

MESQUITE VISITOR PROFILE

Fiscal Year 2002

Annual Report

July 1, 2001 to June 30, 2002

Research that works.

555 Montgomery Street
Suite 610
San Francisco, CA 94111
Telephone: (415) 394-7085
Facsimile: (415) 394-7066
www.glsresearch.com

San Francisco
Los Angeles
Las Vegas
Moscow, Russia

Prepared for:

**Las Vegas Convention And
Visitors Authority**

By:

GLS Research

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

LAS VEGAS CONVENTION AND VISITORS AUTHORITY

EXECUTIVE STAFF

President — Manuel J. Cortez

Executive Vice President — Rossi T. Ralenkotter

Senior Vice President of Administration — E. James Gans

Senior Vice President of Marketing — Terry M. Jicinsky

Senior Vice President of Operations — Thomas A. Smith

Vice President of Sales — Nancy Murphy

Vice President of Human Resources — Mark D. Olson

Vice President of Public Relations — Robert F. Powers

Legal Counsel — Luke Puschnig

MARKETING RESEARCH STAFF

Director of Internet Marketing and Research — Kevin M. Bagger

Research Analyst — Gina Zozaya

LAS VEGAS CONVENTION AND VISITORS AUTHORITY

BOARD OF DIRECTORS

DECEMBER 2002

COMMISSIONER MARY J. KINCAID-CHAUNCEY — Chair

MR. ROBERT FORBUSS — Vice-Chair

MAYOR OSCAR GOODMAN — Secretary-Treasurer

COMMISSIONER YVONNE ATKINSON-GATES

MR. E. EDWARD CRISPELL

MR. LORENZO FERTITTA

MAYOR JAMES GIBSON

CITY OF MESQUITE (VACANT POSITION)

MR. WILLIAM HORNBUCKLE

MR. WILLIAM P. McBEATH

COUNCILMAN MICHAEL J. McDONALD

MAYOR PRO TEM WILLIAM ROBINSON

MR. TONY SANTO

3150 Paradise Road
Las Vegas, NV 89109-9096
(702) 892-0711
vegasfreedom.com
visitlaughlin.com
visitmesquite.com

TABLE OF CONTENTS

	<u>Page</u>
EXECUTIVE SUMMARY	1
INTRODUCTION	8
METHODOLOGY	9
SUMMARY OF FINDINGS	
Reasons For Visiting	10
Travel Planning	19
Trip Characteristics And Expenditures	31
Gaming Behavior And Budgets	52
Attitudinal Information	57
Visitor Demographics	60
<u>APPENDIX</u>	
Questionnaire With Aggregate Results For 2002	

TABLE OF FIGURES

	<u>Page</u>
<u>REASONS FOR VISITING</u>	
FIGURE 1: First Visit vs. Repeat Visit.....	10
FIGURE 2: Frequency Of Visits In Past Five Years (All Visitors).....	11
FIGURE 3: Frequency Of Visits In Past Five Years (Repeat Visitors)	12
FIGURE 4: Frequency Of Visits In Past Year (All Visitors)	13
FIGURE 5: Frequency Of Visits In Past Year (Repeat Visitors).....	14
FIGURE 6: How First Became Aware Of Mesquite.....	15
FIGURE 7: Primary Purpose Of Current Visit (All Visitors)	16
FIGURE 8: Primary Purpose Of Current Visit (Repeat Visitors).....	17
FIGURE 9: Primary Purpose Of Current Visit — 2001 (First-Time vs. Repeat Visitors).....	18
<u>TRAVEL PLANNING</u>	
FIGURE 10: Advance Travel Planning.....	19
FIGURE 11: Transportation To Mesquite	20
FIGURE 12: When Decided Where To Lodge.....	21
FIGURE 13: When Decided Which Shows To See	22
FIGURE 14: When Decided What Attractions To Visit	23
FIGURE 15: When Decided What Events To Attend.....	24
FIGURE 16: When Decided Where To Gamble	25
FIGURE 17: When Decided What Recreational Activities You Would Enjoy	26
FIGURE 18: Travel Agent Assistance.....	27
FIGURE 19: Touring Other Areas.....	28
FIGURE 20: Other Places Visited.....	29
FIGURE 21: Proportion Of All Mesquite Visitors Who Visited Las Vegas	30
<u>TRIP CHARACTERISTICS AND EXPENDITURES</u>	
FIGURE 22: Adults In Immediate Party	31
FIGURE 23: People In Party Under Age 21.....	32
FIGURE 24: Nights Stayed	33
FIGURE 25: Days Stayed	33
FIGURE 26: Day Of Arrival	34
FIGURE 27: Weekend Versus Weekday Arrival.....	35
FIGURE 28: Whether Mesquite Visit Is Part Of A Longer Trip	36
FIGURE 29: Primary Destination Of Trip	37
FIGURE 30: Where Lodged.....	38
FIGURE 31: How Far In Advance Accommodations Were Booked	39
FIGURE 32: Type Of Room Rate	40
FIGURE 33: Cost Of Package — Per Person.....	41
FIGURE 34: Package Purchased Directly From A Hotel	42

TABLE OF FIGURES (Continued/2)

	<u>Page</u>
FIGURE 35: Where First Heard About The Package.....	43
FIGURE 36: Lodging Expenditures — Average Per Night	44
FIGURE 37: Number Of Room Occupants	45
FIGURE 38: Average Trip Expenditures On Food & Drink — And Local Transportation (Including Visitors Who Spent Nothing)	46
FIGURE 39: Average Trip Expenditures On Food & Drink — And Transportation (Among Spenders)	47
FIGURE 40: Average Trip Expenditures On Recreational Activities, Shows And Entertainment, And Other Expenses (Including Visitors Who Spent Nothing)	48
FIGURE 41: Average Trip Expenditures On Recreational Activities, Shows And Entertainment, And Other Expenses (Among Spenders)	49
FIGURE 42: Whether Played Golf While Visiting Mesquite	50
FIGURE 43: Whether Stopped By The Mesquite Visitors Center	51
 <u>GAMING BEHAVIOR AND BUDGETS</u>	
FIGURE 44: Whether Gambled While In Mesquite.....	52
FIGURE 45: Hours Of Gambling — Average Per Day	53
FIGURE 46: Casino Game Played Most Often	54
FIGURE 47: Trip Gambling Budget.....	55
FIGURE 48: Gambling Outside Mesquite	56
 <u>ATTITUDINAL INFORMATION</u>	
FIGURE 49: Satisfaction With Visit.....	57
FIGURE 50: Why Not 'Very' Satisfied With Visit.....	58
FIGURE 51: Why Dissatisfied With Visit.....	59
 <u>VISITOR DEMOGRAPHICS</u>	
FIGURE 52: Visitor Demographics.....	60
Gender.....	60
Marital Status.....	60
Employment.....	60
Education.....	60
Age	60
FIGURE 53: Visitor Demographics.....	61
Ethnicity	61
Household Income.....	61
Place Of Origin	61

EXECUTIVE SUMMARY

The Mesquite Visitor Profile Study is conducted monthly during the fiscal year 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 July 1, 2001 to June 30, 2002*, as well as findings from 2000 and 2001 (the first two years the survey was conducted). One hundred (100) in-person interviews were conducted per month in or near Mesquite hotel-casinos and hotels.

When we note that a difference between subgroups on a particular measure is “significant” or “statistically significant,” we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is “not significant” or “not statistically significant,” we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

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

*** All visitor profile data are gathered on a fiscal year basis. Hence, the 2002 Mesquite Visitor Profile Study represents data gathered from July 2001 through June 2002, including and reflecting the effects from the events of September 11, 2001.**

REASONS FOR VISITING

Twenty-one percent (21%) of those surveyed this year were first-time visitors to Mesquite (up from 15%). Among first-time visitors, 38% said their primary reason for visiting Mesquite was vacation or pleasure (down from 53%) and 4% mentioned gambling (down from 9% last year and 17% the year before). The proportion of first-time visitors who said they were just passing through Mesquite increased from 11% in 2000 and 18% in 2001 to 35% currently. Among repeat visitors, 42% mentioned vacation or pleasure as their primary reason for currently visiting, while 15% cited gambling (down from 23%). More than one-quarter (27%) of repeat visitors said they were just passing through Mesquite, up significantly from 15% last year and 9% the year before. The average number of visits by all visitors in the past year was 8.4 (up from 7.3) and 19.7 in the past five years. The average number of visits by repeat visitors in the past year was 10.4 (up from 8.4) and 24.8 in the past five years.

SUMMARY TABLE OF REASONS FOR
 VISITING AND VISITATION FREQUENCY

	2000	2001	2002
Proportion of respondents who were first-time visitors	19%	15%	21%
Proportion of respondents whose primary purpose for current trip was vacation or pleasure (first-time visitors)	49%	53%	38%
Proportion of respondents whose primary purpose for current trip was to gamble (first-time visitors)	17%	9%	4%
Proportion of respondents whose primary purpose for current trip was just passing through (first-time visitors)	11%	18%	35%
Proportion of respondents whose primary purpose for current trip was vacation or pleasure (repeat visitors)	48%	44%	42%
Proportion of respondents whose primary purpose for current trip was to gamble (repeat visitors)	22%	23%	15%
Proportion of respondents whose primary purpose for current trip was just passing through (repeat visitors)	9%	15%	27%
Average number of visits in past five years (all visitors)	16.7	20.7	19.7
Average number of visits in past five years (repeat visitors)	20.4	24.2	24.8
Average number of visits in past year (all visitors)	7.0	7.3	8.4
Average number of visits in past year (repeat visitors)	8.4	8.4	10.4

TRAVEL PLANNING

All visitors arrived in Mesquite via ground transportation (100%), with 2% using bus services. Most visitors decided where in Mesquite to stay before leaving home (81%). Most visitors decided which shows to see (86%) and which attractions to visit (75%) after arriving in Mesquite—both of these findings significantly lower than last year. Forty-two percent (42%) of visitors decided where to gamble before leaving home, while 53% decided after arriving in Mesquite. Four in ten visitors (41%) decided what events to attend before leaving home (up from 29%); 59% decided after arriving in Mesquite. Nearly six in ten visitors (63%) decided what recreational activities to enjoy before leaving home (up from 38%), but 36% decided after arriving in Mesquite. Only 2% used the assistance of a travel agent in planning their trip to Mesquite. Forty-six percent (46%) visited other places in Nevada and neighboring states (up from 35%). Thirty-four percent (34%) visited Las Vegas on their current trip to Mesquite (up from 26%).

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

	2000	2001	2002
Proportion of respondents who traveled to Mesquite by ground transportation (automobile/bus/RV)	99%	99%	100%
Proportion of respondents who traveled to Mesquite using bus services	4%	3%	2%
Proportion of respondents who decided where to stay in Mesquite before leaving home	82%	80%	81%
Proportion of respondents who decided which shows to see in Mesquite after arrival	84%	93%	86%
Proportion of respondents who decided which attractions to visit in Mesquite after arrival	88%	96%	75%
Proportion of respondents who decided where to gamble in Mesquite before leaving home	42%	46%	42%
Proportion of respondents who decided where to gamble in Mesquite after arrival	57%	52%	53%
Proportion of respondents who decided what events to attend in Mesquite before leaving home	27%	29%	41%
Proportion of respondents who decided what events to attend in Mesquite after arrival	67%	70%	59%
Proportion of respondents who decided what recreational activities to do in Mesquite before leaving home	41%	38%	63%
Proportion of respondents who decided what recreational activities to do in Mesquite after arrival	57%	60%	36%
Proportion of respondents who used the assistance of a travel agent planning their trip to Mesquite	2%	1%	2%
Proportion of respondents who toured nearby places	47%	35%	46%
Proportion of respondents who visited Las Vegas on their current trip to Mesquite	36%	26%	34%

TRIP CHARACTERISTICS AND EXPENDITURES

The average number of adults per party was 2.3, and only 9% had people under the age of 21 in their immediate party. Two-thirds of visitors (65%) stayed overnight (down from prior readings), and 35% were visiting Mesquite just for the day (up from prior readings). The average Mesquite visit was 2.1 nights and 3.1 days, both up from prior readings. Almost six in ten visitors (57%) stayed in a hotel or motel, down from 63% in 2001 and 64% in 2000. The average number of room occupants was 2.1, and visitors spent an average of \$35.43 per night for lodging (non-package visitors). About six in ten lodgers (57%) paid a *regular room rate* (down from 74% last year and 64% the year before). Fourteen percent (14%) purchased a package trip, with an average package cost of \$181.90. Over the course of their entire stay in Mesquite, visitors spent an average of \$60.26 for food and drink, \$6.13 for local transportation, \$7.63 for recreational activities, \$0.41 for shows, and \$4.73 for other expenses.

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

	2000	2001	2002
Average number of adults in immediate party	2.4	2.3	2.3
Proportion of respondents with persons under 21 in their immediate party	12%	10%	9%
Proportion of respondents who stayed overnight	73%	71%	65%
Proportion of respondents who were in Mesquite for the day only	27%	29%	35%
Days stayed (average)	2.8	2.7	3.1
Nights stayed (average)	1.8	1.7	2.1
Proportion of respondents who stayed in a hotel or motel room	64%	63%	57%
Number of room occupants (average — hotel/motel only)	2.2	2.1	2.1
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	\$32.38	\$34.87	\$35.43
Proportion of respondents who paid a regular room rate (among those who stayed in a hotel or motel)	64%	74%	57%
Proportion of visitors who bought a hotel/airline package or traveled with a tour/travel group where lodging was included (among those who stayed overnight in a hotel or motel)	11%	9%	13%
Average cost of package per person (among package/tour group visitors)	\$187.08	\$217.60	\$181.90
Average trip expenditures for food and drink (all respondents)	\$64.46	\$51.80	\$60.26
Average trip expenditures for local transport (all respondents)	\$6.47	\$3.91	\$6.13
Average trip expenditures for recreational activities (all respondents)	\$19.81	\$13.27	\$7.63
Average trip expenditures for shows and entertainment (all respondents)	\$1.50	\$.39	\$.41
Average trip expenditures for other expenses (all respondents)	\$.13	\$.04	\$4.73

GAMING BEHAVIOR AND BUDGETS

Eight in ten visitors gambled while in Mesquite (83%), down from 89% in 2001 and 90% in 2000. Those who gambled budgeted an average of \$242.46 for gambling. Gamblers spent an average of 3.4 hours per day gambling (down from 3.9 in 2001 and 4.2 in 2000). Almost eight in ten gamblers (78%) played slot machines or video machines most often, up from 71% in 2001 and 67% in 2000. Fourteen percent (14%) played blackjack.

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

	2000	2001	2002
Proportion who gambled while visiting Mesquite	90%	89%	83%
Average trip gambling budget (among those who gambled)	\$294.66	\$276.17	\$242.46
Average number of hours per day spent gambling (among those who gambled)	4.2	3.9	3.4
Proportion who played slot machines/video machines most often (among those who gambled)	67%	71%	78%
Proportion who played blackjack most often (among those who gambled)	18%	15%	14%

ATTITUDINAL INFORMATION

Nine in ten visitors (89%) reported that they were “very satisfied” with their trip to Mesquite. Among respondents who said they were only “somewhat” satisfied with their trip, 36% said it was because they did not win enough money and 27% had complaints with their hotel.

SUMMARY TABLE OF ATTITUDINAL INFORMATION

	2000	2001	2002
Proportion who were “very satisfied” with their current trip to Mesquite	91%	91%	89%
Proportion who complained about not winning enough money (among those who were “somewhat satisfied”)	25%	22%	36%
Proportion who complained about their hotel (among those who were “somewhat satisfied”)	25%	26%	27%

VISITOR DEMOGRAPHICS

About six in ten respondents (65%) were 50 years old or older and 26% were 65 or older. Only 5% of visitors were less than 30 years old. More than eight in ten visitors (82%) were married, and 79% were from Western states. Almost one-half of visitors (47%) had a household income of less than \$60,000 (down from 60%), while 38% had incomes of \$60,000 or more (up from 27%). Four in ten (40%) were retired, and 38% had a high school education or less (down from 46%).

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

	2000	2001	2002
Proportion of respondents who were 50 years old or older	57%	61%	65%
Proportion of respondents 65 years old or older	22%	25%	26%
Proportion of respondents 21 to 29 years old	7%	8%	5%
Proportion of respondents who were married	78%	77%	82%
Proportion of respondents with a household income less than \$60,000	57%	60%	47%
Proportion of respondents with a household income of \$60,000 or more	29%	27%	38%
Proportion of respondents who were retired	37%	41%	40%
Proportion of respondents with a high school diploma or less	43%	46%	38%
Proportion of respondents who were from the West	81%	81%	79%

SUMMARY OF ECONOMIC IMPACT FACTORS

The following table summarizes the various factors included throughout this report related to the *economic impact* of Mesquite visitors between July 1, 2001 and June 30, 2002 — the time period covered by this report:

SUMMARY TABLE OF ECONOMIC IMPACT FACTORS

	2000	2001	2002
Days stayed (average)	2.8	2.7	3.1
Nights stayed (average)	1.8	1.7	2.1
Proportion of respondents who stayed overnight	73%	71%	65%
Proportion of respondents who stayed in a hotel or motel room (among those who stayed overnight)	64%	63%	57%
Lodging expenditures (average per night, hotel/motel overnight visitors only — excludes package and tour/travel group visitors)	\$32.38	\$34.87	\$35.43
Proportion of visitors who bought a hotel or airline package or were traveling as part of a tour/travel group where accommodations were included (among those who stayed overnight in a hotel or motel)	11%	9%	13%
Average cost of package per person (among package/tour group visitors)	\$187.08	\$217.60	\$183.75
Number of room occupants (average — hotel/motel only)	2.2	2.1	2.1
Average trip expenditures for food and drink (all respondents)	\$64.46	\$51.80	\$60.26
Average trip expenditures for local transportation (all respondents)	\$6.47	\$3.91	\$6.13
Average trip expenditures for recreational activities (all respondents)	\$19.81	\$13.27	\$7.63
Average trip expenditures for shows (all respondents)	\$1.50	\$0.39	\$0.41
Average trip expenditures for other expenses (all respondents)	\$0.13	\$0.04	\$4.73
Proportion who gambled while visiting Mesquite (all respondents)	90%	89%	83%
Average trip gambling budget (among those who gambled)	\$294.66	\$276.17	\$242.46

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 fiscal 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 July 2001 through June 2002. 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 2002 study, as well as the results from 2000 and 2001 (the first two years the study was conducted). 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 both years, it is because the question was not asked both 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 the current study, 79% of respondents said they had visited Mesquite before (Figure 1). This number is down from 85% in 2001. Twenty-one percent (21%) are first time visitors, up from 15% one year ago.

FIGURE 1
First Visit vs. Repeat Visit

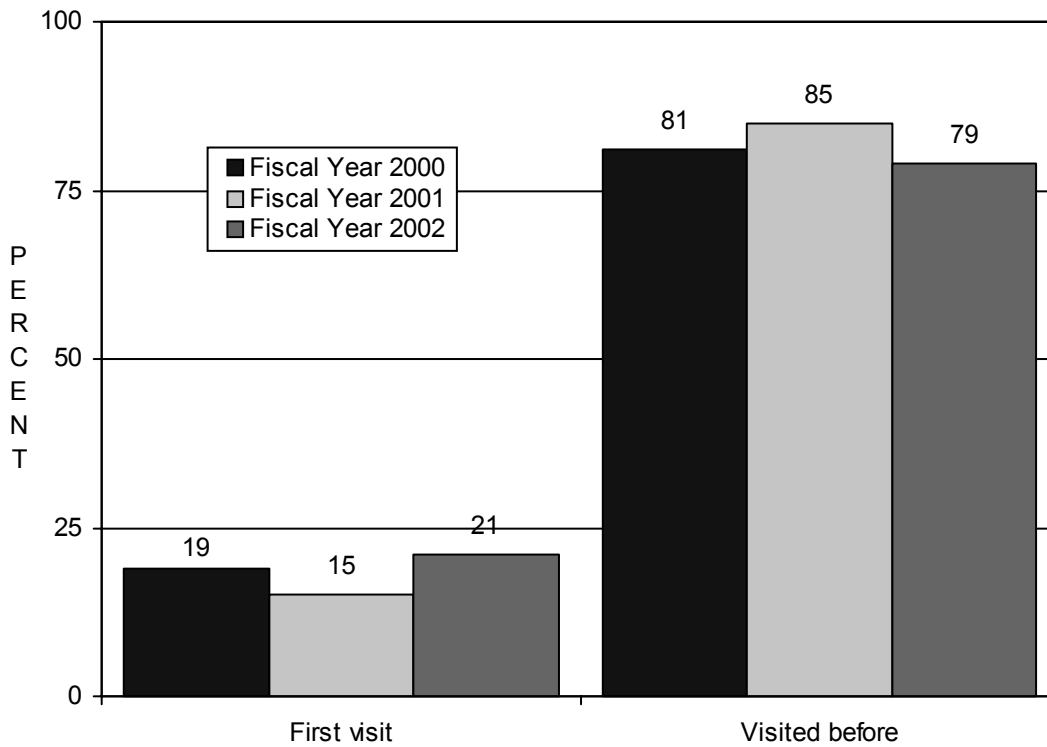
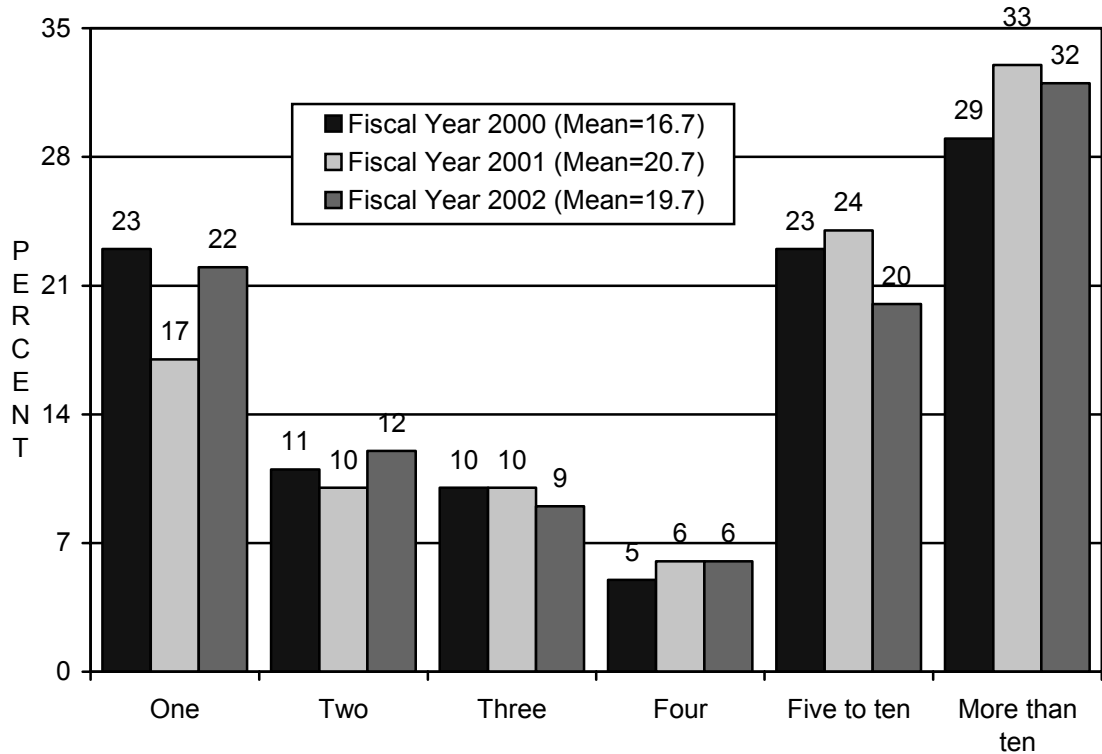
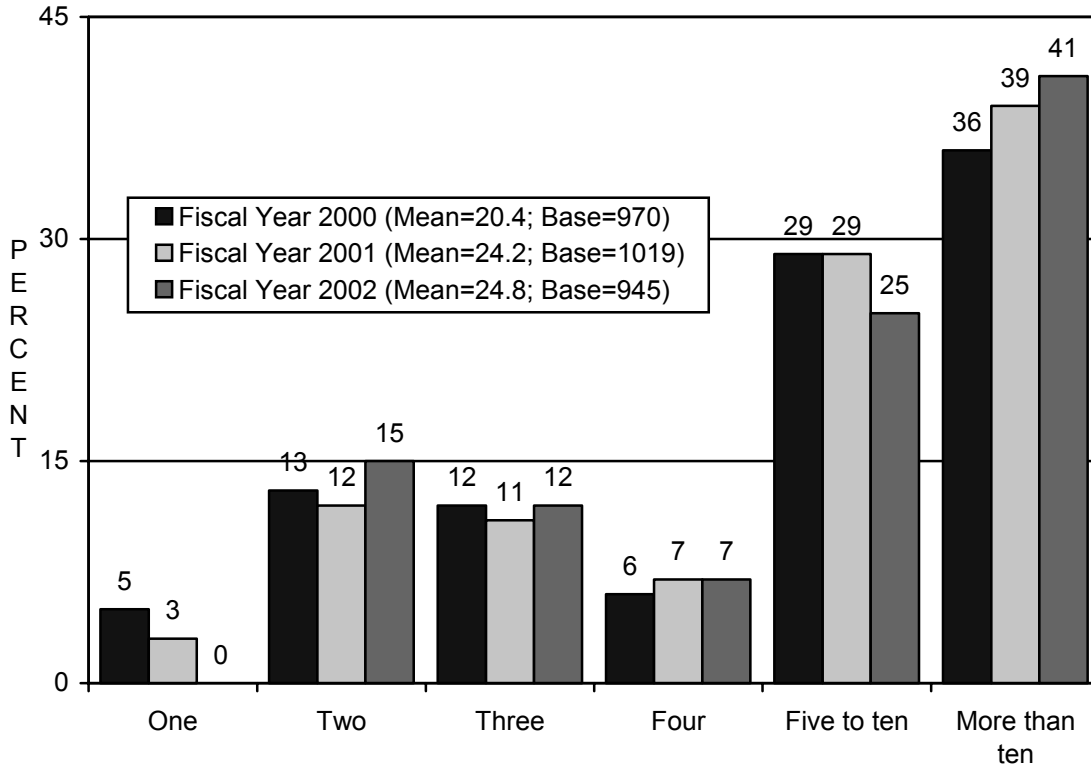


FIGURE 2
Frequency Of Visits In Past Five Years
(Among All Visitors)



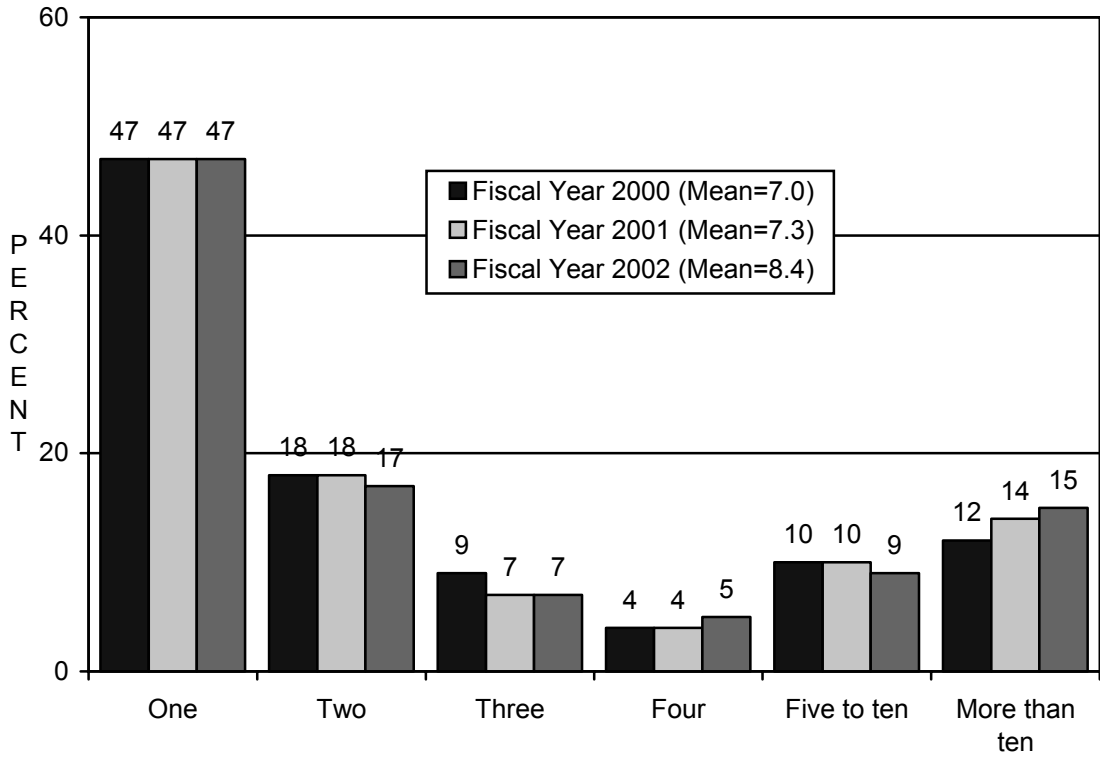
The mean number of visits to Mesquite in the past five years *among all visitors* was 19.7, which is up from 16.7 two year ago. One-third of respondents (32%) said they had visited Mesquite more than ten times in the past five years, up from 29% in 2000 (Figure 2).

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



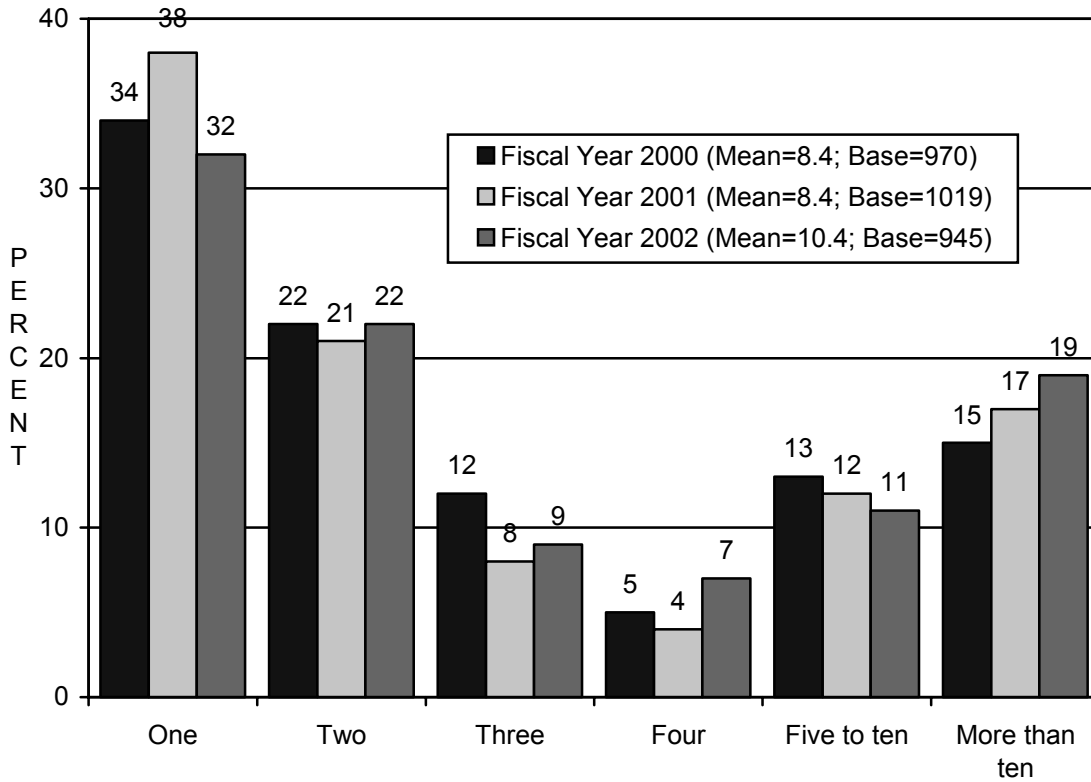
The average number of visits to Mesquite during the past five years *among repeat visitors* was 24.8. This is up from 20.4 in 2000 (Figure 3).

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



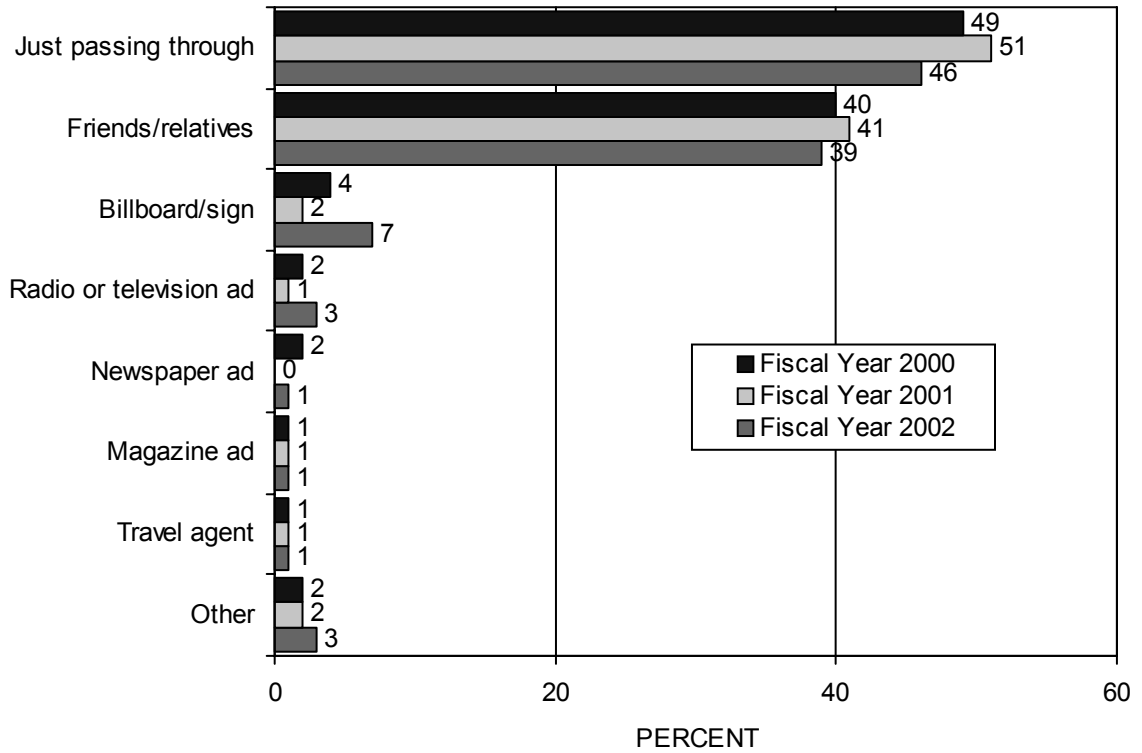
Among *all visitors*, respondents reported visiting Mesquite an average of 8.4 times in 2002, up somewhat from 7.0 in 2000 (Figure 4).

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



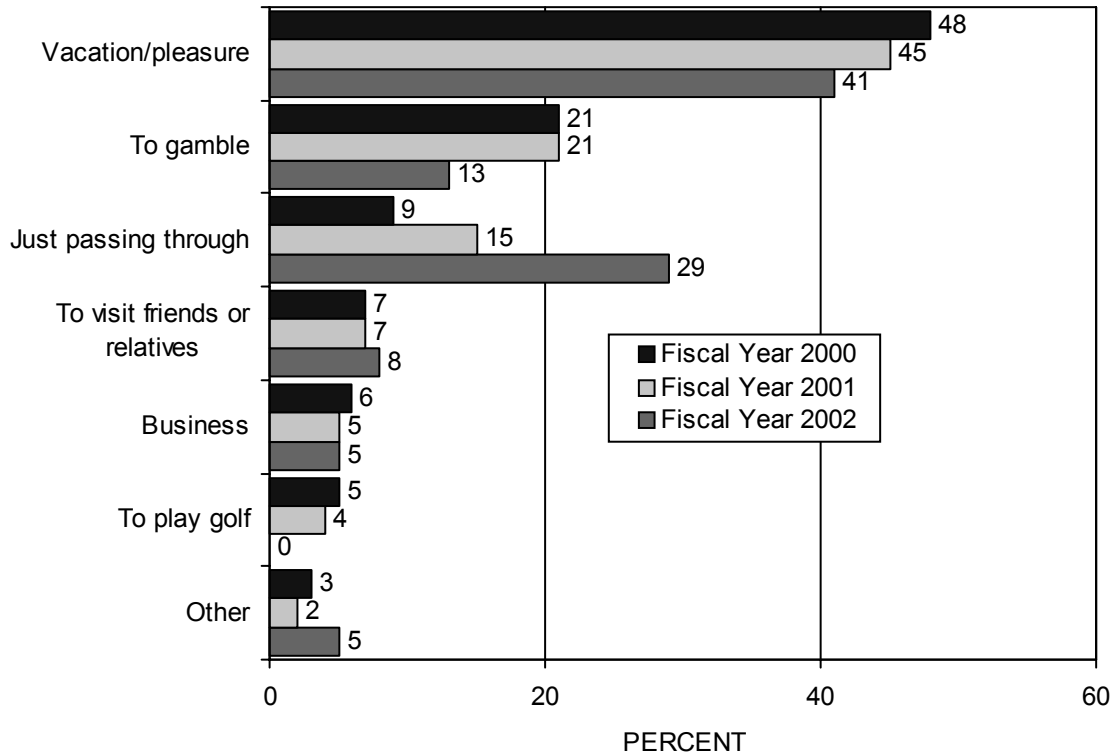
During the past year, repeat visitors averaged 10.4 trips to Mesquite, up significantly from 8.4 in both 2000 and 2001 (Figure 5).

FIGURE 6
How First Became Aware Of Mesquite



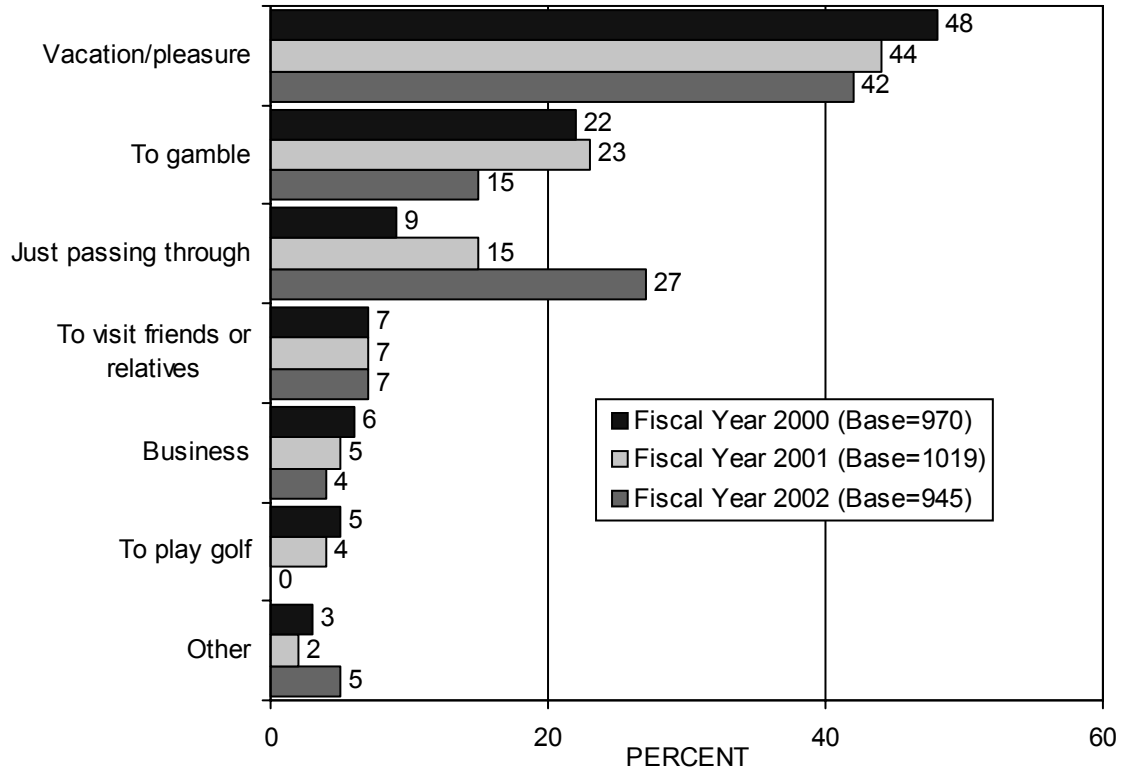
Most Mesquite visitors said they first became aware of Mesquite while passing through (46%) or from friends and relatives (39%). Seven percent (7%) said they first found out about Mesquite from a billboard or a sign, up from 2% last year and 4% the year before (Figure 6).

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



The largest proportion of Mesquite visitors (41%) said they were visiting for vacation or pleasure, down from 48% in 2000. Almost three in ten visitors (29%) said they were just passing through, up from 15% last year and 9% the year before. Thirteen percent (13%) said they came to gamble, down from 21% in the previous two years (Figure 7). Eight (8%) percent were visiting friends or relatives, 5% were in town on business, and 5% mentioned other reasons for visiting Mesquite. No one this year said they were visiting primarily to play golf.

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



There were virtually no differences between all visitors and repeat visitors regarding the primary purpose of their visit. The largest proportion of Mesquite repeat visitors (42%) said they were visiting for vacation or pleasure, down from 48% in 2000. Nearly three in ten (27%) said they were just passing through, up from 15% last year and 9% the year before. Fifteen percent (15%) said they came to gamble, down from 23% in 2001 and 22% in 2000 (Figure 8). Seven percent (7%) were visiting friends or relatives, 4% were in town on business, and 5% mentioned other reasons for visiting Mesquite. No one this year said they were visiting Mesquite primarily to play golf.

FIGURE 9
Primary Purpose Of Current Visit — 2002
(First-Time vs. Repeat Visitors)

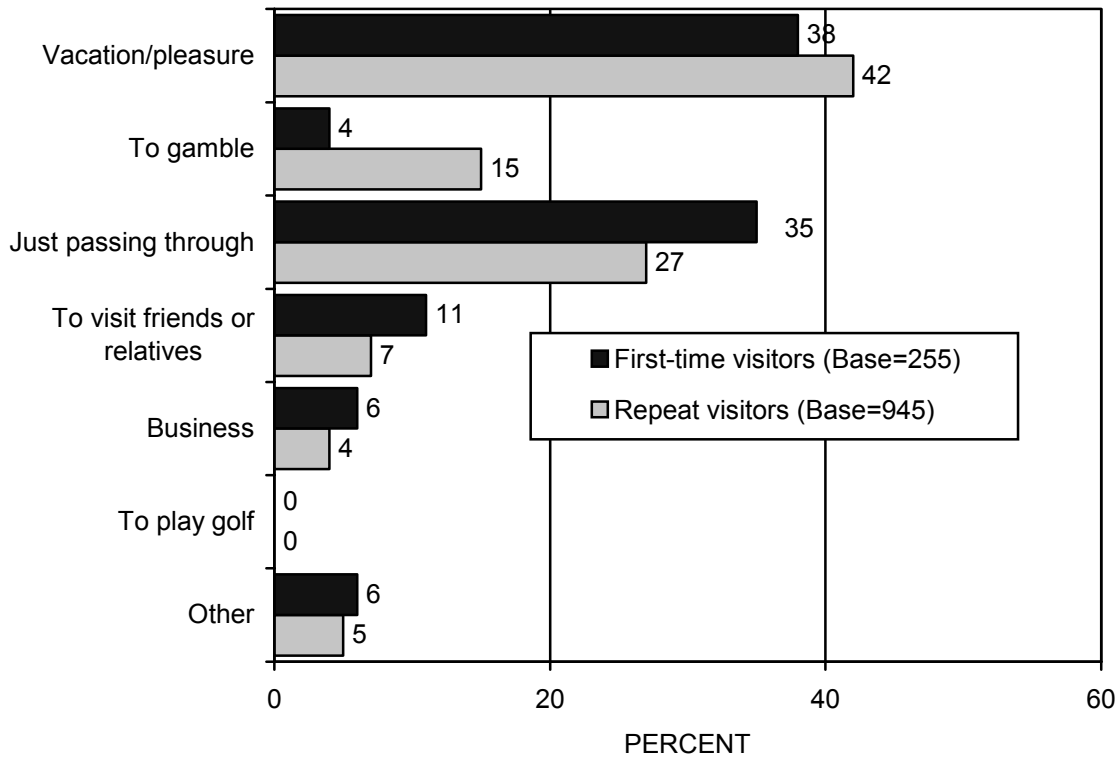


Figure 9 compares *repeat visitors* with *first-time visitors* in terms of purpose of their *current* visit for 2002. First-time visitors (35%) were more likely than repeat visitors (27%) to say they were just passing through Mesquite. Repeat visitors were more likely to report visiting Mesquite primarily to gamble (15%) than were first-time visitors (4%).

TRAVEL PLANNING

Travel planning varied broadly — from same-day planning to travel plans made more than 90 days in advance. Interestingly, there were increases on both the low and high ends of travel planning. Nearly three in ten visitors (27%) said they decided to visit Mesquite the same day they visited, up significantly from the prior two readings (Figure 10). Thirteen percent (13%) planned their trip to Mesquite more than 90 days in advance, also up significantly over prior readings.

FIGURE 10
Advance Travel Planning

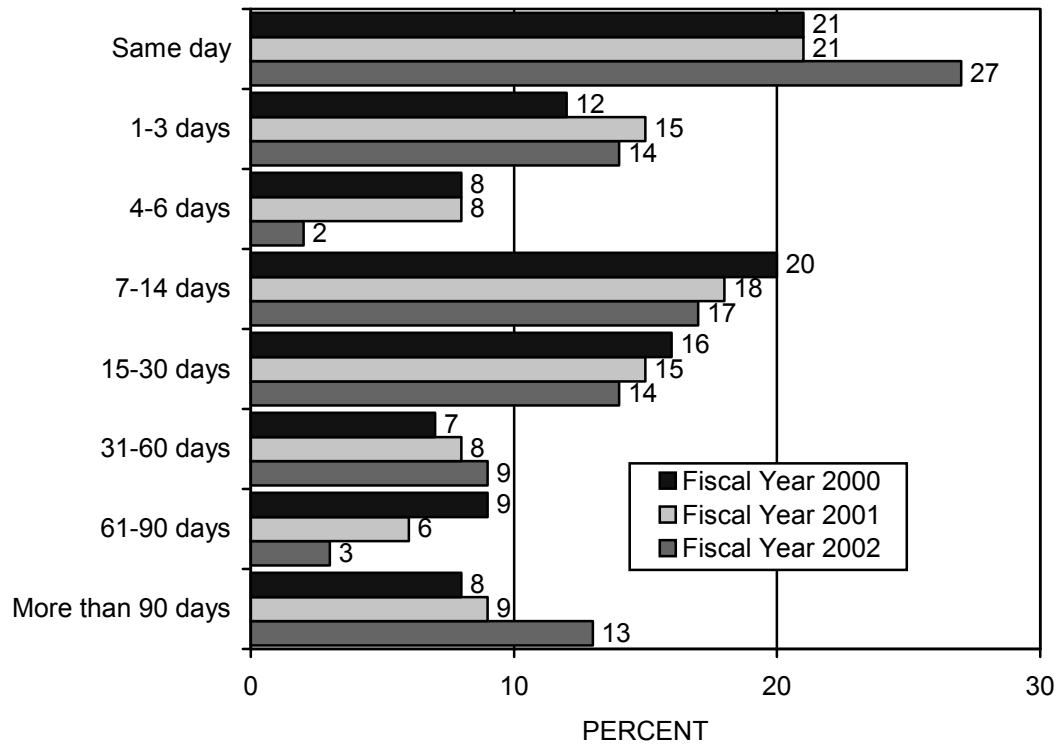
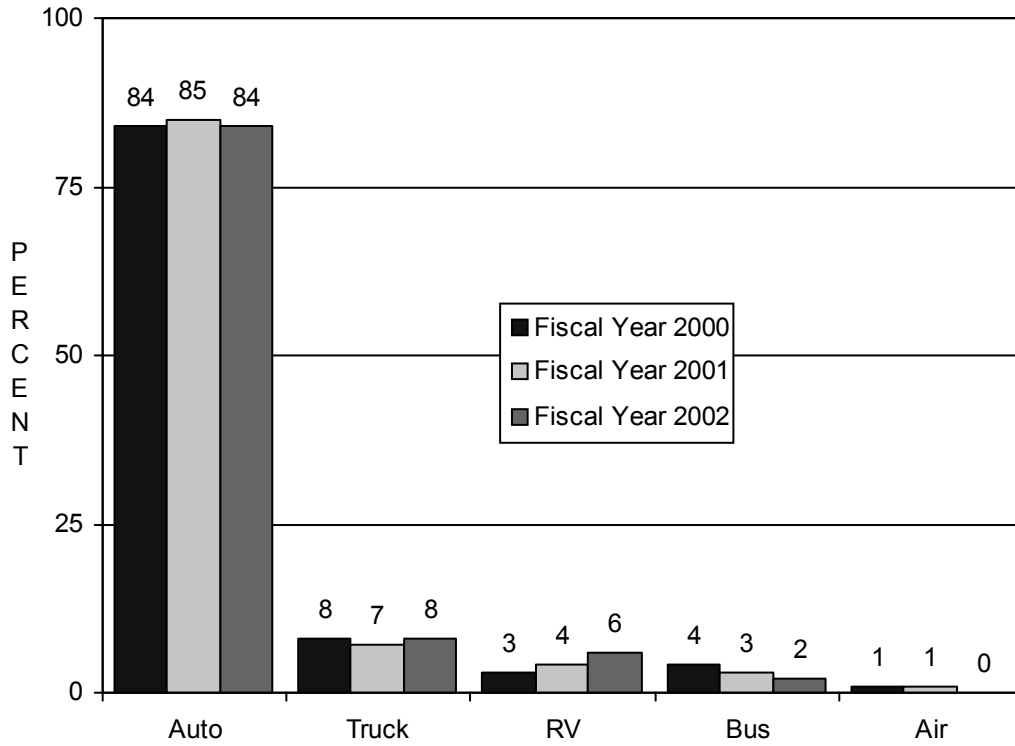
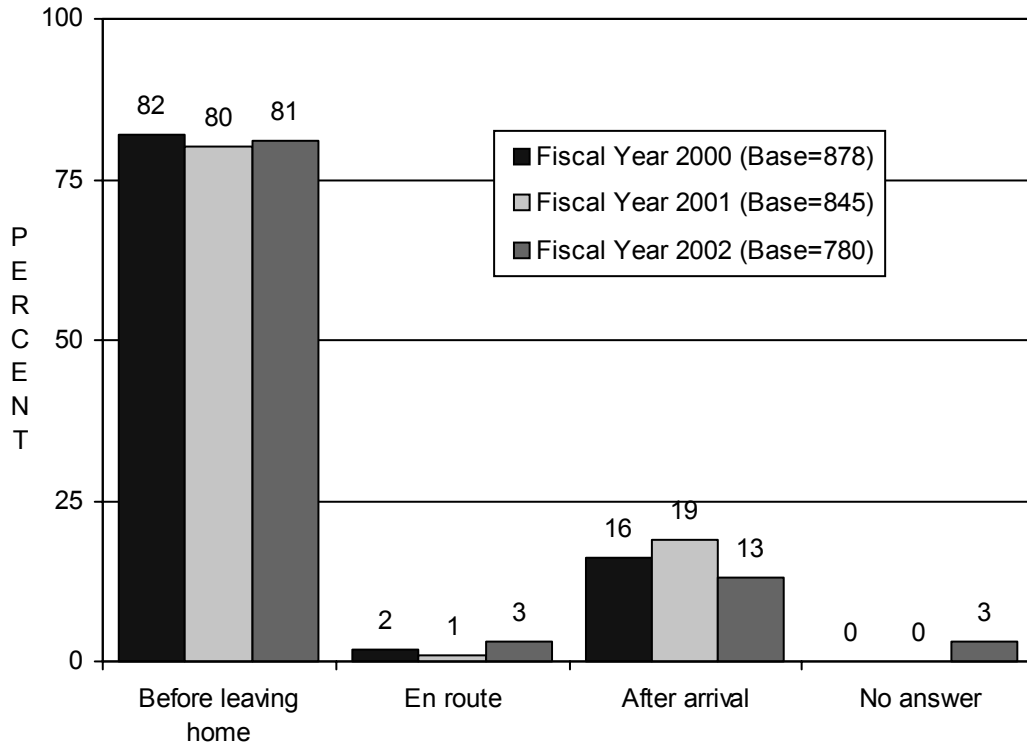


FIGURE 11
Transportation To Mesquite



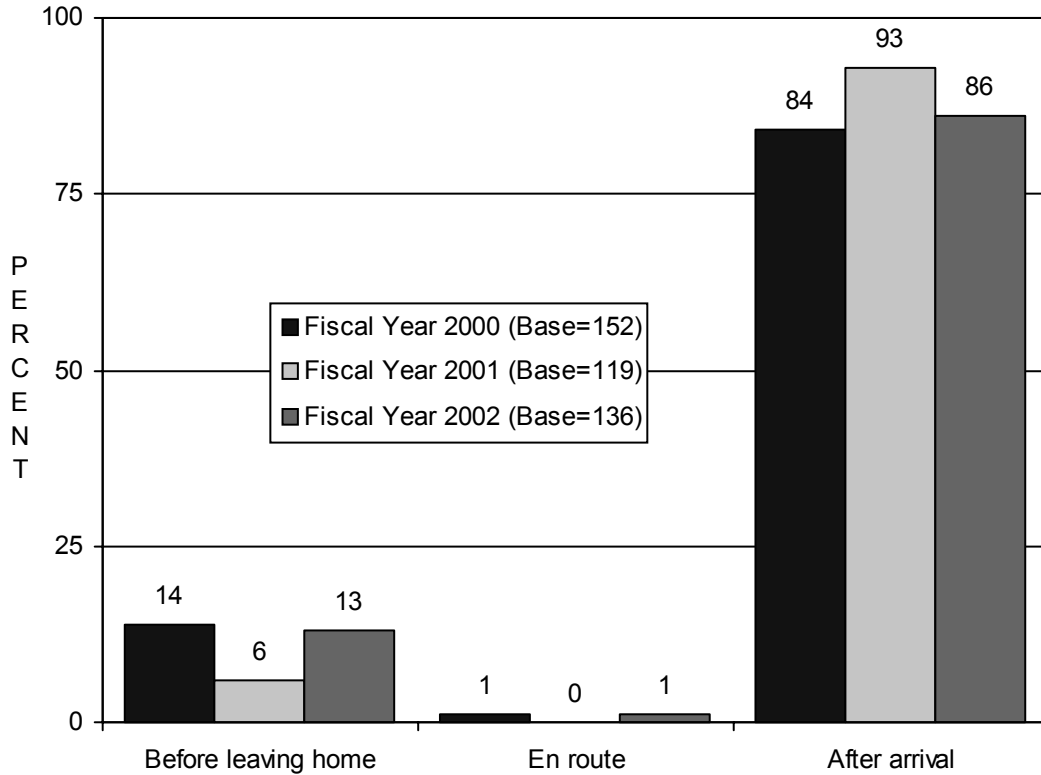
Almost all Mesquite visitors (98%) arrived in a personal vehicle, with 84% driving an automobile, 8% a truck, and 6% an RV (Figure 11). Two percent (2%) of visitors arrived by bus and 0% by air. These figures represent no significant change from last year.

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



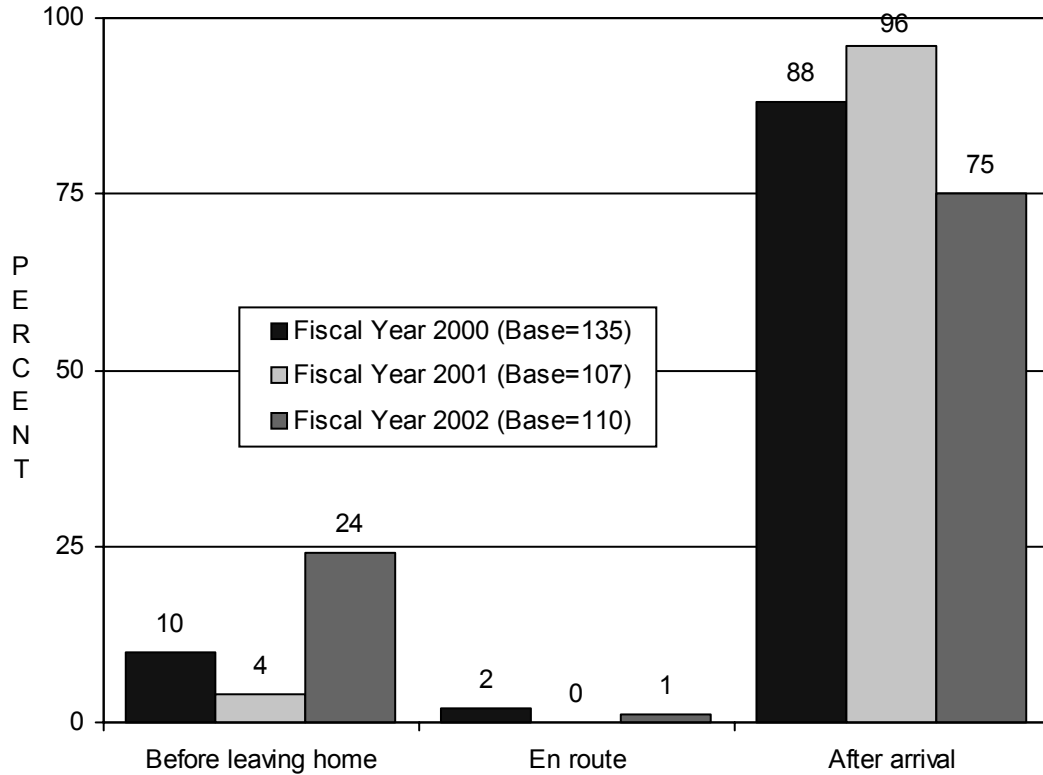
Most overnight visitors decided where to stay in Mesquite prior to their visits (81%). However, 13% decided after arriving in Mesquite, down from 19% in 2001 (Figure 12).

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



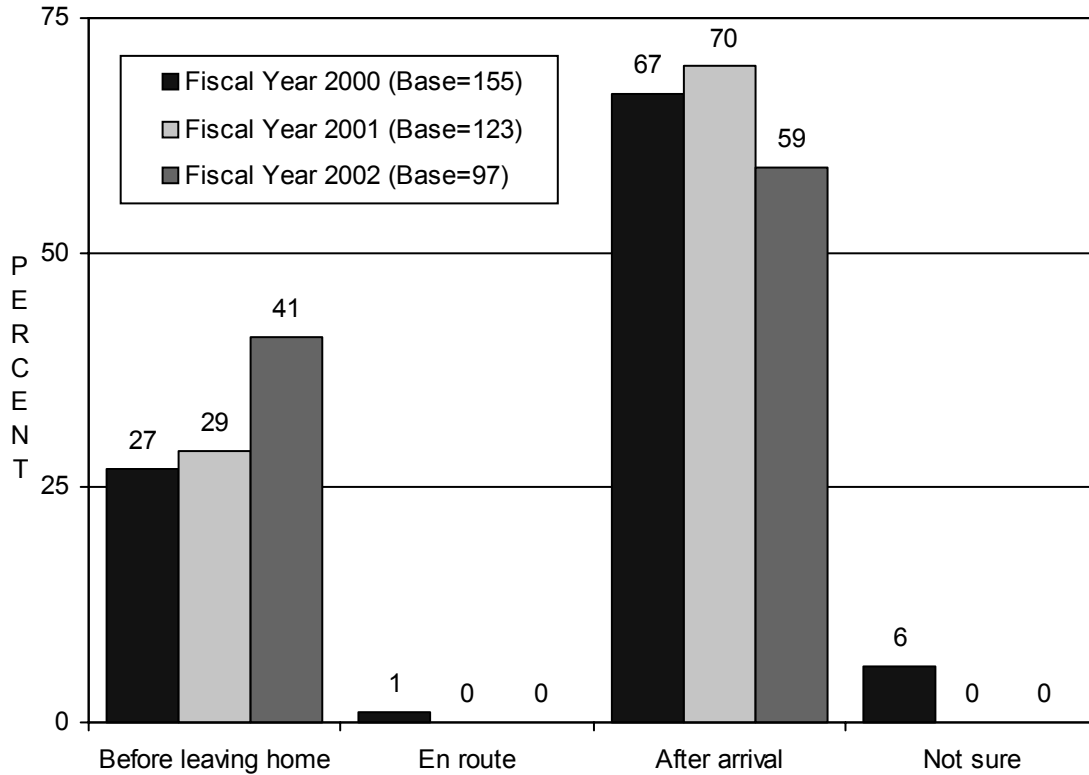
Among the 11% of visitors who reported going to a show in 2002, 13% decided what shows to see prior to arriving in Mesquite — up from 6% one year ago and about the same as in 2000 (Figure 13). Most visitors (86%) decided what shows to see after arrival (down from 93% in 2001).

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



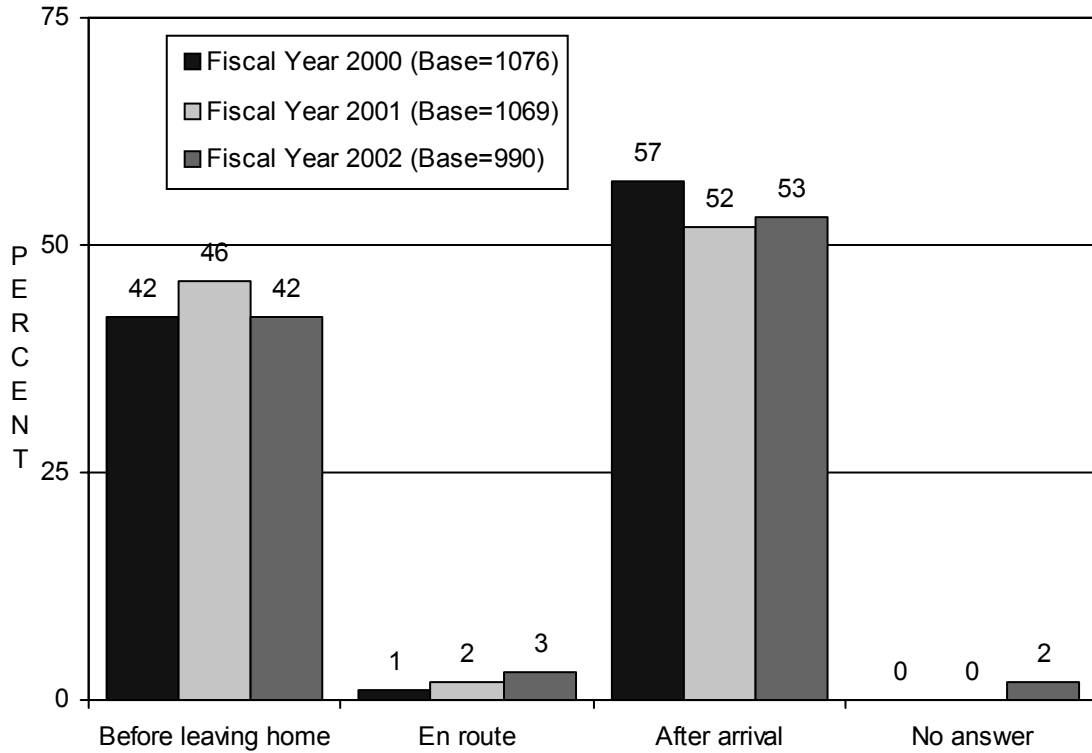
Among the 9% of visitors who reported visiting an attraction in 2002, 24% decided what attractions to see prior to arriving in Mesquite — up from 10% in 2000 and 4% in 2001 (Figure 14). Three-quarters of visitors (75%) decided what attractions to see after arrival, down from 88% in 2000 and 96% in 2001.

FIGURE 15
When Decided What Events To Attend
(Among Those Who Attended Events)



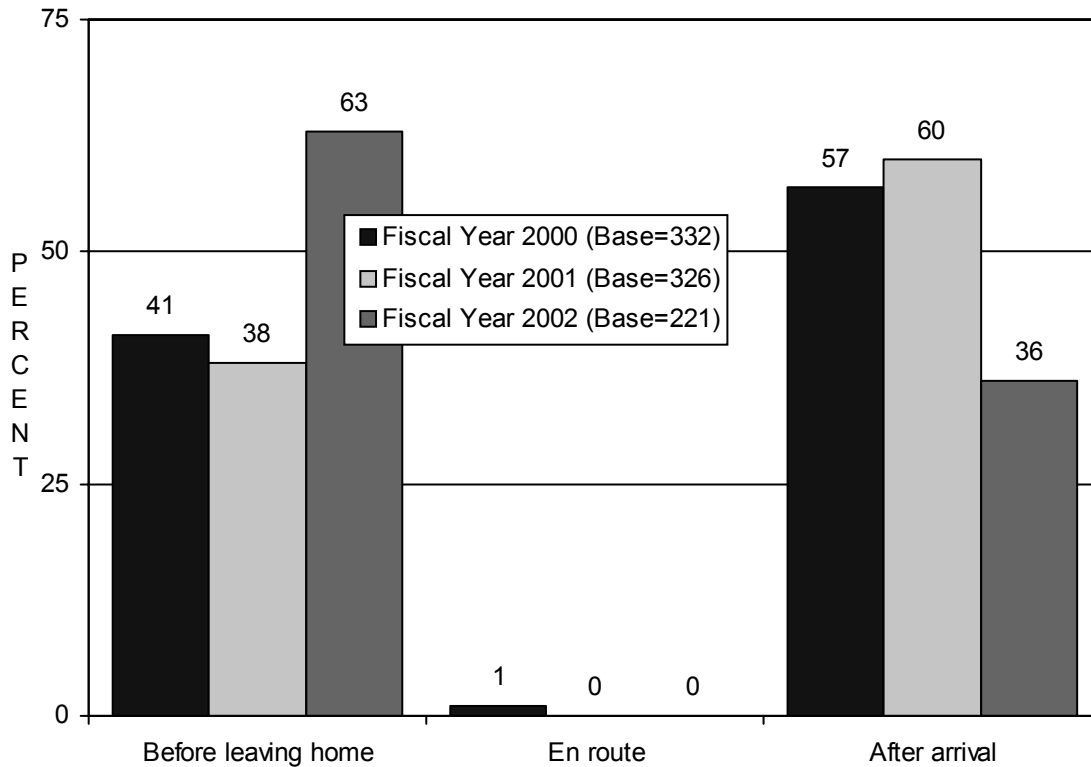
Among the 8% of visitors who reported attending a special event in 2002, 41% decided what events to attend prior to arriving in Mesquite, up from 27% in 2000 and 29% in 2001 (Figure 15). Six out of ten visitors (59%) decided what events to attend after arrival, down from 67% in 2000 and 70% in 2001.

FIGURE 16
When Decided Where To Gamble
(Among Those Who Gambled)



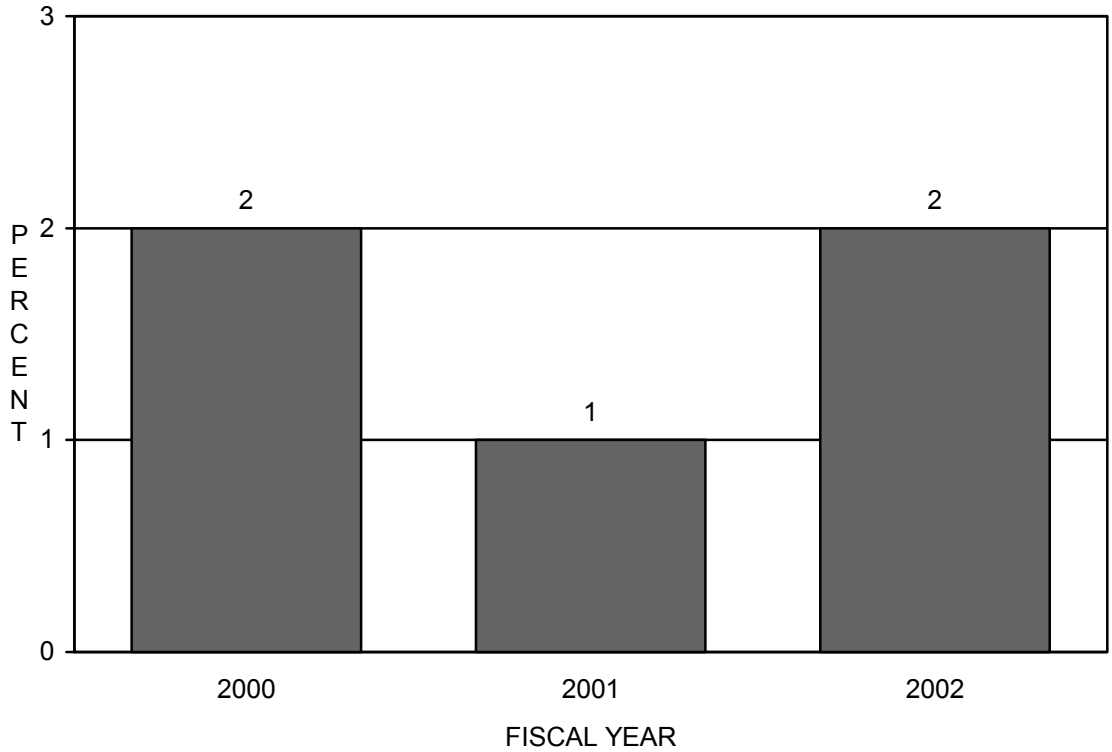
Among the visitors who gambled during their visit, a fairly large proportion (42%) said they decided where to gamble in Mesquite before leaving home (Figure 16). However, a majority (53%) said they decided where to gamble after they arrived in Mesquite.

FIGURE 17
When Decided What Recreational Activities You Would Enjoy
(Among Those Who Engaged In Recreational Activities)



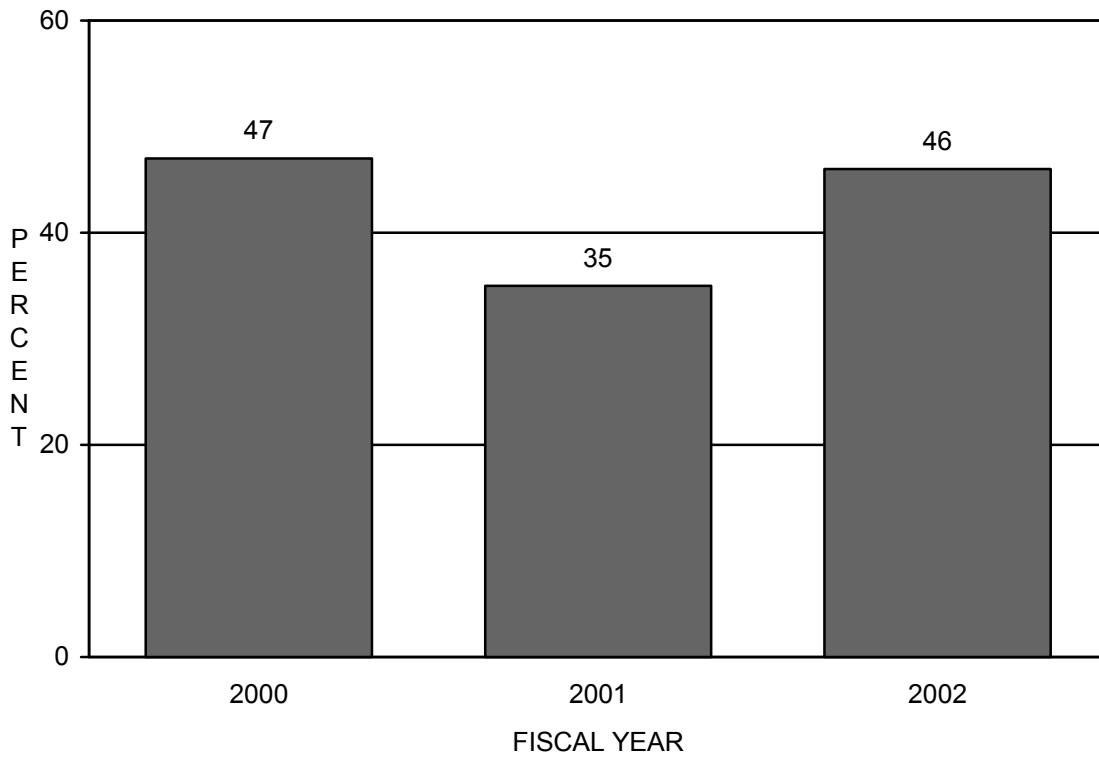
Among the visitors who engaged in recreational activities during their visit (18% of all visitors), more than six in ten visitors (63%) said they decided what recreational activities they would enjoy in Mesquite before leaving home, up from 41% in 2000 and 38% in 2001 (Figure 17). However, 36% said they decided what recreational activities they would enjoy after arriving in Mesquite (down from 57% in 2000 and 60% in 2001).

FIGURE 18
Travel Agent Assistance



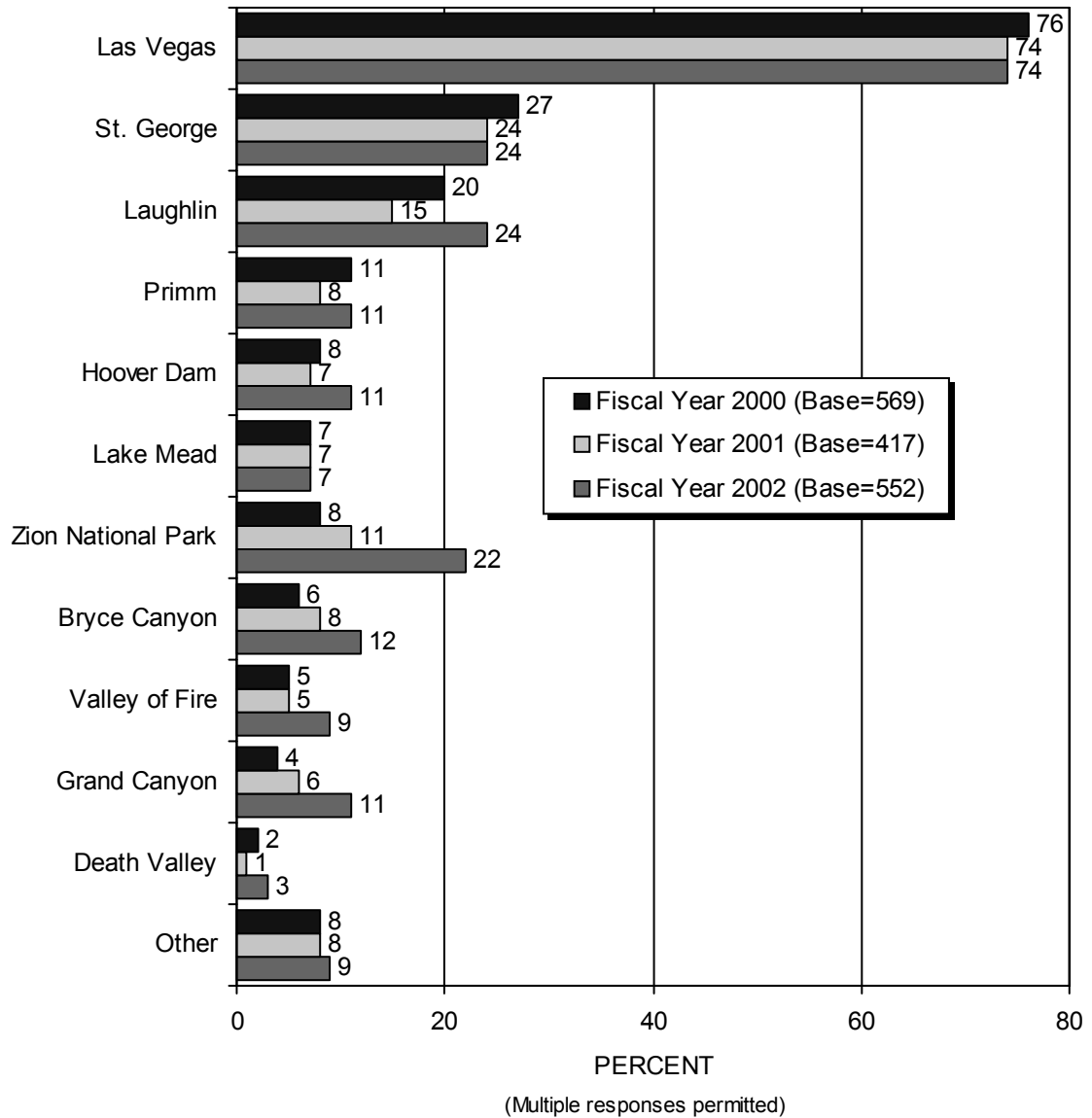
Two percent (2%) of all Mesquite visitors were assisted in their travel planning by a travel agent in 2002, relatively unchanged over the past two years (Figure 18).

FIGURE 19
Touring Other Areas



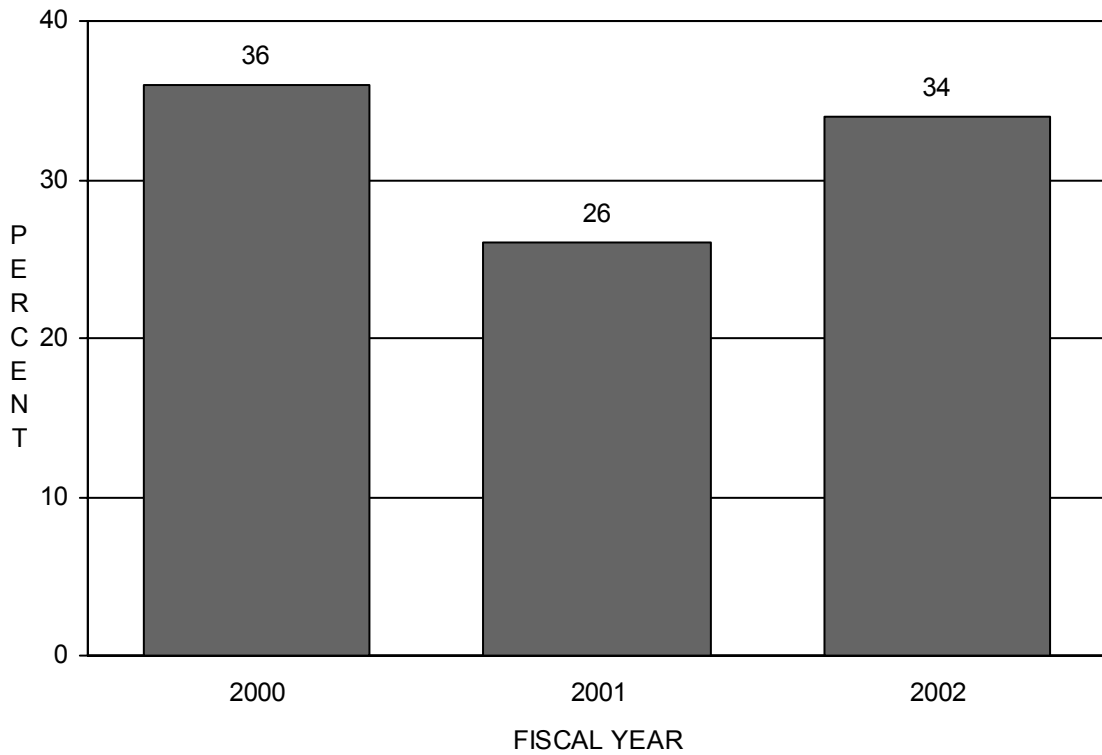
We asked visitors if they had visited, or planned to visit, other areas of Nevada and nearby states (Figure 19), and 46% said yes, up from 35% last year but about the same as in 2000 (47%).

FIGURE 20
Other Places Visited
(Among Those Who Visited Nearby Places)



The 552 respondents (46%) who indicated they visited nearby areas were most likely to have visited Las Vegas (74%), St. George (24%), Laughlin (24%), Zion National Park (22%), Bryce Canyon (12%), Primm (11%), Hoover Dam (11%), the Grand Canyon (11%), the Valley of Fire (9%), Lake Mead (7%), and Death Valley (3%) (Figure 20).

FIGURE 21
Proportion Of All Mesquite Visitors
Who Visited Las Vegas



Among *all* Mesquite visitors, 34% said they also visited, or planned to visit, Las Vegas on their current trip, up from 26% last year but about the same as in 2000 (36%).

TRIP CHARACTERISTICS AND EXPENDITURES

We asked visitors how many adults (21 years old or older), including themselves, were in their immediate party (Figure 22). About two-thirds of Mesquite visitors (66%) reported two adults in their immediate party. The proportion of visitors with four adults in their immediate party dropped from 12% in 2000 to 8% currently. The average party size was 2.3, a figure little changed from last year.

FIGURE 22
Adults In Immediate Party

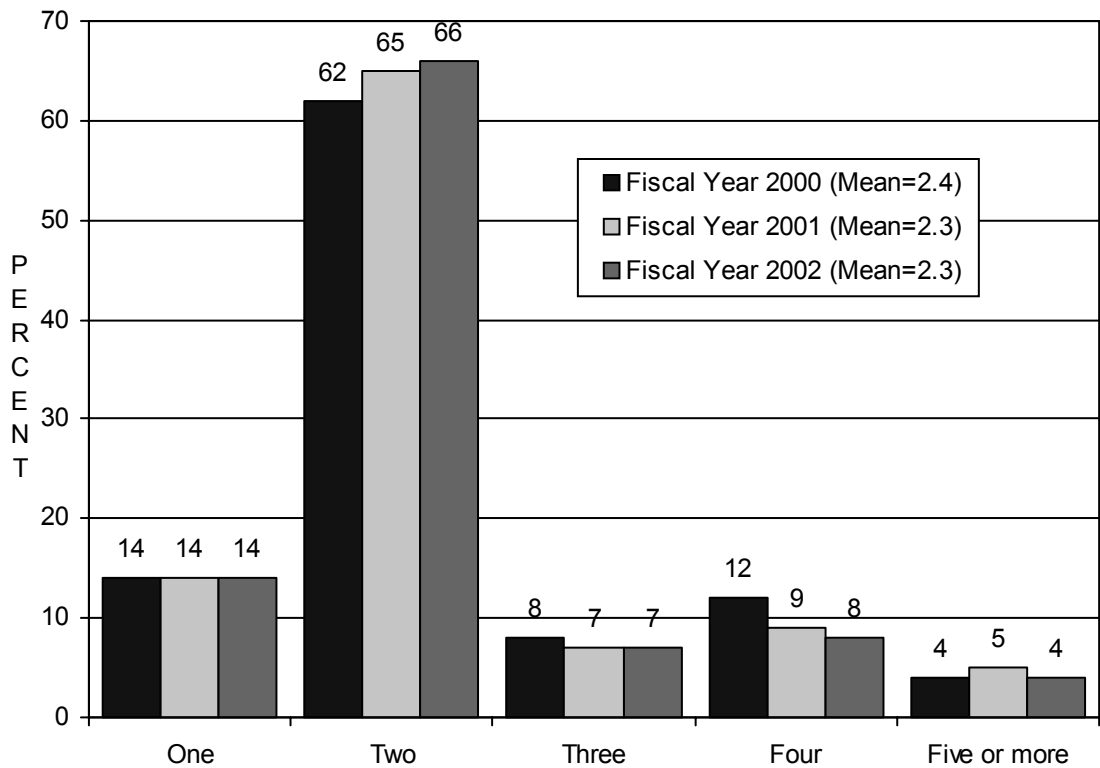
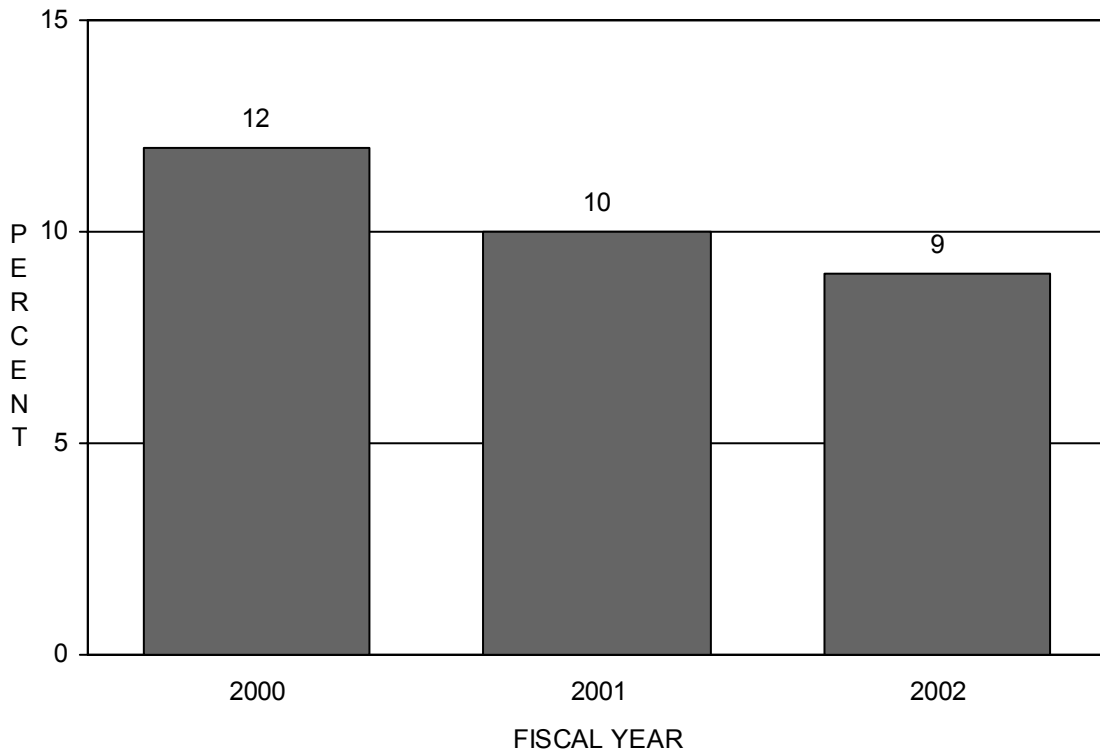


FIGURE 23
People In Party Under Age 21



Nine percent (9%) of visitors reported having people in their party under the age of 21, down significantly from 12% in 2000 (Figure 23).

During 2001, Mesquite visitors stayed an average of 2.1 nights and 3.1 days, up significantly from prior averages (Figures 24 and 25).

FIGURE 24
Nights Stayed

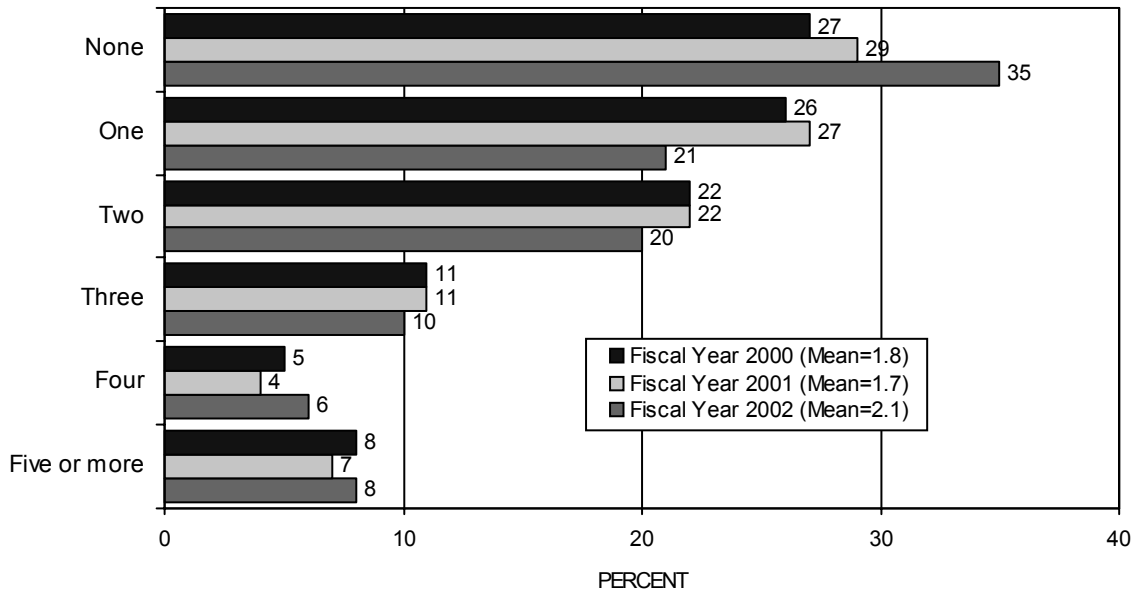


FIGURE 25
Days Stayed

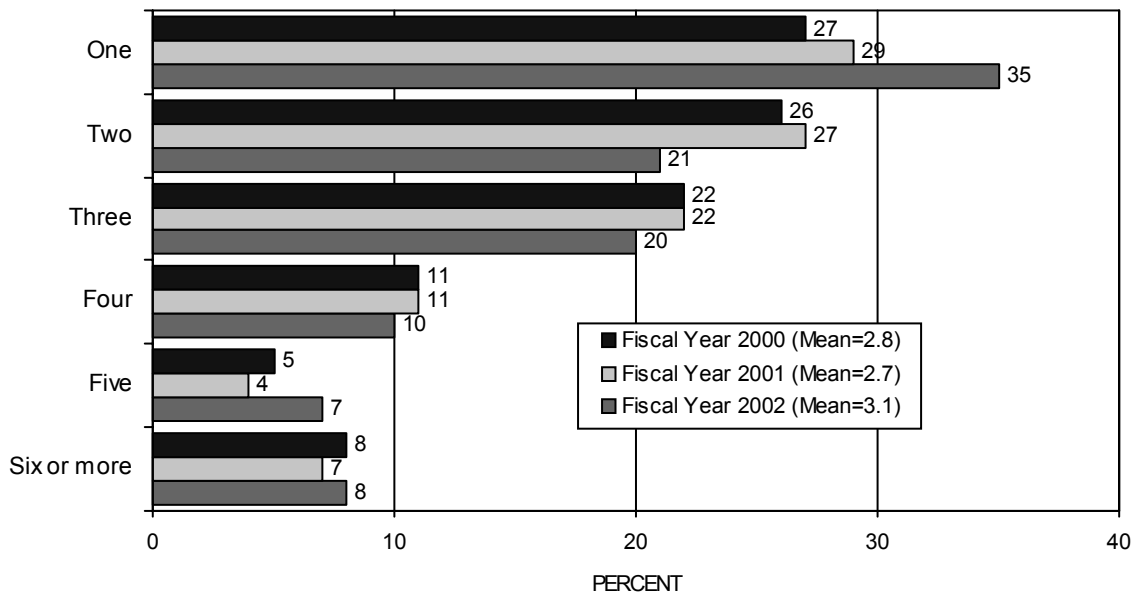
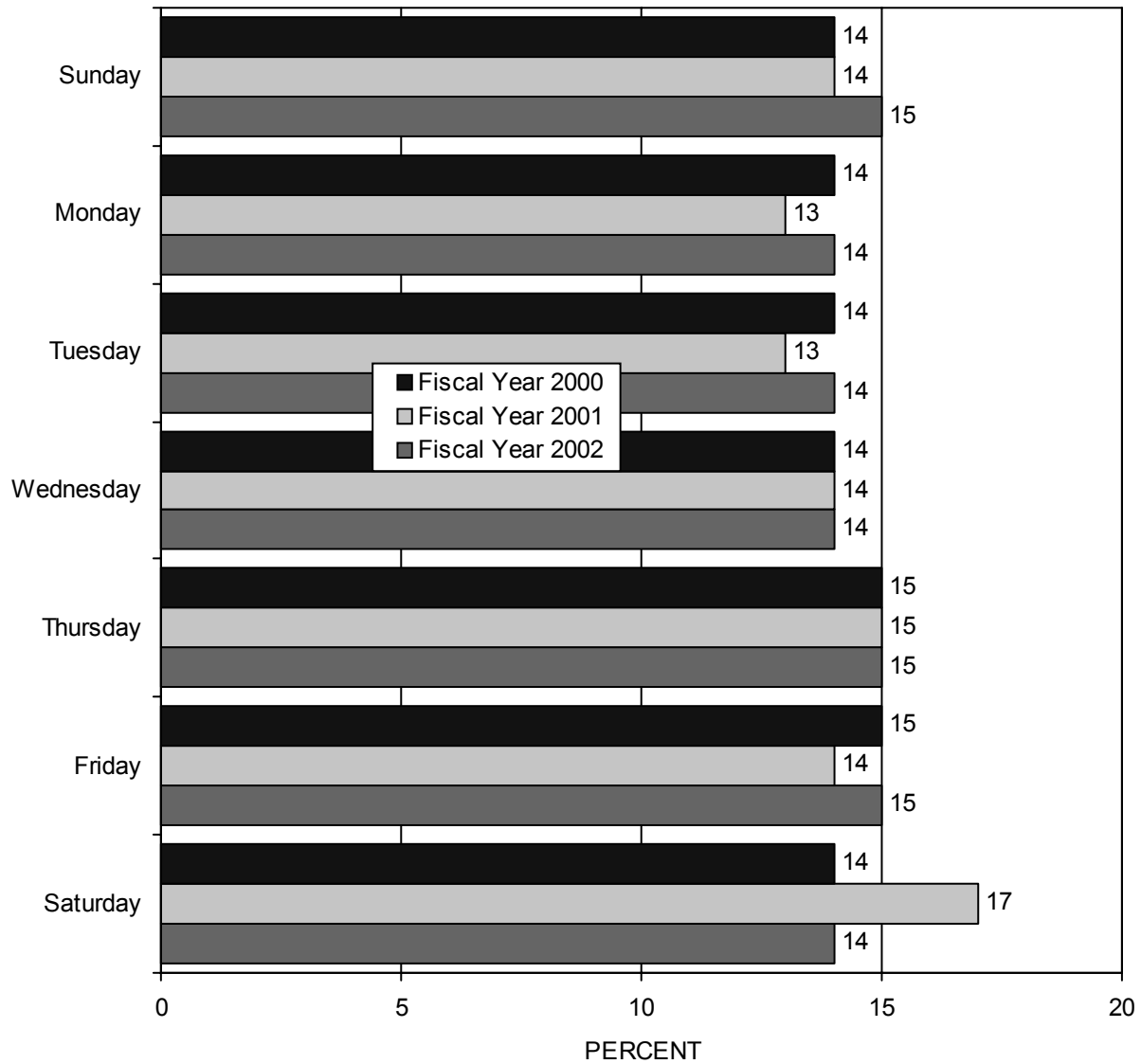
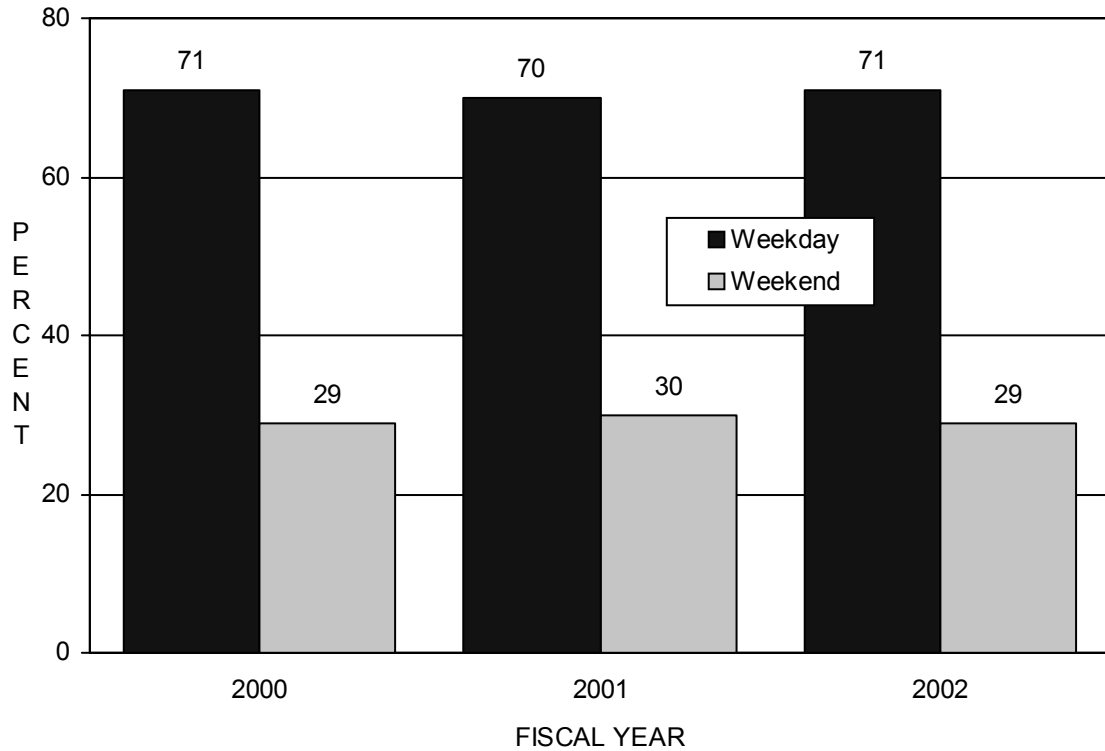


FIGURE 26
Day Of Arrival



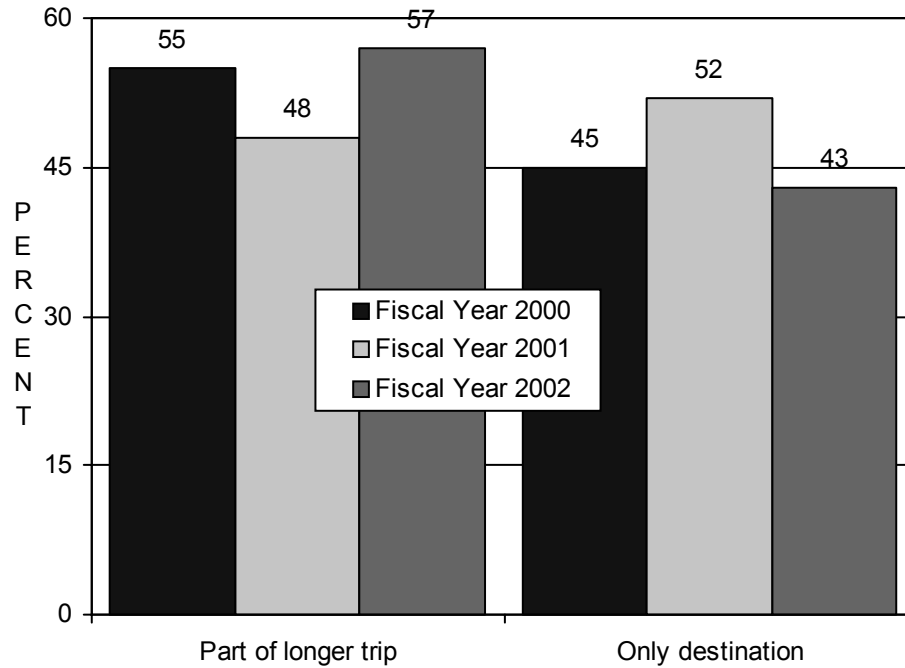
Similar to last year, Mesquite visitors are no more likely to arrive on one day than another (Figure 26). About equal proportions arrived on every day of the week.

FIGURE 27
Weekend Versus Weekday Arrival



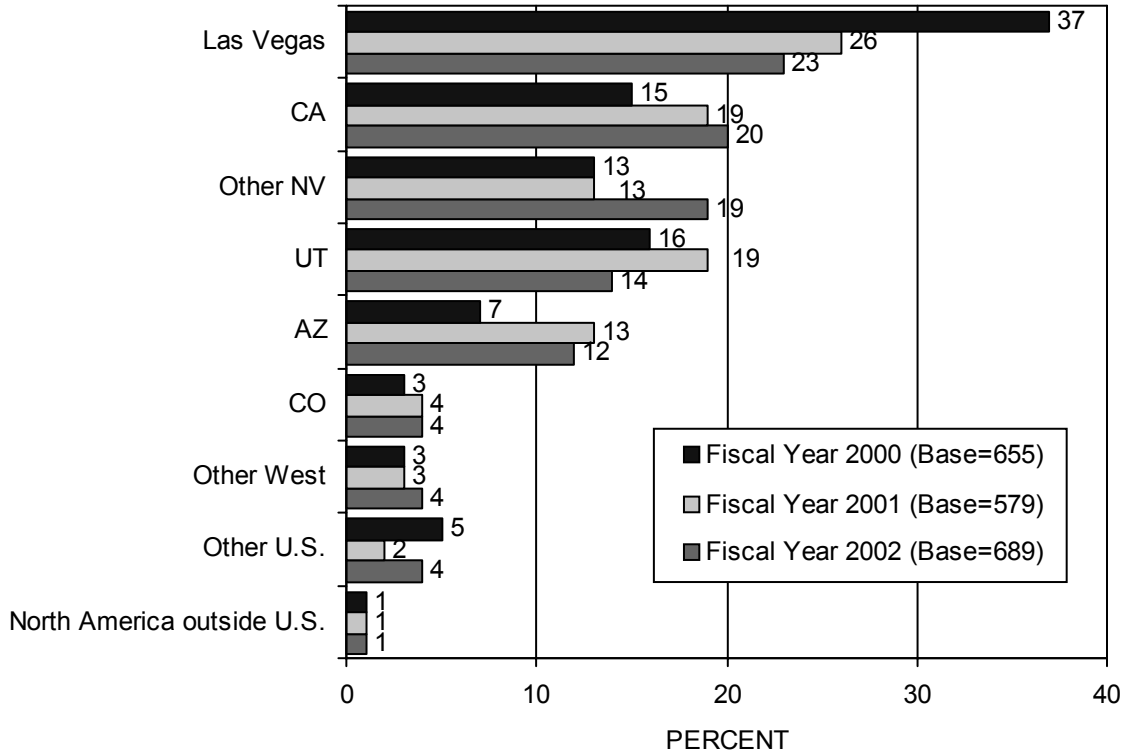
Seven in ten visitors (71%) arrived in Mesquite between Sunday and Thursday and 29% arrived on Friday or Saturday (Figure 27). These numbers do not represent any significant changes from prior readings.

FIGURE 28
Whether Mesquite Visit Is Part Of A Longer Trip



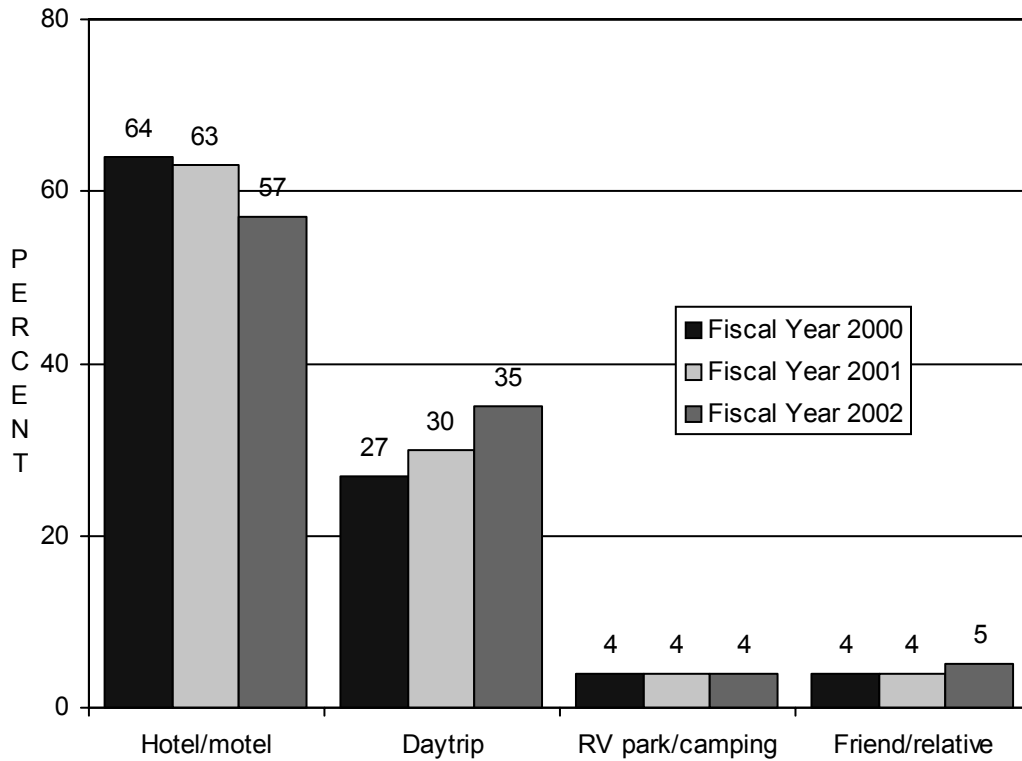
Almost six in ten (57%) of Mesquite visitors said their visit to Mesquite was part of a longer trip (Figure 28), up significantly from 48% last year, but about the same as in 2000 (55%).

FIGURE 29
Primary Destination Of Trip
(Among Those Whose Primary Destination Is Not Mesquite)



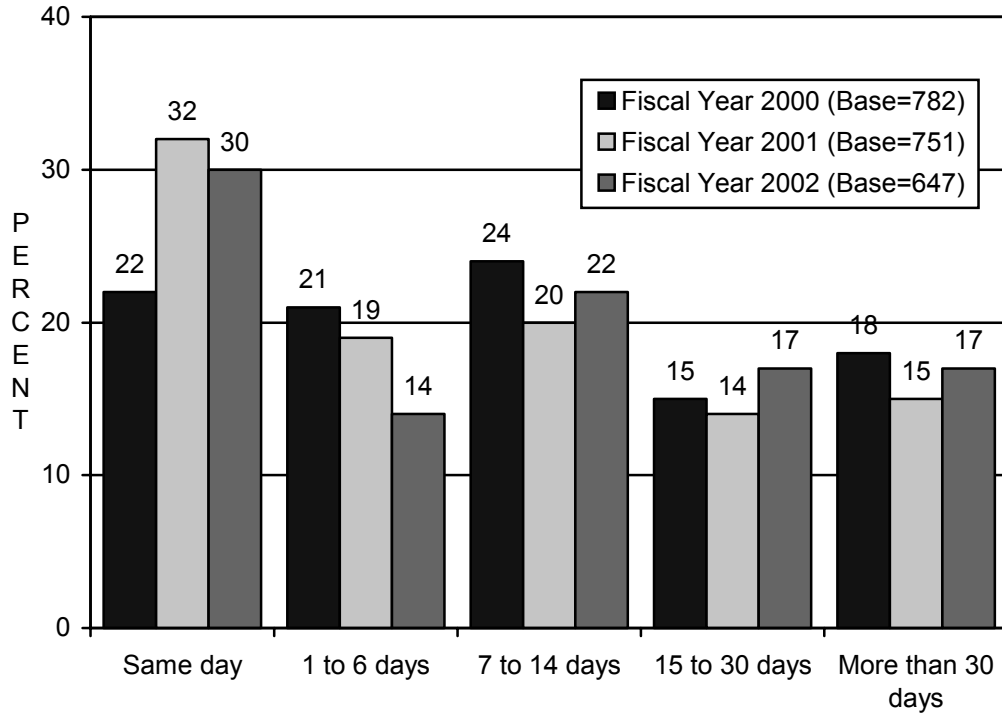
We asked visitors to name their primary destination if it was not Mesquite (Figure 29). The largest proportion of these visitors said Las Vegas (23%, down from 37% in 2000), followed by California (20%, up from 15%), other Nevada destinations (19%, up from 13%), Utah (14%, down from 19%) Arizona (12%, up from 7%), Colorado (4%), other destinations in the West (4%), other destinations in the U.S. outside the West (4%), and, finally, other North American destinations outside the U.S. (1%).

FIGURE 30
Where Lodged



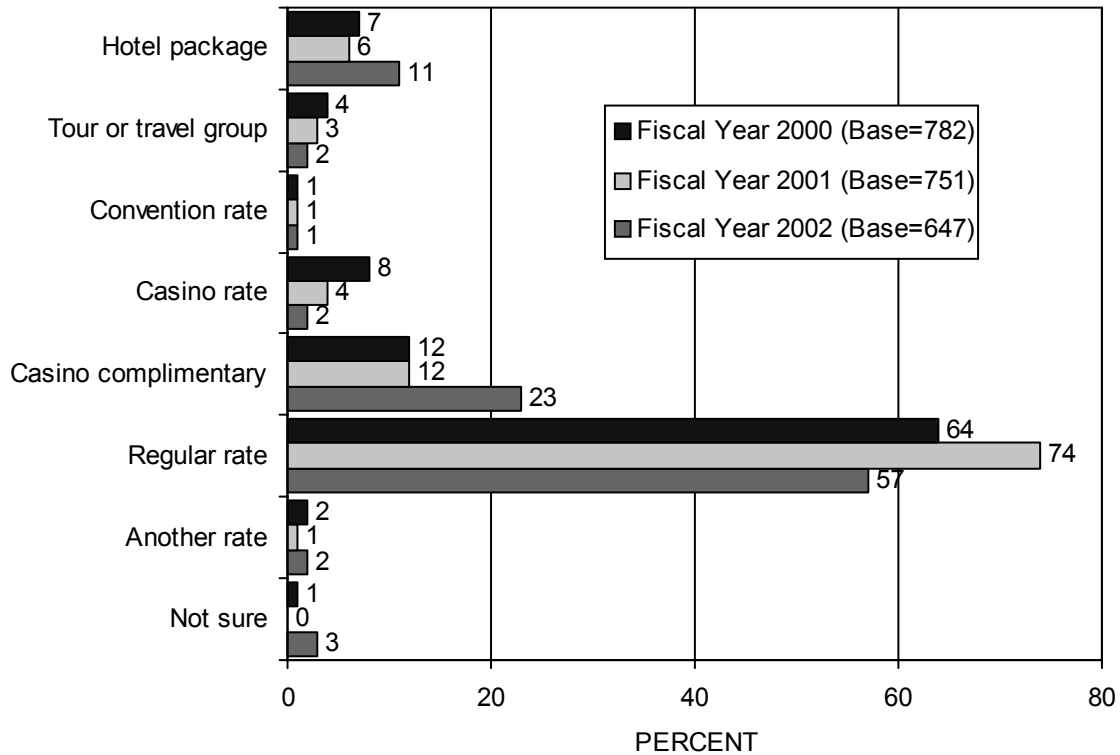
As shown in Figure 30, 57% of visitors stayed in hotels or motels, 35% were visiting Mesquite for the day, 4% were in an RV or camping, and 5% were staying with friends or relatives. The proportion of people visiting just for the day has increased while the proportion of visitors staying in hotels or motels has declined.

FIGURE 31
How Far In Advance Accommodations Were Booked
(Among Those Staying In A Hotel Or Motel)



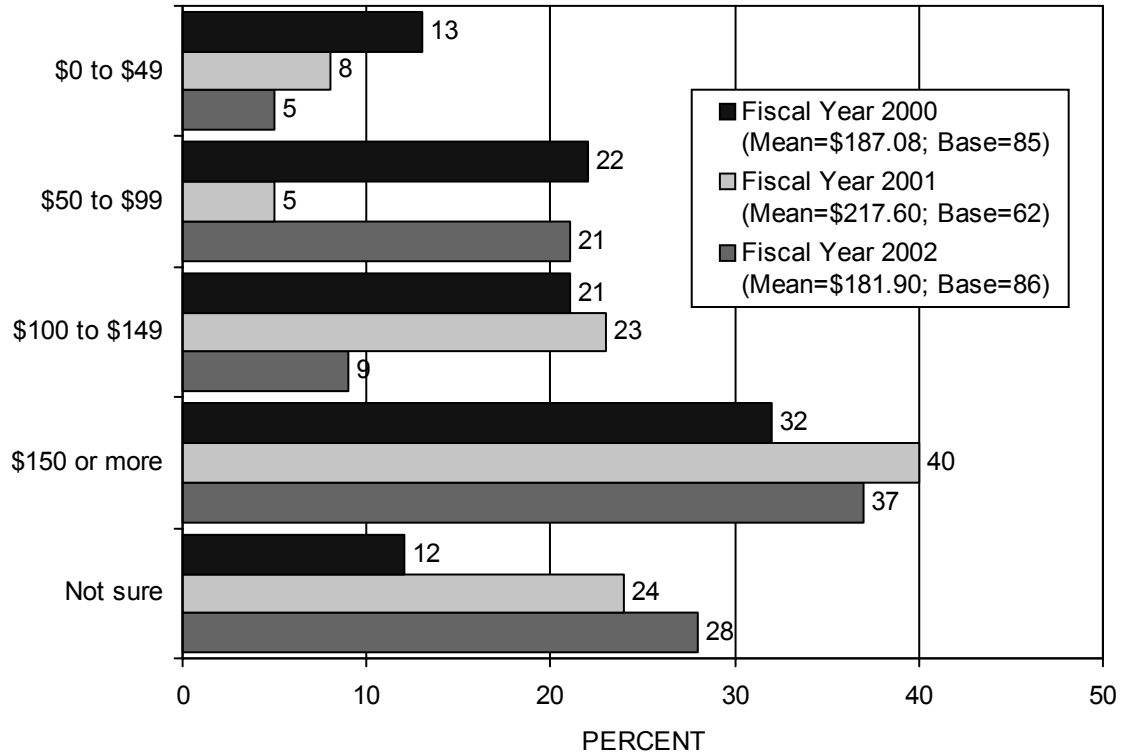
We asked those staying in a hotel, motel, or RV park how far in advance they had booked accommodations (Figure 31). Three in ten visitors (30%) booked their accommodations on the day of their arrival, up from 22% in 2000. Fourteen percent (14%) of visitors booked one to six days in advance (down from 21% in 2000), 22% booked seven to 14 days in advance, 17% booked 15 to 30 days in advance, and 17% booked more than 30 days in advance.

FIGURE 32
 Type Of Room Rate
 (Among Those Staying In A Hotel Or Motel)



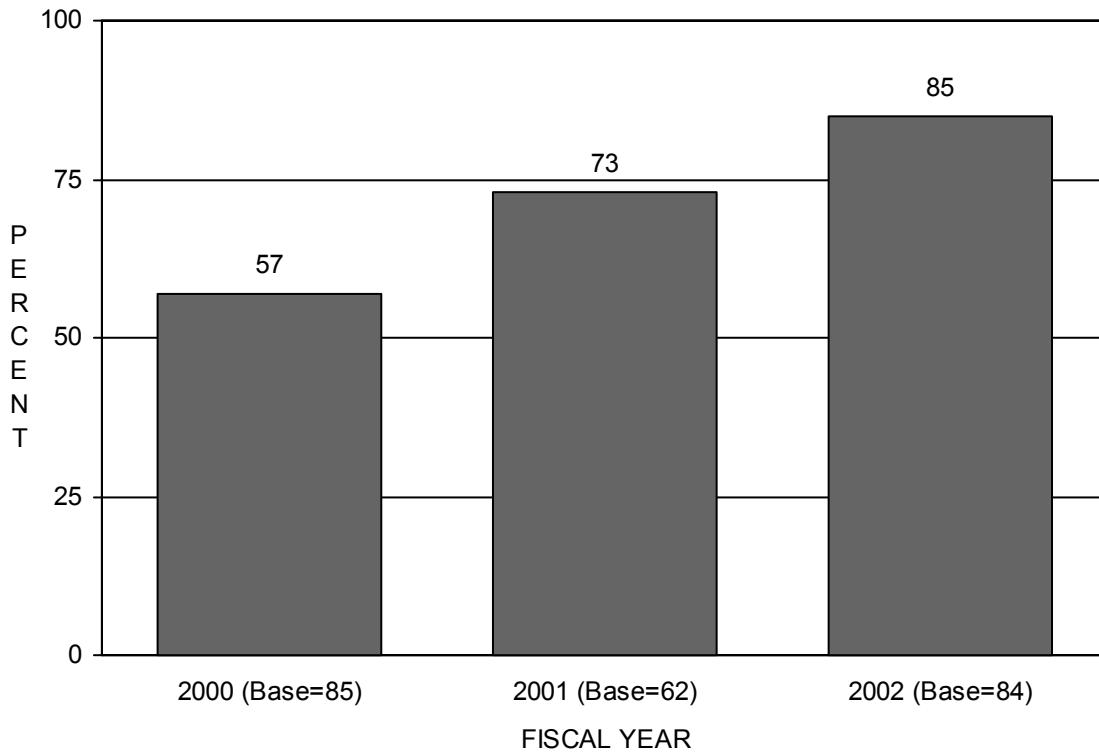
We asked those staying in a hotel or motel what type of room rate they had received for their accommodations (Figure 32). A majority (57%) said they paid a regular room rate, down significantly from 74% in 2001 and 64% in 2000. Thirteen percent (13%) of lodgers paid some type of group rate, with 11% saying it was a package rate (up from 7% in 2000 and 6% in 2001) and 2% saying it was a tour or travel group rate. Two percent (2%) received a special casino rate (down significantly from 8% in 2000 and 4% in 2001) and 23% received a casino complimentary rate (up significantly from 12% previously). Only 2% said they paid some other rate, and 3% were not sure what rate they paid.

FIGURE 33
Cost Of Package — Per Person
(Among Those Who Bought A Package)



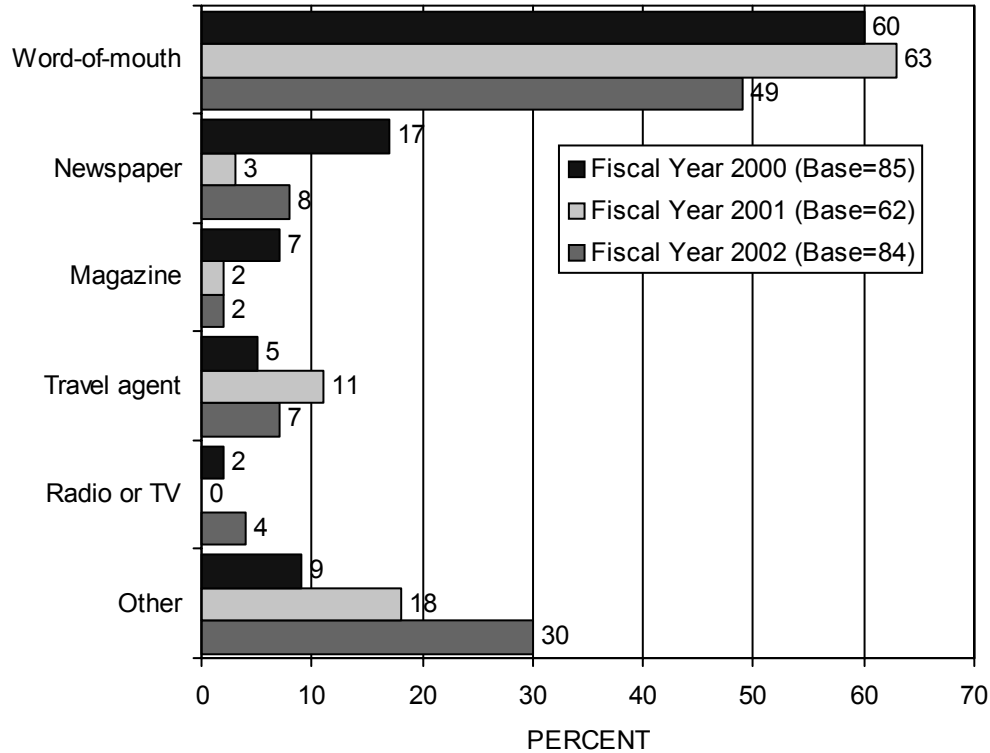
We asked for the package cost from visitors who had purchased a hotel, airline, or tour/travel group package (Figure 33). Five percent (5%) of these visitors paid less than \$50 for their package, while 21% paid \$50-\$99 on their package deal (up significantly from 5% in 2001). Another 9% paid between \$100 and \$149 (down from 23% in 2001) and 37% paid \$150 or more. Twenty-eight percent (28%) of visitors were not sure how much their package cost, up from 12% in 2000. The average per-person package cost was \$181.90, not significantly different from prior readings.

FIGURE 34
Package Purchased Directly From A Hotel
(Among Those Who Bought A Package)



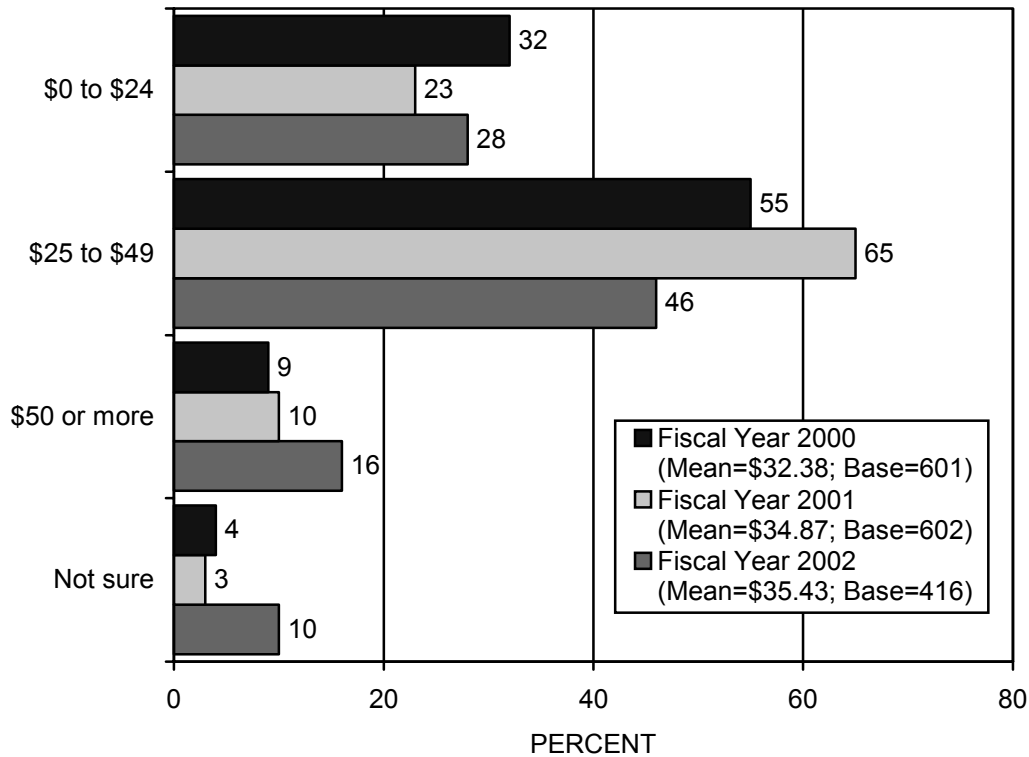
We asked visitors who purchased a package if they had purchased it directly from the hotel, and 85% said yes (Figure 34). This is up somewhat from last year (73%) and significantly higher than the 57% of visitors who purchased a package directly from a hotel in 2000.

FIGURE 35
Where First Heard About The Package
(Among Those Who Bought A Package)



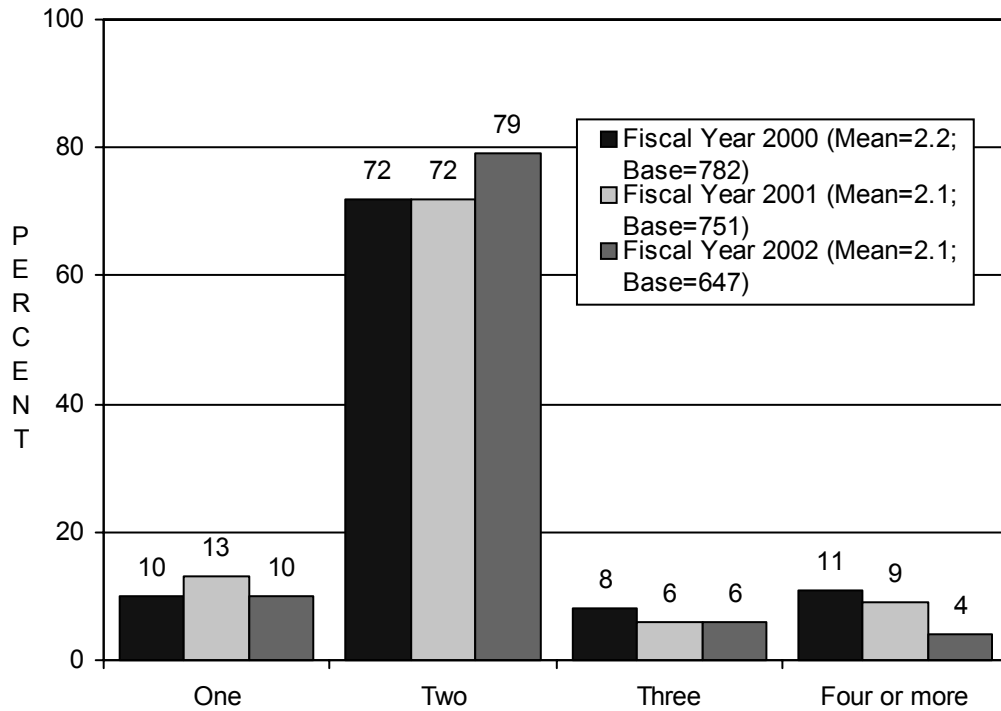
Most package purchasers (49%) said they first heard about the package from friends, co-workers, or relatives (word-of-mouth). Eight percent (8%) heard about their package from a newspaper, 7% said they learned of their package from their travel agent, 4% from radio or television, and 2% from a magazine. Three in ten (30%) learned about their package from other sources — up somewhat from 2001 and up significantly from 2000 (Figure 35).

FIGURE 36
 Lodging Expenditures — Average Per Night
 (Among Those Staying In A Hotel Or Motel/Non-Package)



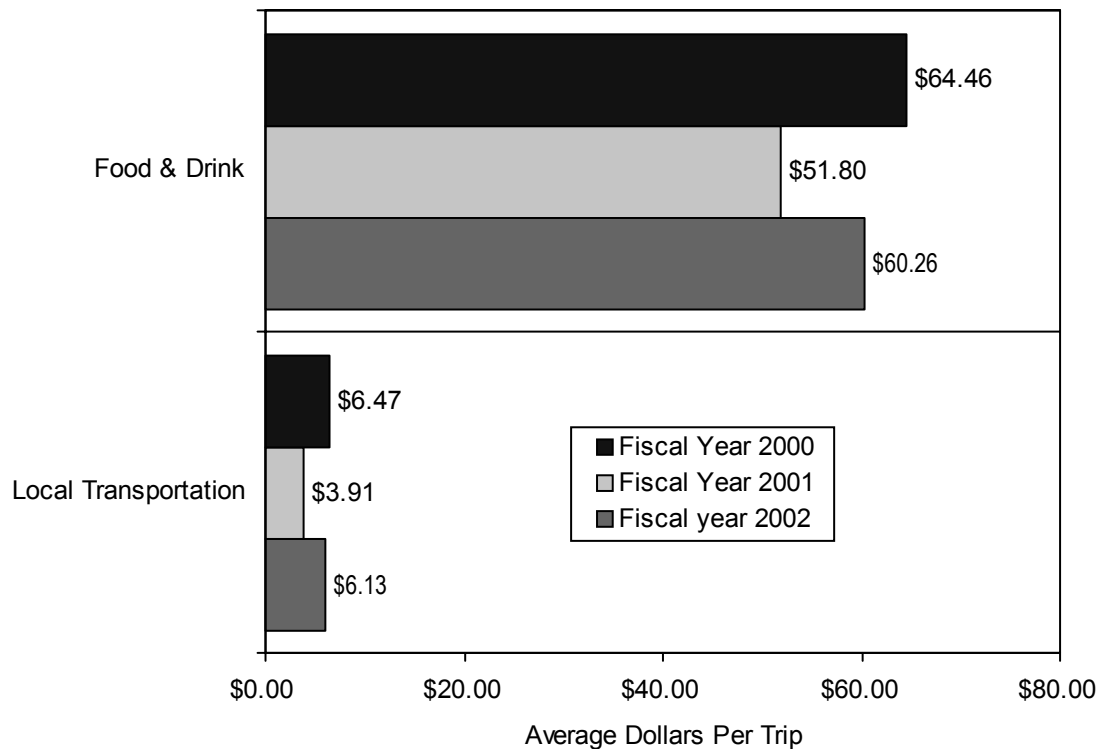
Twenty-eight percent (28%) said the average per-night cost of their hotel or motel room (non-package) was under \$25 (Figure 36). Almost one-half of visitors (46%) reported spending between \$25 and \$49 per night on their room, which is a significant decrease from 65% last year and 55% in 2000. Another 16% spent between \$50 or more, up from 9% in 2000 and 10% in 2001. The mean (average) expenditure was \$35.43, up significantly from \$32.38 in 2000.

FIGURE 37
Number Of Room Occupants
(Among Those Staying In A Hotel Or Motel)



As Figure 37 shows, most Mesquite visitors (79%) reported two room occupants, up significantly from 72% in the prior two years. The average (mean) number of room occupants was 2.1.

FIGURE 38
Average Trip Expenditures On Food & Drink —
And Local Transportation¹
(Including Visitors Who Spent Nothing In That Category)



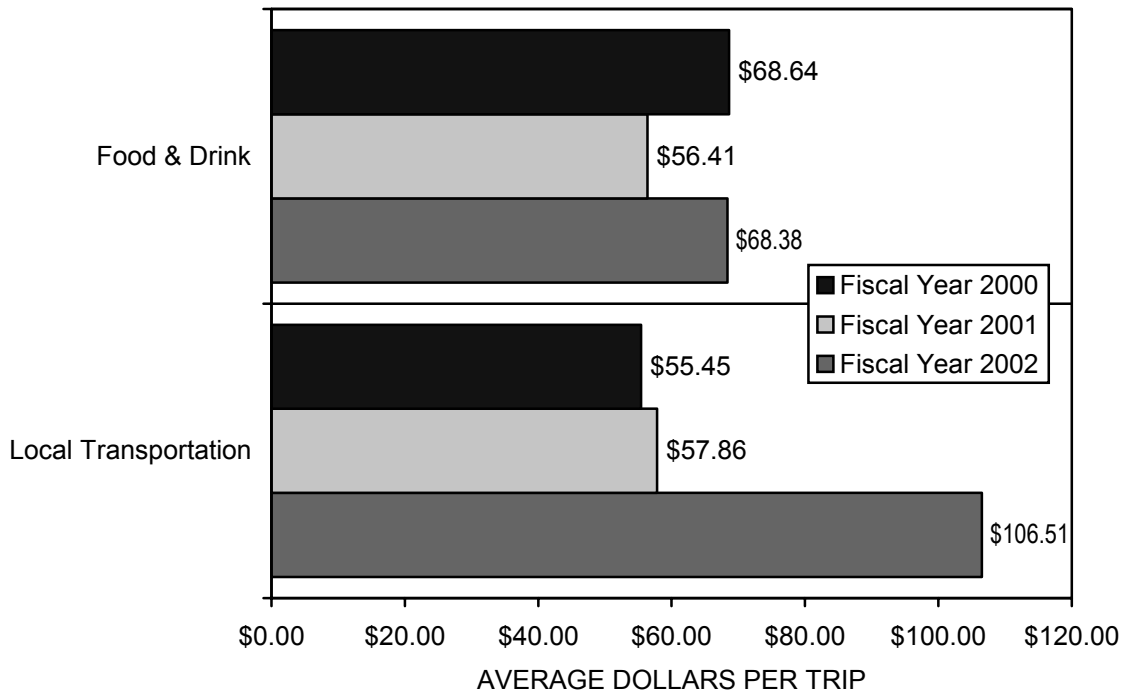
We asked all visitors about their daily expenditures on food and drink and on local transportation.

Figure 38 shows the average trip expenditures *including visitors who said they spent nothing in that category*. In the current study, the average food and drink expenditure was \$60.26, significantly higher than last year (\$51.80), but not significantly different from the year before (\$64.46).

The average local transportation expenditure was \$6.13, up from \$3.91 last year.

¹ 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 39
Average Trip Expenditures On Food & Drink —
And Local Transportation
(Among Those Who Spent Money In That Category¹)

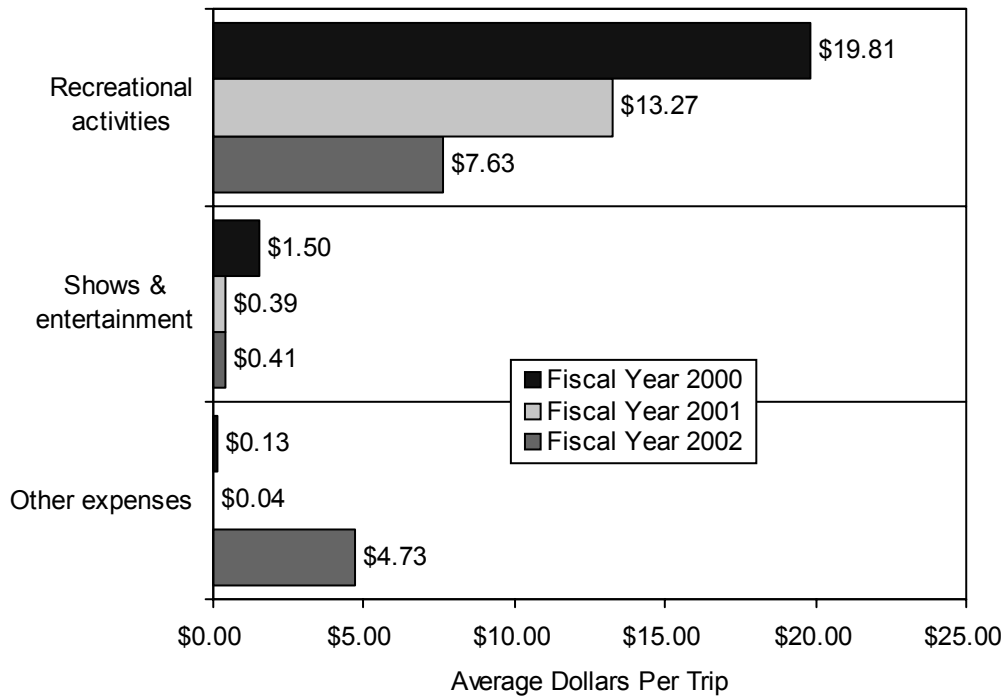


Among visitors who indicated they spent money in these categories, average food and drink expenditures in the current study were \$68.38, up significantly from \$56.41 per trip in 2001 but about the same as in 2000 (\$68.64). Average local transportation expenditures were \$106.51, up significantly from \$57.86 per trip in 2001 and \$55.45 in 2000.

¹ Percentages of respondents who spent money in each category are shown in the following table:

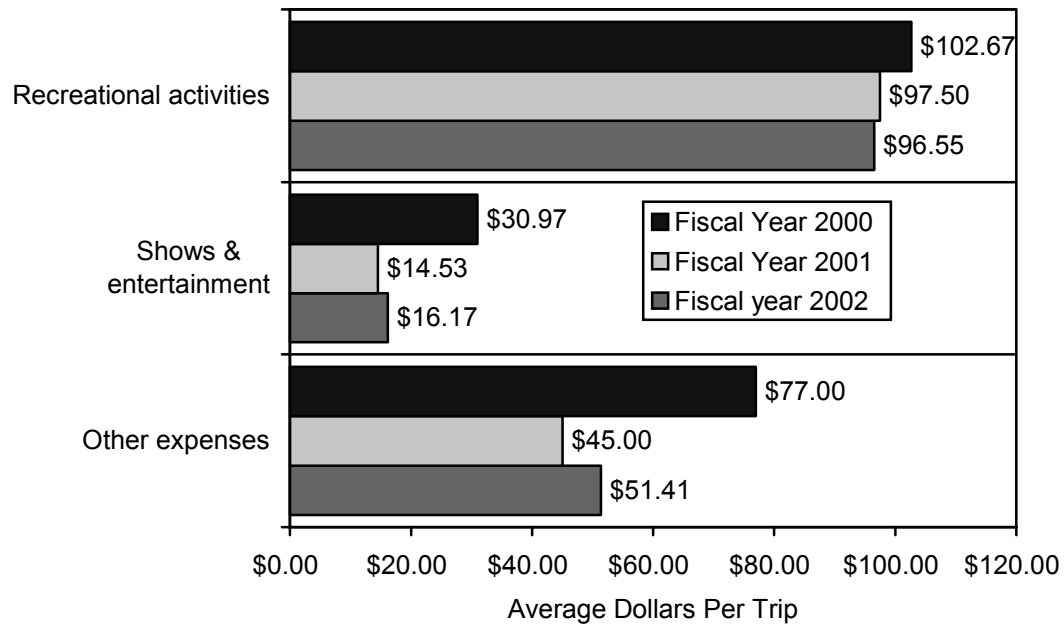
	Fiscal Year 2000	Fiscal Year 2001	Fiscal Year 2002
<u>Food and Drink</u>			
Base size	(1127)	(1103)	(1058)
Proportion of total	94%	92%	88%
<u>Local Transportation</u>			
Base size	(141)	(82)	(71)
Proportion of total	12%	7%	6%

FIGURE 40
Average Trip Expenditures On Recreational Activities,
Shows And Entertainment, And Other Expenses
(Including Visitors Who Spent Nothing In That Category)



We asked all visitors about the amount of money they spent on recreational activities, shows and entertainment, and other expenses during their visit to Mesquite. Figure 40 shows these average expenditures *including visitors who said they spent nothing in each category*. The average total spent on recreational activities this year was \$7.63, down from \$13.27 in 2001 and \$19.81 in 2000. The average total spent on shows was \$0.41 per trip, about the same as last year (\$0.39), but significantly lower than the average of \$1.50 from 2000. The average amount spent on other expenses was \$4.73, up significantly from \$0.04 last year and \$0.13 the year before.

FIGURE 41
Average Trip Expenditures On Recreational Activities,
Shows And Entertainment, And Other Expenses
(Among Those Who Spent Money In That Category¹)



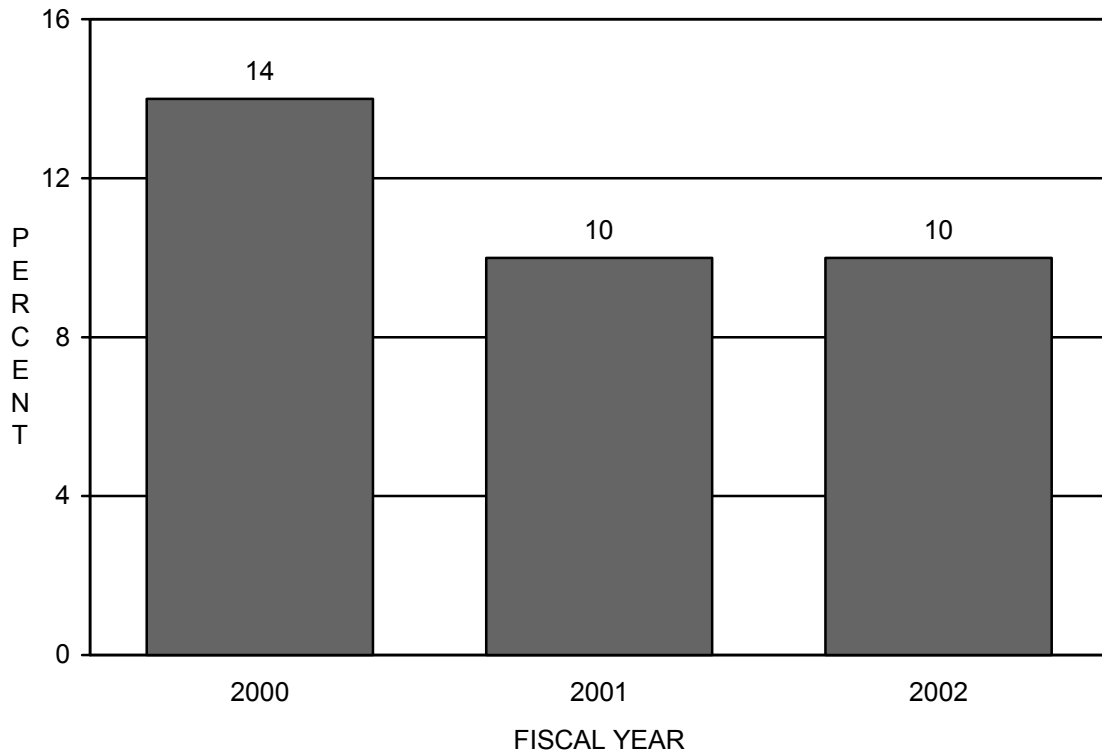
Considering only visitors who spent money in that category, the average total expenditure for recreational activities in 2002 was \$96.55 (little changed from \$97.50 in 2001 and \$102.67 in 2000). The average total spent on shows was \$16.17, essentially unchanged from last year (\$14.53), but down significantly from \$30.97 in 2000. Visitors spend an average of \$51.41 on other expenses, statistically similar to previous readings of \$45.00 in 2001 and \$77.00 in 2000

¹ Percentages of respondents who spent money in each category are shown in the following table:

	Fiscal Year 2000	Fiscal Year 2001	Fiscal Year 2002
<u>Recreation</u>			
Base size	(242)	(194)	(104)
Proportion of total	20%	16%	9%
<u>Shows</u>			
Base size	(60)	(32)	(35)
Proportion of total	5%	3%	3%
<u>Other</u>			
Base size*	(2)*	(1)*	(114)
Proportion of total	0%	0%	10%

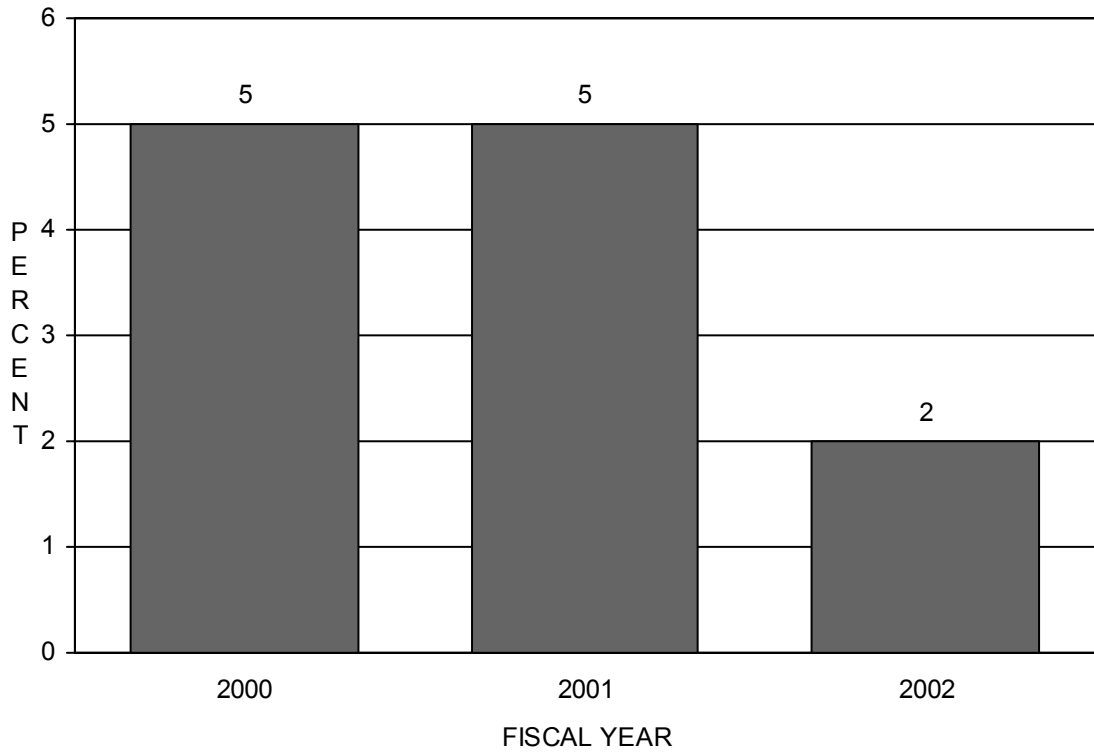
* Note extremely small base sizes

FIGURE 42
Whether Played Golf While Visiting Mesquite



Ten percent (10%) of Mesquite visitors said they played golf while visiting Mesquite (Figure 42), the same as last year, but a significant decrease from 14% in 2000.

FIGURE 43
Whether Stopped By The Mesquite Visitors Center



Only 2% of visitors said they stopped by the Mesquite Visitors Center while in Mesquite (Figure 43), down significantly from 5% in prior years.

GAMING BEHAVIOR AND BUDGETS

More than eight in ten Mesquite visitors (83%) while in Mesquite – down significantly from 89% in 2001 and 90% in 2000 (Figure 44).

FIGURE 44
Whether Gambled While in Mesquite

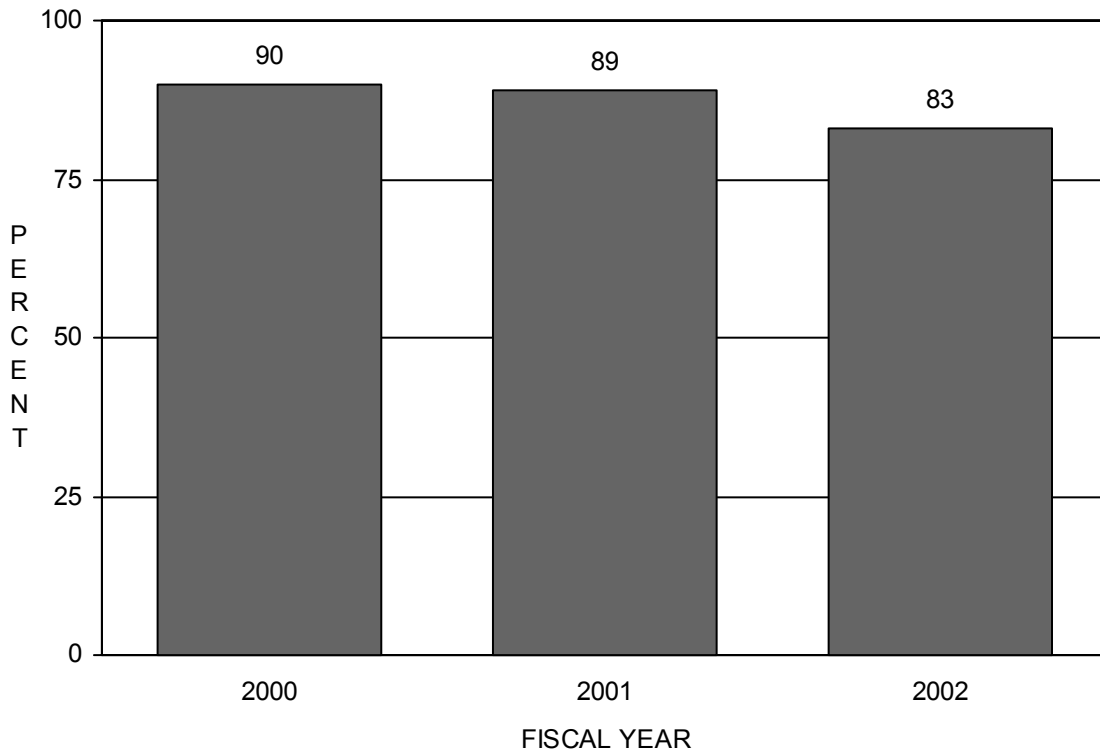
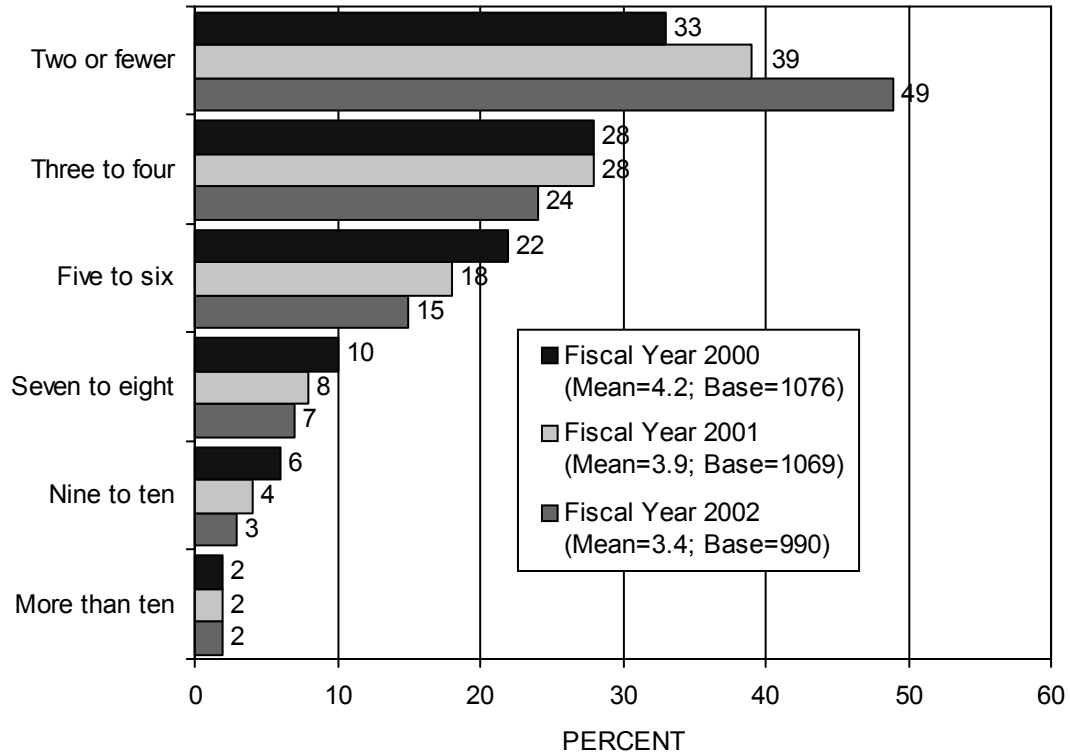
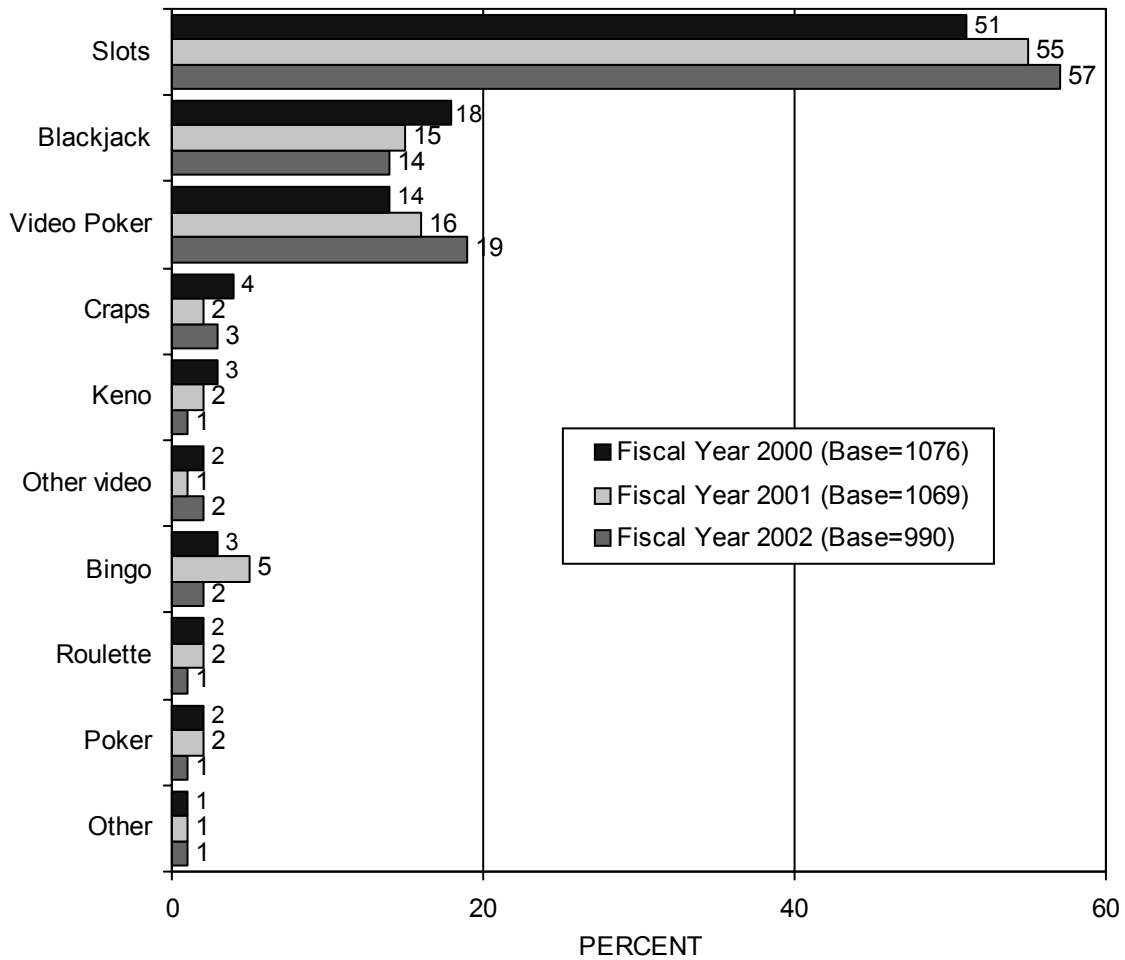


FIGURE 45
Hours Of Gambling — Average Per Day
(Among Those Who Gambled)



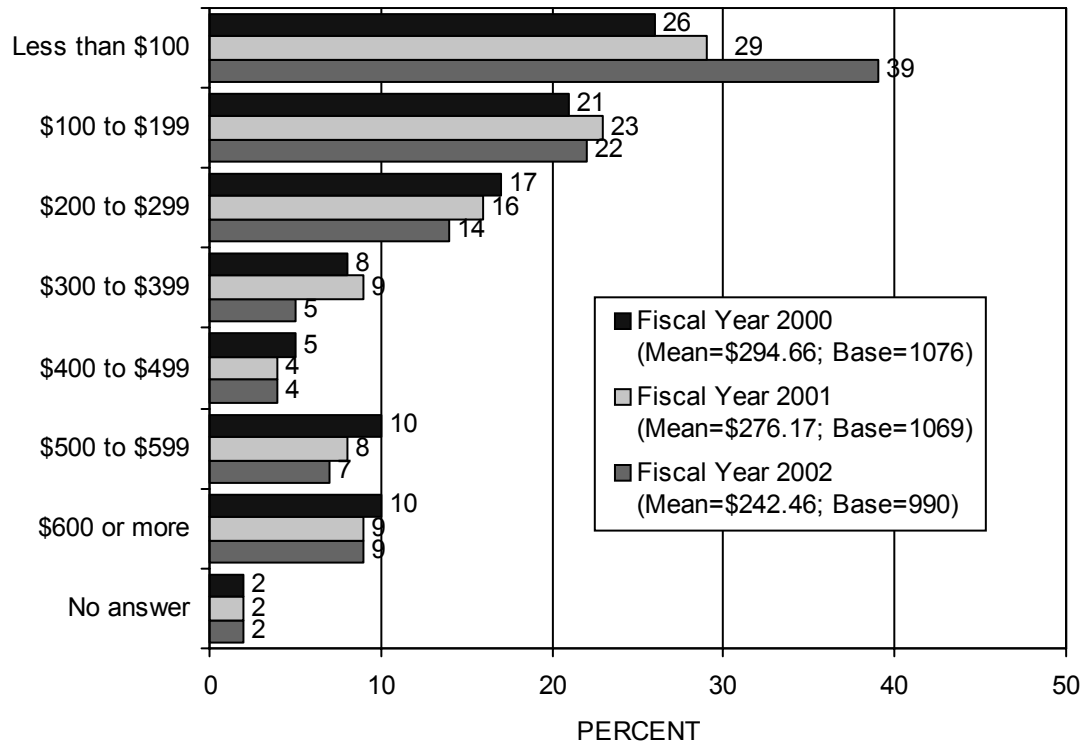
Among those who gambled while in Mesquite, almost one-half (49%) spent two hours or less gambling daily (Figure 45). The mean (average) number of hours spent gambling was 3.4, down significantly from 3.9 in 2001 and 4.2 in 2000.

FIGURE 46
Casino Game Played Most Often
(Among Those Who Gambled)



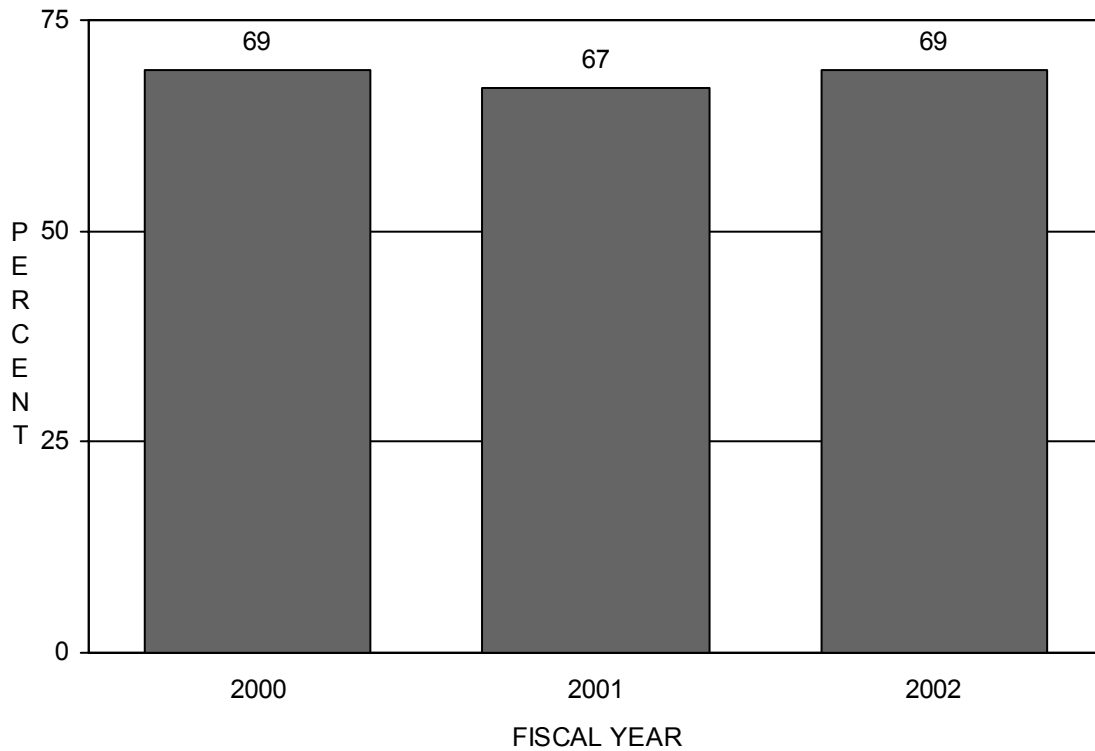
As Figure 46 shows, 57% gamblers in 2002 played slot machines most often (up significantly from 51% in 2000), followed by video poker machines (19%, up from 14% in 2000) blackjack (14%, down from 18% in 2000). Play of bingo, keno, and poker were all down compared to prior readings.

FIGURE 47
Trip Gambling Budget
(Among Those Who Gambled)



The average trip gambling budget in 2002 is \$242.46, down significantly from \$294.66 in 2000 (Figure 47). Almost four in ten gamblers (39%) said they budgeted less than \$100 per day (up significantly from prior readings).

FIGURE 48
Gambling Outside Mesquite



Almost seven in ten visitors (69%) said they had gambled outside Mesquite in the past year (Figure 48), a finding little changed from prior readings.

ATTITUDINAL INFORMATION

Virtually all visitors gave Mesquite a high satisfaction rating. Mesquite received an overall “satisfied” rating of 99%. Almost nine in ten visitors (89%) were “very” satisfied with their visit to Mesquite in the 2002 survey, and 10% were “somewhat” satisfied (Figure 49).

FIGURE 49
Satisfaction With Visit

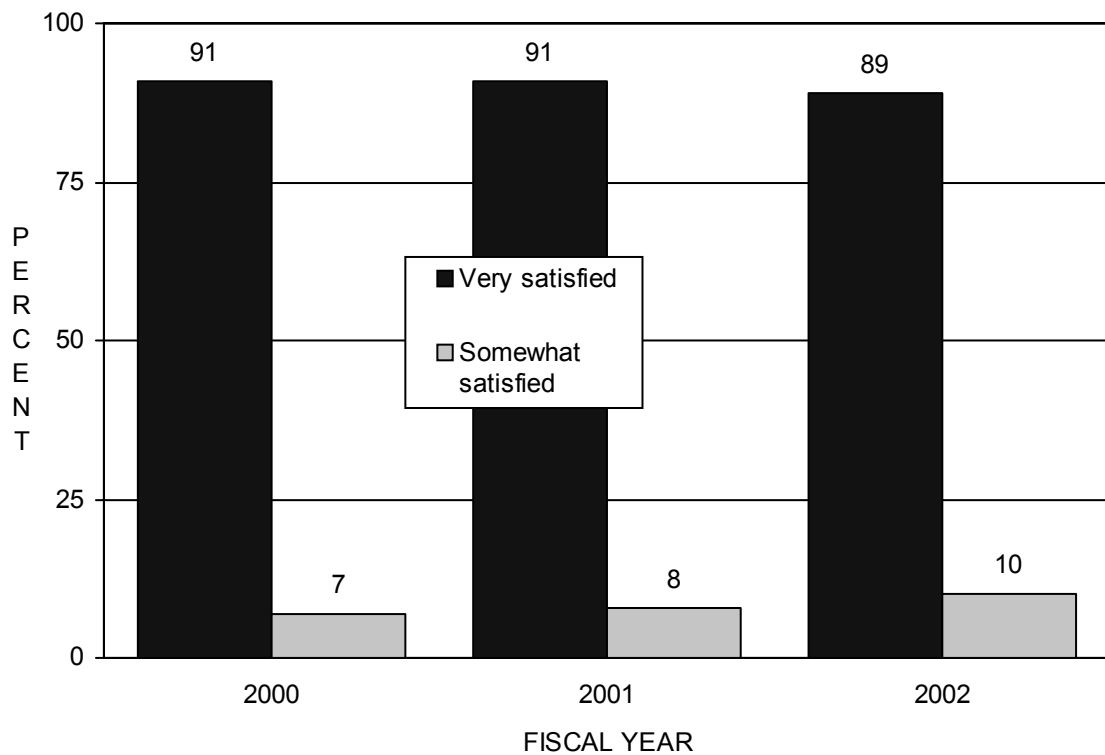
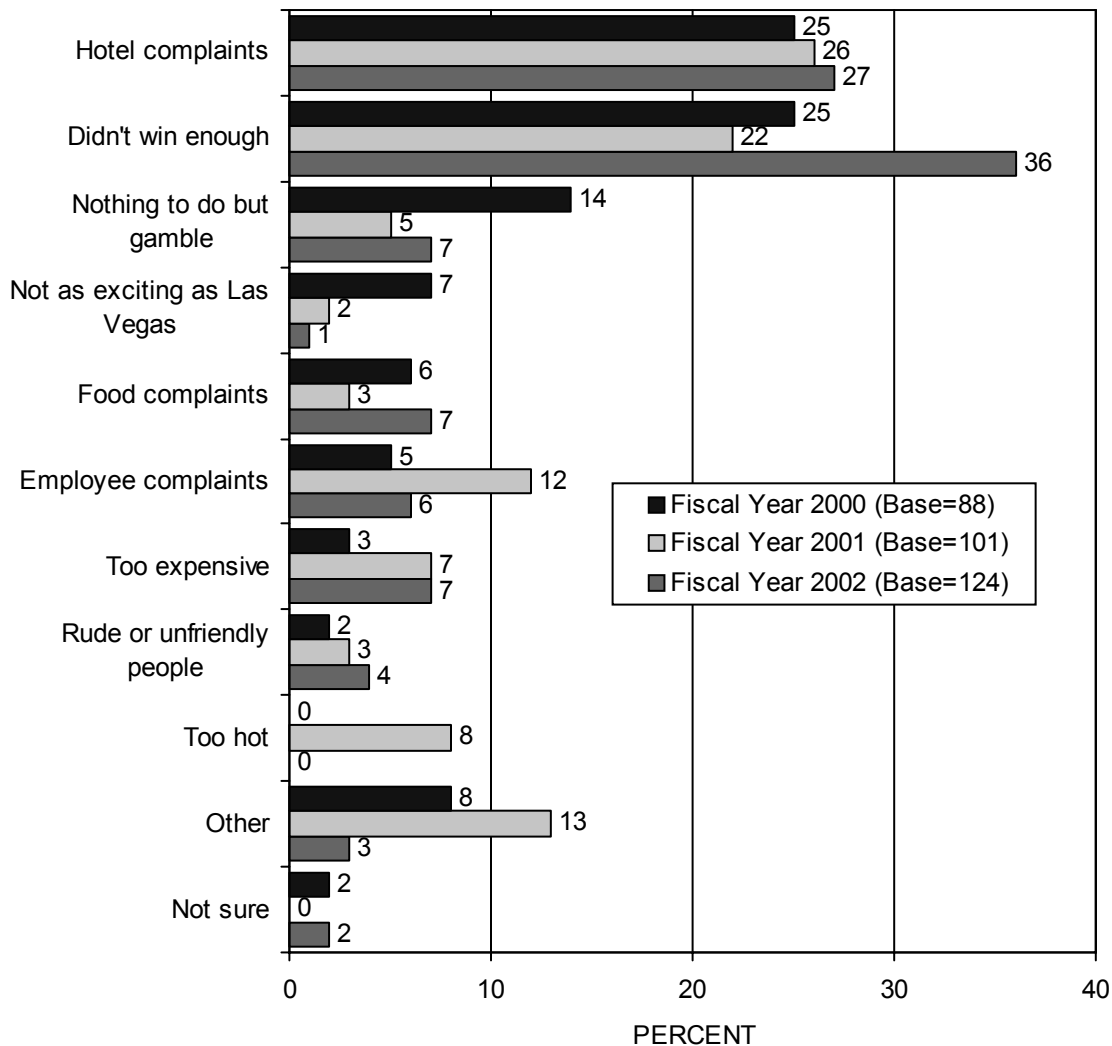
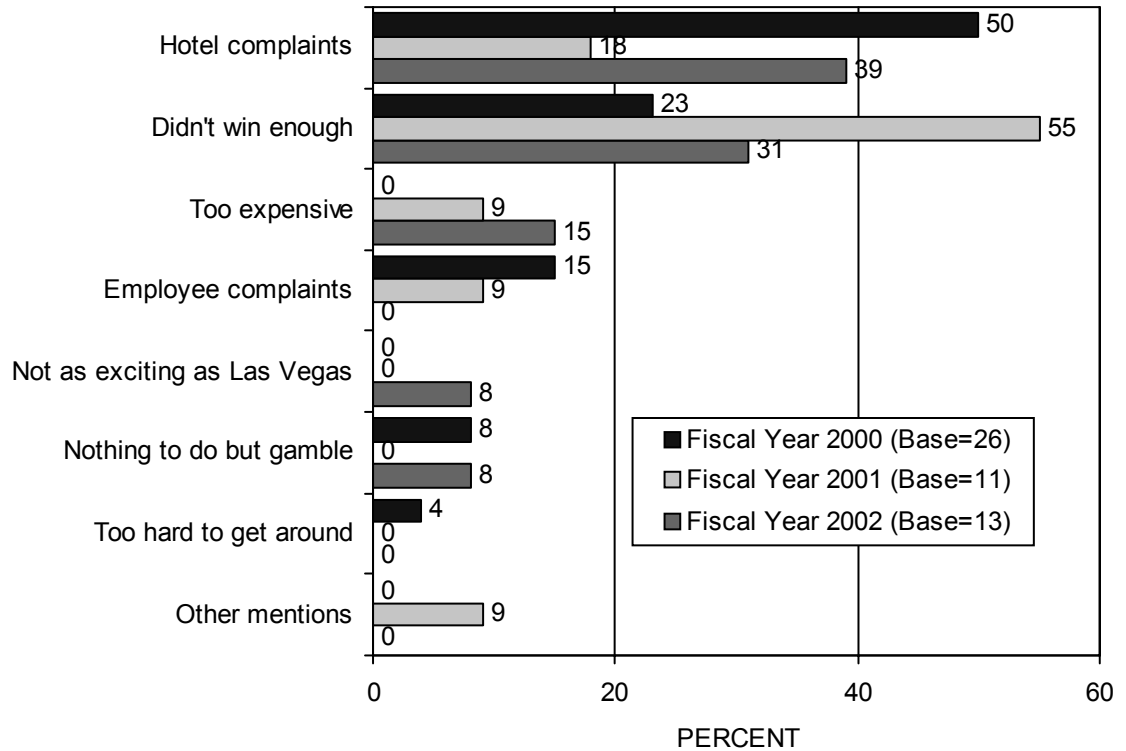


FIGURE 50
Why Not “Very” Satisfied With Visit
(Among Those Who Were “Somewhat” Satisfied)



Those who were “somewhat” satisfied were asked why they were not “very” satisfied (Figure 50). Of the 124 respondents in this category, the largest proportion (36%) said they did not win enough money gambling, while one-quarter (27%) had hotel complaints. Seven percent (7%) said there was nothing to do in Mesquite but gamble, and similar proportions complained about the expense of the visit (7%) and food (7%). Smaller proportions had complaints about hotel or casino employees (6%) or said they encountered rude and unfriendly people (4%).

FIGURE 51
Why Dissatisfied With Visit
(Among Those Who Were Dissatisfied)



Those who were dissatisfied were asked why (Figure 51). Of the 13 respondents in this category, 39% had hotel complaints, and 31% said they did not win enough money gambling.

VISITOR DEMOGRAPHICS

As Figures 52 and 53 show, respondents to the 2002 Mesquite Visitor Profile were likely to be married (82%), white (95%), over 50 years old (65%), and from Western states (79%). Respondents were more likely to be employed (55%) than retired (40%). Almost one-half of visitors (47%) had a household income of less than \$60,000 (down from 60%), while 38% had incomes of \$60,000 or more (up from 27%). Four in ten (38%) had a high school education or less (down from 46%).

FIGURE 52
VISITOR DEMOGRAPHICS

	FISCAL YEAR 2000	FISCAL YEAR 2001	FISCAL YEAR 2002
<u>GENDER</u>			
Male	54%	55%	52%
Female	46	45	48
<u>MARITAL STATUS</u>			
Married	78	77	82
Single	11	12	7
Separated/divorced	7	7	7
Widowed	4	4	5
<u>EMPLOYMENT</u>			
Employed	56	53	55
Unemployed	2	1	1
Student	1	1	1
Retired	37	41	40
Homemaker	5	5	4
<u>EDUCATION</u>			
High school or less	43	46	38
Some college	30	24	34
College graduate	25	28	25
Trade/vocational school	2	2	3
<u>AGE</u>			
21 to 29	7	8	5
30 to 39	15	13	10
40 to 49	21	19	20
50 to 59	23	24	26
60 to 64	12	12	13
65 or older	22	25	26
MEAN	51.8	52.9	54.3
BASE	(1200)	(1200)	(1200)

FIGURE 53
VISITOR DEMOGRAPHICS
(Continued/2)

	FISCAL YEAR 2000	FISCAL YEAR 2001	FISCAL YEAR 2002
<u>ETHNICITY</u>			
White	93%	92%	95%
African-American/Black	1	1	2
Asian/Asian American	1	1	1
Hispanic/Latino	3	3	2
Other	2	2	1
<u>HOUSEHOLD INCOME</u>			
Less than \$20,000	5	4	2
\$20,000 to \$39,999	20	28	20
\$40,000 to \$59,999	32	28	25
\$60,000 to \$79,999	14	13	16
\$80,000 or more	15	14	22
Not sure/no answer	14	13	14
<u>VISITOR ORIGIN</u>			
<u>U.S.A.</u>	<u>92</u>	<u>93</u>	<u>94</u>
Eastern states ¹	2	2	1
Southern states ²	3	2	4
Midwestern states ³	6	8	9
<u>Western states⁴</u>	<u>81</u>	<u>81</u>	<u>79</u>
<u>California</u>	10	10	9
Southern California	9	8	8
Northern California	2	2	1
<u>All Other West</u>	<u>71</u>	<u>71</u>	<u>70</u>
Utah	41	36	33
Arizona	4	4	3
Greater Las Vegas	8	11	10
Other West	18	20	24
No ZIP code given	0	0	2
<u>Foreign</u>	<u>8</u>	<u>7</u>	<u>6</u>
BASE	(1200)	(1200)	(1200)

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

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

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

⁴ 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)
 MALE52%
 FEMALE.....48

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

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

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

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

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

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

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

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

FIRST VISIT 21%	SKIP TO QA4 ON PAGE 2
VISITED BEFORE 79	ASK A2
NOT SURE/DK 0	
REFUSED/NA..... 0	

A2. Including this trip, how many times have you visited Mesquite in the *past 5 years*? (**RECORD NUMBER BELOW AS 2 DIGITS. IF RESPONDENT SAYS "1," CONFIRM THAT THIS IS NOT THE RESPONDENT'S FIRST VISIT.**)

19.72 MEAN (ALL VISITORS)
24.77 MEAN (REPEAT VISITORS) (N=945)

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

8.39 MEAN (ALL VISITORS)
10.38 MEAN (REPEAT VISITORS) (N=945)

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.....	1%
MAGAZINE AD.....	1
RADIO OR TELEVISION AD.....	3
BILLBOARD/SIGN.....	7
FRIENDS/RELATIVES (WORD-OF-MOUTH).....	39
TRAVEL AGENT.....	1
HOTEL/MOTEL DIRECTORY.....	0
BROCHURE/PAMPHLET.....	0
JUST PASSING THROUGH.....	46
SOME OTHER WAY.....	3
NOT SURE/DK.....	0
REFUSED/NA.....	0

A5. What was the *primary purpose* of *THIS* trip to Mesquite? (**ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE. WRITE RESPONSE IN BLANK BELOW.**)

TO ATTEND OR WORK AT A CONVENTION/TRADE SHOW.....	1%
TO ATTEND A CORPORATE MEETING.....	1
TO GAMBLE.....	13
INCENTIVE TRAVEL PROGRAM (WON A TRIP AS A BONUS FROM EMPLOYER).....	0
VACATION/PLEASURE.....	41
VISIT FRIENDS/RELATIVES.....	8
TO ATTEND A SPECIAL EVENT (E.G., GOLF, RODEO, OR A FIGHT).....	1
TO ATTEND/PARTICIPATE IN A CASINO TOURNAMENT.....	0
OTHER BUSINESS PURPOSES.....	3
JUST PASSING THRU.....	29
WEDDING/TO GET MARRIED.....	0
TO PLAY GOLF.....	0
TO GO TO A SPA.....	0
SOME OTHER REASON.....	3
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 57%	ASK A7
ONLY DESTINATION 43	SKIP TO B1
NOT SURE/DK..... 0	
REFUSED/NA 0	

A7. You just said Mesquite was not your only destination on this trip. When you left your home town or city, what was the PRIMARY destination of your trip? **(ASK AS AN OPEN-ENDED QUESTION. ACCEPT ONLY ONE RESPONSE. NOTE: THE PRIMARY DESTINATION CANNOT BE THEIR HOME TOWN OR CITY. PROBE IF NECESSARY TO MAKE SURE IT IS NOT: "That's not your home town or city, is it?")** (N=689)

- MESQUITE, NEVADA 14%
- LAS VEGAS, NEVADA..... 23
- ST. GEORGE, UTAH 6
- OTHER 57

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 1
- Or a chartered or escorted bus service or bus tour 1
- Automobile 84
- Truck..... 8
- Motorcycle..... 1
- Recreational Vehicle (RV)..... 6
- REFUSED/NA..... 0

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

- SAME DAY 27%
- 1-3 DAYS BEFORE 14
- 4-6 DAYS BEFORE 2
- 7-14 DAYS BEFORE 17
- 15-30 DAYS BEFORE 14
- 31-60 DAYS BEFORE 9
- 61-90 DAYS BEFORE 3
- MORE THAN 90 DAYS BEFORE 13
- NOT SURE/DK..... 0
- REFUSED/NA..... 0

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

YES.....2%	ASK B4
NO98	SKIP TO B5
NOT SURE/DK0	
REFUSED/NA0	



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

B4. Did the travel agent... **(READ LIST)** (N=21)

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>RE-FUSED</u>
Influence your decision to visit Mesquite?	38%	57%	5%	0%
Influence your choice of accommodations?.....	29	67	5	0
"Book" your accommodations?	52	43	5	0
"Book" your transportation?	86	10	5	0

B5. (ASK OF ALL RESPONDENTS.)

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

	READ THESE RESPONSE CODES			DO NOT READ THESE RESPONSE CODES		
	Before Leaving Home	While En Route To Mesquite	After Arrival	DOES NOT APPLY	DON'T KNOW	RE-FUSED
a. Where to lodge in Mesquite?	53%	2%	9%	35%	0%	2%
b. What shows to see in Mesquite?	2	0	10	89	0	0
c. What attractions to visit in or near Mesquite?	2	0	7	91	0	0
d. What events to attend in Mesquite?	3	0	5	92	0	0
e. Where to gamble in Mesquite?	36	3	45	15	0	2
f. What recreational activities you would enjoy in Mesquite?	12	0	7	81	0	0

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.)

- CasaBlanca Resort 21%
- Desert Palms Motel 0
- Eureka Hotel & Casino 3
- Mesquite Budget Inn & Suites 0
- Mesquite Springs Motel 0
- Si Redd's Oasis Resort Hotel & Casino 17
- State Line Motel & Casino 0
- Valley Inn Motel 0
- Virgin River Hotel Casino..... 12
- Mesquite Star 0
- OTHER HOTEL/MOTEL 0
- TIMESHARE..... 2
- FRIENDS/RELATIVES 5
- RV/CAMPER/CAMPING 4
- DID NOT LODGE ANYWHERE .. 35
- NOT SURE/DK 0
- REFUSED/NA 0

IF RESPONSE TO C1 IS STAYED AT A HOTEL OR MOTEL (CODES 01-10, 97), ASK C2 THROUGH C8.

ANY OTHER RESPONSE TO C1, SKIP TO C9 ON PAGE 6.

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=647)

- SAME DAY 30%
- 1-3 DAYS BEFORE 11
- 4-6 DAYS BEFORE 3
- 7-14 DAYS BEFORE 22
- 15-30 DAYS BEFORE 17
- 31-60 DAYS BEFORE 9
- 61-90 DAYS BEFORE 3
- MORE THAN 90 DAYS BEFORE 5
- NOT SURE/DK 1
- REFUSED/NA 1

- C3. Including yourself, how many people stayed in your room? (N=647)
- ONE 10%
- TWO 79
- THREE..... 6
- FOUR..... 3
- FIVE..... 1
- SIX OR MORE 0
- REFUSED/NA..... 0

- C4. Which of the following rate categories best describes your room rate? (**SHOW CARD "A."** ACCEPT ONLY ONE RESPONSE.) (N=647)

HOTEL PACKAGE DEAL.. 11%	ASK C5
TOUR/ TRAVEL GROUP2	
CONVENTION GROUP/ COMPANY MEETING 1	SKIP TO C8
CASINO RATE2	
REGULAR FULL- PRICE ROOM RATE57	
CASINO COMPLIMENTARY23	SKIP TO C9
ANOTHER RATE2	SKIP TO C8
NOT SURE/DK.....1	
REFUSED/NA 1	

- C5. Did you purchase your package directly from a hotel? (N=84)
- YES..... 85%
- NO..... 15
- 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=86)

\$181.90 MEAN
\$150.00 MEDIAN

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

NEWSPAPER 8%

TELEVISION 1

RADIO 2

MAGAZINE 2

TRAVEL AGENT 7

WORD-OF-MOUTH..... 49

OTHER..... 30

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=416)

\$35.43 MEAN
\$29.50 MEDIAN

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.)

2.25 MEAN
2.00 MEDIAN

C10. Are there any people *under the age of 21* in your *IMMEDIATE* party?

YES..... 9%
NO 91
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.)**

2.05 MEAN
1.00 MEDIAN

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.")**

3.05 MEAN
2.00 MEDIAN

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

SUNDAY 15%
MONDAY 14
TUESDAY 14
WEDNESDAY 14
THURSDAY 15
FRIDAY 15
SATURDAY 14
REFUSED/NA 0

D1. Have you gambled during this visit to Mesquite?

YES..... 83%	ASK D2 SKIP TO D5 ON PAGE 7
NO 17	
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=990)

3.40 MEAN
3.00 MEDIAN

D3. Which type of casino game do you play *MOST OFTEN*. **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=990)

- SLOT MACHINES..... 57%
- VIDEO POKER..... 19
- OTHER VIDEO MACHINES (21, KENO, ETC.)..... 2
- BACCARAT 0
- BIG 6 0
- BINGO 2
- BLACKJACK 14
- CARIBBEAN STUD POKER..... 0
- CRAPS 3
- KENO 1
- POKER..... 1
- RACE/SPORTS-BOOK..... 0
- ROULETTE 1
- OTHER..... 0
- NOT SURE/DK..... 0
- REFUSED/NA 0

D4. Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you. **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=990)

\$242.46 MEAN
\$100.00 MEDIAN

D5. **(ASK OF ALL RESPONDENTS.)** Within the past 12 months, have you gambled at a casino facility anywhere in the United States outside of the Mesquite area? Please do not include "card rooms," even though they are similar to casinos.

- YES..... 69%
- NO..... 31
- 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..... 46%	ASK B7
NO 54	SKIP TO B8
NOT SURE/DK 0	
REFUSED/NA 0	

B7. On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)** (N=552)

- A. Las Vegas..... 74%
- B. Laughlin 24
- C. Primm (Stateline)..... 11
- D. Hoover Dam 11
- E. Lake Mead..... 7
- F. Mt. Charleston/ Lee Canyon 2
- G. Valley of Fire..... 9
- H. Grand Canyon 11
- I. Death Valley 3
- J. Bryce Canyon 12
- K. Zion National Park 22
- L. St. George (Utah) 24
- X. Other..... 7

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=124)

- | | | | |
|--|-----|-----------------------------------|----|
| GAMBLING COMPLAINTS | 36% | RUDE/UNFRIENDLY PEOPLE..... | 4% |
| HOTEL COMPLAINTS | 27 | NOT AS EXCITING AS LAS VEGAS..... | 1 |
| FOOD COMPLAINTS..... | 7 | SMOKING COMPLAINTS..... | 1 |
| TOO EXPENSIVE | 7 | OTHER MENTIONS | 2 |
| NOTHING TO DO BUT GAMBLE | 7 | NO ANSWER/REFUSED | 2 |
| HOTEL/CASINO EMPLOYEE COMPLAINTS | 6 | | |

AFTER ANSWERING 2, SKIP TO G1

F3. What is the *MAIN* reason you were dissatisfied with your overall experience in Mesquite? **(ACCEPT ONLY ONE RESPONSE.)** (N=13)

- | | | | |
|---------------------------|-----|-----------------------------------|---|
| HOTEL COMPLAINTS | 39% | NOT AS EXCITING AS LAS VEGAS..... | 8 |
| GAMBLING COMPLAINTS | 31 | NOTHING TO DO BUT GAMBLE..... | 8 |
| TOO EXPENSIVE | 15 | | |



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	55%	ASK G2
Unemployed	1	
Student.....	1	
Retired.....	40	SKIP TO G3
Homemaker	4	
DO NOT READ		
REFUSED/NA	0	SKIP TO G3

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=657)

- SERVICE WORKER..... 14%
- SALES/CLERICAL
- PROFESSIONAL/TECHNICAL..... 11
- MANAGER/OFFICIAL/ PROPRIETOR
- CRAFTWORKER/FOREMEN..... 5
- FARMING/AGRICULTURE..... 1
- REFUSED/NO ANSWER..... 1

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

- GRADE SCHOOL OR SOME HIGH SCHOOL..... 6%
- HIGH SCHOOL DIPLOMA (FINISHED GRADE 12)..... 32
- SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE)..... 34
- GRADUATED COLLEGE
- GRADUATE SCHOOL (MASTER'S OR PH.D.)
- TECHNICAL, VOCATIONAL, OR TRADE SCHOOL
- REFUSED/NA..... 0

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

- Married
- Single
- Separated or divorced.....
- Widowed
- REFUSED/NA..... 0

G5. What country do you live in?

USA.....	94%	ASK G6	
AUSTRALIA.....	0	* - less than 1%	
CANADA.....	5		
ENGLAND (GREAT BRITAIN)	*		
FRANCE	0		
GERMANY.....	0		
ITALY	0		
JAPAN	*		
MEXICO.....	0		
NETHERLANDS (HOLLAND)	*		SKIP TO G7
SOUTH KOREA.....	0		
SWEDEN.....	0		
OTHER EUROPE (NORWAY, DENMARK, SPAIN, PORTUGAL, ETC.; SPECIFY:)	*		
OTHER	*		
REFUSED/NA.....	*		SKIP TO G7

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

EAST	1%
SOUTH.....	4
MIDWEST	9
WEST	79
CALIFORNIA.....	9
SOUTHERN CA	8
NORTHERN CA.....	1
UTAH.....	33
ARIZONA.....	3
OTHER WEST	34
FOREIGN VISITORS	6
NO ZIP CODE	2

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	2
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.)**

54.29 MEAN
55.00 MEDIAN

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

21 to 295%
30 to 3910
40 to 4920
50 to 5926
60 to 6413
65 and older26
REFUSED/NA0

G9. Please tell me which one of these categories includes your total household income before taxes last year. **(SHOW CARD "B".)** Include your own income and that of any member of your household who is living with you.

A. Less than \$20,000 2%
B. \$20,000 to \$29,999 8
C. \$30,000 to \$39,999 13
D. \$40,000 to \$49,999 12
E. \$50,000 to \$59,999 13
F. \$60,000 to \$69,999 10
G. \$70,000 to \$79,999 6
H. \$80,000 to \$89,999 5
I. \$90,000 to \$99,999 3
J. \$100,000 or more 14
NOT SURE/DK 1
REFUSED/NA 13

CARD A

HOTEL/MOTEL RATES

1. **HOTEL/AIRLINE PACKAGE DEAL**
One price that includes your room and may also include other items such as airfare, ground transportation, shows, or meals.
2. **TOUR/TRAVEL GROUP**
Traveling as part of a group. Package price includes room and may also include other items such as airfare, ground transportation, shows, or meals.
3. **CONVENTION GROUP/COMPANY MEETING**
Arranged through an employer or convention.
4. **CASINO RATE**
Special reduced rate arranged through a casino host or casino employee.
5. **REGULAR FULL-PRICE ROOM RATE**
Full price, no discounts.
6. **CASINO COMPLIMENTARY**
Room is free of charge.
7. **ANOTHER RATE**
Any other special room rate not shown above.

CARD B

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 or more**