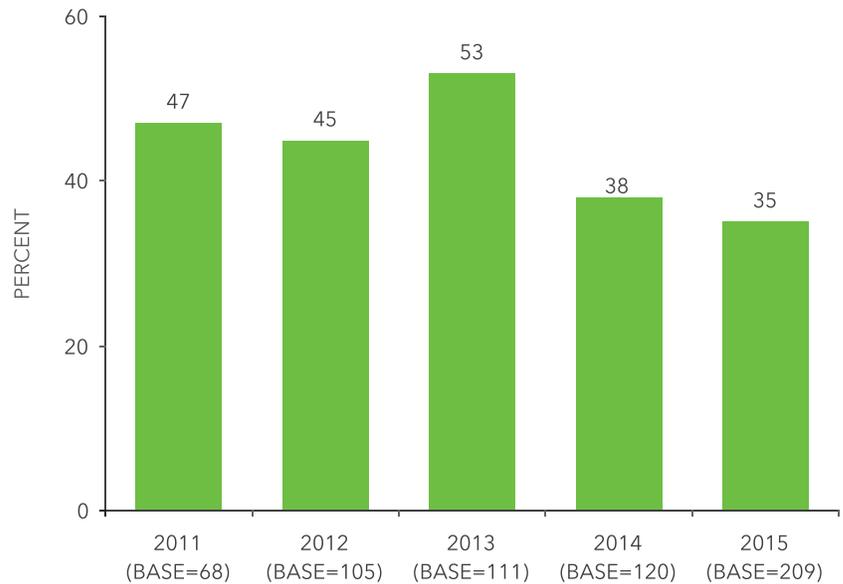


*Only "yes" responses are reported in this figure.

Visitors to Mesquite were asked if they used the Internet to plan their trip. In 2015, 17% percent said yes, up significantly from 6% in 2011, 9% each in 2012 and 2013, and 10% last year.

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-five percent (35%) said they had, down significantly from 53% in 2013.

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



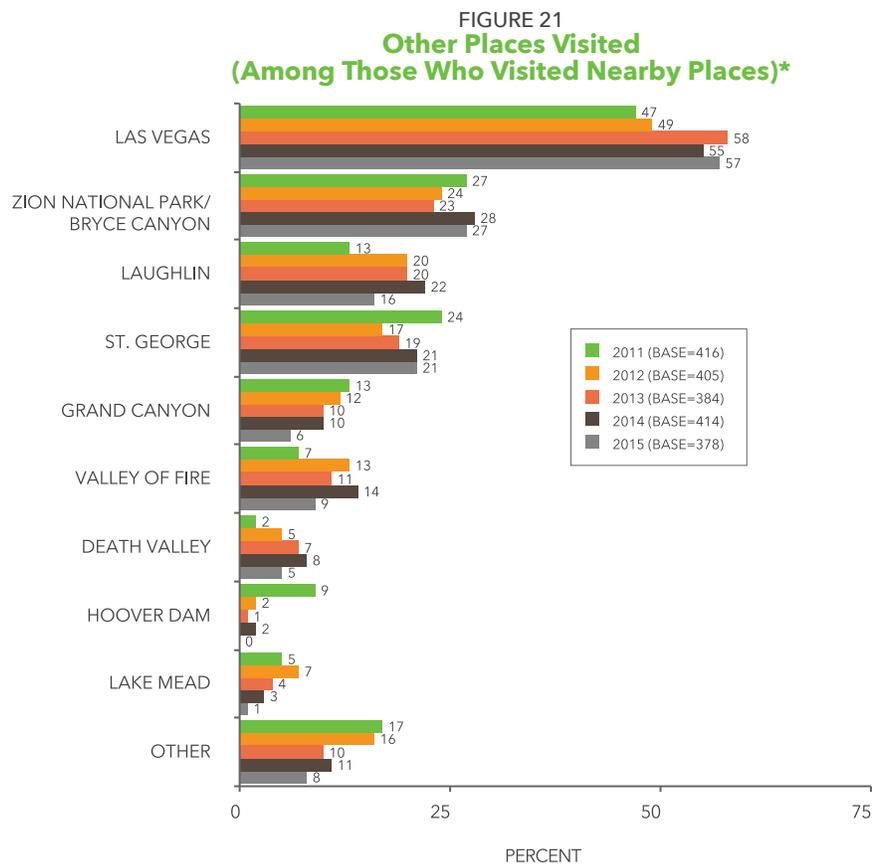
*Only "yes" responses are reported in this figure.



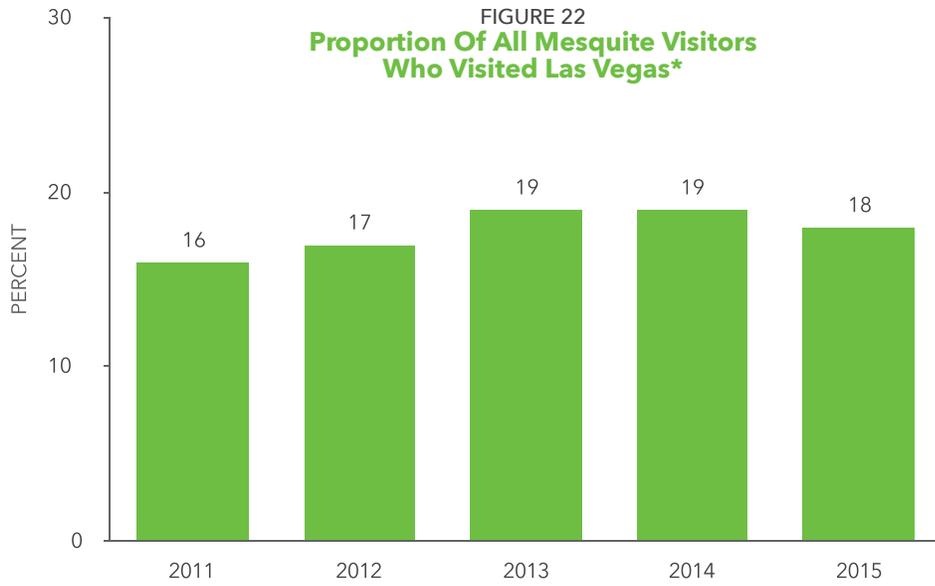
We asked visitors if they had visited, or planned to visit, other areas of Nevada and nearby states either before or after their current visit to Mesquite. Thirty-two percent (32%) said yes, similar to past years.



Among those who said they had visited, or planned to visit, other nearby areas on their current trip, 57% mentioned Las Vegas (up significantly from 47% in 2011), 27% mentioned Zion National Park/Bryce Canyon, 21% mentioned St. George in Utah, 16% mentioned Laughlin (down from 22% last year), 9% mentioned the Valley of Fire (down from 14% last year), 6% mentioned the Grand Canyon (down from 10% each in 2013 and 2014), 5% mentioned Death Valley, 1% mentioned Lake Mead (down from 2011 - 2014 figures) and less than 1% mentioned Hoover Dam (down from 9% in 2011).



*Multiple responses to this question were permitted.



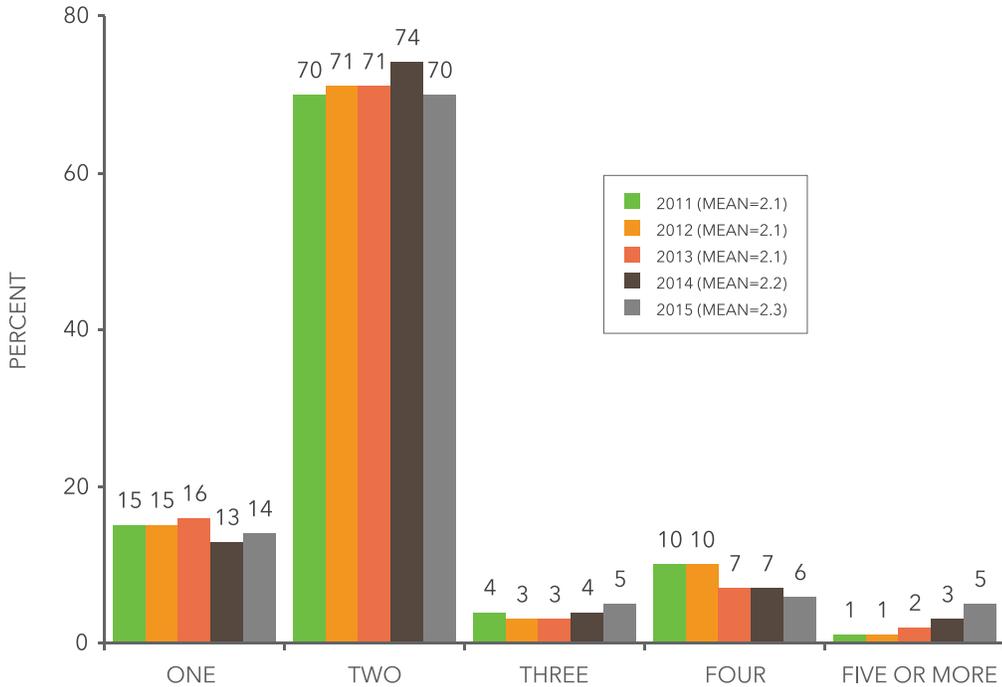
*Only "yes" responses are reported in this figure.

Among all Mesquite visitors, 18% said they also visited, or planned to visit, Las Vegas on their current trip, similar to past year.



TRIP CHARACTERISTICS AND EXPENDITURES

FIGURE 23
Adults In Immediate Party

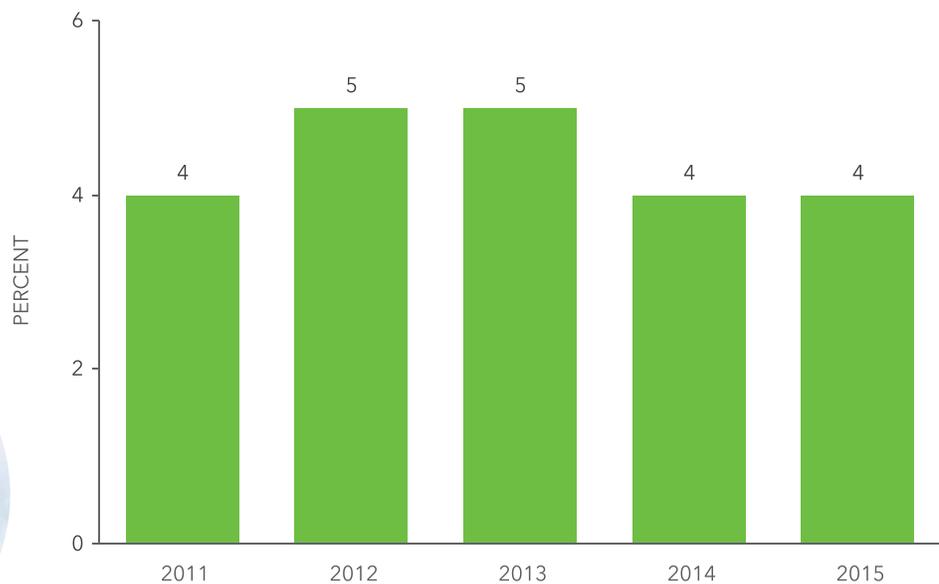


We asked visitors how many adults (21 years old or older) including themselves were in their immediate party. The majority of Mesquite visitors (70%) reported two adults were in their immediate party (down from 74% last year). Five percent (5%) reported three adults were in their immediate party, while 6% reported four adults and 5% said there were

five or more people in their party. Fourteen percent (14%) said they were traveling alone. The average party size was 2.3, up significantly from 2.1 in 2011 - 2013 and 2.2 in 2014.

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

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



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



During 2015, Mesquite visitors stayed an average of 1.8 nights and 2.8 days. Nearly one-half (49%) reported making a day trip to Mesquite and not staying overnight, similar to the past two years but up significantly from 44% in 2011.

FIGURE 25
Nights Stayed

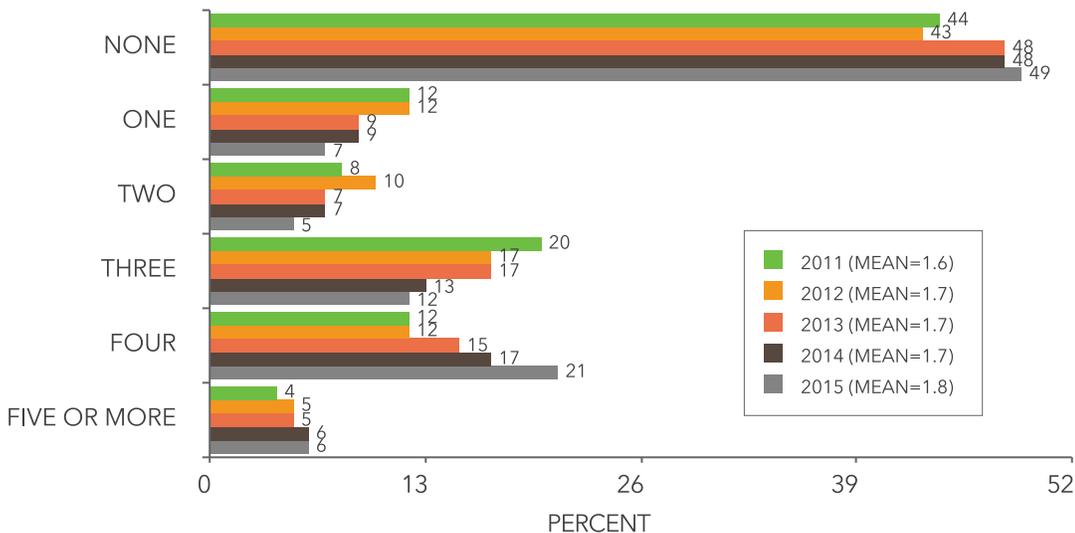
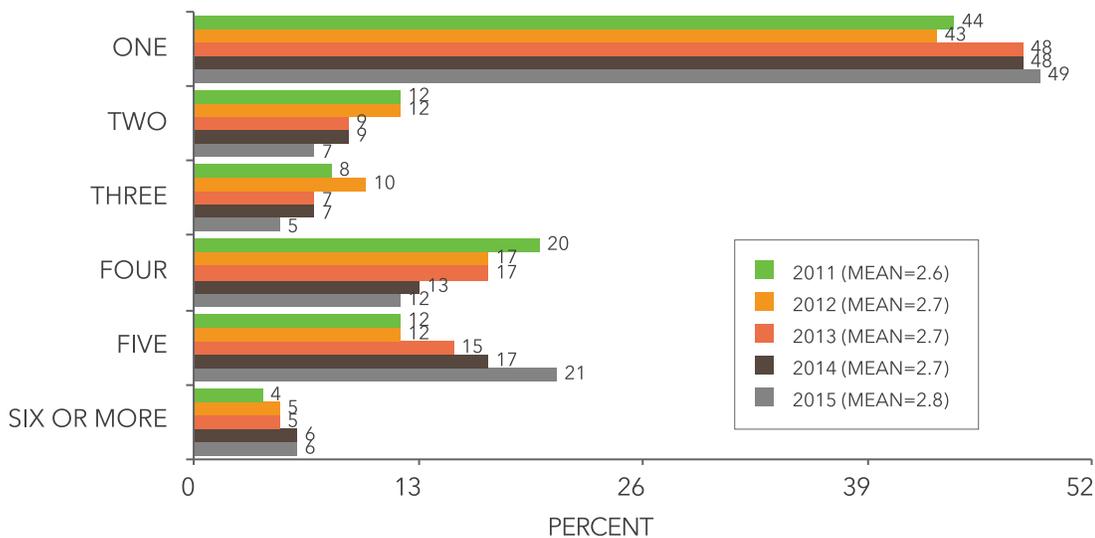
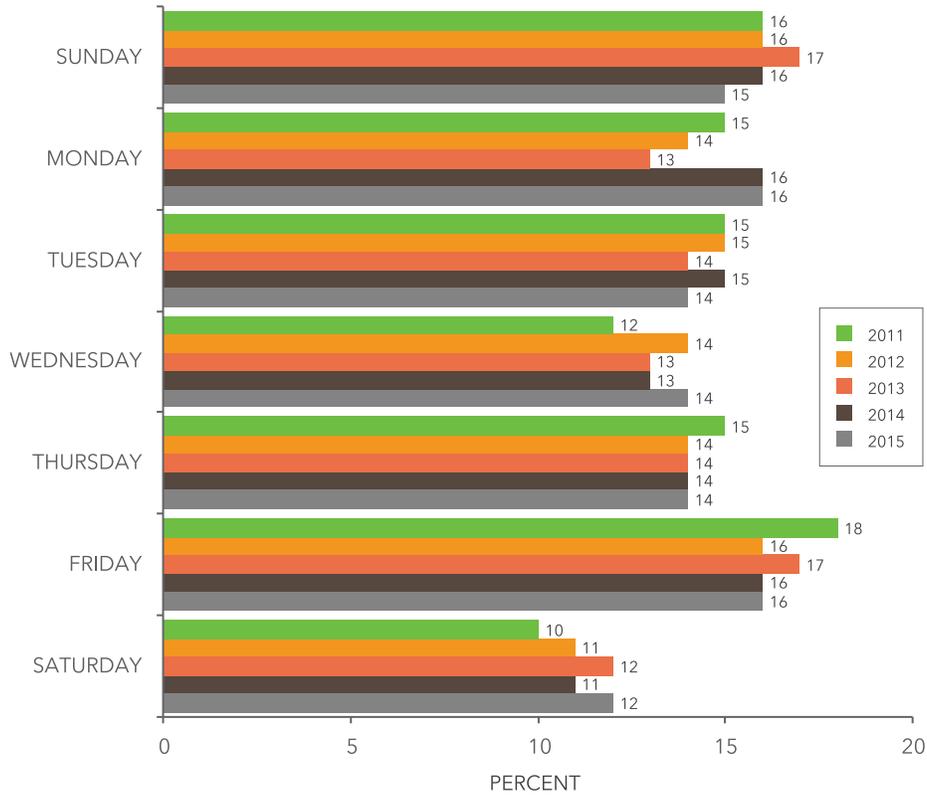


FIGURE 26
Days Stayed



In 2015, visitors were most likely to arrive in Mesquite on a Monday or Friday (16% each).

FIGURE 27
Day Of Arrival



In 2015, 72% of visitors arrived in Mesquite between Sunday and Thursday. Twenty-eight percent (28%) arrived in Mesquite on a Friday or Saturday. Neither figure was significantly different from past years.

FIGURE 28
Weekend Versus Weekday Arrival

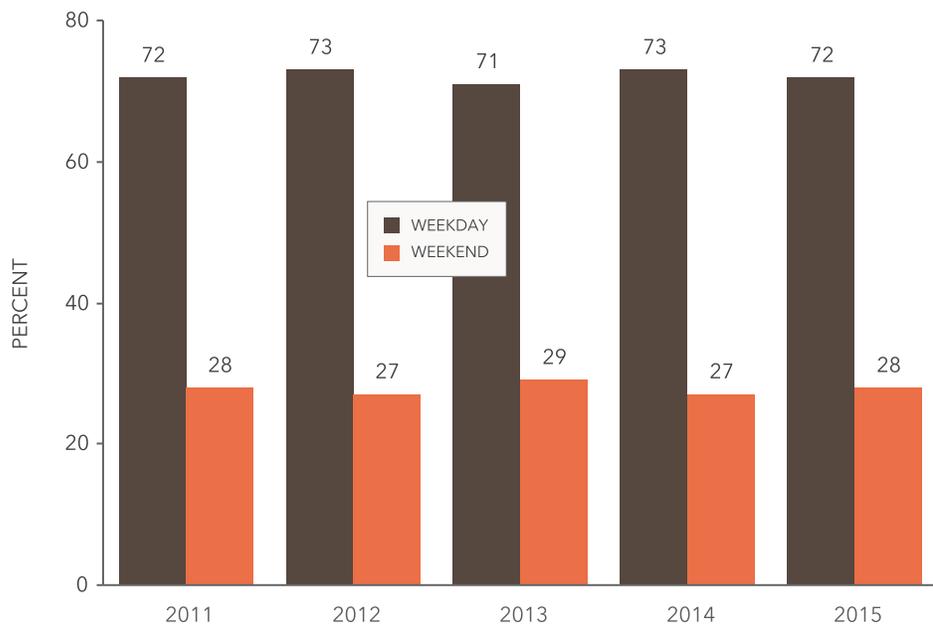


FIGURE 29
Whether Mesquite Visit Is Part Of A Longer Trip



Forty-nine percent (49%) of Mesquite visitors said their visit to Mesquite was part of a longer trip (down significantly from 55% each in 2011 and 2012), while 51% said Mesquite was their only destination (up from 45% each in 2011 and 2012).

We asked visitors to name their primary destination if Mesquite was not their only destination. Twenty-nine percent (29%) said Mesquite was their primary destination, while 27% said it was Las Vegas. California was mentioned by 21%, followed by Arizona (10%) and Utah (3%).

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

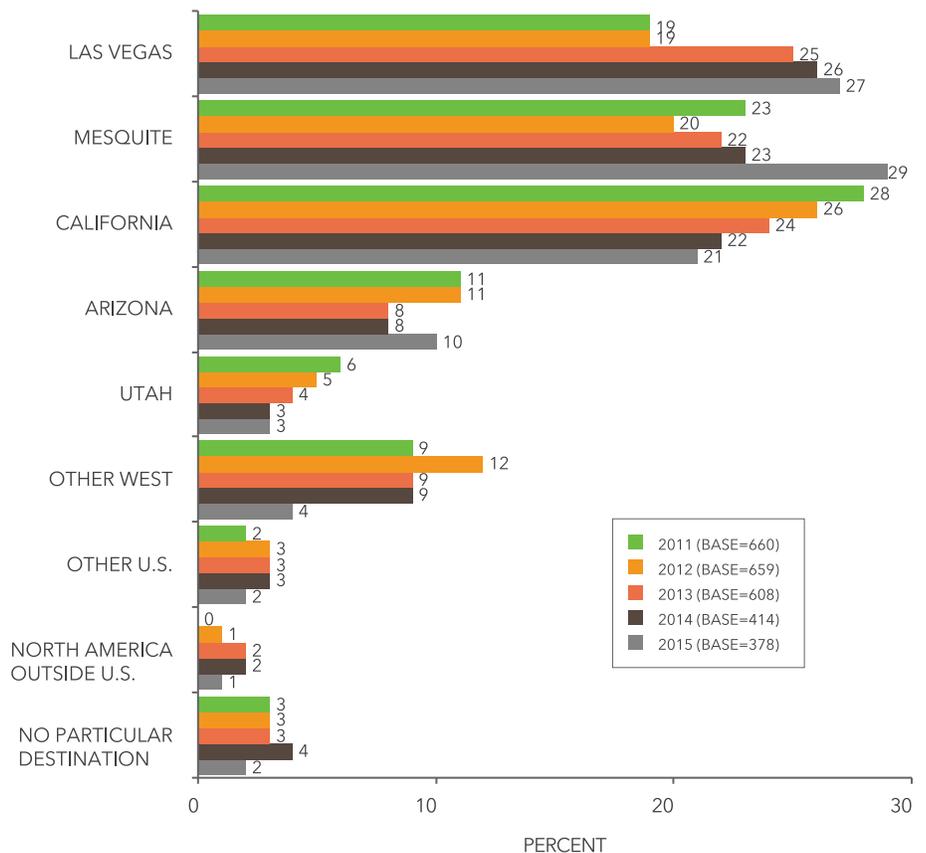
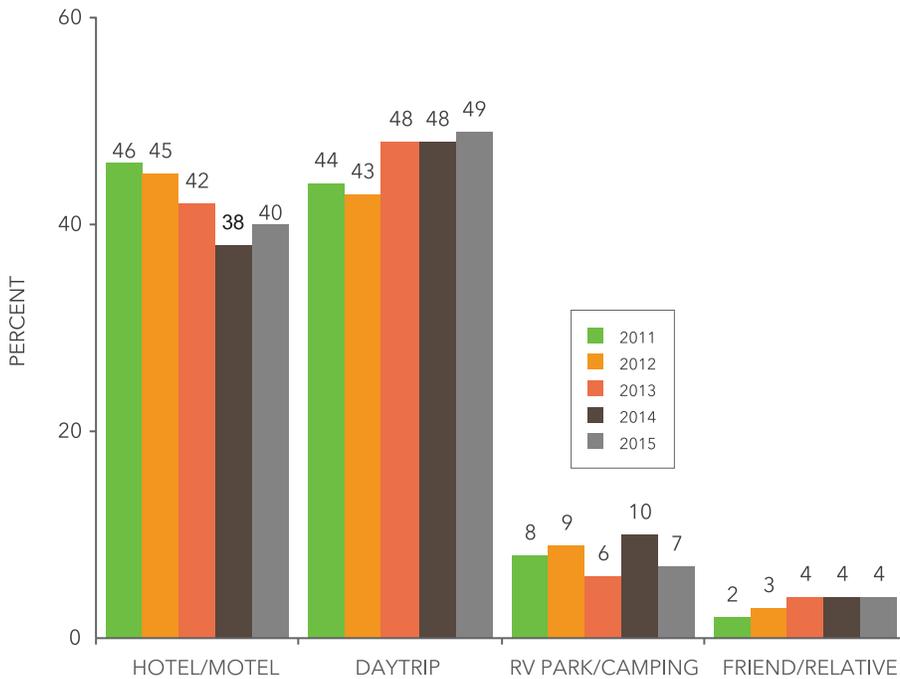


FIGURE 31
Where Lodged



As shown in here, 40% of visitors stayed in hotels or motels in Mesquite in 2015, down significantly from 46% in 2011. Forty-nine percent (49%) said they were visiting Mesquite just for the day and did not lodge anywhere, up from 44% in 2011. Seven percent (7%) were in an RV or camping area (down from 10% last year), while 4% were staying with friends or relatives (up from 2% in 2011).

Visitors to Mesquite who lodged in a hotel or motel were asked how they booked their accommodations. Seventy-four percent (74%) said they booked their accommodations by calling the property directly, down from years past. Fifteen percent (15%) said they booked their accommodations through a website, up significantly from 5% in 2011, seven percent (7%) said they booked by phone but not by calling the hotel or a travel agent.

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

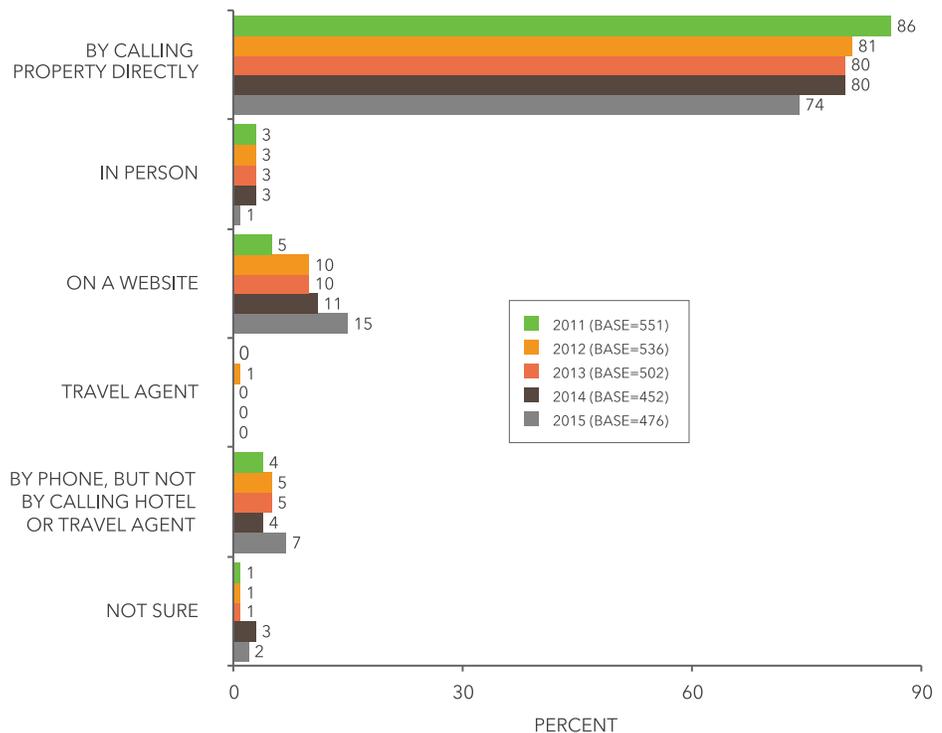
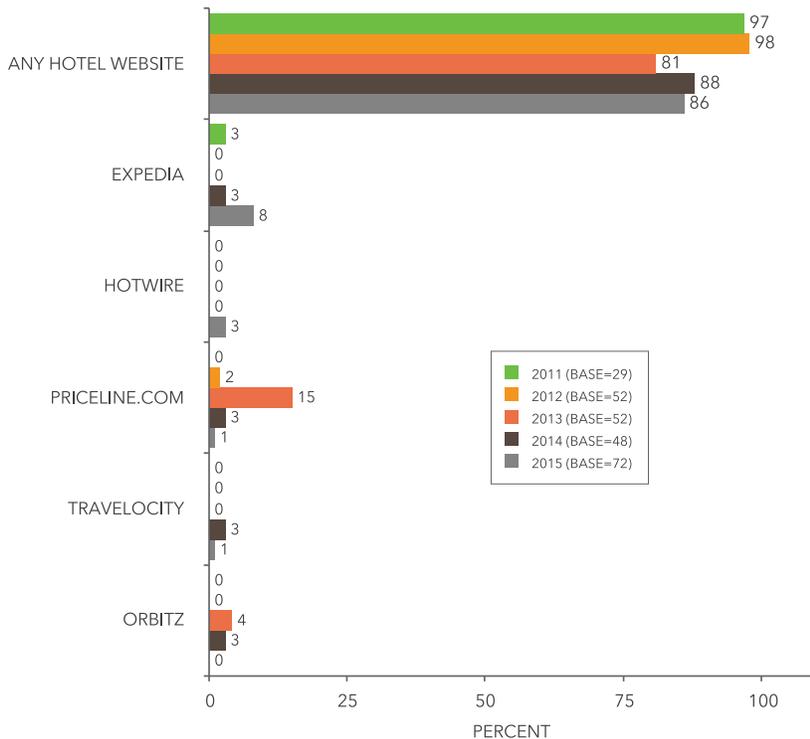


FIGURE 33
**Website Used To Book Accommodations
 (Among Those Who Used The Internet)**



* Note very small base sizes.

Visitors who booked their accommodations on a website were asked which website they used. The vast majority of these Internet users (86%, down from 97% in 2011 and 98% in 2012) said they used a hotel website to book their accommodations. Other mentions included Expedia.com (8%), Hotwire (3%), and Priceline.com and Travelocity (1% each).*

We asked those staying in a hotel or motel how far in advance they had booked their accommodations. Two percent (2%) booked their accommodations on the day of their arrival, eleven percent (11%) booked one to six days in advance, 43% booked seven to 14 days in advance, 21% booked 15 to 30 days in advance, and 24% booked more than 30 days in advance.

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

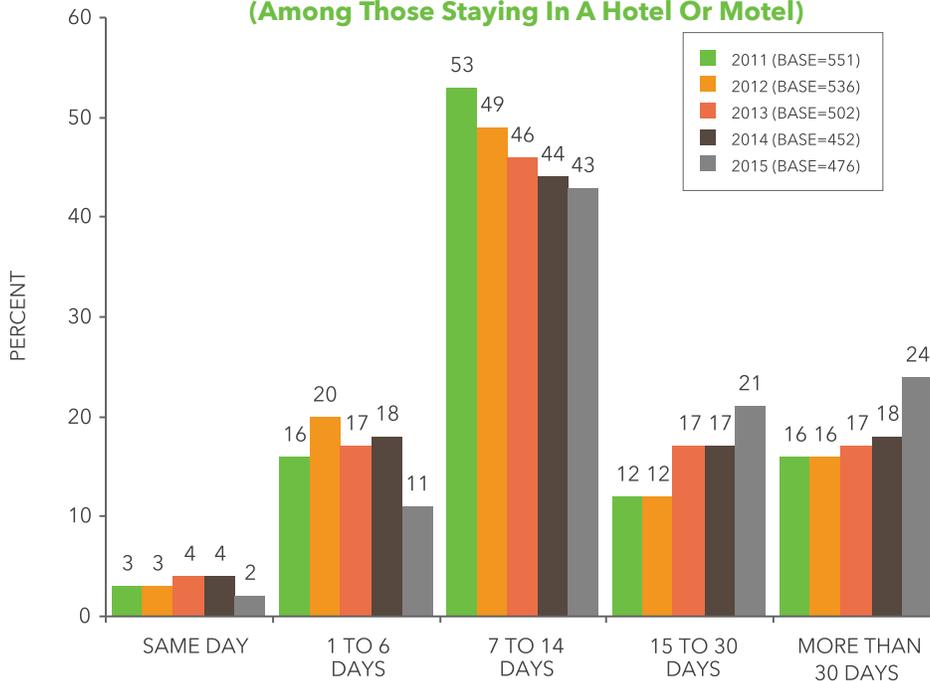
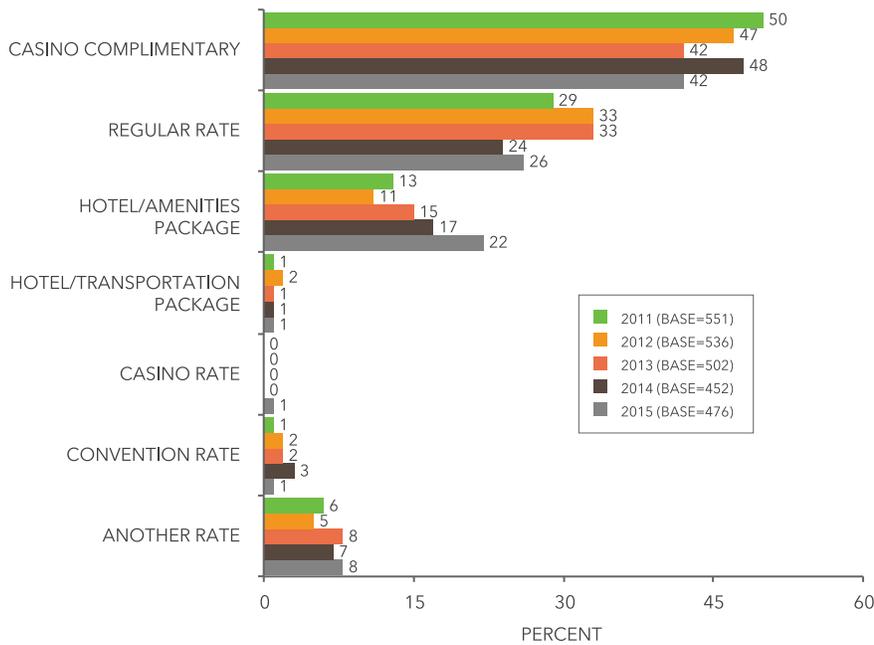


FIGURE 35
Type Of Room Rate
(Among Those Staying In A Hotel Or Motel)



We asked those staying in a hotel or motel what type of room rate they had received for their accommodations. Forty-two percent (42%) received a casino complimentary rate (down significantly from 50% in 2011), while 26% said they paid a regular room rate. Twenty-three percent (23%) paid some type of package rate, with 1% saying it was a hotel/transportation package rate and 22% saying it was a hotel/amenities package rate.

We asked for the package cost from visitors who had purchased a hotel/transportation, hotel/amenities, or tour/travel group package. Fifty-nine percent (59%) said they paid \$300 or more on their package deal. Twenty-eight percent (28%) said they paid between \$200 and \$299 for their package, nine percent (9%) said they paid between \$100 and \$199, while 4% paid less than \$100. The average per-person package cost for 2015 was \$319.26, down from last year.

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

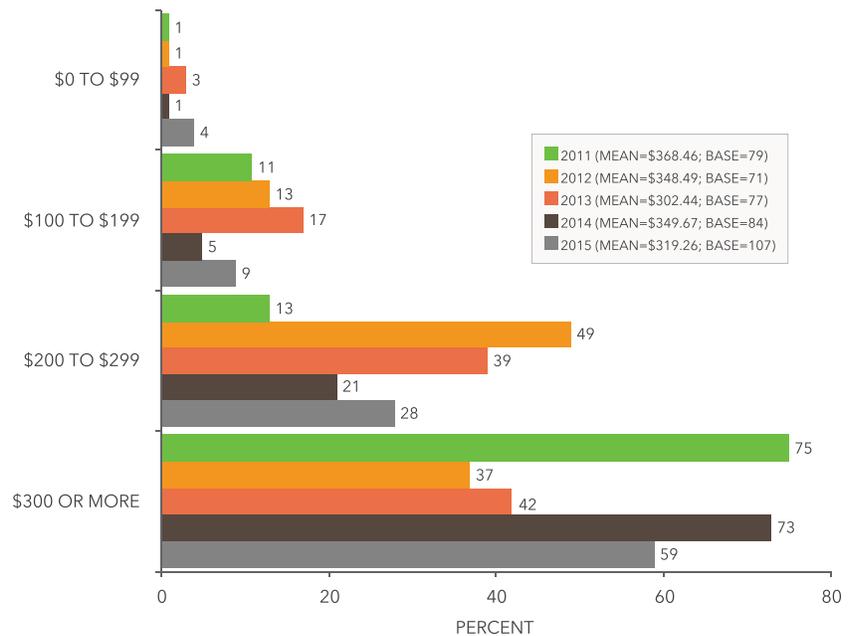
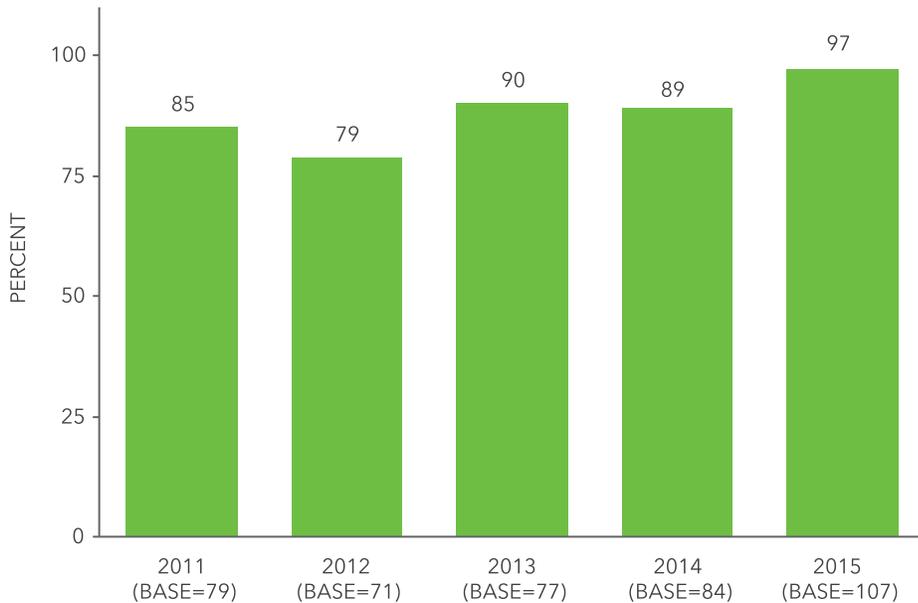


FIGURE 37
Package Purchased Directly From A Hotel
(Among Those Who Bought A Package)*

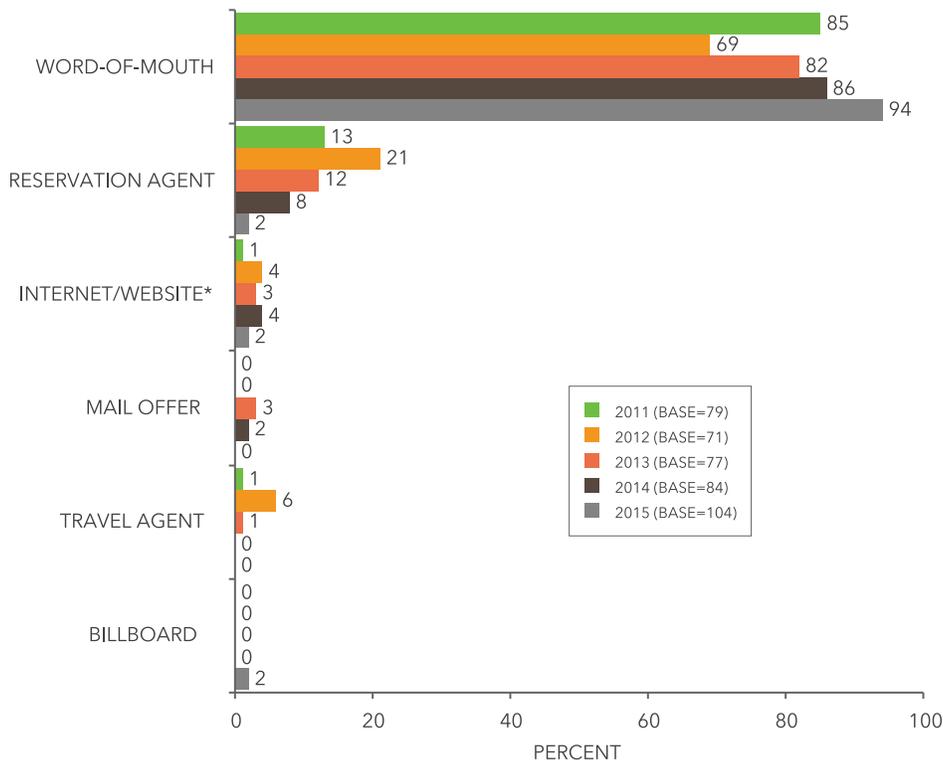


* Only "Yes" responses are reported in this figure.

We asked visitors who purchased a package if they purchased it directly from the hotel and 97% said they had, up from years past.

When asked where they first heard about the package they purchased, 94% of package purchasers said they first heard about it from friends, co-workers, or relatives (word-of-mouth), up from 86% last year. Among the remaining package purchasers, 2% said they first heard about the package they purchased from a reservation agent/call center, while another 2% each said they learned about the rate on the Internet or saw the package advertised on an outdoor billboard.

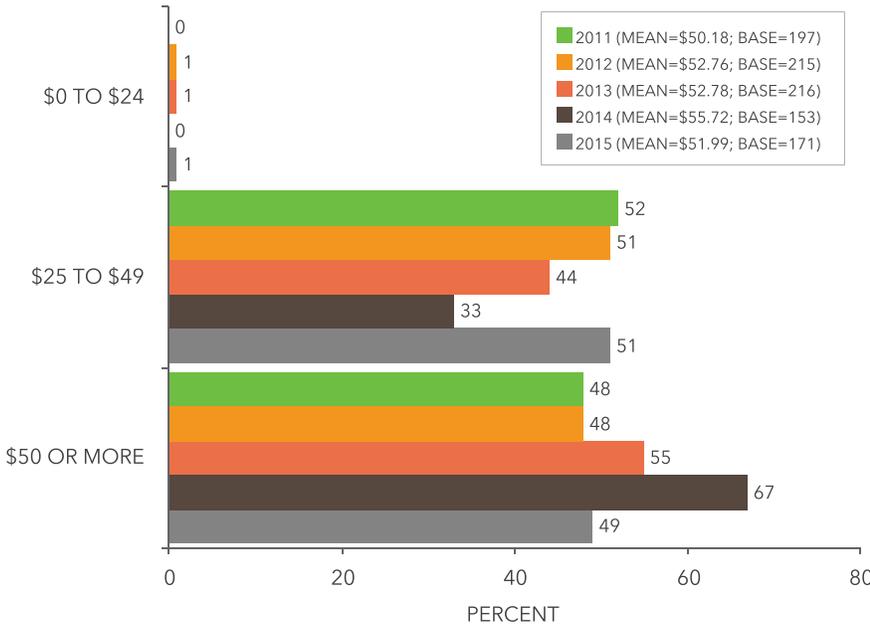
FIGURE 38
Where First Heard About The Package
(Among Those Who Bought A Package)



*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 non-package hotel or motel expenditure was \$51.99, down from \$55.72 last year. Forty-nine percent (49%) of non-package hotel lodgers reported spending \$50 or more per night on their room, while 51% spent from \$25 to \$49 per night (up from 33% last year).

Non-package hotel and motel lodgers were asked how they first found out about the room rate they paid. Thirty-three percent (33%) said they found out through word of mouth. Thirty-two percent (32%) reported first hearing about their room rate through a website (up from 0% in 2011), while 6% mentioned a search engine or hyperlink. Twenty-six percent (26%) said they first heard of their room rate from a reservation agent or through a call center.

FIGURE 40

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

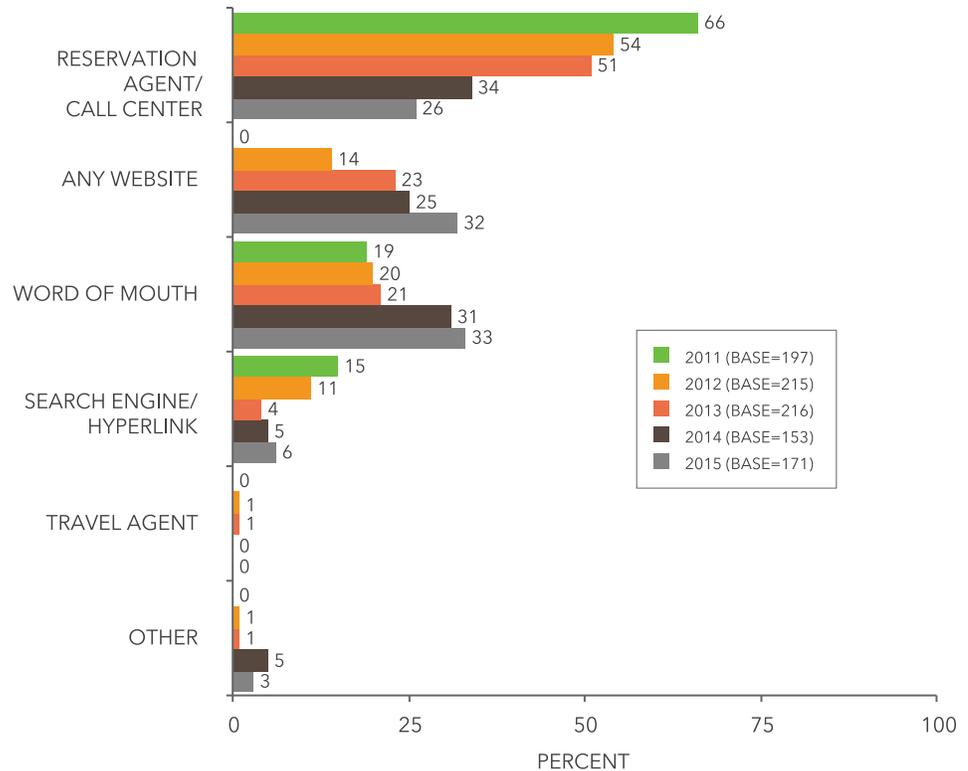
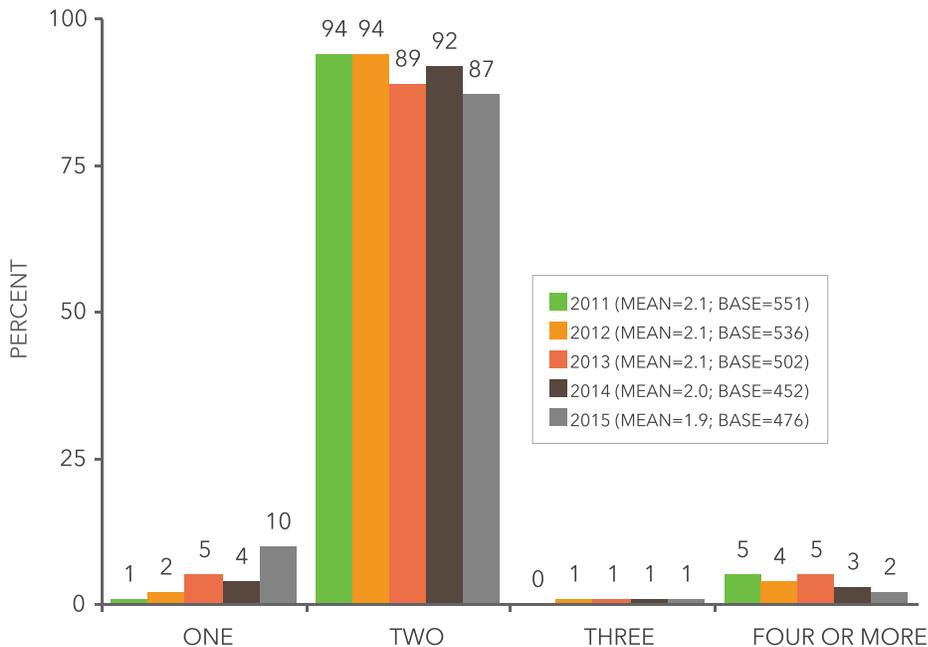


FIGURE 41
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)



As this figure shows, most Mesquite visitors reported two room occupants (87%, down from years past). The proportion of visitors lodging alone was 10% (up from 4% last year). One percent (1%) of visitors reported three room occupants, while 2% reported four or more room occupants. The average (mean) number of room occupants was 1.9, down from 2.0 last year.



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



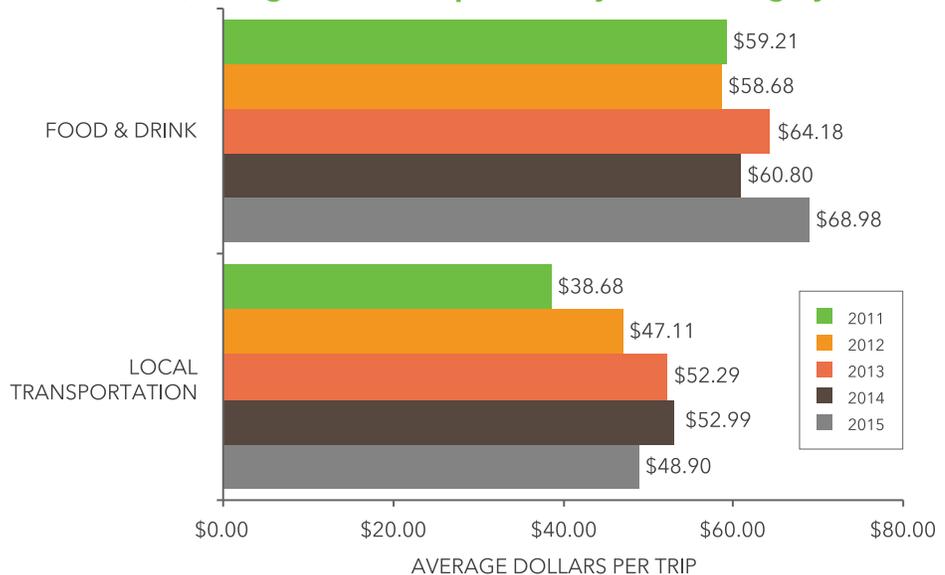
*Trip expenditures are calculated by multiplying respondents' estimated daily expenditures by the number of days they had spent in Mesquite on their most recent trip.

We asked all visitors about their daily expenditures on food and drink and on local transportation. This figure shows the average trip expenditures including visitors who said they spent nothing in that category. In 2015, the average food and drink expenditures were \$59.72, up from years past.

The average local transportation expenditures for 2015 were \$5.91, up significantly from \$3.45 in 2011.

Among visitors who spent money in these categories, average trip expenditures on food and drink in 2015 were \$68.98, up from \$60.80 last year. The average expenditures on local transportation in 2015 were \$48.90, not significantly different from past years.

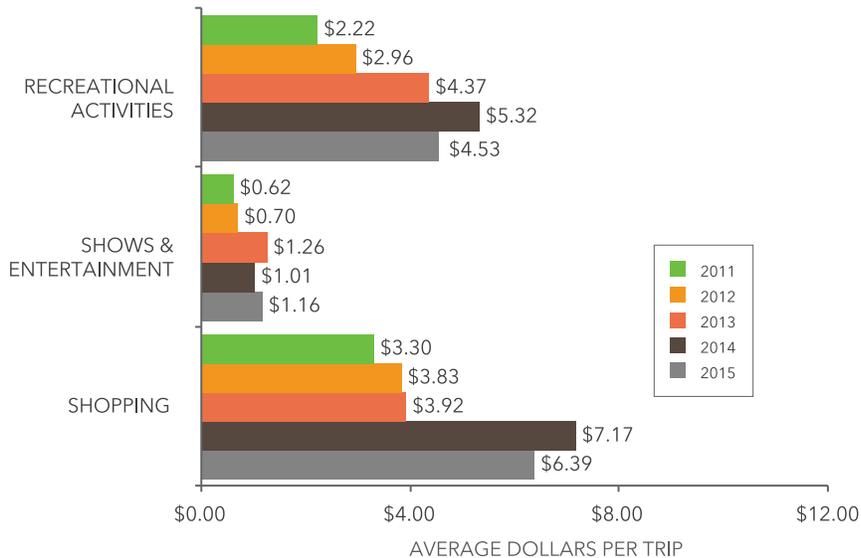
FIGURE 43
Average Trip Expenditures On Food & Drink
And Local Transportation
(Among Those Who Spent Money In That Category)



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

	2011	2012	2013	2014	2015
Food and Drink					
Base size	(1067)	(1095)	(1056)	(1115)	(1039)
Proportion of total	89%	91%	91%	91%	88%
Local Transportation					
Base size	(107)	(104)	(108)	(107)	(145)
Proportion of total	9%	9%	9%	9%	9%

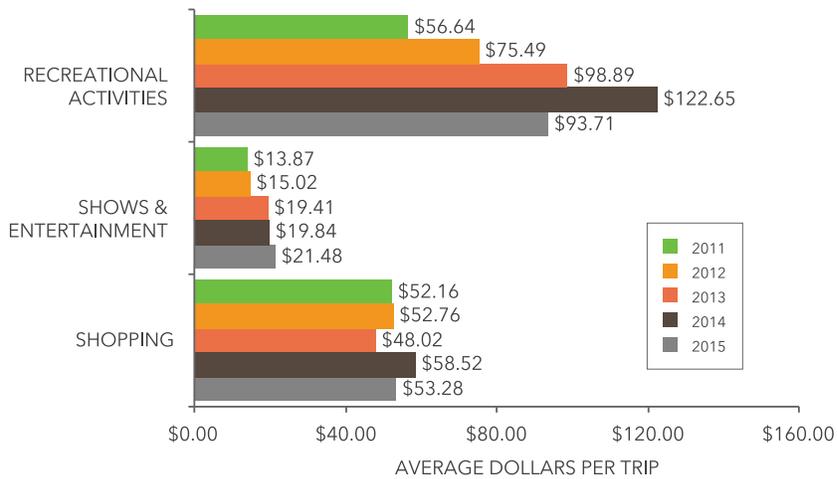
FIGURE 44
Average Trip Expenditures On Recreational Activities, Shows And Entertainment, And Shopping (Including Visitors Who Spent Nothing In That Category)



We asked all visitors about the amount of money they spent on recreational activities, shows and entertainment, and shopping during their visit to Mesquite. This shows these average expenditures including visitors who said they spent nothing in each category. The average expenditure for recreational activities in 2015 was \$4.53, up significantly from \$2.22 in 2011. The average expenditure for shopping for 2015 was \$6.39, down from \$7.17 last year.

Considering only visitors who spent money in each category, the average expenditure for recreational activities in 2015 was \$93.71, up from \$56.64 in 2011. The average expenditure for shows in 2015 was \$21.48, up from \$13.87 in 2011 and \$15.02 in 2012. In 2015, visitors spent an average of \$53.28 on shopping, not significantly different from past years.

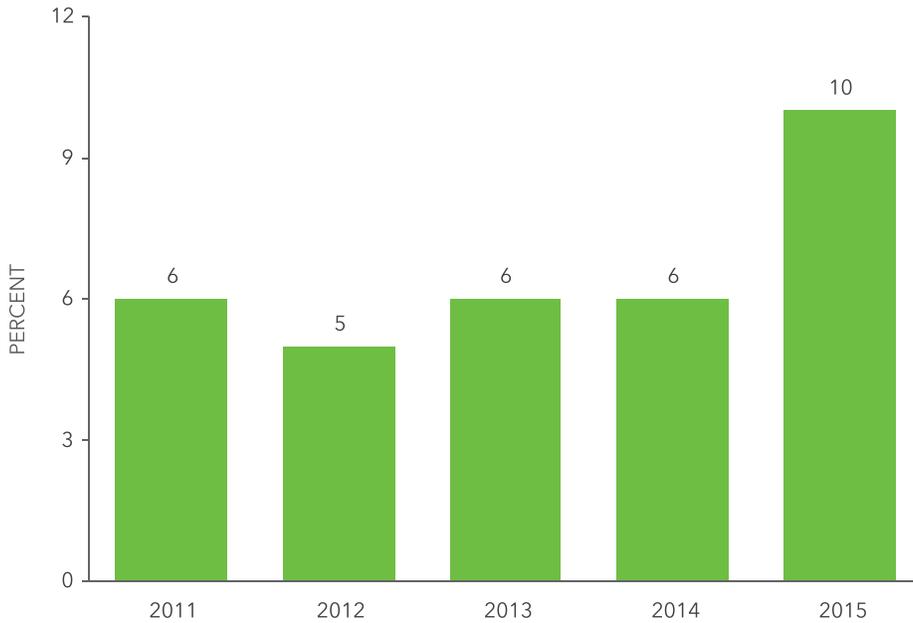
FIGURE 45
Average Trip Expenditures On Recreational Activities, Shows And Entertainment, And Shopping (Among Those Who Spent Money In That Category)



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

	2011	2012	2013	2014	2015
Recreation					
Base size	(47)	(47)	(53)	(52)	(58)
Proportion of total	4%	4%	4%	4%	4%
Shows					
Base size	(54)	(56)	(78)	(61)	(65)
Proportion of total	3%	5%	5%	5%	5%
Shopping					
Base size	(76)	(87)	(98)	(147)	(144)
Proportion of total	3%	7%	7%	127%	7%

FIGURE 46
Whether Played Golf While Visiting Mesquite



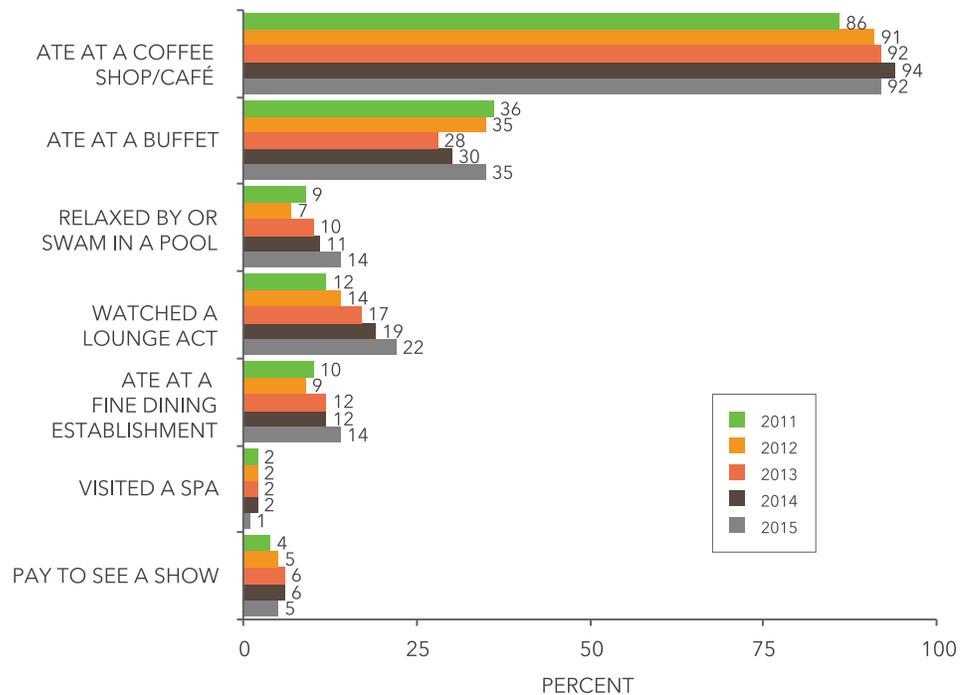
*Only "Yes" responses are reported in this figure.

Ten percent (10%) of Mesquite visitors said they played golf while visiting Mesquite, up from past years.



Visitors were asked whether they participated (or planned to participate) in several other activities during their visit to Mesquite. Ninety-two percent (92%) said they ate at a coffee shop or café in Mesquite (down from 94% last year), while 35% said they ate at a buffet (up from 30% last year) and 14% said they ate at a fine dining establishment. Twenty-two percent (22%) said they watched a lounge act (up from 19% last year), 14% relaxed by or swam in a pool, and 5% said they paid to see a show.

FIGURE 47
Other Activities Participated In While Visiting Mesquite



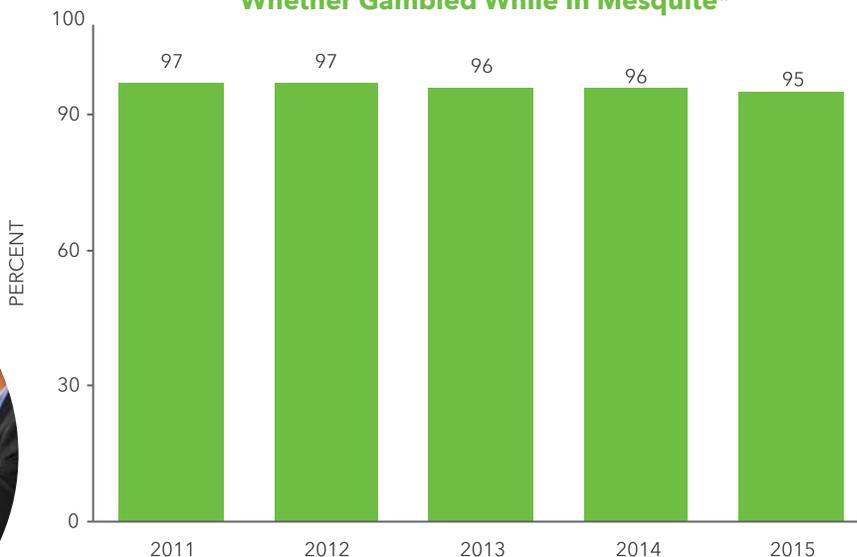
*Multiple responses were permitted to this question.

GAMING BEHAVIOR AND BUDGETS

Ninety-five percent (95%) of all visitors gambled while in Mesquite, down from last year.

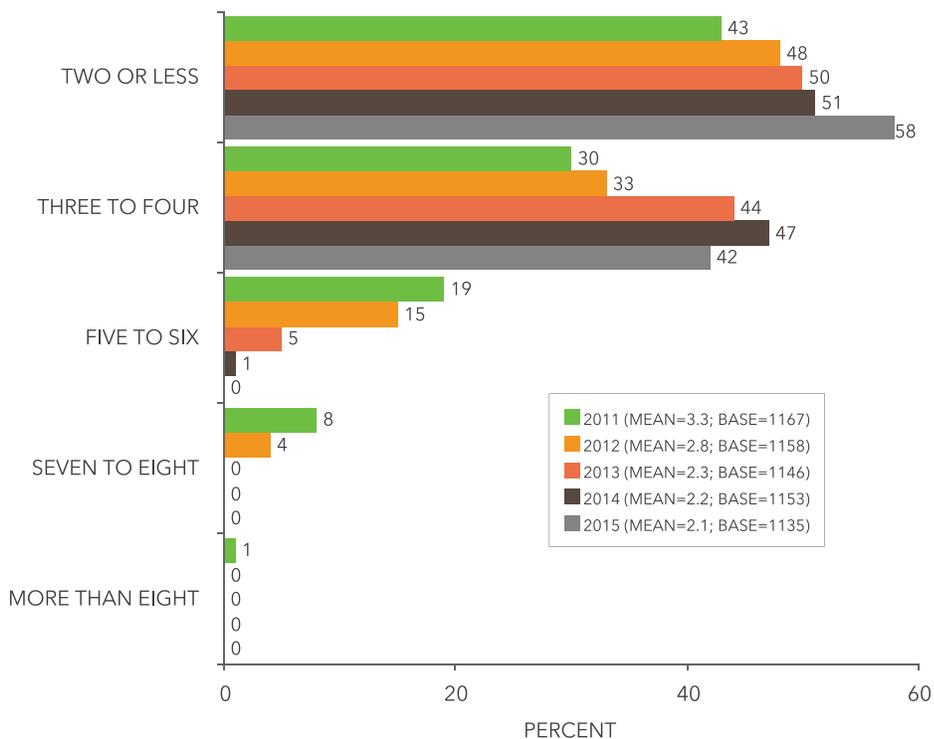


FIGURE 48
Whether Gambled While In Mesquite*



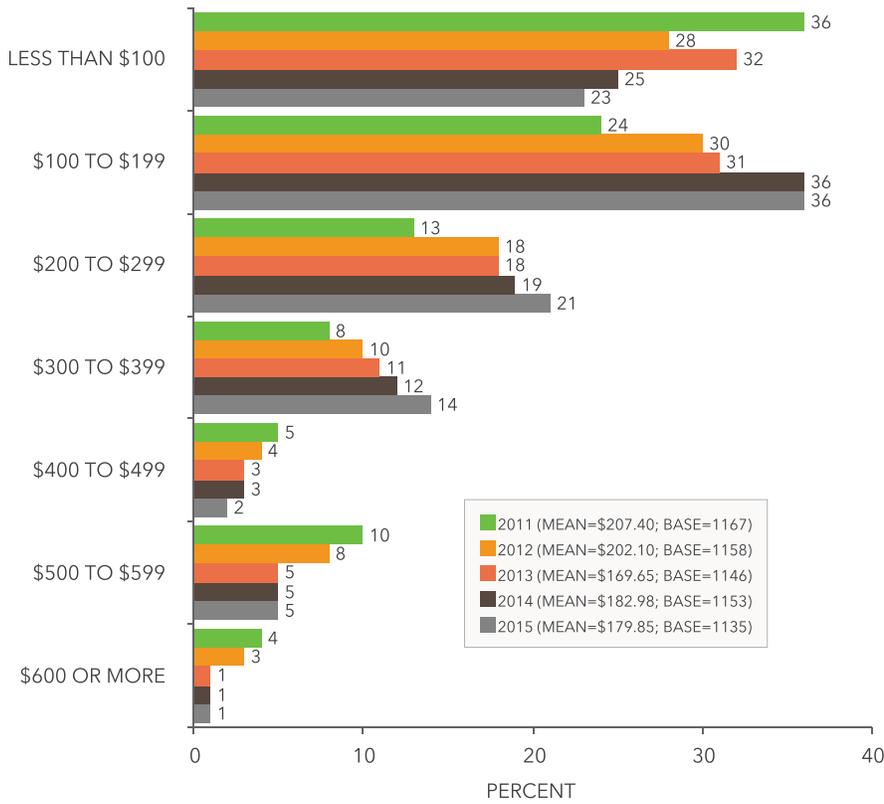
*Only "Yes" responses are reported in this figure.

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



Among those who gambled while in Mesquite in 2015, 58% spent two hours or less gambling daily, up from 51% last year. Forty-two percent (42%) spent three to four hours per day gambling (down from 47% last year), while less than 1% spent five to six hours per day gambling (down from past results). The average number of hours spent gambling in 2015 was 2.1, down from 2.2 hours last year.

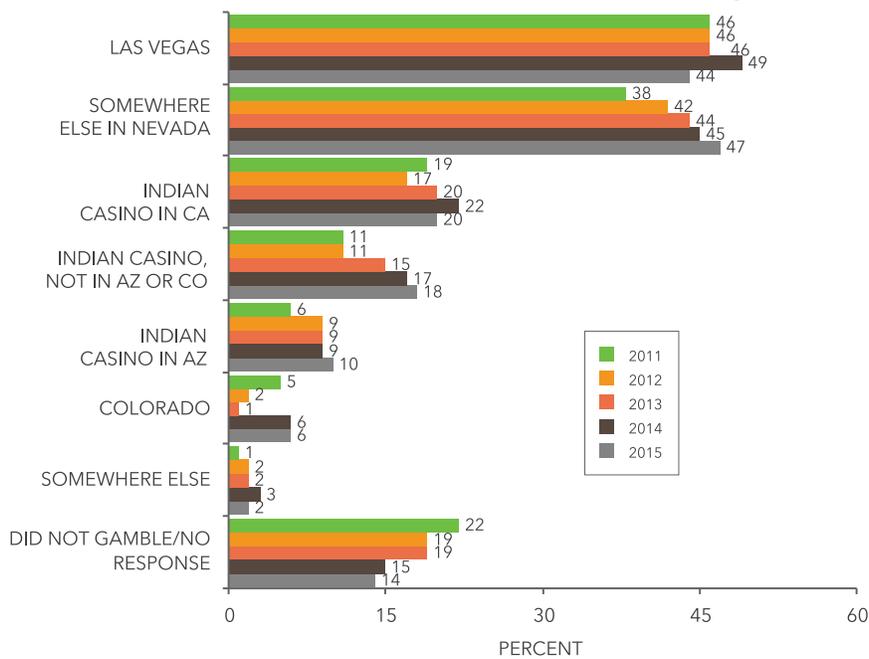
FIGURE 50
**Trip Gambling Budget
 (Among Those Who Gambled)**



The average trip gambling budget in 2015 was \$179.85, down \$3 from last year.



FIGURE 51
Where Visitors Gambled Outside Mesquite*



*Multiple responses were permitted to this question.

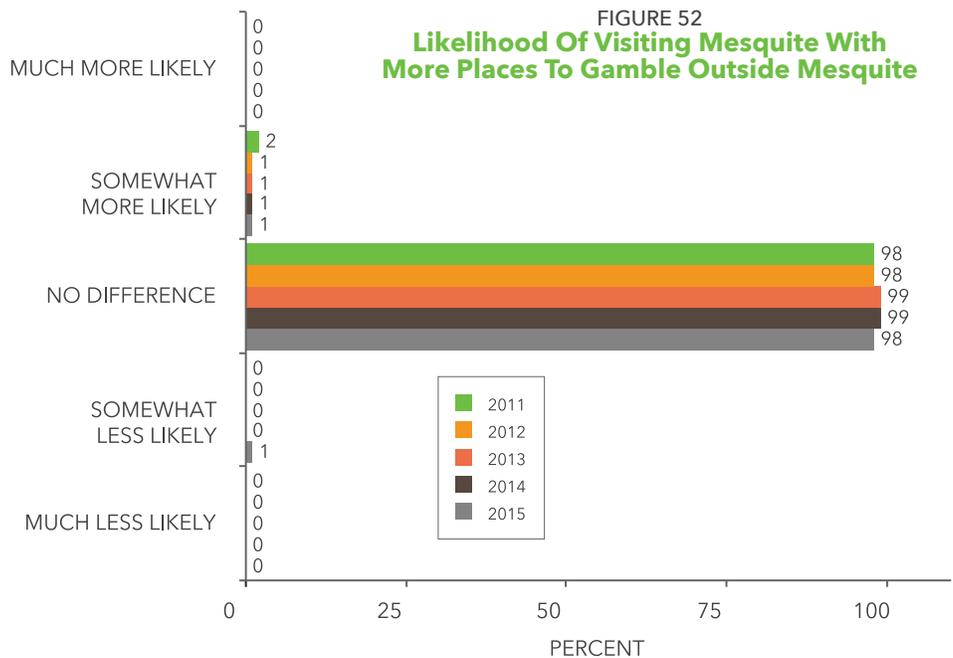
an Indian reservation not in Arizona or California. Another 6% said they have gambled at a casino in Colorado and 2% gambled somewhere else (up from 1% in 2011).

All Mesquite visitors were asked where else they had gambled in a casino facility during the past 12 months outside of Mesquite. Forty-four percent (44%) reported gambling in Las Vegas during the past year (down from 49% last year), while 47% said they gambled somewhere else in Nevada. Twenty percent (20%) said they have gambled at a casino on an Indian reservation in California, 10% said they have gambled at a casino on an Indian reservation in Arizona, while 18% said they have gambled at a casino on

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?”

FIGURE 52
Likelihood Of Visiting Mesquite With More Places To Gamble Outside Mesquite



The overwhelming majority (98%) said that having other places to gamble made no difference in their decision to visit Mesquite.

ATTITUDINAL INFORMATION

All visitors (100%) gave Mesquite a high satisfaction rating, with 99% saying they were “very” satisfied with their visit to Mesquite (up from 98% in 2013) and 1% saying they were “somewhat” satisfied (down from 2% in 2013).

FIGURE 53
Satisfaction With Visit

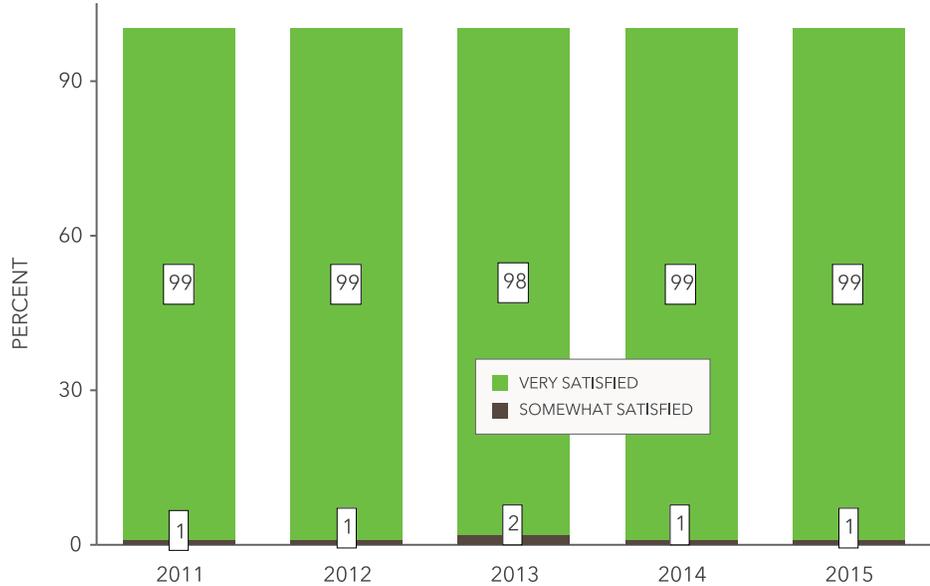
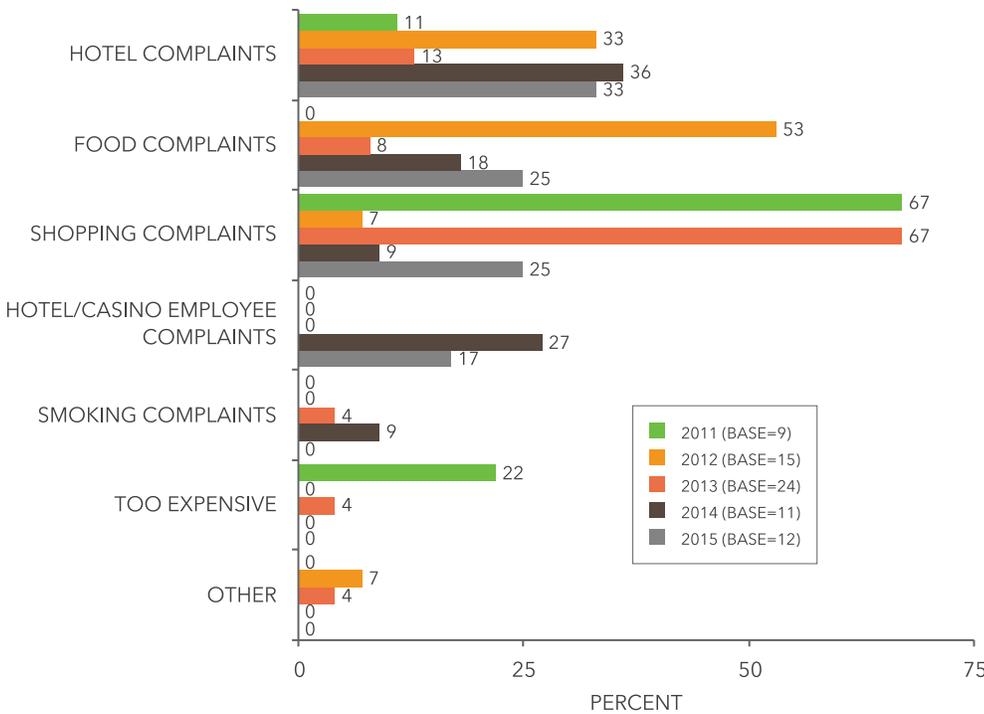


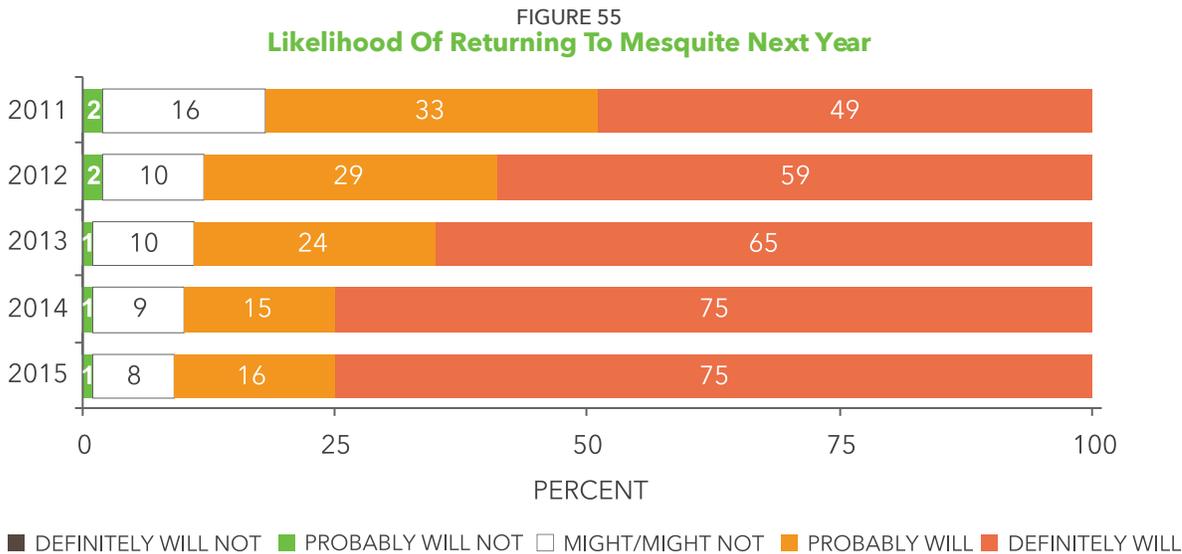
FIGURE 54
Why Not “Very” Satisfied With Visit*
(Among Those Who Were “Somewhat” Satisfied)



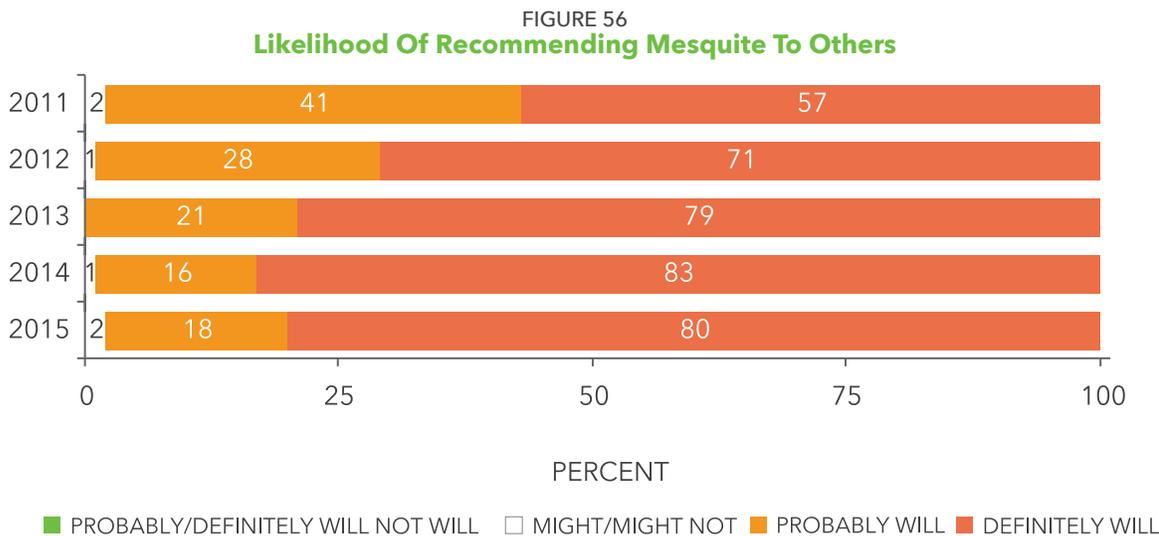
* Note very small base sizes for 2011-2015.

Those who were “somewhat” satisfied with their visit to Mesquite were asked the main reason why they were not “very” satisfied. Of the 12 visitors in this category, 33% (4 respondents) had complaints about their hotel, while 25% each (3 respondents each) had complaints about the food or the shopping, and 17% (2 respondents) had complaints about employees at the hotels or casinos.

Visitors were asked how likely they are to return to Mesquite the following year and 91% of visitors in 2015 said they “definitely” or “probably” will, with 75% saying they “definitely” will and 16% saying they “probably” will. Eight percent (8%) said they “might or might not” return to Mesquite in the next year. The remaining 1% said they “definitely” or “probably” will not return to Mesquite in the next year.



Visitors were also asked how likely they are to recommend Mesquite to others and 98% of visitors in 2015 said they “definitely” or “probably” will recommend Mesquite.



VISITOR DEMOGRAPHICS

As Figures 57 and 58 show, 2015 Mesquite visitors were likely to be married (90%), white (95%), and from the Western U.S. (80%). The average age was 54.4 (down from 2011 - 2014), with 32% 65 or older. Over one-half (54%) of visitors were employed, while 44% were retired. Over one-third (36%) had a household income of \$80,000 or more while about one-third (34%) had a household income of less than \$60,000 (up from 29% last year). Twenty-seven percent (27%) had a high school education or less, while 46% reported some college (up from 41% last year) and 25% were college graduates.

FIGURE 57
Visitor Demographics

	2011	2012	2013	2014	2015
GENDER					
Male	50%	49%	49%	49%	50%
Female	50	51	51	51	50
MARITAL STATUS					
Married	95	92	91	93	90
Single	1	2	2	1	2
Separated/Divorced	2	3	3	3	5
Widowed	3	3	4	3	3
EMPLOYMENT					
Employed	45	46	53	48	54
Unemployed	2	1	2	1	1
Student	0	0	0	0	1
Retired	53	52	44	49	1
Homemaker	0	1	1	2	44
EDUCATION					
High school or less	37	32	31	31	27
Some college	44	43	42	41	46
College graduate	18	23	24	25	25
Trade/vocational school	1	2	2	3	2
AGE					
21 to 29	2	4	3	2	4
30 to 39	6	6	7	9	10
40 to 49	17	18	19	17	22
50 to 59	23	23	29	24	20
60 to 64	16	16	14	17	11
65 or older	36	33	28	31	32
MEAN	57.0	56.0	55.5	56.0	54.4
BASE	(1200)	(1200)	(1200)	(1200)	(1200)

FIGURE 58

Visitor Demographics (Continued)

	2011	2012	2013	2014	2015
ETHNICITY					
White	96%	95%	95%	95%	95%
African-American/Black	2	2	2	2	2
Asian/Asian-American	0	1	1	1	1
Hispanic/Latino	1	1	1	1	1
Other	1	1	1	1	1
HOUSEHOLD INCOME					
Less than \$20,000	1	0	0	0	0
\$20,000 to \$39,999	6	6	8	3	4
\$40,000 to \$59,999	31	29	28	26	30
\$60,000 to \$79,999	24	22	19	19	30
\$80,000 or more	39	43	45	52	36
VISITOR ORIGIN					
USA	95	93	94	92	93
Eastern states ¹	1	1	1	0	1
Southern states ²	5	5	4	5	5
Midwestern states ³	8	10	11	9	9
Western states ⁴	80	77	78	78	80
California	12	10	9	9	7
Southern California	8	8	9	9	7
Northern California	4	2	0	0	0
All Other West	68	67	69	69	73
Utah	29	28	30	29	32
Arizona	6	8	8	9	12
Greater Las Vegas	9	9	8	8	8
Other West	24	22	23	23	21
Foreign	5	7	6	8	7
BASE	(1200)	(1200)	(1200)	(1200)	(1200)

¹Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Vermont.

²Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia.

³Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

⁴Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington and Wyoming.

Aggregate Results for Calendar Year 2015

APPENDIX

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 50%
 FEMALE..... 50

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

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

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

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

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

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

YES.....	ASK Q4
NO	TERMINATE
NOT SURE/DK	
REFUSED/NA.....	

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

FIRST VISIT	15%	SKIP TO Q7 ON PAGE 2
VISITED BEFORE	85	ASK Q5
NOT SURE/DK	0	
REFUSED/NA.....	0	

5. 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)
33.6 MEAN (REPEAT VISITORS) (N=1025)

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

13.1 MEAN (ALL VISITORS)
15.2 MEAN (REPEAT VISITORS) (N=1025)

7. **(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 24
 FRIENDS/RELATIVES
 (WORD-OF-MOUTH) 55
 TRAVEL AGENT 0
 JUST PASSING THROUGH 13
 BROCHURE/PAMPHLET 0
 SOME OTHER WAY 2
 NOT SURE/DK..... 0
 REFUSED/NA 0

8. 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 23
 VACATION/PLEASURE..... 1
 VISIT FRIENDS/RELATIVES..... 4
 TO ATTEND A SPECIAL
 EVENT (E.G., GOLF, RODEO,
 OR A FIGHT) 4
 OTHER BUSINESS
 PURPOSES 2
 JUST PASSING THROUGH 18
 TO PLAY GOLF 8
 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 2
 SOME OTHER REASON 0
 NOT SURE/DK..... 0
 REFUSED/NA 0

9. 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..... 49%	ASK Q10
ONLY DESTINATION..... 51	SKIP TO Q11
NOT SURE/DK..... 0	
REFUSED/NA..... 0	

10. 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=583)

LAS VEGAS, NEVADA	27%
MESQUITE, NEVADA.....	29
CALIFORNIA.....	21
ARIZONA	10
UTAH	3
COLORADO.....	0
OTHER WEST	4
OTHER U.S.....	2
OTHER NORTH AMERICA	1
NO PARTICULAR DESTINATION.....	2
DON'T KNOW/NO ANSWER.....	0

11. 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.....	0
Automobile	70
Truck	24
Motorcycle.....	0
Recreational Vehicle (RV)	6
REFUSED/NA	0

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

SAME DAY.....	55%
1-3 DAYS BEFORE.....	1
4-6 DAYS BEFORE.....	2
7-14 DAYS BEFORE.....	16
15-30 DAYS BEFORE.....	11
31-60 DAYS BEFORE.....	10
61-90 DAYS BEFORE.....	5
MORE THAN 90 DAYS BEFORE	1
NOT SURE/DK.....	0
REFUSED/NA	0

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

YES.....	0.3%	ASK Q14
NO	99.7	SKIP TO Q15
NOT SURE/DK	0	
REFUSED/NA.....	0	



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

14. Did the travel agent... **(READ LIST)** (N=4)

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>RE-FUSED</u>
Influence your decision to visit Mesquite?	0%	100%	0%	0%
Influence your choice of accommodations?	0	100	0	0
"Book" your transportation?	50	50	0	0

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

YES.....13%	ENTER "YES" IN Q16 AND GO TO Q17
NO..... 87 NOT SURE/DK 0 REFUSED/NA..... 0	
ASK Q16	

16. Did you use the Internet in planning your trip?
 YES 17%
 NO 83

(ASK ONLY OF THOSE WHO SAID "YES" IN Q16.)

17. Did you find information on the Internet that influenced your choice of accommodations?
 YES35% (N=209)
 NO65
 REFUSED/NA1

18. **(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?.....

	While			DO NOT READ THESE RESPONSE CODES		
	Before Leaving Home	En Route To Mesquite	After Arrival	DOES NOT APPLY	DON'T KNOW	RE-FUSED
a.	51%	0%	0%	49%	0%	0%
b.	16	0	17	67	0	0
c.	10	0	4	86	0	0
d.	5	0	4	92	0	0
e.	60	7	28	5	0	0
f.	12	0	1	87	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.	99%	1%	0%	0%	(N=612)
b.	48	1	52	0	(N=397)
c.	69	1	30	0	(N=169)
d.	57	1	43	0	(N=99)
e.	63	7	29	0	(N=1135)
f.	94	0	5	1	(N=157)

19. 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 40%
- FRIENDS/RELATIVES..... 4
- RV/CAMPER/CAMPING 7
- DID NOT LODGE ANYWHERE .. 49
- OTHER LODGING 0
- NOT SURE/DK..... 0
- REFUSED/NA 0

20. 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=476)

- a. Booked by phone, calling the hotel or motel 74%
- 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 7
- d. Booked at a website on the Internet using a desktop or laptop computer 12
- e. Booked at a website on the Internet using a smartphone 2
- f. Booked at a website on the Internet using a tablet 2
- g. Booked in person at the hotel or motel 1
- h. The trip was a gift, prize, or incentive, so the accommodations were booked for you..... 1
- i. Not sure because someone else in your party booked the hotel and you don't know how they did it 2
- OTHER (SPECIFY:) (VOLUNTEERED)..... 0
- REFUSED/NA (VOLUNTEERED)..... 0

21. **[IF RESPONSE "d" IN Q20 IS CHOSEN, ASK:]** Which website did you use to book your accommodations? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE).** (N=72)

- a. AOL (America Online) 0%
- b. Cheaptickets. 0
- c. Expedia.com 8
- d. Hotwire.com 3
- e. Mapquest.com..... 0
- f. Orbitz..... 0
- g. Priceline.com..... 1
- h. Travel.com 0
- i. Travelocity..... 1
- j. Yahoo..... 0
- k. Hotel website (any) 86
- l. OTHER..... 0
- m. NOT SURE/DK..... 0
- n. REFUSED/NA 0

22. 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=476)

- SAME DAY 2%
- 1-6 DAYS BEFORE 11
- 7-14 DAYS BEFORE 43
- 15-30 DAYS BEFORE 21
- MORE THAN 30 DAYS BEFORE 24
- NOT SURE/DK 0
- REFUSED/NA 0

23. Including yourself, how many people stayed in your room? (N=476)

- ONE 10%
- TWO 87
- THREE 1
- FOUR OR MORE 2
- REFUSED/NA 0

1.9 MEAN

24. Which of the following rate categories best describes your room rate? **(SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.)** (N=476)

HOTEL/TRANSPORTATION PACKAGE DEAL1%	ASK Q25
TOUR/TRAVEL GROUP.....0	
HOTEL/AMENITIES PACKAGE DEAL22	SKIP TO Q28
CONVENTION GROUP/COMPANY MEETING1	
CASINO RATE.....1	
REGULAR FULL-PRICE ROOM RATE26	
CASINO COMPLIMENTARY.....42	SKIP TO Q29
ANOTHER RATE.....8	SKIP TO Q28
NOT SURE/DK0	
REFUSED/NA.....0	

25. Did you purchase your package directly from a hotel? (N=107)

YES97%

NO3

NOT SURE/DK0

REFUSED/NA0

26. What was the total *PER PERSON* cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=107)

\$0 - \$99 4%

\$100 - \$199 9

\$200 - \$299 28

\$300 or more 59

Refused/No answer..... 0

\$319.26 MEAN

\$319.00 MEDIAN

27. Where did you *first* hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=107)

- NEWSPAPER 0%
- TELEVISION 0
- RADIO 0
- MAGAZINE..... 0
- TRAVEL AGENT 0
- WORD-OF-MOUTH..... 94
- OUTDOOR BILLBOARD 2
- SEARCH ENGINE/HYPERLINK 0
- OFFER RECEIVED IN THE MAIL 0
- E-MAIL OFFER 0
- RESERVATION AGENT/ CALL CENTER..... 2
- ANY WEBSITE 2
- NOT SURE/DK..... 0
- REFUSED/NA 0

PACKAGE VISITORS SKIP TO 30

28. **(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=171)

\$0 - \$241%

\$25 - \$4951

\$50 or more.....49

Refused/No answer.....0

\$51.99 MEAN

\$49.00 MEDIAN

29. How did you *first* find out about the room rate you paid? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=171)

- RESERVATION AGENT/
CALL CENTER..... 26%
- WORD-OF-MOUTH..... 33
- INTERNET AD (POP-UP
OR BANNER AD) 3
- WEBSITE 32
- SEARCH ENGINE/HYPERLINK 6
- OFFER RECEIVED IN THE MAIL 0
- TRAVEL AGENT 0
- OUTDOOR BILLBOARD 0
- OTHER 0
- NOT SURE/DK 0

30. **(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 14%
- 2 70
- 3 5
- 4 6
- 5 or more 5
- 2.3 MEAN
- 2.0 MEDIAN

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

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

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

- None..... 49%
- 1 7
- 2 5
- 3 12
- 4 21
- 5 or more..... 6
- 1.8 MEAN
- 1.0 MEDIAN

IF THE ANSWER TO Q32 IS "00," THEN Q19 MUST BE "96."

33. 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 49%
- 2 7
- 3 5
- 4 12
- 5 21
- 6 or more..... 6
- 2.8 MEAN
- 2.0 MEDIAN

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

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

35. Have you gambled during this visit to Mesquite?

YES..... 95%	ASK Q36
NO 5	SKIP TO Q38
NOT SURE/DK 0	
REFUSED/NA..... 0	

36. 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=1135)

0-2	58%
3-4	42
5-6	0
7-8	0
9-10	0
MORE THAN 10.....	0
<u>2.1</u> MEAN	
<u>2.0</u> MEDIAN	

37. 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=1135)

\$1 - \$99	23%
\$100 - \$199	36
\$200 - \$299	21
\$300 - \$399	14
\$400 - \$499	2
\$500 - \$599	5
\$600 or more	1
Refused/No answer.....	0
<u>\$179.85</u> MEAN	
<u>\$150.00</u> MEDIAN	

38. **(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 California20%
- B. At a casino on an Indian reservation in Arizona 10
- C. At a casino on an Indian reservation outside of California and Arizona..... 18
- D. At a casino in Colorado6
- I. In Las Vegas, Nevada44
- J. Somewhere else in Nevada (outside the Las Vegas area)47
- OTHER (SPECIFY:).....2

39. 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	98
SOMEWHAT LESS LIKELY	1
MUCH LESS LIKELY	0
NOT SURE/DK.....	0
REFUSED/NA	0

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

YES..... 32%	ASK Q41
NO..... 69	SKIP TO Q42
NOT SURE/DK 0	
REFUSED/NA..... 0	

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

- A. Las Vegas 57% (N=378)
- B. Laughlin..... 16
- C. Primm (Stateline) 1
- D. Hoover Dam 0
- E. Lake Mead 1
- F. Mt. Charleston/
Lee Canyon..... 0
- G. Valley of Fire 9
- H. Grand Canyon..... 6
- I. Death Valley 5
- J. Bryce Canyon..... 9
- K. Zion National Park..... 24
- L. St. George (Utah)..... 21
- X. Other 7

42. 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..... 14%
- B. Play golf 10
- C. Visit a spa 1
- D. Eat at a buffet..... 35
- E. Eat at a coffee shop/café 92
- F. Eat at a fine dining
establishment..... 14
- H. Pay to see a show..... 5
- I. Watch a lounge act 22
- J. Other 0

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

- YES 1%
- NO 99
- NOT SURE/DK..... 0
- REFUSED/NA 0

44. 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. \$59.72 MEAN (INCLUDING \$0) (PER TRIP AVERAGE)
\$68.98 MEAN (EXCLUDING \$0)
- B. Local transportation (for example, car rental, taxi limo, gas). Please include all your daily transportation expenses \$5.91 MEAN (INCLUDING \$0) (PER TRIP AVERAGE)
\$48.90 MEAN (EXCLUDING \$0)

45. 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 \$4.53 MEAN (INCLUDING \$0)
\$93.71 MEAN (EXCLUDING \$0)
- B. Shows/entertainment (not including gambling) \$1.16 MEAN (INCLUDING \$0)
\$21.48 MEAN (EXCLUDING \$0)
- C. Shopping (gifts, clothing, personal items) ... \$6.39 MEAN (INCLUDING \$0)
\$53.28 MEAN (EXCLUDING \$0)
- X. Other \$0.73 MEAN (INCLUDING \$0)
\$108.75 MEAN (EXCLUDING \$0)



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

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

Very satisfied 99%	SKIP TO Q49
Somewhat satisfied..... 1	ASK Q47
Somewhat dissatisfied 0	ASK Q48
Very dissatisfied..... 0	
DO NOT READ	
NOT SURE/DK 0	SKIP TO Q49
REFUSED/NA..... 0	

47. 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=12)

- | | |
|---|---------------------------|
| HOTEL COMPLAINTS 33% | SMOKING COMPLAINTS..... 0 |
| HOTEL/CASINO EMPLOYEE COMPLAINTS 17 | OTHER 0 |
| FOOD COMPLAINTS..... 25 | |
| SHOPPING COMPLAINTS 25 | |

AFTER ANSWERING Q47, SKIP TO Q49

48. What is the *MAIN* reason you were dissatisfied with your overall experience in Mesquite? **(ACCEPT ONLY ONE RESPONSE.)** (N=1)

BAD WEATHER (NOT HEAT RELATED) 100%

49. **(ASK EVERYONE:)**
 How likely will you be to return to Mesquite in the next year? Would you say you... **(READ FIRST 5 RESPONSES)**
- Definitely will75%
 - Probably will 16
 - Might/might not.....8
 - Probably will not 1
 - Definitely will not0
 - NOT SURE/NO ANSWER.....0

50. 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..... 80%
 - Probably will recommend 18
 - 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.

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

Employed54%	ASK Q52
Unemployed..... 1	SKIP TO Q53
Student..... 1	
Retired 44	
Homemaker 1	
DO NOT READ	
REFUSED/NA..... 0	SKIP TO Q53

52. 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=647)

- SERVICE WORKERS 42%
- SALES/CLERICAL..... 26
- MANAGERS/OFFICIALS/
PROPRIETORS..... 11
- PROFESSIONAL/TECHNICAL 10
- CRAFTWORKERS/FOREMEN 7
- FARMING/AGRICULTURE 3

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

- GRADE SCHOOL OR
SOME HIGH SCHOOL..... 0%
- HIGH SCHOOL DIPLOMA
(FINISHED GRADE 12)..... 27
- SOME COLLEGE (INCLUDES
JUNIOR/COMMUNITY
COLLEGE — NO BACHELOR'S
DEGREE) 46
- GRADUATED COLLEGE 22
- GRADUATE SCHOOL
(MASTER'S OR PH.D.) 3
- TECHNICAL, VOCATIONAL,
OR TRADE SCHOOL..... 2
- REFUSED/NA 0

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

- Married..... 90%
- Single..... 2
- Separated or divorced 5
- Widowed 3
- REFUSED/NA..... 0

55. What country do you live in?

USA	93%	ASK Q56	
AUSTRALIA.....	0	* - less than 1%	
CANADA.....	6		
ENGLAND (GREAT BRITAIN)	*		
FRANCE	0		
GERMANY	0		
ITALY.....	0		
JAPAN	0		
MEXICO	0		
NETHERLANDS (HOLLAND)	0		SKIP TO Q57
SOUTH KOREA	0		
SWEDEN.....	0		
OTHER EUROPE (NORWAY, DENMARK, SPAIN, PORTUGAL, ETC.; SPECIFY):.....	0		
OTHER	0		
REFUSED/NA	0		SKIP TO Q57

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

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

EAST.....	1%
SOUTH.....	5
MIDWEST	9
WEST.....	80
CALIFORNIA.....	7
SOUTHERN CA	7
NORTHERN CA.....	0
UTAH	32
ARIZONA	12
GREATER LAS VEGAS.....	8
OTHER WEST	21
FOREIGN VISITORS	7
NO ZIP CODE	0

57. **(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".

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

54.4 MEAN
55.0 MEDIAN

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

- 21 to 29..... 4%
- 30 to 39..... 10
- 40 to 49..... 22
- 50 to 59..... 20
- 60 to 64..... 11
- 65 and older..... 32
- REFUSED/NA 0

59. 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 1
- C. \$30,000 to \$39,999 3
- D. \$40,000 to \$49,999 14
- E. \$50,000 to \$59,999 16
- F. \$60,000 to \$69,999 17
- G. \$70,000 to \$79,999 13
- H. \$80,000 to \$89,999 20
- I. \$90,000 to \$99,999 8
- J. \$100,000 or more 8
- 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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