

MESQUITE

VISITOR PROFILE STUDY

2019

Mesquite
NEVADA

Prepared for:
LAS VEGAS CONVENTION AND VISITORS AUTHORITY

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VISITOR PROFILE STUDY

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EXECUTIVE SUMMARY

While many of the characteristics and behaviors of Mesquite visitors have changed little since last year, the 2019 visitor profile information does illuminate some changes in specific characteristics and behavior that have emerged over the past few years. Nearly one-half of 2019 Mesquite visitors were visiting from Utah, the highest level in the past five years, and an additional 11% were visiting from Las Vegas. Overall, nearly nine in ten Mesquite visitors in 2019 were from the Western United States, the highest total in the past five years, suggesting that the primary markets served by Mesquite have become more regional. Consequently, the number of repeat visitors has increased to five of six, up significantly over the past three years. Still seven in ten visitors were overnight lodgers, similar to last year. Eight percent of visitors said the primary purpose of their visit was to attend a special event, the highest total in the past five years. Visitors reported taking an average of 10.7 trips to Mesquite in 2019, down from an average of 13.7 last year. Satisfaction metrics for Mesquite continue to be quite high.

Spending levels have been in the same range since 2016, with the exception of spending on food and drink, which was at a five year high in 2019. The average amount spent on local transportation was lower than last year, but higher than 2015 - 2016. The average cost for package purchases was lower than the past two years, while the average room rate per night was similar to last year and up from 2015 to 2017 levels. More visitors are gambling while in Mesquite, and the average gambling budget also increased from last year's total.

Summary tables of selected characteristics over the past five years by topical area are provided in the appendix.

REASONS FOR VISITING

The proportion of first-time visitors to Mesquite decreased from the past three years to about one in six. These first time visitors were more likely than repeat visitors to say they were just passing through Mesquite, and less likely to be visiting primarily to gamble or to dine. Visitors in 2019 were most likely to have first learned about Mesquite through word of mouth.

Mesquite visitors reported making fewer visits to Mesquite in the past year than 2018 visitors, but about the same number of visits over previous years.

While one in five first-time visitors said they were just passing through Mesquite, one in five repeat visitors said they were visiting primarily to gamble. Overall, visitors were more likely than in the past to say they were visiting for vacation or pleasure, to visit friends and relatives, or for a special event, and less likely than the 2015 - 2017 time period to say they were just passing through Mesquite or were visiting to take advantage of an offer or promotion.

TRAVEL PLANNING

As in past years, nearly all Mesquite visitors arrived in a personal vehicle and decided where to stay before they arrived in Mesquite. Two-thirds of those visitors who gambled decided where to they would gamble before their arrival, also consistent with past results.

Fewer Mesquite visitors than in past years planned their trip to Mesquite on the same day they travelled, while more planned their trip either within two weeks of their visit or more than 90 days in advance. Use of travel agents for trip planning continues to be minimal, while more visitors than last year reported using a website, casino or hotel hosts, or printed brochures or travel guides for help in planning their trip.

Fewer Mesquite visitors than last year said they were visiting other places in Nevada and neighboring states during their trip (18% vs. 25%), or that they were also visiting Las Vegas on their current trip (11% vs. 18%). Those visitors who did visit other destinations were more likely than last year to say that they visited Valley of Fire, Hoover Dam, the Grand Canyon or Lake Mead, and less likely to say that they visited Zion National Park or Bryce Canyon.

TRIP CHARACTERISTICS AND EXPENDITURES

Mesquite visitors in 2019 continued behaviors in selected trip characteristics first observed in 2016, particularly those related to lodging. About seven in ten visitors reported staying overnight in 2019, up from about one-half in 2015.

Over six in ten visitors reported staying in a hotel, about the same as last year, but down from over three-quarters in 2017. The average amount these visitors paid per night for their lodging was similar to last year but up from 2015 to 2017, while the average amount package purchasers paid for their package declined from 2017 and 2018. Only 1% of visitors said they stayed in an RV or camped, down from past results.

Three in ten Mesquite visitors were visiting just for the day, about the same as last year, but down from nearly one-half in 2015. The average length of stay (average of 1.8 nights and 2.8 days) was the same as last year, but down from 2017 (2.2 nights and 3.2 days).

The types of room rates that visitors paid were generally similar to last year, but different from the 2015 - 2017 time period. Over six in ten visitors paid a regular room rate, up from 2015 - 2017. More package visitors paid a hotel/transportation package rate than from 2015 - 2017, while fewer received a hotel/amenities rate. Fewer visitors than in the past two years paid either a casino rate or a tour travel group rate. More visitors than in the past three years booked their accommodations from 15 - 30 days or over ninety days in advance of their arrival in Mesquite.

Trip expenditures on food and drink were the highest they have been in the past 5 years, while spending on shopping also increased from last year. Visitor's average expenditures for local transportation were down from last year, but higher than 2015 - 2016 results. The amount visitors spent on recreational activities was about the same as in the past two years, but also up from 2015 - 2016 figures.

GAMING BEHAVIOR AND BUDGETS

Nearly four in five Mesquite visitors said that they gambled while they were in Mesquite, up from the past two years. Gaming behavior was the same as last year. In terms of hours a day spent gambling, while average gambling budgets were significantly higher than last year. Visitors averaged three hours a day gambling in 2019, with an average gambling budget of \$300.48.

ATTITUDINAL INFORMATION

Similar over the past five years, nearly all of those visitors interviewed reported that they were “very satisfied” with their Mesquite trip experience. Three-quarters said they “definitely will” return to Mesquite in the next year. In 2019, more than nine in ten visitors said they definitely will recommend Mesquite to others.

NOTABLE VISITOR DEMOGRAPHICS

The 2019 demographic profile of Mesquite visitors has changed somewhat from recent years. Visitors are still most likely to be married and from the Western U.S., though the proportion of married visitors declined to the lowest level in the past five years. Nearly one-half of 2019 Mesquite visitors (45%) were visiting from Utah, the highest proportion in the past five years. Nearly nine in ten visitors were white, down from past years, while 8% were Hispanic or Latino, up from past results. Visitors have continued to skew older, with 45% of 2019 visitors being 65 years old and older and an average (mean) age of 58.9 years, similar to the past two years but up from 2015 - 2016 results. More than four in ten visitors (45%) were employed, up from last year, while one-half of visitors were retired, down from 55% last year. One-third of 2019 Mesquite visitors reported an annual household income of \$80,000 or more, the same as last year.

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 800 randomly selected visitors. Approximately 66 or 67 interviews were conducted each month for 12 months from January through December 2019. 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 in or 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 800 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 up (or down), larger (or smaller), etc. 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. This is a commonly accepted standard for statistical significance testing in market and public opinion research. We do not note any yearly differences that do not meet this standard for statistical significance.

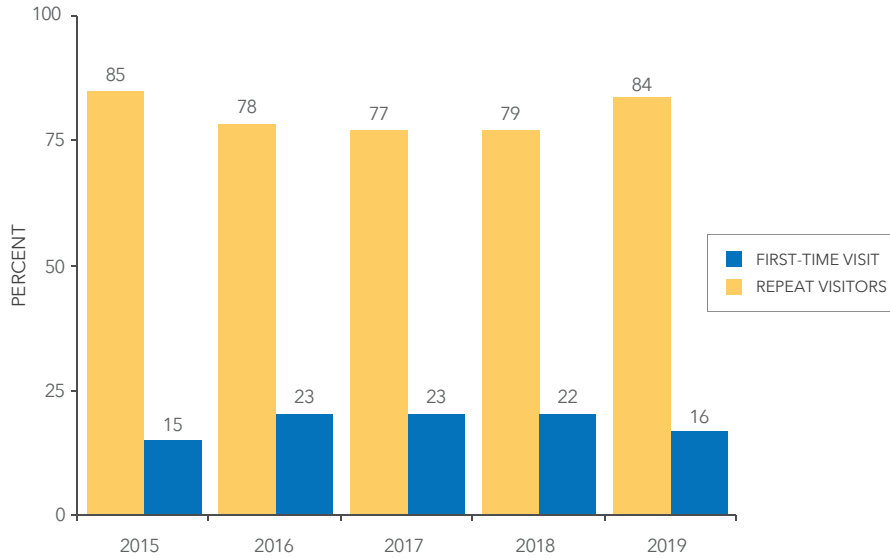
This report presents the results of the 2019 study, as well as the results from 2015, 2016, 2017, and 2018. Statistically significant differences in the behavior, attitudes, and opinions of visitors from year to year are pointed out in the text of the report. Throughout this report, if data is not presented 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

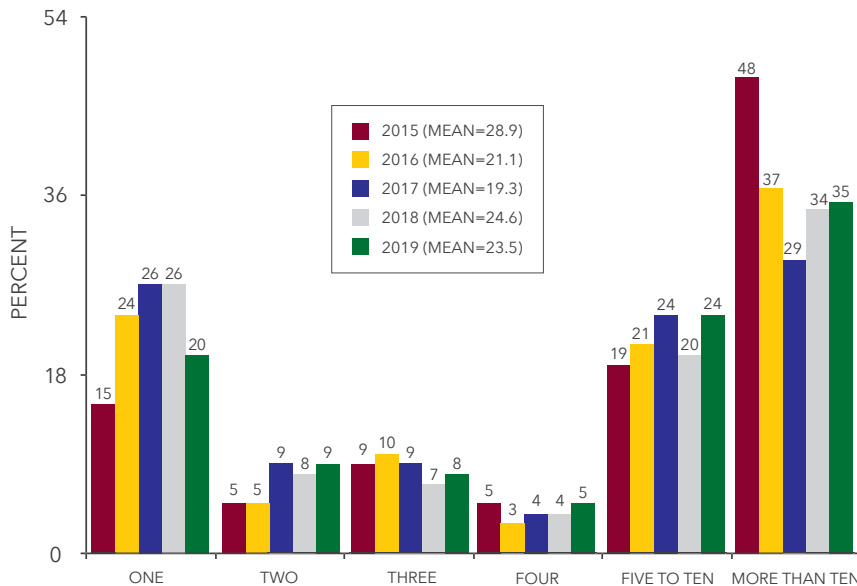
REASONS FOR VISITING

FIGURE 1
First Visit vs. Repeat Visit



In 2019, 84% of visitors said they had visited Mesquite before, up from 2016 - 2018 results.

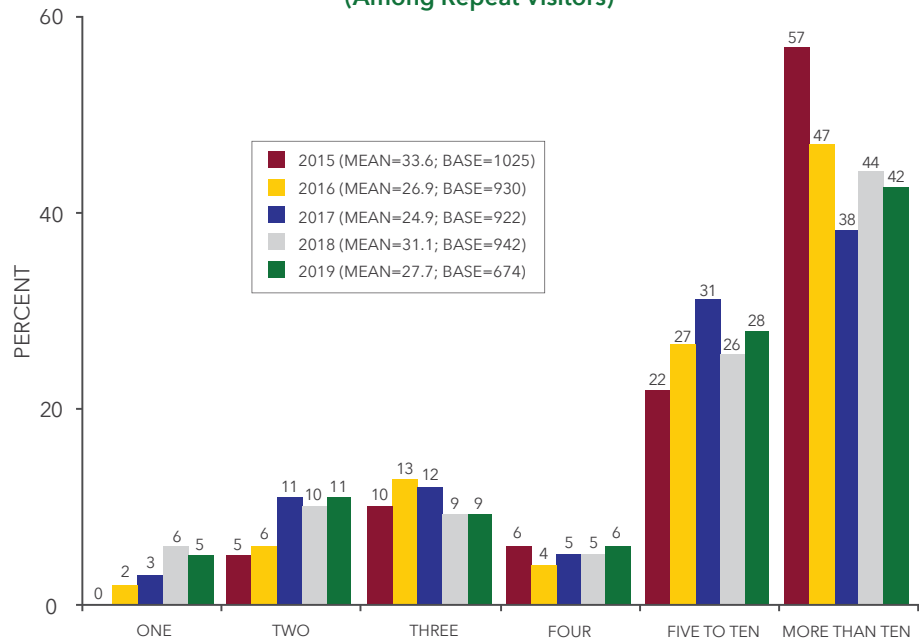
FIGURE 2
Frequency of Visits in Past Five Years
(Among All Visitors)



The average (mean) number of visits to Mesquite in the past five years among all visitors was 23.5, similar to last year and up from 19.3 in 2017. About one-third (35%) of visitors said they had visited Mesquite more than ten times in the past five years, up from 29% in 2017. Twenty percent (20%) of visitors said they had visited Mesquite only once in the past five years, down from 24% in 2016 and 26% each in 2017 and last year.

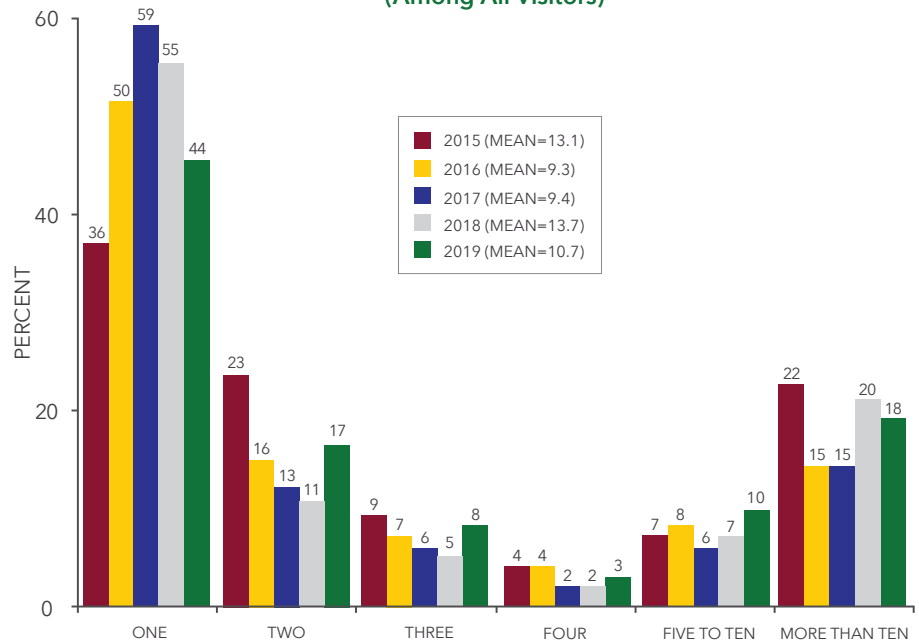
The average number of visits to Mesquite in the past five years among repeat visitors was 27.7, down slightly from the average of 31.1 visits reported last year. Forty-two percent (42%) of repeat visitors said they had visited Mesquite more than 10 times in the past five years, down from 57% in 2015 and 47% in 2016. Five percent (5%) of repeat visitors said they had visited Mesquite only once in the past five years, up from less than 1% in 2015 and 2% in 2016.

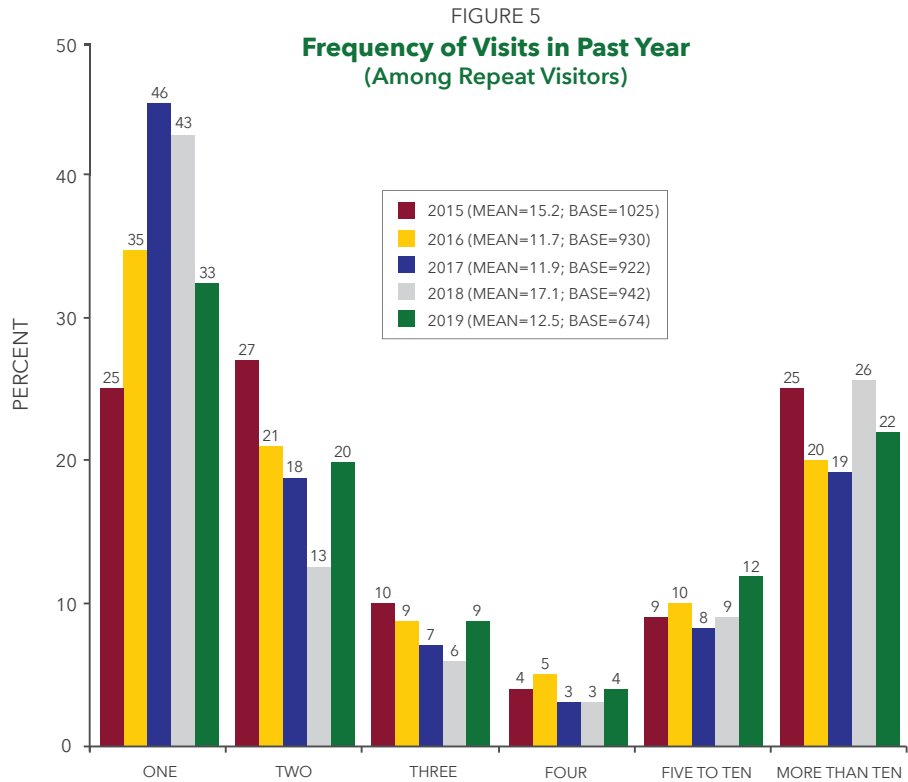
FIGURE 3
Frequency of Visits in Past Five Years
 (Among Repeat Visitors)



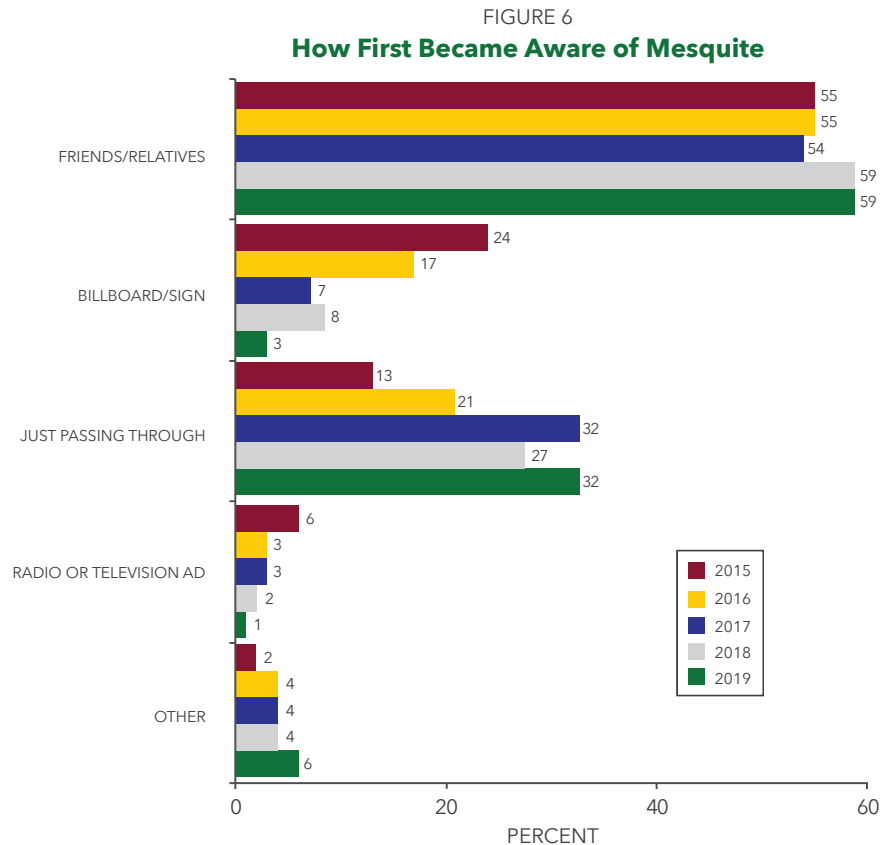
Among all Mesquite visitors in 2019, the average number of visits in the past year was 10.7, down from 13.7 last year. Eighteen percent (18%) of visitors said they had visited Mesquite more than 10 times in the past year, down from 15% each in 2016 and 2017. Forty-four percent (44%) visited Mesquite only once in the past year, down from 2016 - 2018 results, while 17% said they had made two visits, up from 2017 and 2018 results.

FIGURE 4
Frequency of Visits in Past Year
 (Among All Visitors)





During the past year, repeat visitors averaged 12.5 trips to Mesquite, down from the average of 17.1 visits last year. About one in five (22%) said they visited Mesquite more than 10 times in the past year. One-third (33%) said they visited Mesquite just once in the past year, down from 46% in 2017 and 43% last year.



About six in ten (59%) Mesquite visitors said they first heard about Mesquite from friends and relatives, the same as last year. One-third (32%) said they first learned about Mesquite while they were just passing through, up from 27% last year. Three percent (3%) said they first became aware of Mesquite from a billboard or a sign, down from past results, and 1% said it was through a radio or television ad, down from 2015 - 2017 results.

When asked the primary purpose of their current visit to Mesquite, visitors gave a variety of responses. Over one in six said they were visiting primarily to gamble (18%, up from 12% in 2017), 16% were visiting for vacation or pleasure and 14% said they were visiting friends and relatives (both figures up from past results), 11% said they were visiting Mesquite to relax, 8% each said they were visiting to dine (down from 11% last year) or to attend a special event (up from past results), and 6% were in Mesquite primarily to play golf. One in eight visitors (13%) said they were just passing through Mesquite, not significantly different from last year, but down from 2015 - 2017 results.

FIGURE 7
**Primary Purpose of Current Visit
 (Among All Visitors)**

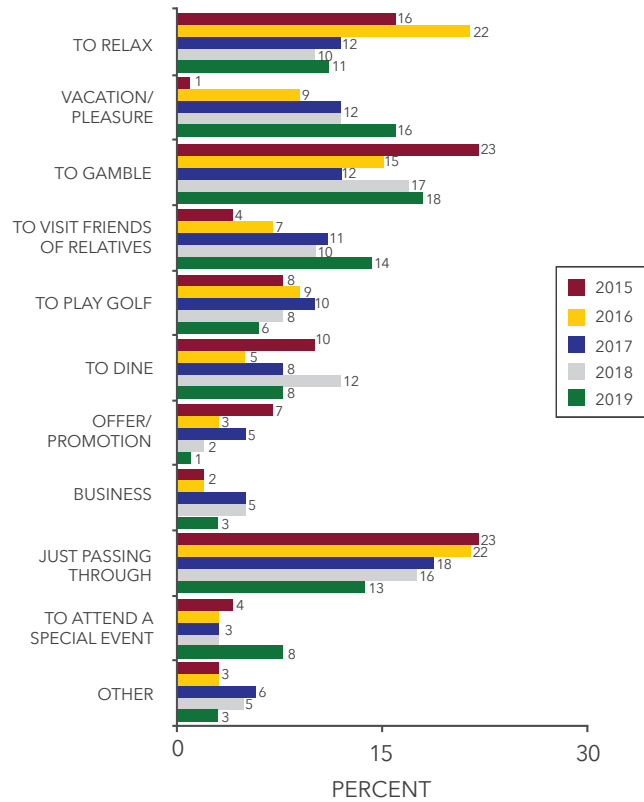
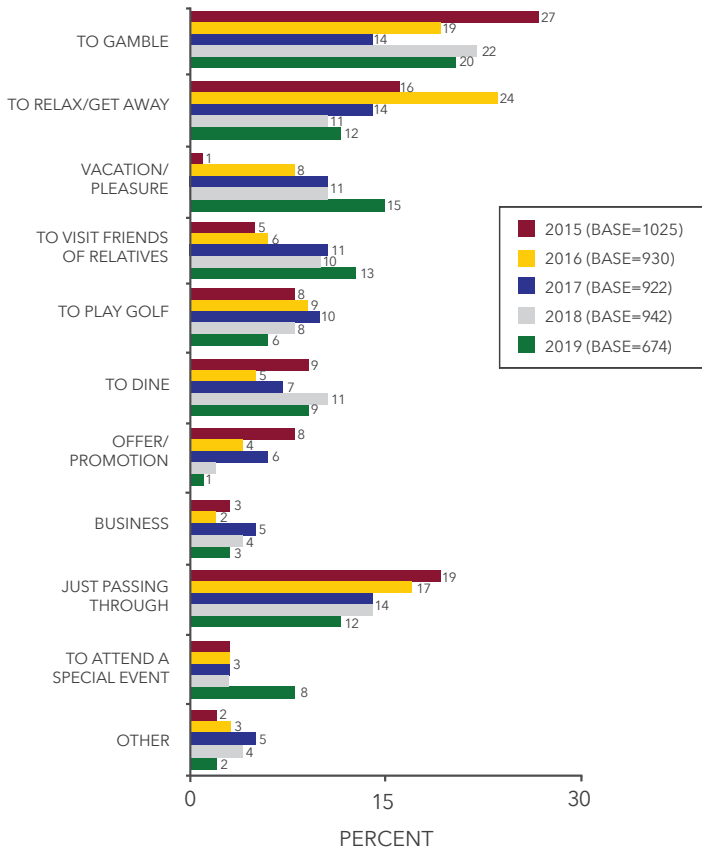


FIGURE 8
**Primary Purpose of Current Visit
 (Among Repeat Visitors)**



Among repeat visitors, one in five (20%) said they were visiting Mesquite primarily to gamble, up from 14% in 2017. Fifteen percent said they were visiting for vacation or pleasure (up from past results), 13% said they were visiting friends or relatives (up from past results), 12% said they were visiting to relax (down from 2015 - 2016 results) and 9% said that they were there primarily to dine (up from 5% in 2016). Eight percent of repeat visitors said they were visiting Mesquite to attend a special event, more than double past results, while 6% said they were visiting to play golf. One in eight visitors (12%) said they were just passing through Mesquite, down from prior years. The fewest visitors in the past 5 years (1%) said they were visiting Mesquite to take advantage of an offer or promotion.

FIGURE 9
**Primary Purpose of Current Visit - 2019
 (First-Time Vs. Repeat Visitors)**

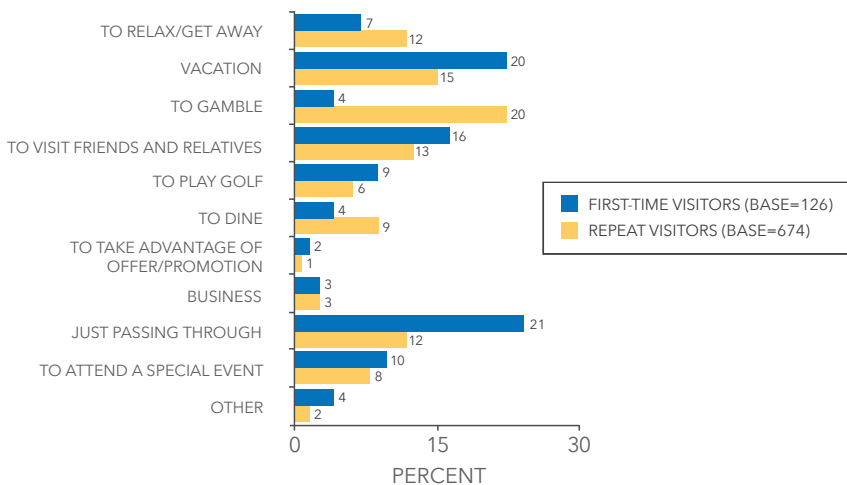
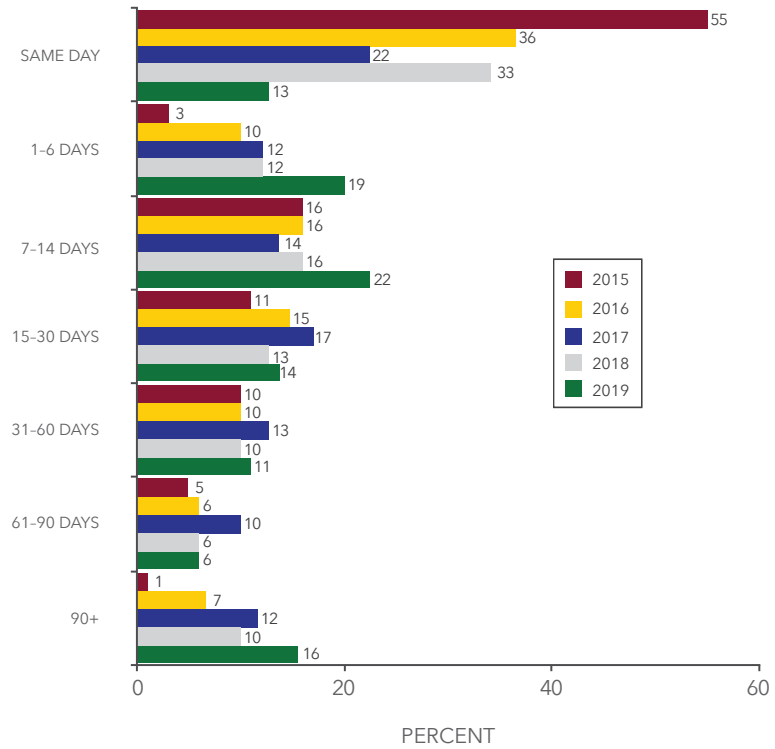


Figure 9 compares repeat visitors with first-time visitors in terms of the purpose of their current visit to Mesquite for 2019. First-time visitors were more likely than repeat visitors to say they were just passing through Mesquite (21% vs. 12%). Repeat visitors were more likely than first-time visitors to say they were visiting Mesquite specifically to gamble (20% vs 4%), or to dine (9% vs. 4%).

TRAVEL PLANNING

Travel planning to Mesquite varied broadly, from same-day planning to travel plans made more than 90 days in advance. One in eight Mesquite visitors (13%) said they decided to visit Mesquite the same day they visited, down dramatically from past results, while about one in five each planned their trip between one and six days (19%) or between one and two weeks (22%) in advance, both up substantially from prior years. About one in seven visitors (14%) planned their trip between 15 and 30 days in advance while about one in six (17%) planned their trip between one and three months ahead. One in six visitors (16%) planned their trip more than 90 days in advance, up from 2015 - 2018 readings.

FIGURE 10
Advance Travel Planning



Almost all visitors to Mesquite (98%) arrived in a personal vehicle. Ninety-seven percent drove an automobile, a truck, or a motorcycle, while 1% drove an RV (down from 2015 - 2018 results).

FIGURE 11
Transportation to Mesquite

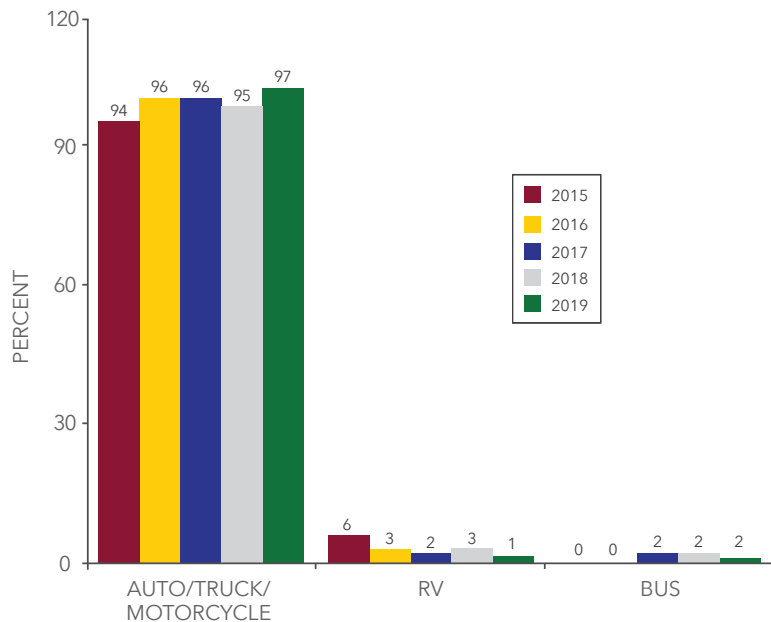
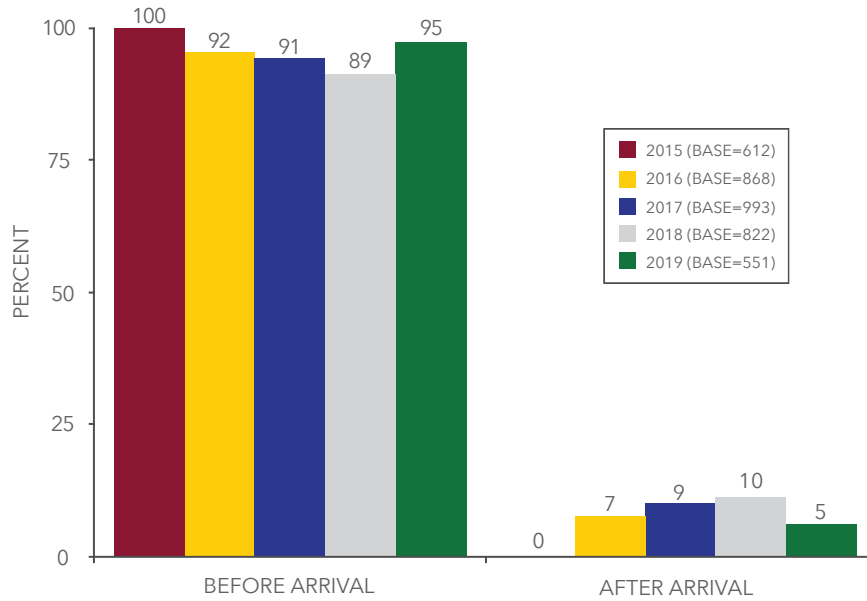
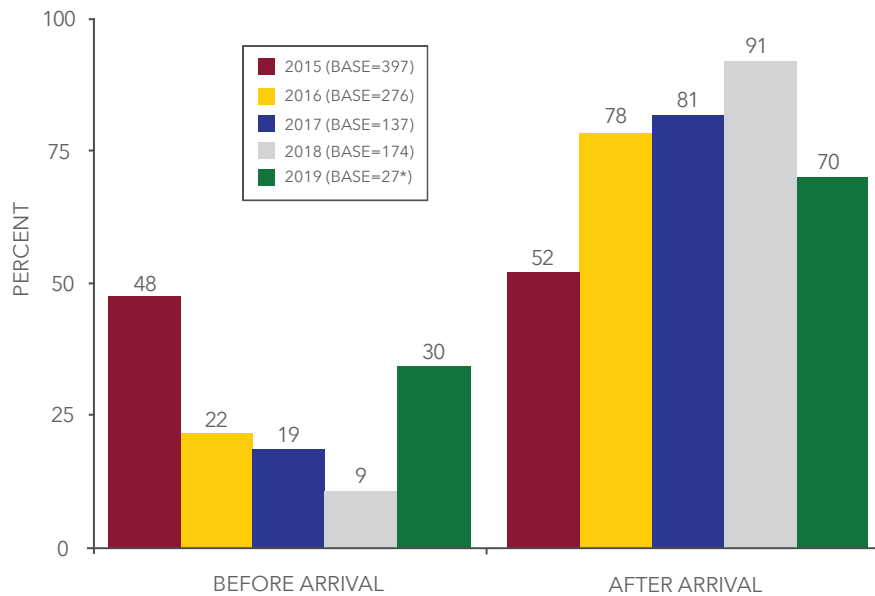


FIGURE 12
When Decided Where to Lodge
 (Among Those Who Stayed Overnight)



Among the 69% of visitors in 2019 who stayed overnight in Mesquite, 95% decided where to lodge in Mesquite prior to their arrival, up from 2016 - 2018 results.

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



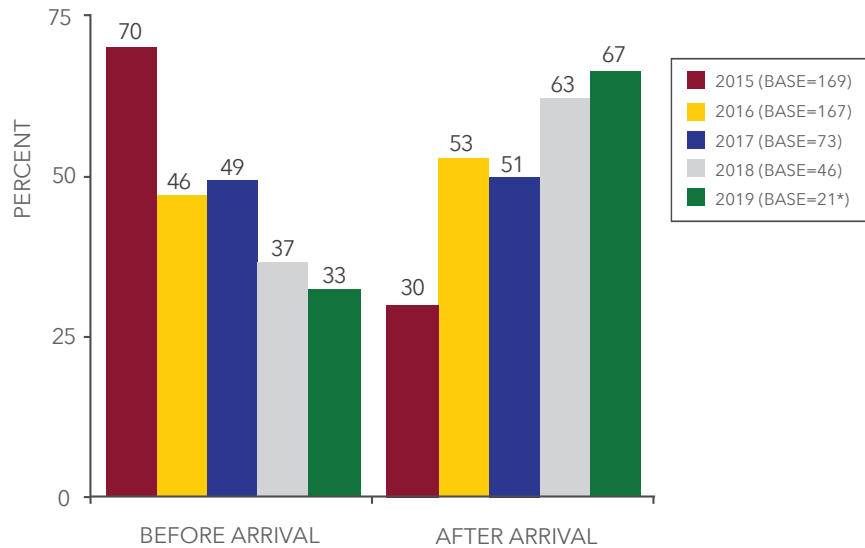
Among the 3% of visitors in 2019 who reported going to a show in Mesquite, seven in ten (70%) decided what shows to see after their arrival, down from 91% last year.

*Note the small base size for 2019.

Among the 3% of 2019 visitors who reported visiting an attraction in Mesquite, 33% decided what attractions to see prior to arriving in Mesquite, down from 70% in 2015. Two-thirds (67%) decided what attractions to see after their arrival in Mesquite, up from 30% in 2015.

*Note the small base size for 2019.

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



Among the 9% of 2019 visitors who attended events during their visit to Mesquite, four in five (80%) decided what events to attend prior to arriving in Mesquite, up from past results. Twenty percent (20%) decided what events to attend after their arrival in Mesquite, down from 2015 - 2018 readings.

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

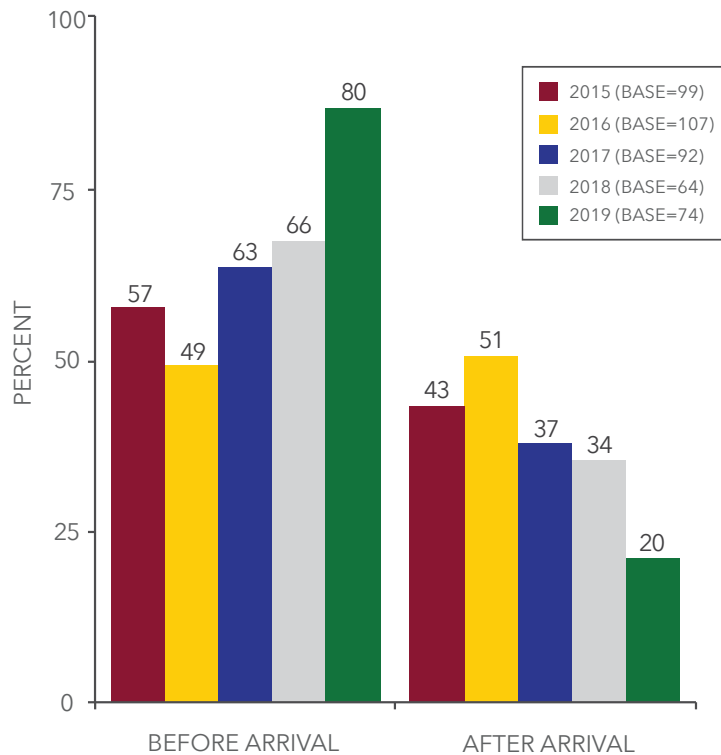
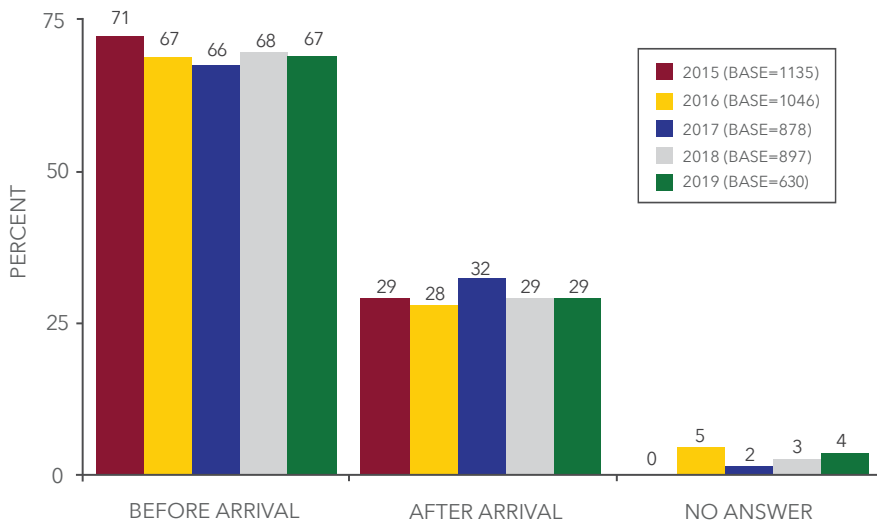
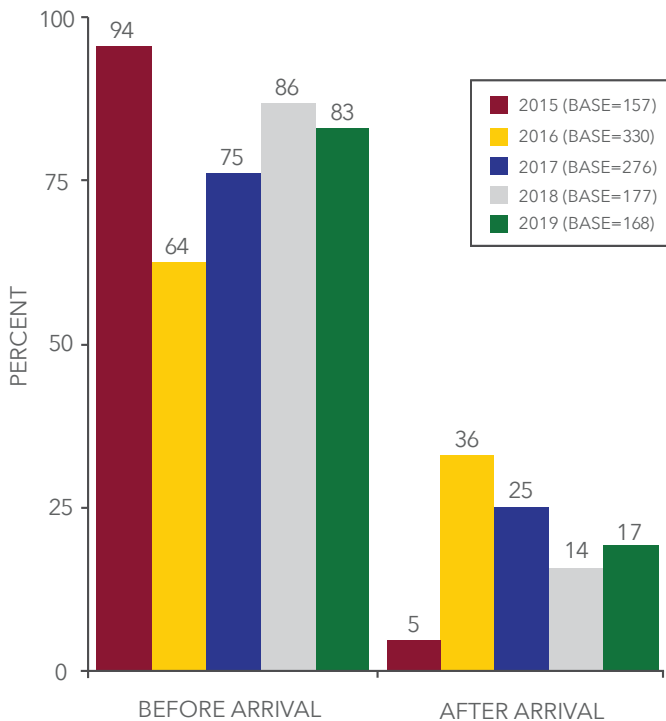


FIGURE 16
When Decided Where to Gamble
 (Among Those Who Gambled)



Among the 79% of visitors who gambled during their trip to Mesquite in 2019, 67% said they decided where to gamble in Mesquite before their arrival, while 29% said they decided where to gamble after they arrived in Mesquite, both figures similar to past results.

FIGURE 17
When Decided What Recreational Activities to Enjoy
 (Among Those Who Engaged in Recreational Activities)

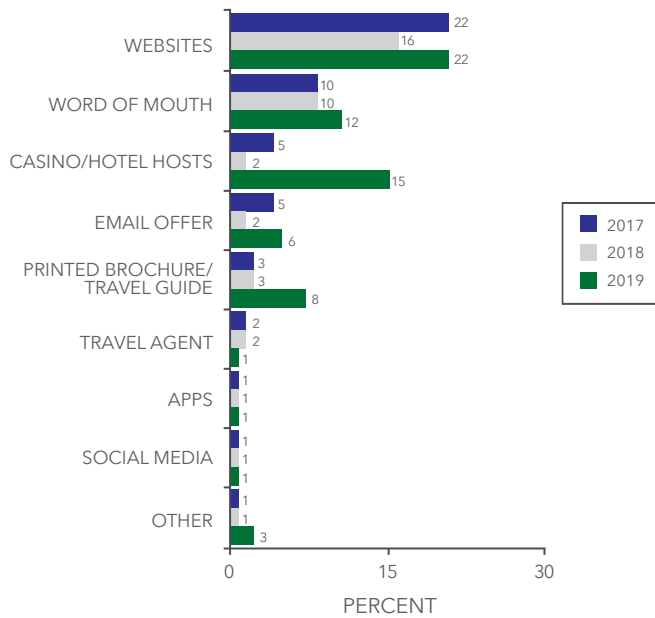


Among the 21% of 2019 visitors who engaged in recreational activities during their visit to Mesquite, 83% said they decided what recreational activities they would enjoy in Mesquite before their arrival (up from 64% in 2016 and 75% in 2017). The other 17% said they decided what recreational activities they would engage in after their arrival, down from 36% in 2016 and 25% in 2017.

Beginning in 2017 visitors to Mesquite were asked about their use of several specific tools in planning the trip. Nearly one in four (23%, up from 17% last year) said they used some sort of website (22%, up from 16% last year), social media, or app (1% each) in planning their trip. Fifteen percent (15%) said they relied on casino/hotel hosts (up from 5% in 2017 and 2% last year), one in eight (12%) said they relied on word of mouth, while 8% said they used printed brochures or travel guides (up from 3% each in 2017 and 2018.) Six percent (6%) said they responded to an email offer, up from 2% in 2018.

*Multiple responses to this question were permitted.

FIGURE 18
Tools Used in Planning Trip to Mesquite*



Beginning in 2017 visitors who used social media, travel review apps, or websites to plan their trip to Mesquite were also asked to indicate if they used specific media, apps, and/or websites. About one-third (34%) of these visitors consulted reviews at online travel agencies, while 28% said they used Google (down from 2017 and 2018 results), about one in six (17%) said they consulted reviews at hotel or show venue sites, and 4% of these visitors used Trip Advisor. One percent said they used Facebook, down from 6% in 2017 and 10% last year.

*Multiple responses to this question were permitted.

FIGURE 19
Social Media, Travel Review Apps Or Websites Used In Planning Trip to Mesquite*
(Among Visitors Who Used Such Tools In Planning Their Trip)

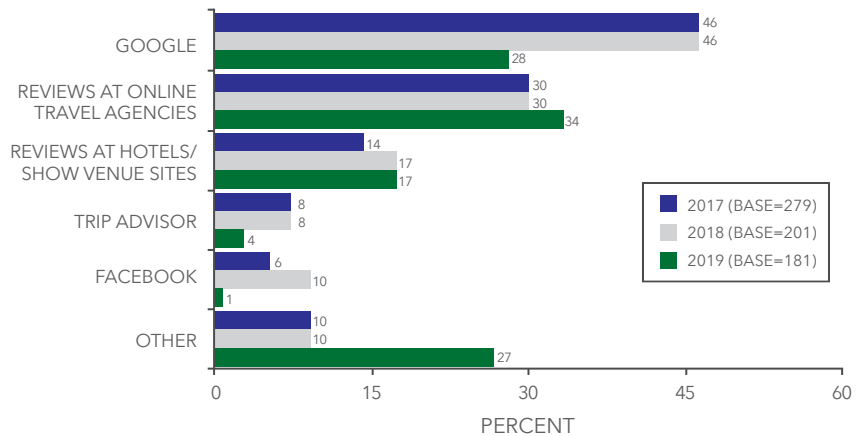
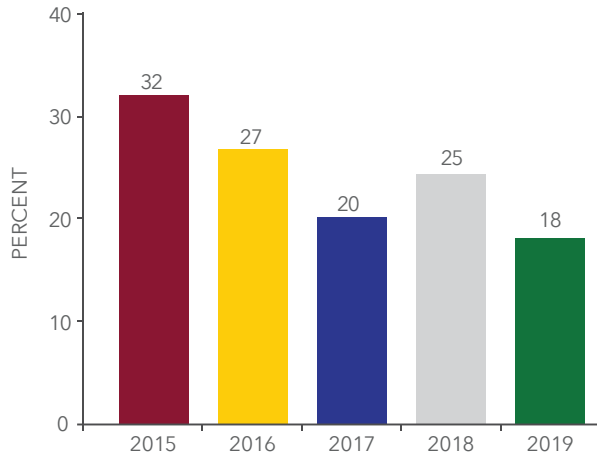
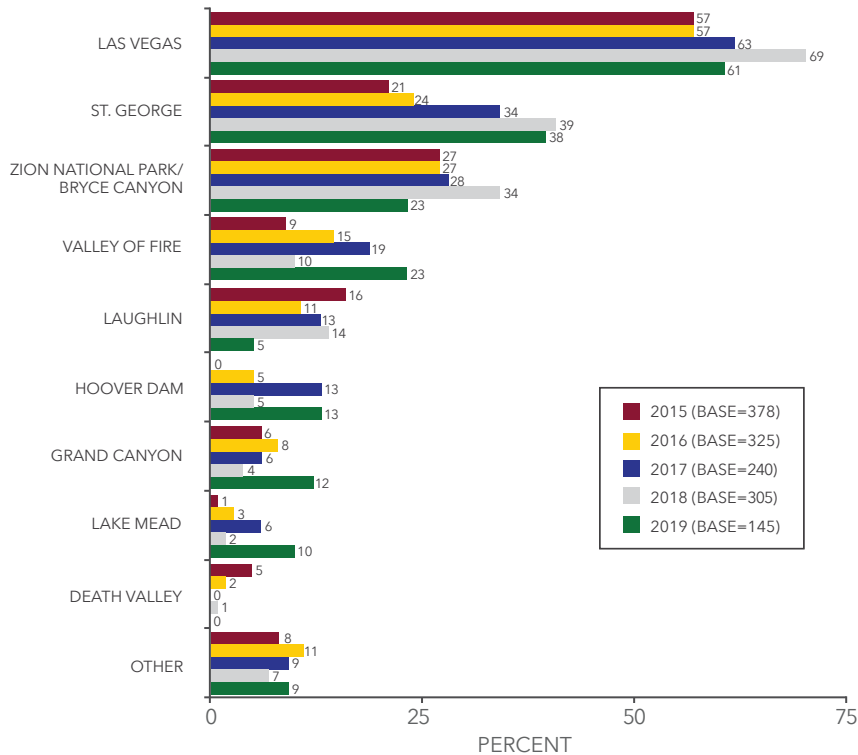


FIGURE 20
Visited Nearby Places



We asked visitors if they had visited, or planned to visit, other areas of Nevada and nearby states either before or after their current visit to Mesquite. Eighteen percent (18%) said yes, down from prior years.

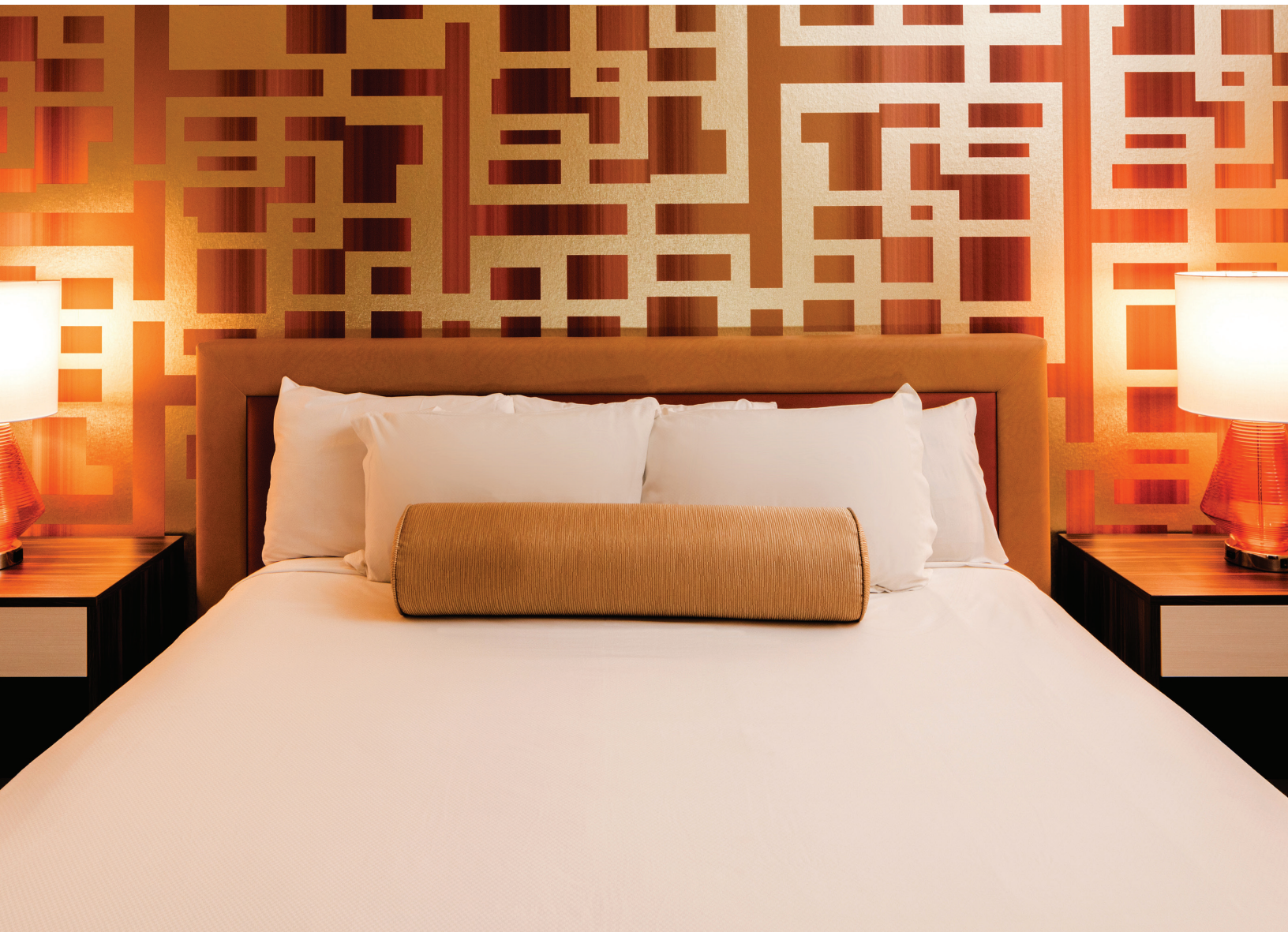
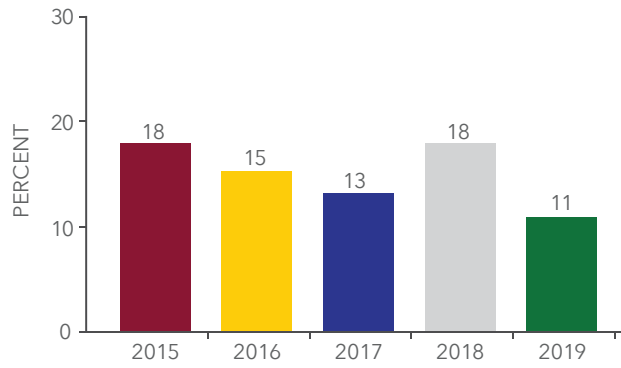
FIGURE 21
Other Places Visited
 (Among Those Who Visited Nearby Places)



Among those visitors who said they had visited or planned to visit other nearby areas on their current trip, 61% mentioned Las Vegas, 38% mentioned St. George in Utah (up from 2015 - 2016 results), 23% mentioned Zion National Park/Bryce Canyon (down from 34% last year), and 5% mentioned Laughlin, down from past results. More visitors than last year mentioned Valley of Fire (23%, up from 10%), Hoover Dam (13%, up from 5%), the Grand Canyon (12%, up from 4%), and Lake Mead (10%, up from 2%).

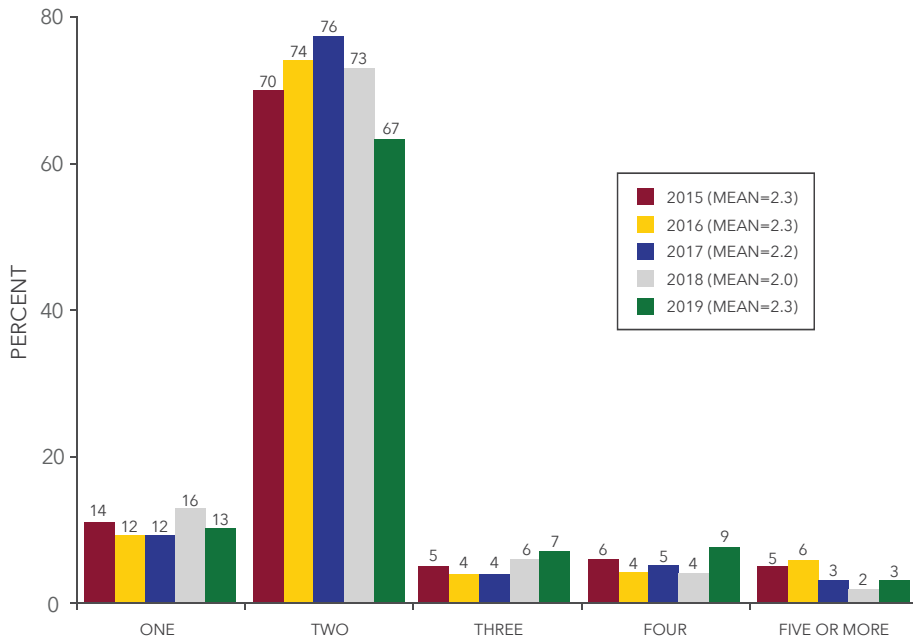
Among all Mesquite visitors, 11% said they also visited, or planned to visit, Las Vegas on their current trip, down from 18% in 2015, 15% in 2016, and 18% last year.

FIGURE 22
Proportion of All Mesquite Visitors Who Visited Las Vegas



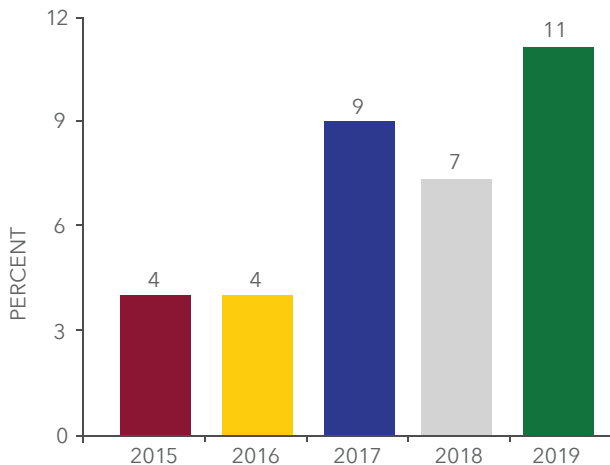
TRIP CHARACTERISTICS AND EXPENDITURES

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 (67%) reported two adults were in their immediate party (down from 74% in 2016, 76% in 2017 and 73% last year). Seven percent (7%) reported three adults were in their immediate party, 9% reported four adults (up from past results), and 3% said there were five or more people in their party. One in eight visitors (13%) said they were the only adult in their immediate party. The average party size was 2.3, up from 2.2 in 2017 and 2.0 last year.

FIGURE 24
Whether Had Persons in Immediate Party Under Age 21



Eleven percent (11%) of visitors reported having people in their immediate party under the age of 21, up from 4% each in 2015 and 2016 and 7% last year.

During 2019, Mesquite visitors stayed an average of 1.8 nights and 2.8 days, the same as last year, but down significantly from 2.0 nights and 3.0 days in 2016 and 2.2 nights and 3.2 days in 2017. About three in ten visitors (31%) reported making a day trip to Mesquite and not staying overnight, up from 17% in 2017.

FIGURE 25
Nights Stayed

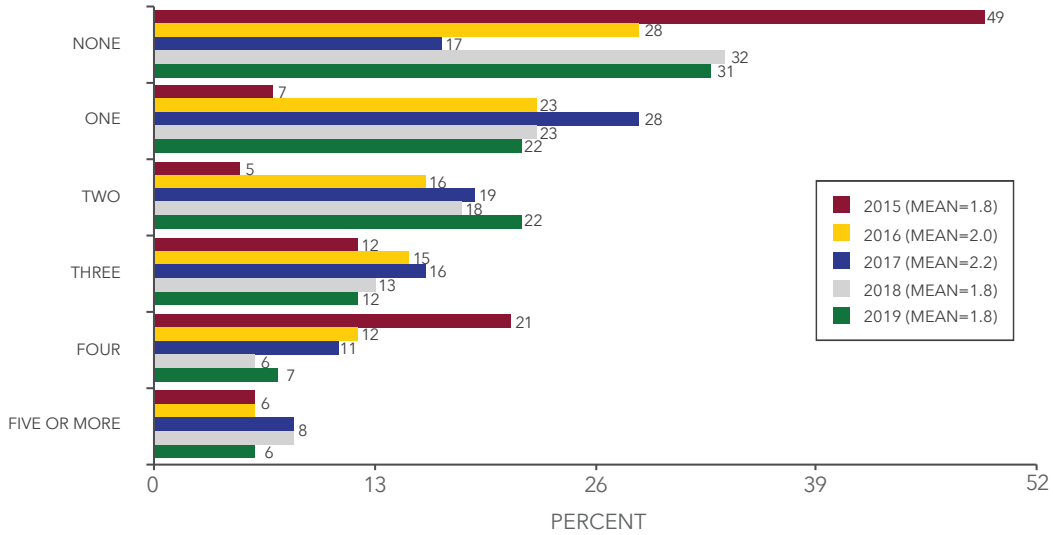


FIGURE 26
Days Stayed

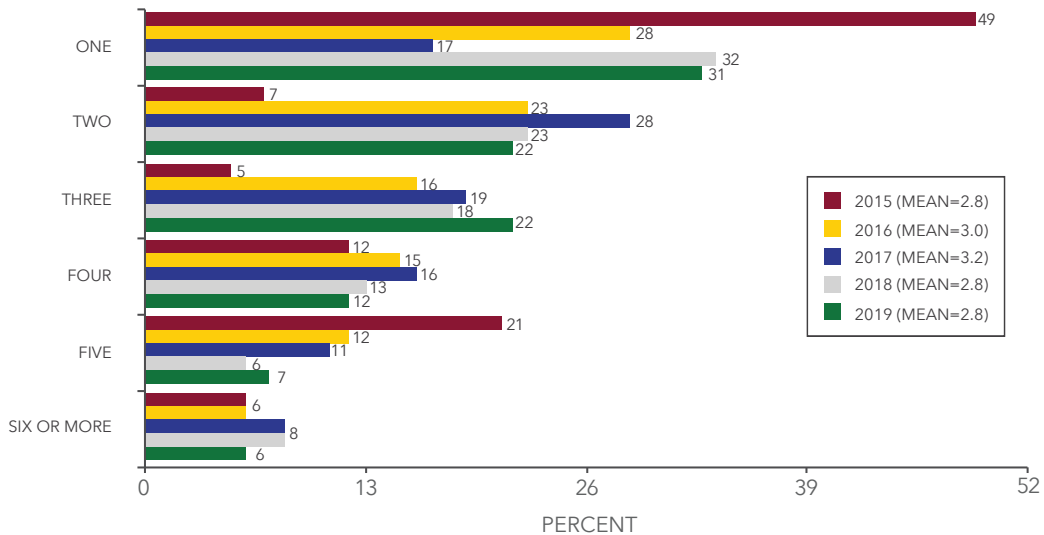
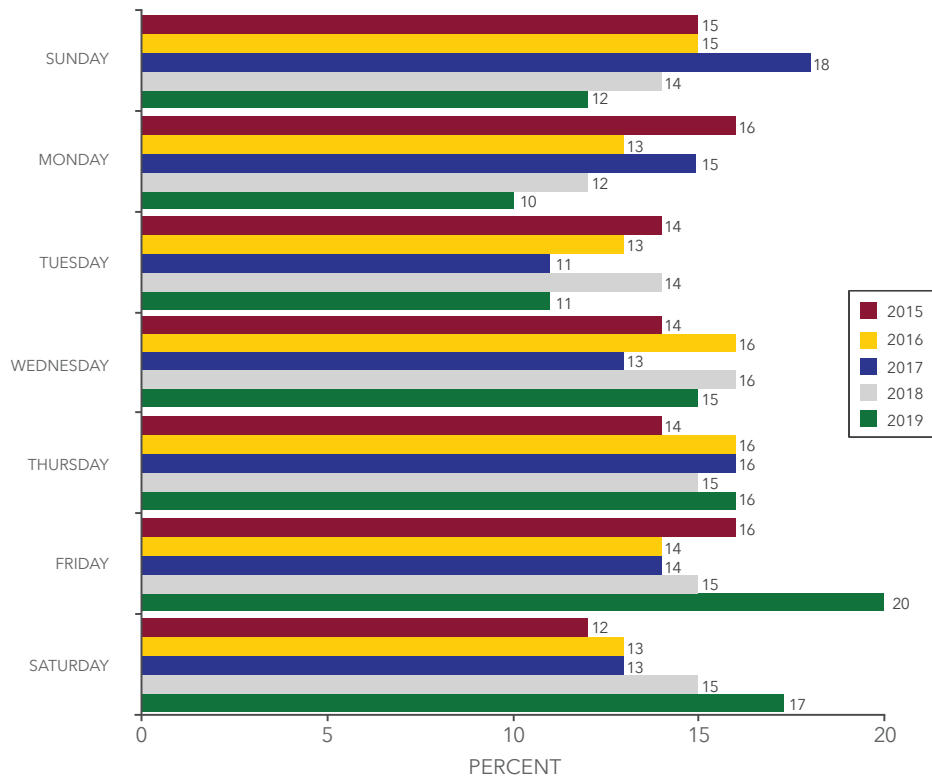
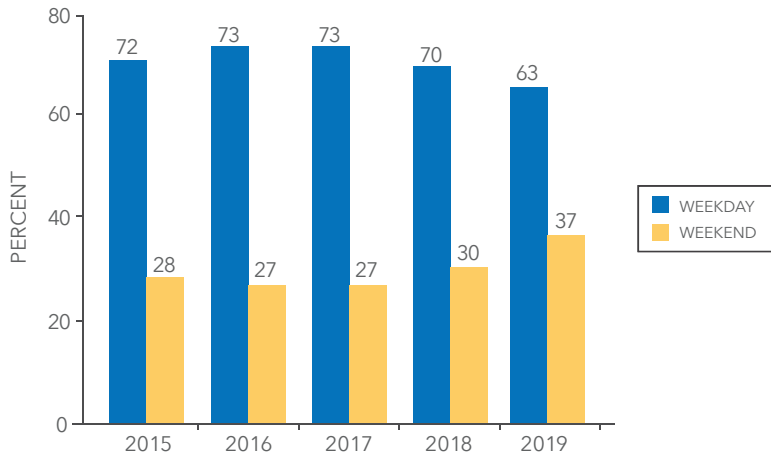


FIGURE 27
Day of Arrival



In 2019, visitors were most likely to arrive in Mesquite on a Friday (20%, up from past readings) or a Saturday (17%, up from 2015 - 2017 results). Fewer visitors than last year arrived on a Tuesday (11% vs. 14%).

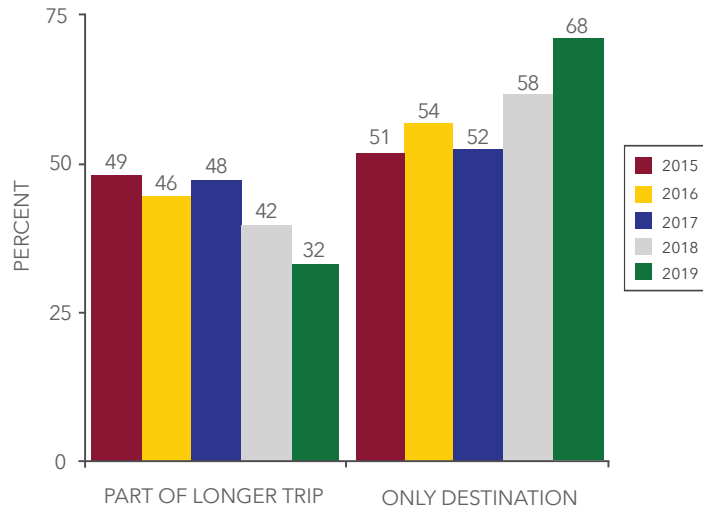
FIGURE 28
Weekend Versus Weekday Arrival



Mesquite visitors were far more likely than in past years to arrive on a Friday or a Saturday (37%, up from 27% - 30% in past years), and less likely to say they arrived in Mesquite between Sunday and Thursday (63%, down from 2015 - 2018 results).

Thirty-two percent (32%) of Mesquite visitors said their visit to Mesquite was part of a longer trip, while 68% said Mesquite was their only destination, the highest proportion in the past 5 years.

FIGURE 29
Whether Mesquite Visit is Part of a Longer Trip



We asked visitors to name their primary destination if Mesquite was not their only destination. Forty-four percent (44%) said Las Vegas was their primary destination (up from 2015 - 2018), while 20% named a destination in Utah (up from 3% in 2015 and 10% in 2016). One in eight visitors (12%) said some place in California was their primary destination, while 13% mentioned Arizona. Potentially a reflection of a change in interviewers, this year saw an anomaly; among those who said Mesquite was part of a longer trip, less than 1% of these respondents said Mesquite was their primary destination.

FIGURE 30
Primary Destination of Trip
(Among Those on a Longer, Multi-Destination Trip)

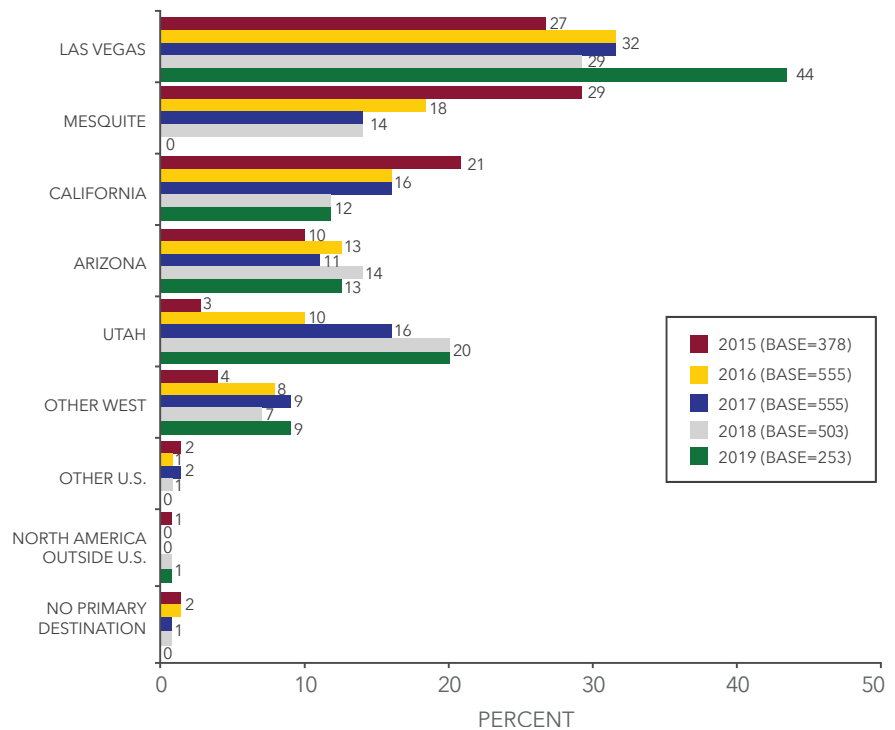
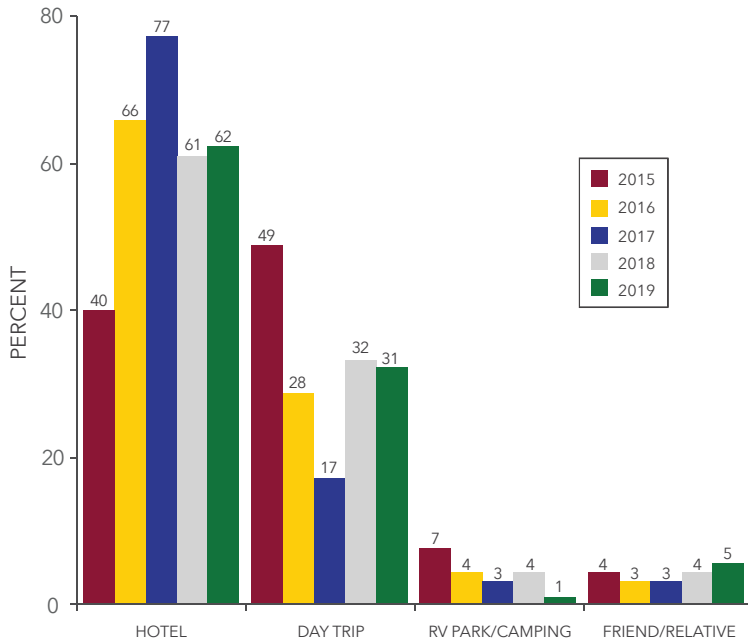


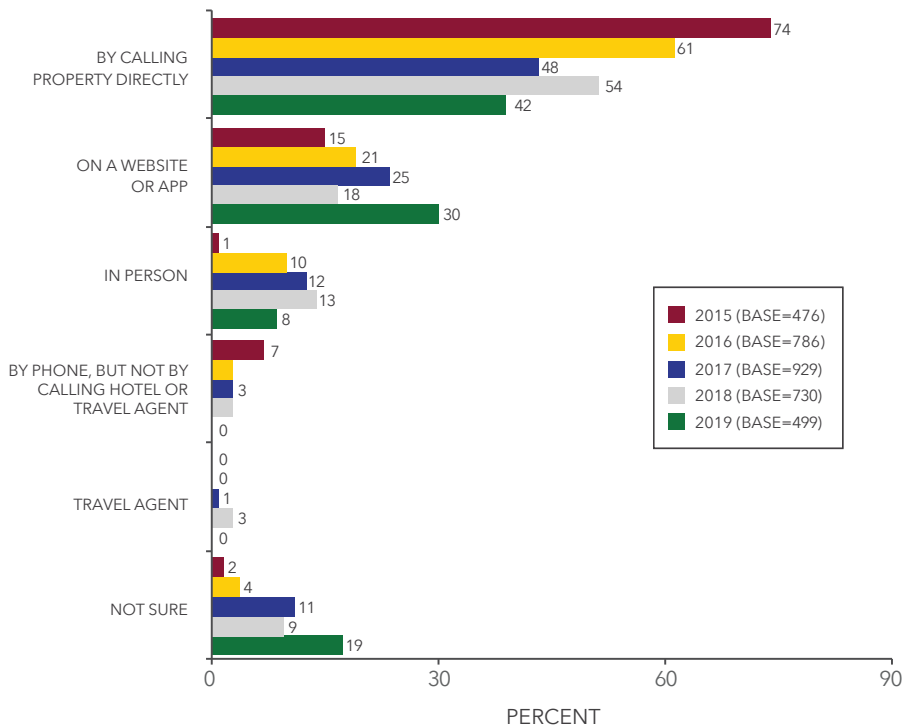
FIGURE 31
Where Lodged*



About six in ten (62%) visitors stayed in hotels in Mesquite, similar to last year, but down from 77% in 2017. About three in ten (31%) said they were visiting Mesquite just for the day and did not lodge anywhere, down from 49% in 2015, but up from 17% in 2017. Five percent (5%) stayed with friends or relatives, up from 3% each in 2016 and 2017, while only 1% said they stayed in an RV or camping area, down from past results.

*Beginning during 2016, movement of survey locations closer to front desk areas in certain properties may have potentially resulted in a greater proportion of respondents who were overnights vs. daytrippers.

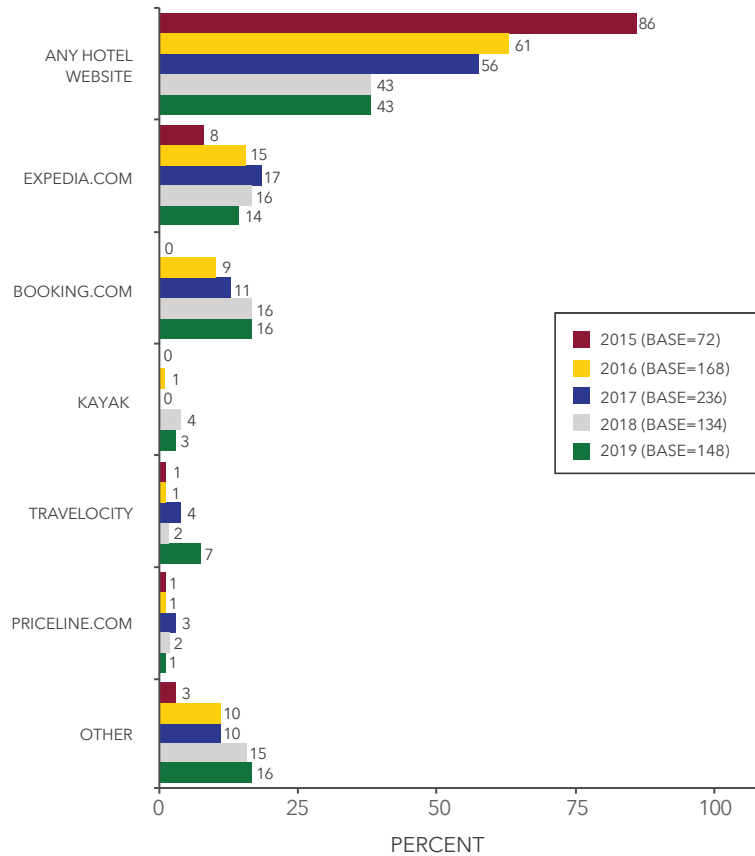
FIGURE 32
How Booked Accommodations
(Among Those Who Stayed in a Hotel)



Visitors to Mesquite who lodged in a hotel were asked how they booked their accommodations. About four in ten (42%) said they booked their accommodations by calling the property directly, down from past readings. More visitors than in past years said they booked their accommodations through a website or app (30%), and 8% said they booked in person, down from 12% in 2017 and 13% last year. Nearly one in five (19%) said they did not know how their room was booked because someone else booked it for them, up from past years.

Visitors who booked their accommodations on a website or app were asked which website or app they used. Forty-three percent (43%) of these Internet users said they used a hotel website to book their accommodations, the same as last year, but down from 2015 - 2017 results. About one in six visitors mentioned Booking.com (16%), while about one in seven mentioned Expedia (14%). Seven percent (7%) said they booked through Travelocity, up from 1% each in 2015 and 2016 and 2% last year.

FIGURE 33
Websites Used to book Accommodations
 (Among Those Who Used the Internet)



We asked those visitors staying in a hotel how far in advance they had booked their accommodations. Eight percent (8%) booked their accommodations on the day of their arrival, down from 2016 - 2018 results. Fifteen percent (15%) booked one to six days in advance, 25% booked seven to 14 days in advance (down from 43% in 2015), and 25% each booked 15 to 30 days in advance (up from 2016 - 2018) or more than 30 days in advance.

FIGURE 34
How Far in Advance Accommodations Were Booked
 (Among Those Staying in a Hotel)

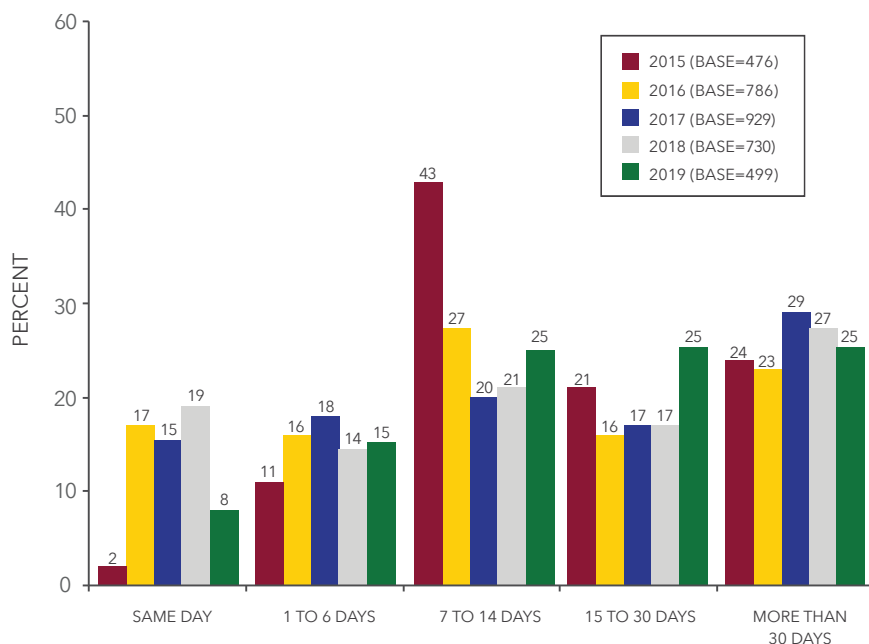
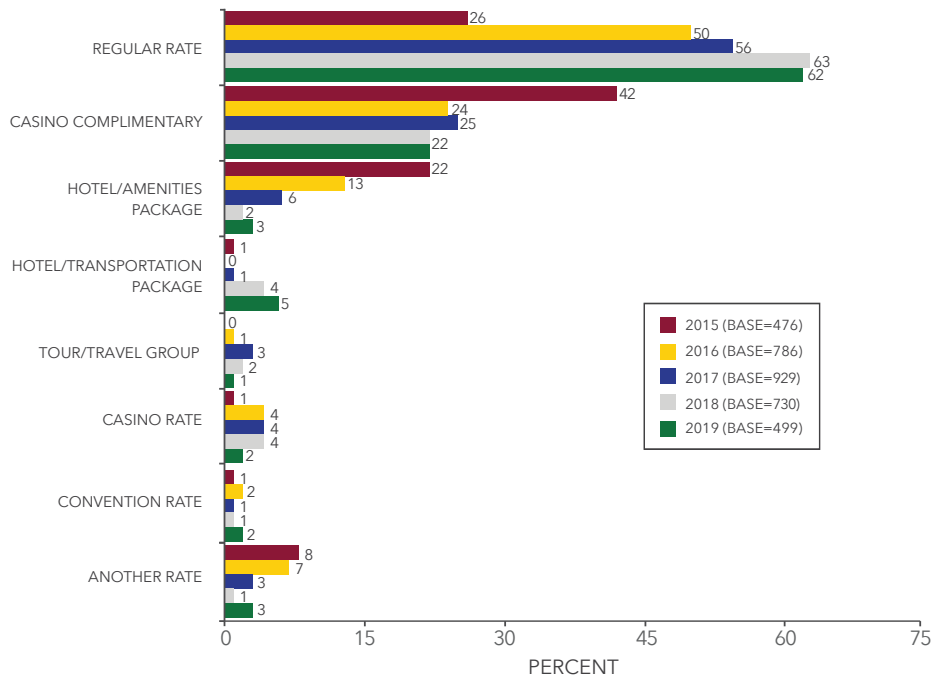
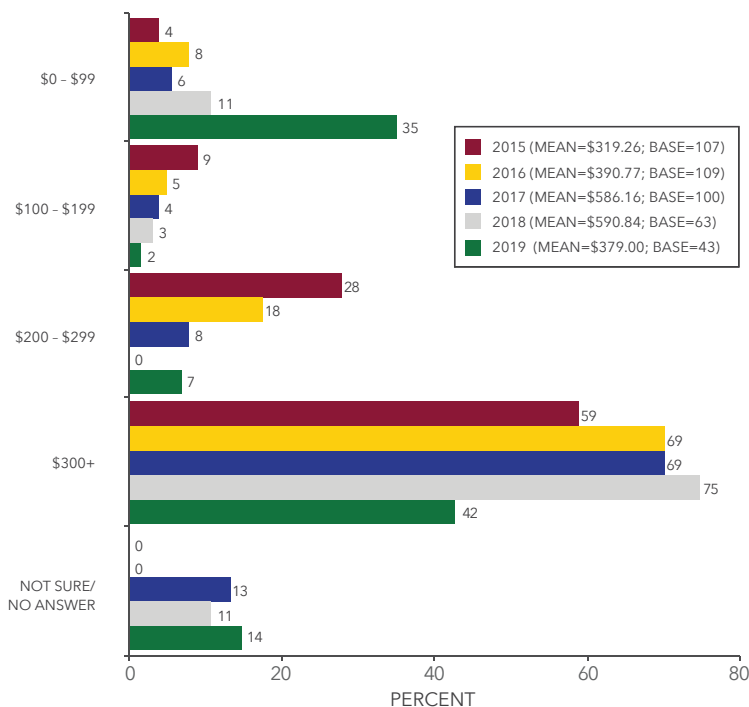


FIGURE 35
Type of Room Rate
 (Among Those Staying in a Hotel)



More than six in ten visitors (62%) said they paid a regular room rate, about the same as last year, and up from 2015 - 2017 results. Twenty-two (22%) said they received a casino complimentary rate (down from 42% in 2015), while 9% paid some type of package rate, with 5% saying it was a hotel/transportation package rate (up from 2015 - 2017), 3% saying it was a hotel/amenities package (down from 2015 - 2017), and 1% saying they were with a tour or travel group (down from 3% in 2017 and 2% in 2018). Two percent (2%) each paid a casino rate (down from 4% each from 2016 through 2018) or a convention rate (up from 1% each in 2017 and last year).

FIGURE 36
Cost of Package - Per Person
 (Among Those Who Bought a Package)

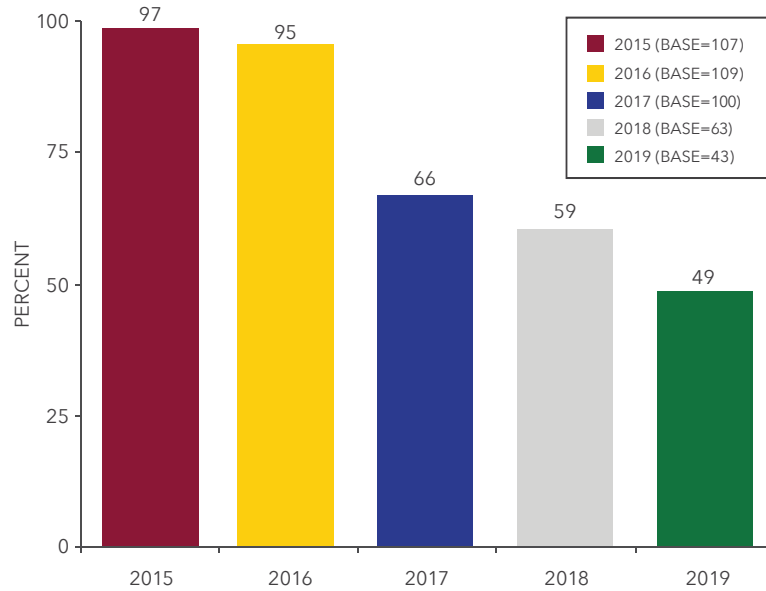


We asked for the package cost from visitors who had purchased a hotel/transportation, hotel/amenities, or tour/travel group package. About four in ten (42%) of them said they paid \$300 or more on their package deal, down from past results. Just over one-third (35%) said they paid less than \$100 for their package, up significantly from 2015 - 2018. The average per-person package cost for 2019 was \$379.00, down from \$586.16 in 2017 and \$590.84 last year.

We asked visitors who purchased a package if they purchased it directly from the hotel and 49% said they had, down from 97% in 2015 and 95% in 2016.

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

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



When asked where they first heard about the package they purchased, 42% of package purchasers said they first heard about it from friends, co-workers, or relatives (word-of-mouth), down from past results. About one-quarter (26%) said they heard about their package through a brochure, up from all past years. Among the remaining package purchasers, 12% said they learned about the rate on the Internet and 7% said they heard about it through a reservation agent or call center.

FIGURE 38
Where First Heard About the Package
 (Among Those Who Bought a Package)

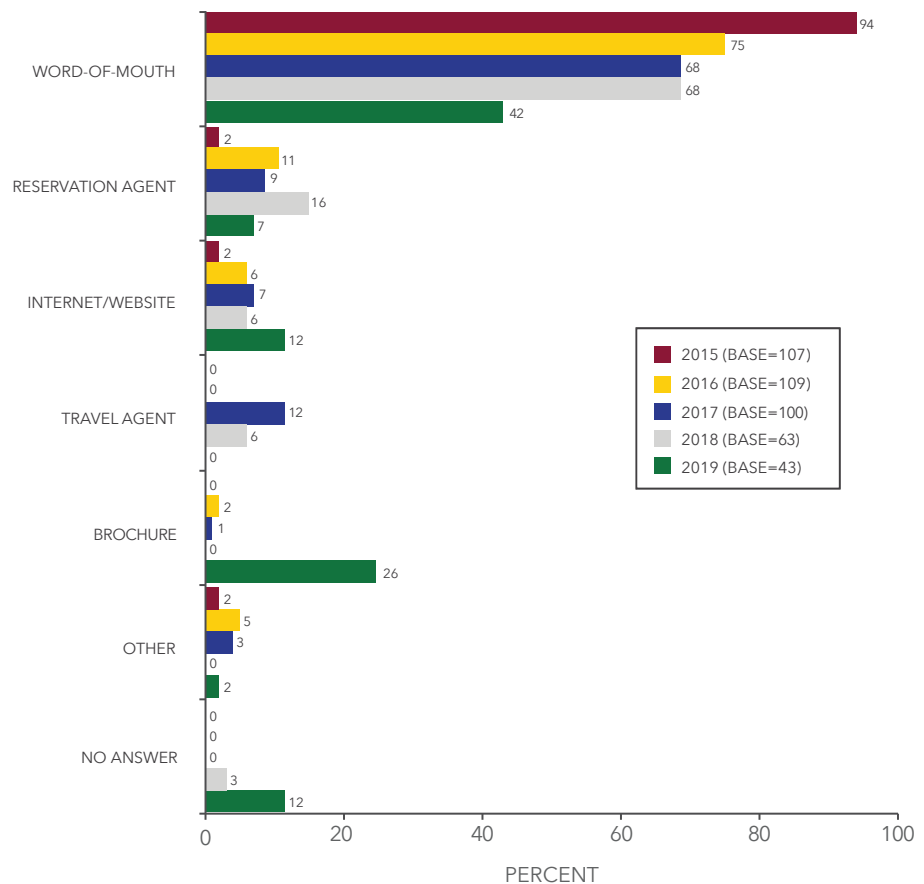
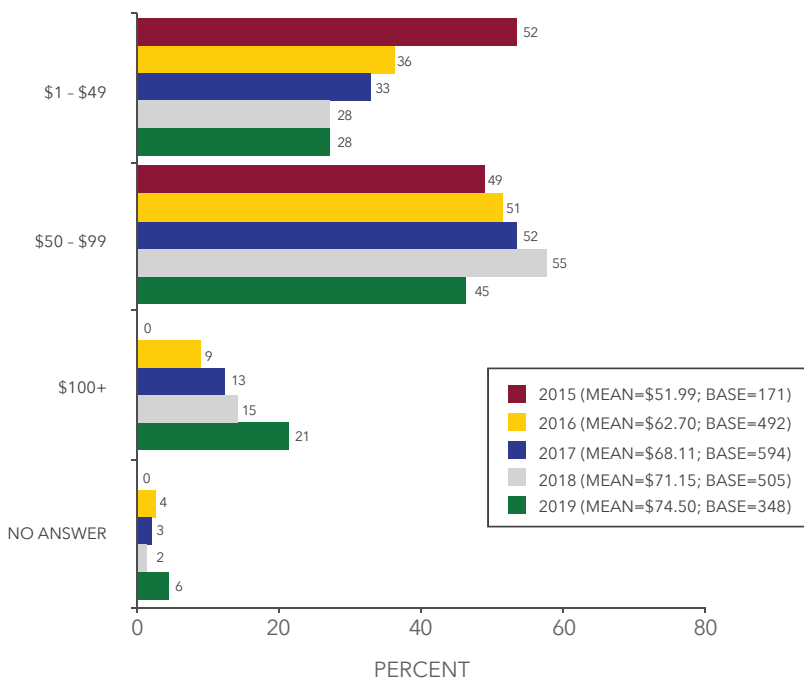
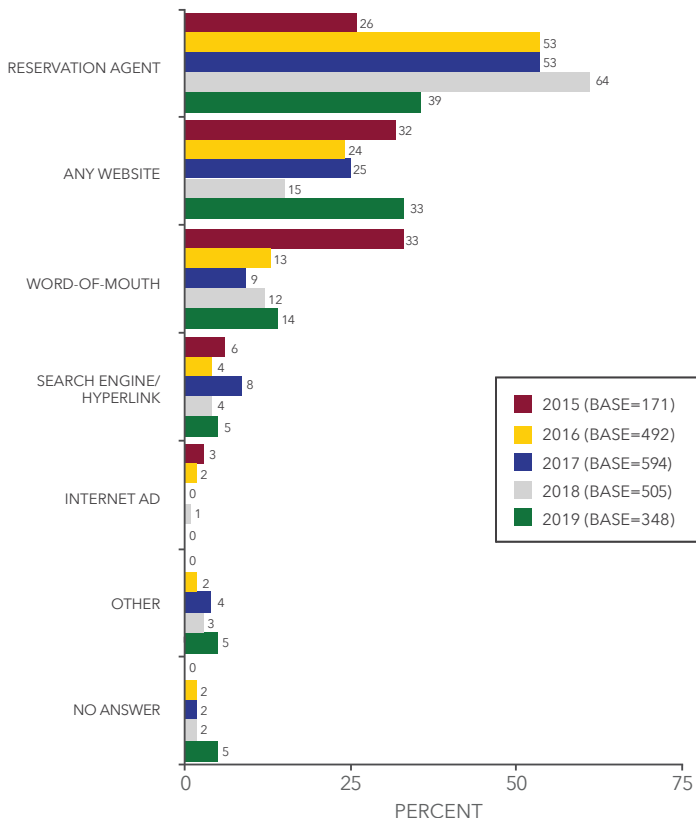


FIGURE 39
Lodging Expenditures - Average Per Night
 (Among Those Staying in a Hotel/Non-Package)



The average (mean) non-package hotel expenditure was \$74.50, similar to last year, and up from the 2015 to 2017 time period. Twenty-one percent (21%) of non-package hotel lodgers reported spending \$100 or more per night on their room, also up from past results. Almost one-half of visitors (45%) said they spent \$50 to \$99 per night (down from 55% last year), while 28% said they spent less than \$50 (down from 52% in 2015 and 36% in 2016).

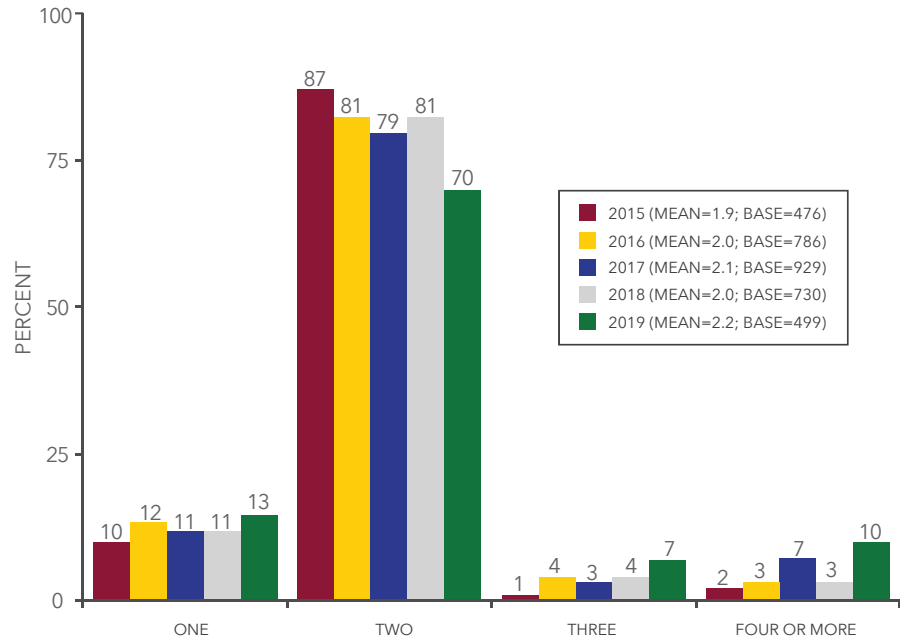
FIGURE 40
How First Learned About Room Rate
 (Among Those Staying in a Hotel/Non-Package)

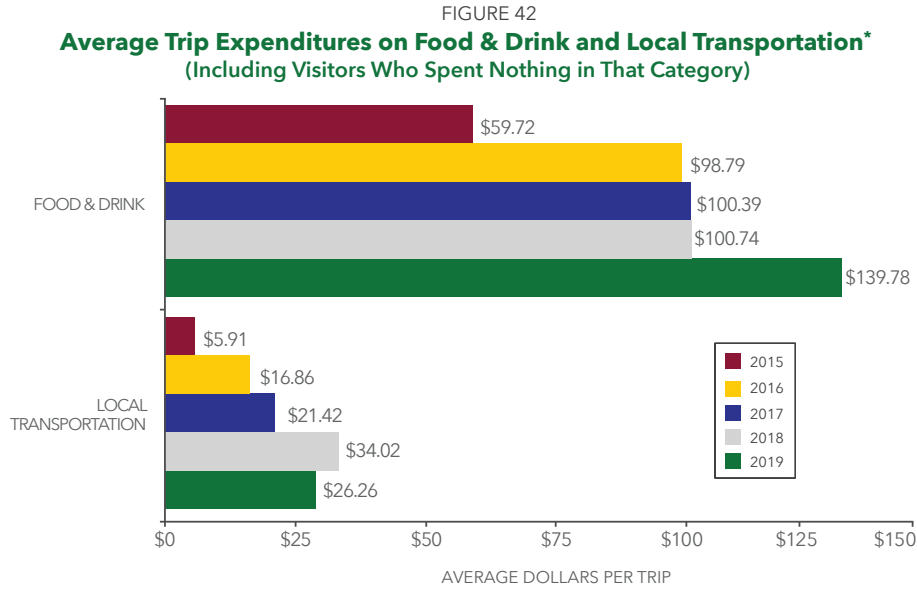


Non-package hotel lodgers were also asked how they first found out about the room rate they paid. About four in ten (39%) said they first heard of their room rate from a reservation agent or a call center, down from 2016 - 2018 results. One-third (33%) reported first hearing about their room rate through a website (up from 2016 - 2018), while 5% mentioned a search engine or hyperlink (down from 8% in 2017). Fourteen percent (14%) said they first heard of their room rate through word of mouth, down from 33% in 2015.

All visitors who stayed in a hotel were asked how many people (including themselves) stayed in their room. Seven in ten (70%) reported two room occupants (down from 2015 - 2018 results). The proportion of visitors lodging alone was 13%. Seven percent (7%) of visitors reported three room occupants, and 10% reported four or more, both figures up significantly from past results. Consequently, the average (mean) number of room occupants was the highest in the past five years at 2.2.

FIGURE 41
Number of Room Occupants
 (Among Those Staying in a Hotel)

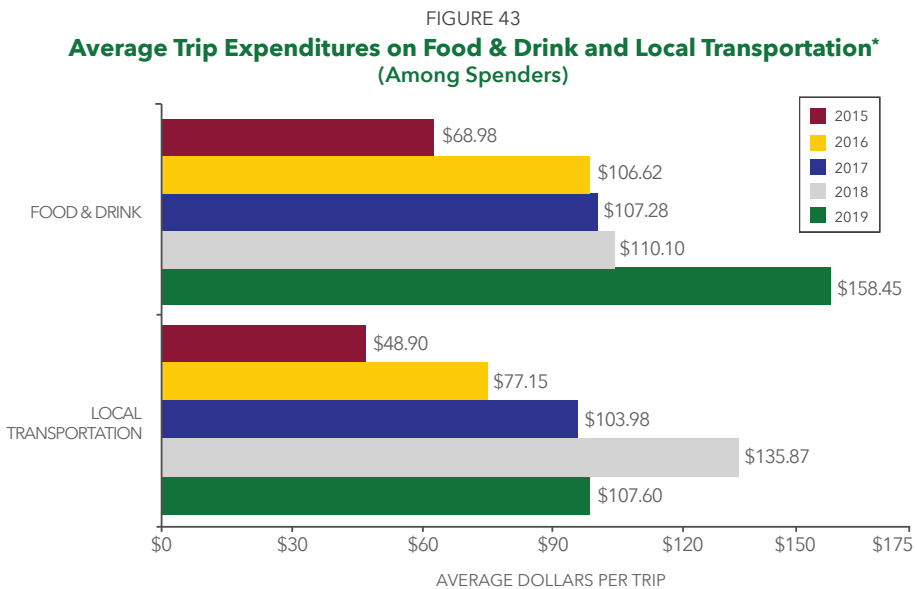




We asked all visitors about their daily expenditures on food and drink and on local transportation. This figure shows the average trip expenditures including visitors who said they spent nothing in that category. In 2019, the average food and drink expenditure was \$139.78, up from last year.

The average local transportation expenditures for 2019 was \$26.26, down from \$34.02 last year.

*In 2016 and 2017, movement of survey locations closer to front desk areas at certain properties may have potentially resulted in a greater proportion of respondents who were overnighters vs. day-trippers.



Among visitors who spent money in these categories, average trip expenditure on food and drink in 2019 was \$158.45, the highest amount spent in the past 5 years. The average expenditures on local transportation in 2019 was \$107.60, down from \$135.87 last year.

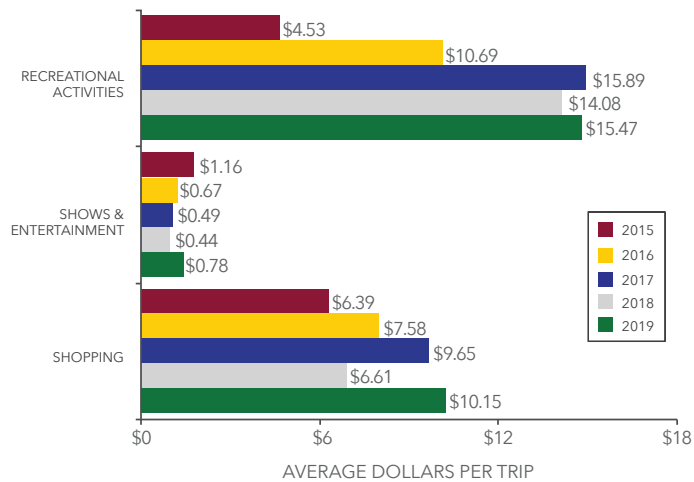
*In 2016 and 2017, movement of survey locations closer to front desk areas at certain properties may have potentially resulted in a greater proportion of respondents who were overnighters vs. day-trippers.

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

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|----------------------|--------|--------|--------|--------|-------|
| Food and Drink | | | | | |
| Base size | (1039) | (1112) | (1123) | (1098) | (706) |
| Proportion of total | 87% | 93% | 94% | 92% | 88% |
| Local Transportation | | | | | |
| Base size | (145) | (263) | (248) | (302) | (199) |
| Proportion of total | 12% | 22% | 21% | 25% | 25% |

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 figure shows these average trip expenditures including visitors who said they spent nothing in each category. The average expenditure for recreational activities in 2019 was \$15.47, similar to last year. The average expenditure for shows and entertainment was \$0.78 per trip, not significantly different from past results. The average expenditure for shopping was \$10.15, up from previous years.

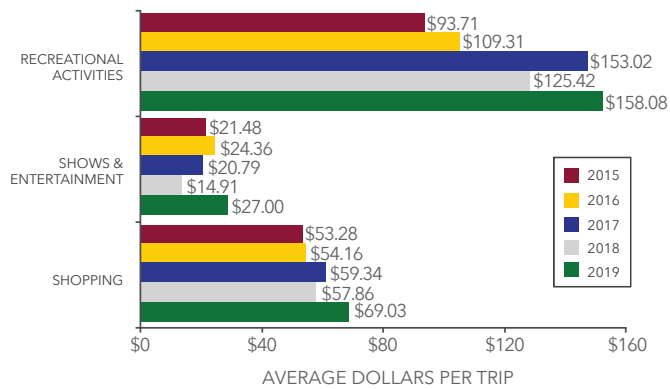
FIGURE 44
Average Trip Expenditures on Recreational Activities, Shows & Entertainment and Shopping*
(Including Visitors Who Spent Nothing in That Category)



*In 2016 and 2017, movement of survey locations closer to front desk areas at certain properties may have potentially resulted in a greater proportion of respondents who were overnighters vs. day-trippers.

Considering only visitors who spent money in each category, the average expenditure for recreational activities in 2019 was \$158.08, up from \$125.42 last year. The average expenditure for shows and entertainment in 2019 was \$27.00, up from \$14.91 last year. In 2019, visitors spent an average of \$69.03 on shopping, up from previous years.

FIGURE 45
Average Trip Expenditures on Recreational Activities, Shows & Entertainment and Shopping*
(Among Spenders)

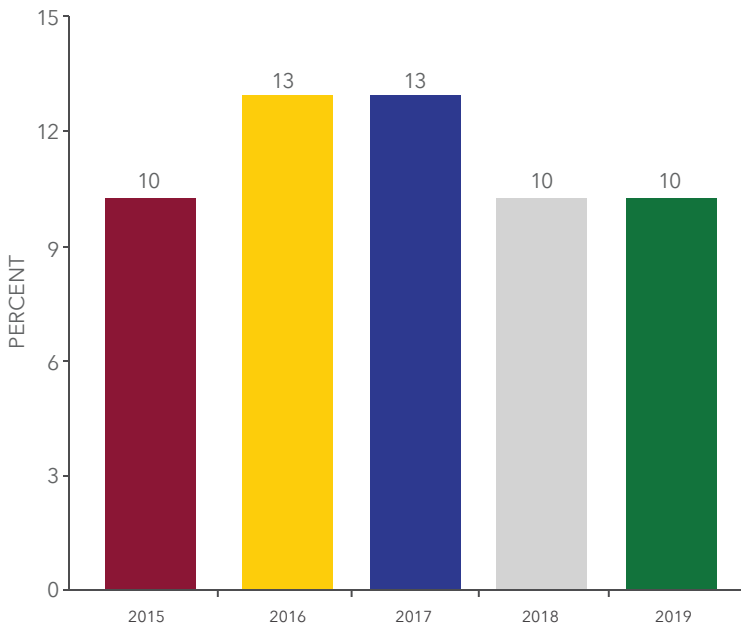


*In 2016 and 2017, movement of survey locations closer to front desk areas at certain properties may have potentially resulted in a greater proportion of respondents who were overnighters vs. day-trippers.

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

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------------|-------|-------|-------|-------|-------|
| Recreation | | | | | |
| Base size | (58) | (121) | (130) | (140) | (81) |
| Proportion of total | 5% | 10% | 11% | 12% | 10% |
| Shows | | | | | |
| Base size | (65) | (33) | (28) | (35) | (25) |
| Proportion of total | 5% | 3% | 2% | 3% | 3% |
| Shopping | | | | | |
| Base size | (144) | (168) | (196) | (137) | (121) |
| Proportion of total | 12% | 14% | 16% | 11% | 15% |

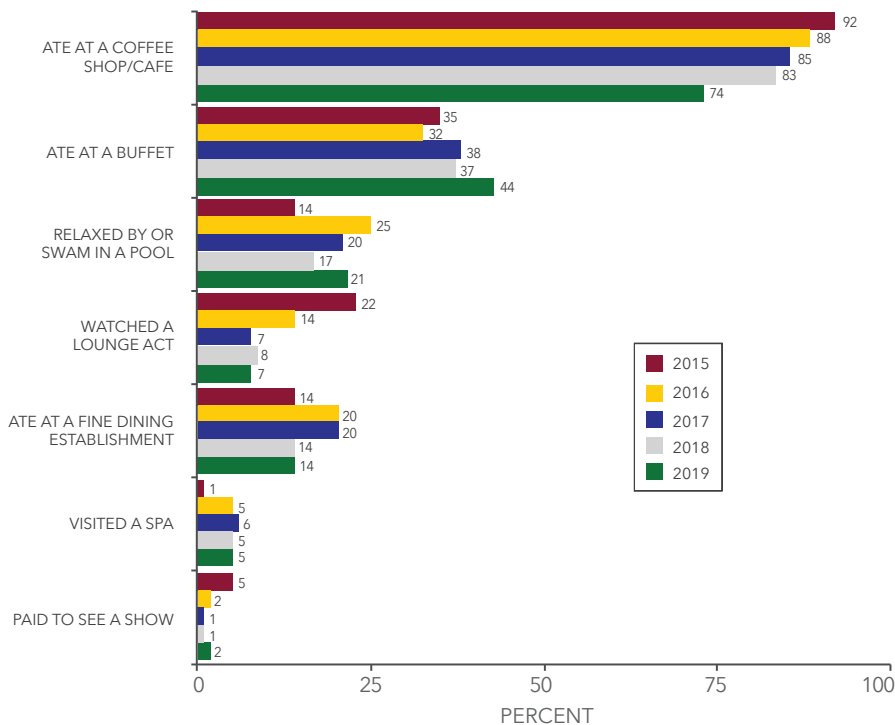
FIGURE 46
Whether Played Golf While Visiting Mesquite*



Ten percent (10%) of Mesquite visitors said they played golf while visiting Mesquite, the same as last year but down from 13% each in 2016 and 2017.

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

FIGURE 47
Other Activities Participated in While Visiting Mesquite*



Visitors were asked whether they participated (or planned to participate) in several other activities during their visit to Mesquite. Three-quarters (74%) said they ate at a coffee shop or café in Mesquite (down from 2015 - 2018), 44% said they ate at a buffet (up from past readings), and 14% said they ate at a fine dining establishment (the same as last year and down from 20% each in 2016 and 2017). One in five (21%) relaxed by or swam in a pool (up from 14% in 2015 and 17% last year), 7% said they watched a lounge act (similar to last year but down from 2015 - 2016), and 5% said they visited a spa.

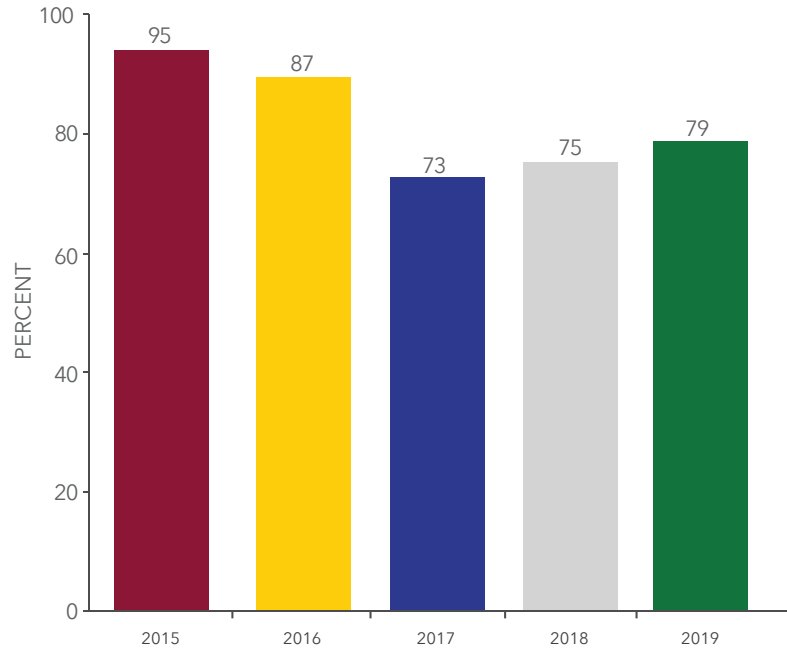
*Multiple responses were permitted to this question.

GAMING BEHAVIOR AND BUDGETS

Nearly eight in ten (79%) of all visitors gambled while in Mesquite, down from 95% in 2015, and 87% in 2016, but up from 73% in 2017 and 75% last year.

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

FIGURE 48
Whether Gambled While in Mesquite*



Among those visitors who gambled while in Mesquite, about one-half (51%) spent two hours or less gambling daily, down from 58% in 2015. Thirty percent (30%) spent three to four hours per day gambling (down from 2015 - 2018 results), 12% spent five to six hours per day gambling (up from 2015 - 2017), and 6% spent seven or more hours per day gambling. The average (mean) number of hours spent gambling in 2019 was 3.0, the same as last year and up from 2.1 hours in 2015 and 2.6 hours in 2016.

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

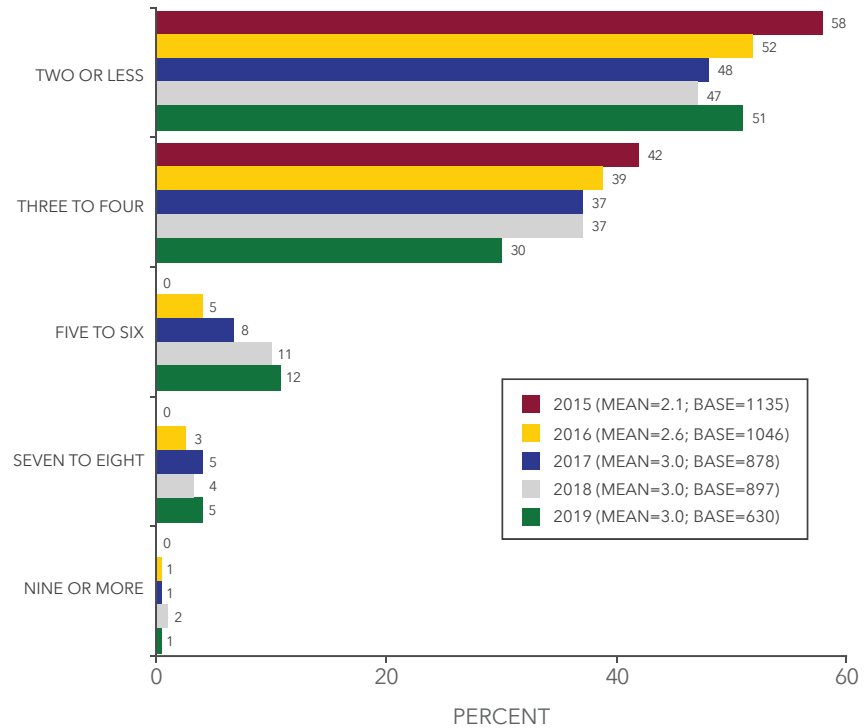
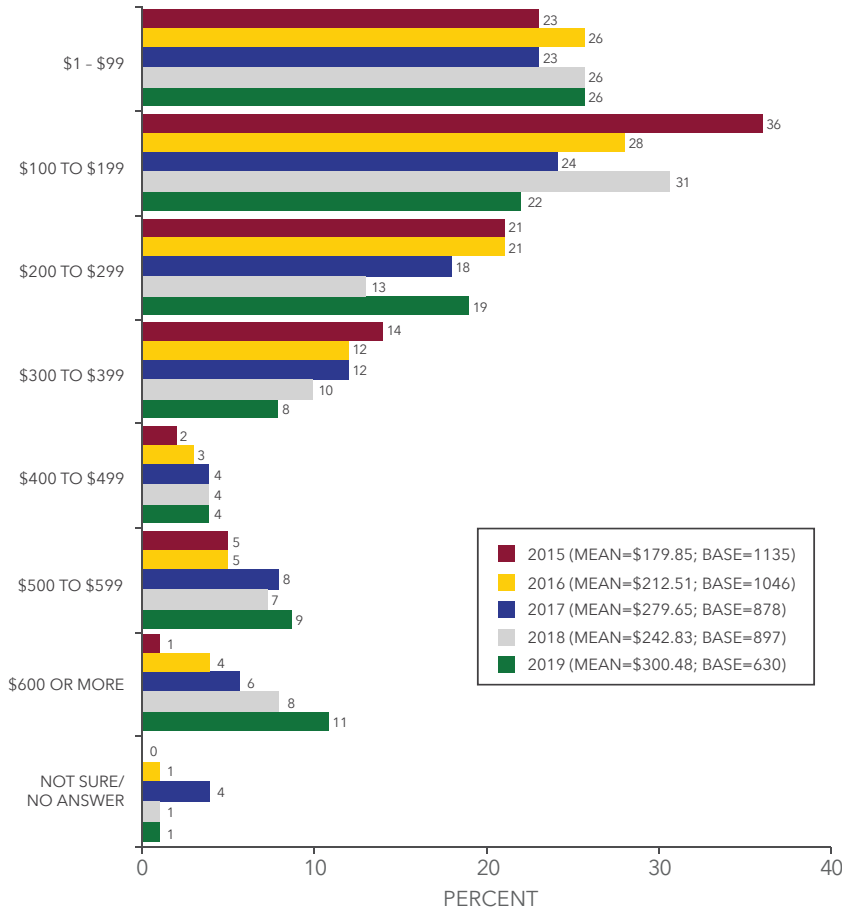


FIGURE 50
Trip Gambling Budget
 (Among Those Who Gambled)



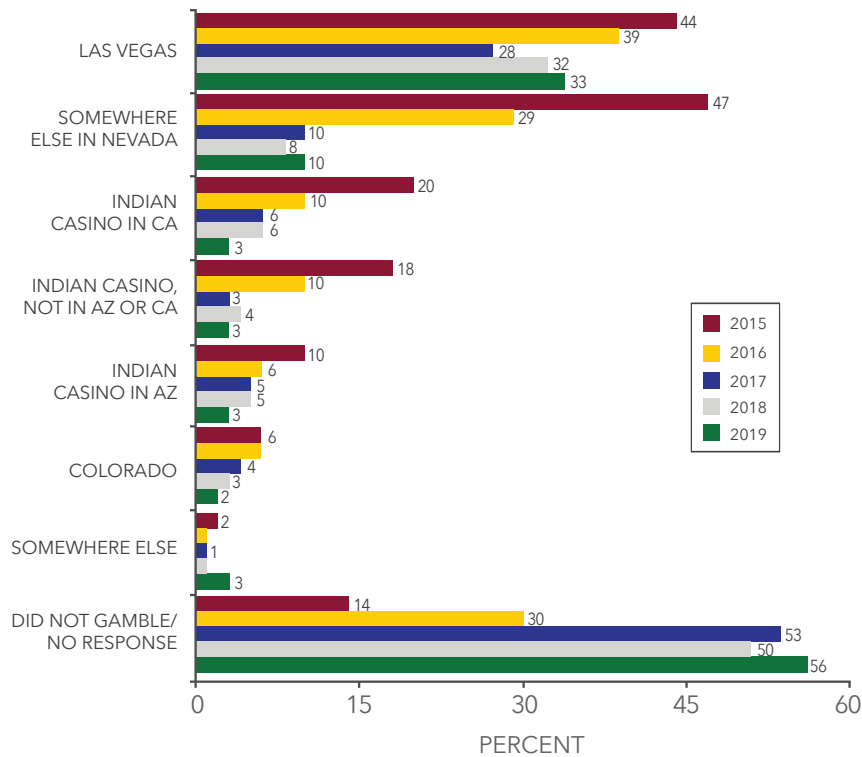
The average trip gambling budget in 2019 was \$300.48, up from the average gambling budgets of past years. Twenty-six percent (26%) said they budgeted less than \$100 for gambling, 22% budgeted between \$100 and \$199 (down from 31% last year), 19% budgeted between \$200 and \$299 (up from 13% last year), 8% budgeted between \$300 and \$399, 4% budgeted between \$400 and \$499, 9% budgeted between \$500 and \$599, and 11% budgeted \$600 or more (up from 2015 - 2018 results).



All Mesquite visitors were asked where else they had gambled in a casino facility outside of Mesquite during the past 12 months. One-third (33%) reported gambling in Las Vegas during the past year (up from 28% in 2017, but down from 2015 - 2016), while 10% said they gambled somewhere else in Nevada (down from 2015 - 2016 results). Three percent (3%) each said they had gambled at a casino on an Indian reservation in California or Arizona (both figures down from 2015 - 2018 results), 2% said they had gambled at a casino in Colorado (down from 2015 - 2017) and 3% said they had gambled at a casino on an Indian reservation not in Arizona or California (down from 2015 - 2016). Over one-half (56%) of visitors did not gamble at any of these locations (up from 14% in 2015, 30% in 2016, and 50% last year).

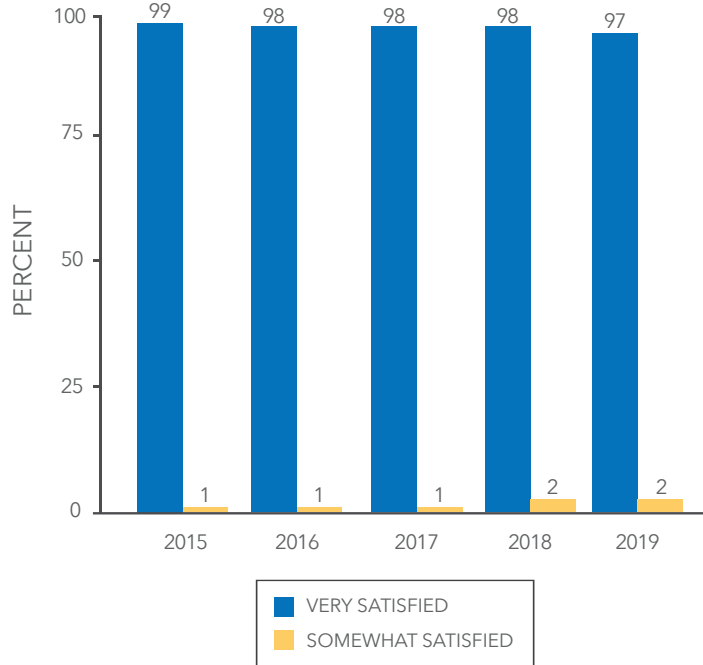
*Multiple responses were permitted to this question.

FIGURE 51
Where Visitors Gambled Outside Mesquite*



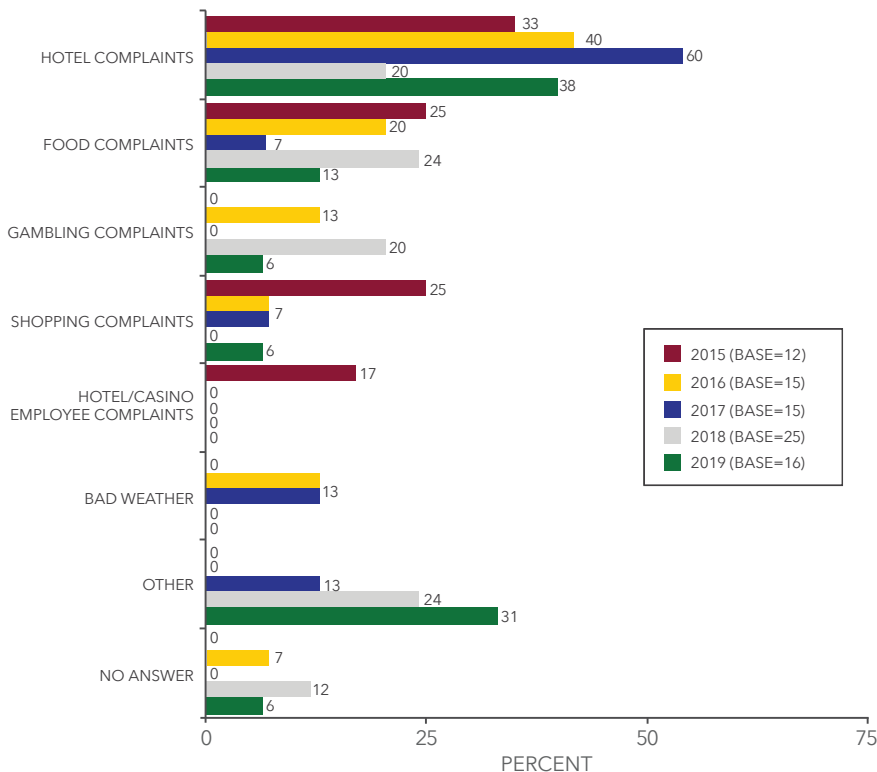
ATTITUDINAL INFORMATION

FIGURE 52
Satisfaction With Visit



Almost all visitors (99%) gave Mesquite a high satisfaction rating, with 97% saying they were “very” satisfied with their visit to Mesquite and 2% saying they were “somewhat” satisfied.

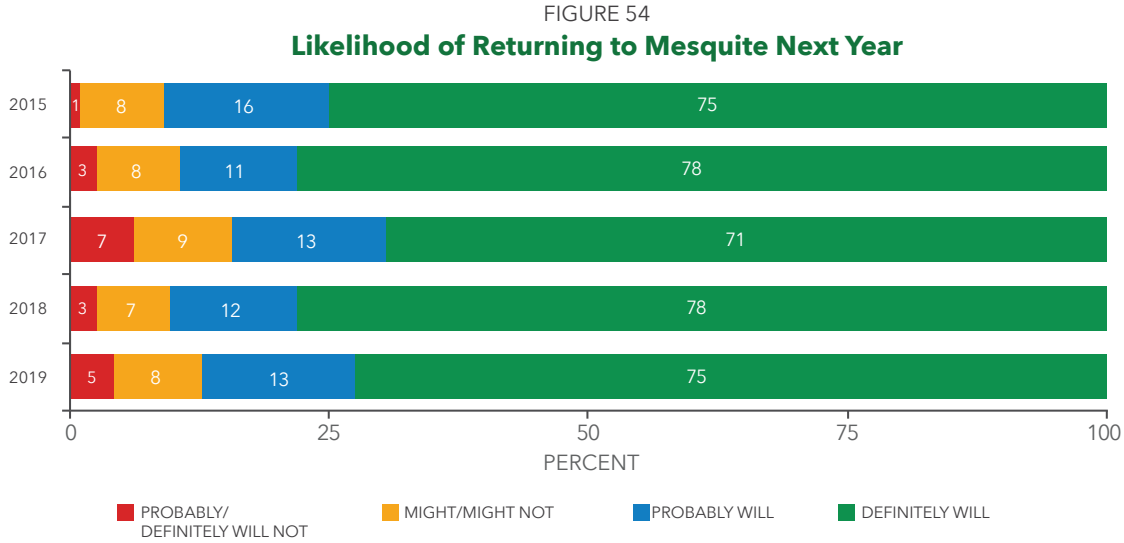
FIGURE 53
Why Not “Very” Satisfied With Visit*
(Among Those Who Were “Somewhat” Satisfied)



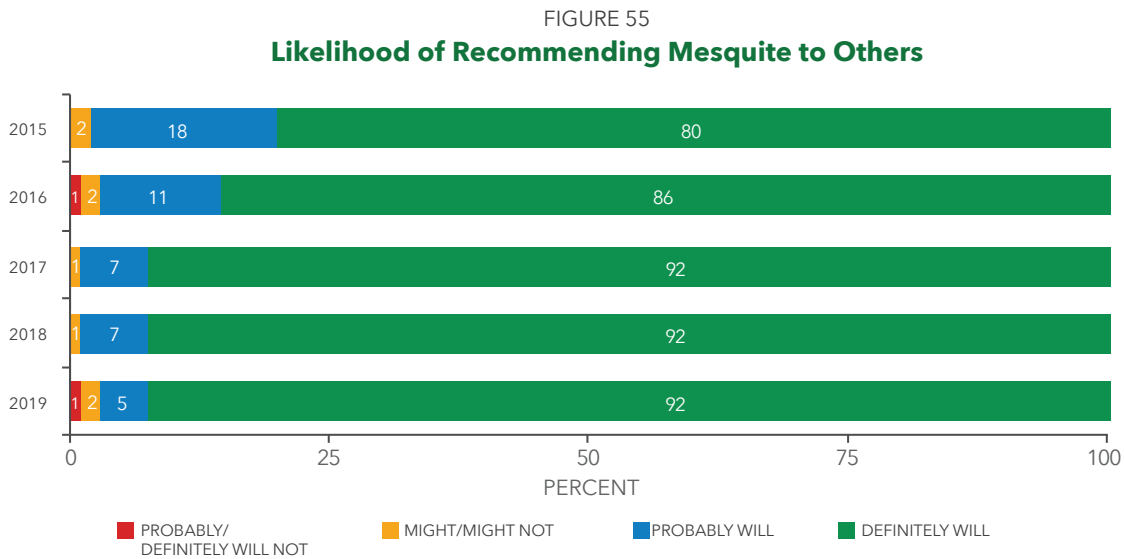
Those visitors who were “somewhat” satisfied with their visit to Mesquite were asked the main reason why they were not “very” satisfied. Of the 16 visitors in this category, 38% had complaints about their hotel, and 13% (two visitors) had complaints about food.

* Note very small base sizes for 2015-2019.

Visitors were asked how likely they are to return to Mesquite the following year and 88% of visitors said they “definitely” or “probably” will, with 75% saying they “definitely” will and 13% saying they “probably” will. Eight percent (8%) said they “might or might not” return to Mesquite in the next year. The remaining 5% 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 the vast majority (97%) said they “definitely” or “probably” will (down from 99% each in 2017 and 2018), with 92% saying they “definitely” will (up from 2015 - 2016) and 5% saying they “probably” will (down from 2015 - 2018).



VISITOR DEMOGRAPHICS

Mesquite visitors in 2019 were likely to be married (72%, down from all past years), white (87%, also down from past results), and from the Western U.S. (89%, up from 2015 - 2018 results), particularly Utah (45%, up from 2015 - 2018). Eight percent (8%) were Hispanic or Latino, up from past results. The average age was 58.9 (up from 2015 - 2016), with 45% age 65 or older (up from 2015 - 2016). Forty-four percent (44%) of visitors were employed (up from 39% last year), while 50% were retired (down from 55% last year). One-third of visitors (33%) had a household income of \$80,000 or more (the same as last year), while four in ten (41%) had a household income of less than \$60,000 (down from 2015 - 2017 results). Forty percent (40%) had a high school education or less (up from past results), 23% reported some college (down from 2015 - 2018 readings), and 33% were college graduates, up from 25% in 2015 and 28% last year.

FIGURE 56
Visitor Demographics

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|-------------------------|---------------|---------------|---------------|---------------|--------------|
| GENDER | | | | | |
| Male | 50% | 50% | 51% | 50% | 50% |
| Female | 50% | 50% | 49% | 50% | 50% |
| MARITAL STATUS | | | | | |
| Married | 90 | 84 | 82 | 77 | 72 |
| Single | 2 | 5 | 8 | 9 | 16 |
| Separated/Divorced | 5 | 6 | 5 | 6 | 5 |
| Widowed | 3 | 5 | 5 | 7 | 8 |
| EMPLOYMENT | | | | | |
| Employed | 54 | 48 | 45 | 39 | 44 |
| Unemployed | 1 | 1 | 1 | 1 | 2 |
| Student | 1 | 1 | 0 | 1 | 1 |
| Retired | 44 | 49 | 51 | 55 | 50 |
| Homemaker | 1 | 2 | 3 | 3 | 3 |
| EDUCATION | | | | | |
| High school or less | 27 | 28 | 32 | 28 | 40 |
| Some college | 46 | 38 | 31 | 40 | 23 |
| College graduate | 25 | 31 | 32 | 28 | 33 |
| Trade/vocational school | 2 | 3 | 4 | 3 | 4 |
| AGE | | | | | |
| 21 to 29 | 4 | 5 | 3 | 4 | 5 |
| 30 to 39 | 10 | 9 | 8 | 7 | 10 |
| 40 to 49 | 22 | 19 | 15 | 12 | 12 |
| 50 to 59 | 20 | 18 | 18 | 16 | 15 |
| 60 to 64 | 11 | 12 | 12 | 13 | 14 |
| 65 or older | 32 | 37 | 44 | 47 | 45 |
| MEAN | 54.4 | 56.1 | 59.1 | 59.9 | 58.9 |
| BASE | (1200) | (1200) | (1200) | (1200) | (800) |

FIGURE 57

Visitor Demographics (Continued)

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|--------------------------------|---------------|---------------|---------------|---------------|--------------|
| ETHNICITY | | | | | |
| White | 95% | 93% | 91% | 92% | 87% |
| African-American/Black | 2 | 1 | 1 | 2 | 3 |
| Asian/Asian-American | 1 | 1 | 1 | 1 | 2 |
| Hispanic/Latino | 1 | 3 | 4 | 4 | 8 |
| Other | 1 | 2 | 3 | 2 | 1 |
| HOUSEHOLD INCOME | | | | | |
| Less than \$20,000 | 0 | 1 | 1 | 3 | 5 |
| \$20,000 to \$39,999 | 4 | 7 | 8 | 10 | 12 |
| \$40,000 to \$59,999 | 30 | 24 | 24 | 23 | 24 |
| \$60,000 to \$79,999 | 30 | 26 | 27 | 27 | 19 |
| \$80,000 or more | 36 | 39 | 36 | 33 | 33 |
| Not sure/no answer | 0 | 3 | 4 | 4 | 7 |
| VISITOR ORIGIN | | | | | |
| USA | 93 | 94 | 93 | 93 | 94 |
| Eastern states ¹ | 1 | 1 | 1 | 1 | 1 |
| Southern states ² | 5 | 3 | 2 | 3 | 2 |
| Midwestern states ³ | 9 | 7 | 6 | 6 | 2 |
| Western states ⁴ | 80 | 83 | 85 | 82 | 89 |
| California | 7 | 7 | 11 | 9 | 9 |
| Southern California | 7 | 6 | 9 | 8 | 8 |
| Northern California | 0 | 1 | 1 | 1 | 1 |
| All Other West | 73 | 76 | 74 | 73 | 80 |
| Utah | 32 | 35 | 34 | 34 | 45 |
| Arizona | 12 | 9 | 8 | 10 | 7 |
| Greater Las Vegas | 8 | 9 | 8 | 7 | 11 |
| Other West | 21 | 23 | 24 | 22 | 17 |
| Foreign | 7 | 6 | 7 | 7 | 6 |
| BASE | (1200) | (1200) | (1200) | (1200) | (800) |

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 (excluding Clark County), New Mexico, Oregon, Utah, Washington and Wyoming.

Summary Table of Visitor Characteristics

APPENDIX TABLES

SUMMARY TABLE OF REASONS FOR VISITING AND VISITATION FREQUENCY

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|------|------|------|------|------|
| Proportion of visitors who were first-time visitors | 15% | 23% | 23% | 22% | 16% |
| Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure | 1% | 11% | 13% | 16% | 20% |
| Proportion of first-time visitors whose primary purpose for current trip was just passing through | 42% | 34% | 7% | 22% | 21% |
| Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure | 1% | 8% | 11% | 11% | 15% |
| Proportion of repeat visitors whose primary purpose for current trip was to gamble | 27% | 19% | 14% | 22% | 20% |
| Proportion of repeat visitors whose primary purpose for current trip was just passing through | 14% | 13% | 3% | 14% | 12% |
| Average number of visits in past five years (all visitors) | 28.9 | 21.1 | 19.3 | 24.6 | 23.5 |
| Average number of visits in past five years (repeat visitors) | 33.6 | 26.9 | 24.9 | 31.1 | 27.7 |
| Average number of visits in past year (all visitors) | 13.1 | 9.3 | 9.4 | 13.7 | 10.7 |
| Average number of visits in past year (repeat visitors) | 15.2 | 11.7 | 11.9 | 17.1 | 12.5 |

In 2016 and 2017, movement of survey locations closer to front desk areas at certain properties may have potentially resulted in a greater proportion of respondents who were overnighters vs daytrippers.

SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|------|------|------|------|------|
| Proportion of visitors who traveled to Mesquite in a personal vehicle (automobile/truck/RV/motorcycle) | 100% | 100% | 98% | 98% | 98% |
| Proportion of visitors who decided where to stay in Mesquite before arrival (among those who stayed overnight) | 100% | 92% | 91% | 90% | 95% |
| Proportion of visitors who decided which shows to see in Mesquite after arrival (among those who saw shows) | 52% | 78% | 81% | 91% | 70% |
| Proportion of visitors who decided which attractions to visit in Mesquite before arrival (among those who visited attractions) | 70% | 46% | 49% | 37% | 33% |
| Proportion of visitors who decided where to gamble in Mesquite before arrival (among those who gambled) | 71% | 67% | 66% | 68% | 67% |
| Proportion of visitors who decided where to gamble in Mesquite after arrival (among those who gambled) | 29% | 28% | 32% | 29% | 29% |
| Proportion of visitors who decided what recreational activities to do in Mesquite before arrival (among those who engaged in recreational activities) | 94% | 64% | 75% | 86% | 83% |
| Proportion of visitors who used the assistance of a travel agent planning their trip to Mesquite | 0% | 0% | 2% | 2% | 1% |
| Proportion of visitors who toured nearby places | 32% | 27% | 20% | 25% | 18% |
| Proportion of all visitors who visited Las Vegas on their current trip to Mesquite | 18% | 15% | 13% | 18% | 11% |

In 2016 and 2017, movement of survey locations closer to front desk areas at certain properties may have potentially resulted in a greater proportion of respondents who were overnighters vs daytrippers.

SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|----------|----------|----------|----------|----------|
| Average number of adults in immediate party | 2.3 | 2.3 | 2.2 | 2.0 | 2.3 |
| Proportion of visitors with persons under 21 in their immediate party | 4% | 4% | 9% | 7% | 11% |
| Proportion of visitors who stayed overnight | 51% | 72% | 83% | 69% | 69% |
| Proportion of visitors who were in Mesquite for the day only | 49% | 28% | 17% | 31% | 31% |
| Days stayed (average) | 2.8 | 3.0 | 3.2 | 2.8 | 2.8 |
| Nights stayed (average) | 1.8 | 2.0 | 2.2 | 1.8 | 1.8 |
| Proportion of visitors who stayed in a hotel room | 40% | 66% | 77% | 61% | 62% |
| Number of room occupants (average) | 1.9 | 2.0 | 2.1 | 2.0 | 2.2 |
| Lodging expenditures (average per night – non-package) | \$51.99 | \$62.70 | \$68.11 | \$71.15 | \$74.50 |
| Proportion of visitors who paid a regular room rate (among lodgers) | 26% | 50% | 56% | 63% | 62% |
| Proportion of visitors who received a casino complimentary rate (among lodgers) | 42% | 24% | 25% | 22% | 22% |
| Proportion of visitors who bought a package or travel group trip | 23% | 14% | 11% | 9% | 9% |
| Average cost of package per person (among package/tour group visitors) | \$319.26 | \$390.77 | \$586.16 | \$590.84 | \$379.00 |
| Average trip expenditures for food and drink | \$59.72 | \$98.79 | \$100.39 | \$100.74 | \$139.78 |
| Average trip expenditures for local transportation | \$5.91 | \$16.86 | \$21.42 | \$34.02 | \$26.26 |
| Average trip expenditures for recreational activities | \$4.53 | \$10.69 | \$15.89 | \$14.08 | \$15.47 |
| Average trip expenditures for shows | \$1.16 | \$0.67 | \$0.49 | \$0.44 | \$0.78 |
| Average trip expenditures for shopping | \$6.39 | \$7.58 | \$9.65 | \$6.61 | \$10.15 |

In 2016 and 2017, movement of survey locations closer to front desk areas at certain properties may have potentially resulted in a greater proportion of respondents who were overnighters vs daytrippers.

SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|--|----------|----------|----------|----------|----------|
| Proportion who gambled while visiting Mesquite | 95% | 87% | 73% | 75% | 79% |
| Average trip gambling budget (among those who gambled) | \$179.85 | \$212.51 | \$279.65 | \$242.83 | \$300.48 |
| Average number of hours per day spent gambling (among those who gambled) | 2.1 | 2.6 | 3.0 | 3.0 | 3.0 |
| Proportion who gambled in Las Vegas over the past 12 months (among all visitors) | 44% | 39% | 28% | 32% | 33% |

SUMMARY TABLE OF ATTITUDINAL INFORMATION

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|--|------|------|------|------|------|
| Proportion who “very satisfied” with their current trip to Mesquite | 99% | 98% | 98% | 98% | 97% |
| Proportion who “definitely will” return to Mesquite in the next year | 75% | 78% | 71% | 78% | 75% |
| Proportion who “definitely will” recommend Mesquite to others | 80% | 86% | 92% | 92% | 92% |

SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|--|------|------|------|------|------|
| Proportion of visitors who were 50 years old or older | 63% | 67% | 74% | 77% | 73% |
| Proportion of visitors 65 years old or older | 32% | 37% | 44% | 47% | 45% |
| Proportion of visitors who were married | 90% | 84% | 82% | 77% | 72% |
| Proportion of visitors with a household income less than \$60,000 | 34% | 32% | 33% | 36% | 40% |
| Proportion of visitors with a household income of \$60,000 or more | 66% | 65% | 63% | 60% | 52% |
| Proportion of visitors who were employed | 54% | 48% | 45% | 39% | 44% |
| Proportion of visitors who were retired | 44% | 49% | 51% | 55% | 50% |
| Proportion of visitors with a high school diploma or less | 27% | 28% | 32% | 28% | 40% |
| Proportion of visitors with some college | 46% | 38% | 31% | 40% | 23% |
| Proportion of visitors who were from the West | 80% | 83% | 85% | 82% | 89% |

In 2016 and 2017, movement of survey locations closer to front desk areas at certain properties may have potentially resulted in a greater proportion of respondents who were overnighters vs daytrippers.



Aggregate Results for Calendar Year 2019

| | | |
|---|---|---|
| GLS RESEARCH AGGREGATE RESULTS | MESQUITE VISITOR PROFILE STUDY | PROJECT #219303 CALENDAR YEAR 2019 |
|---|---|---|

RESPONDENT ID# _____

INTERVIEW DATE: ____/____/____

INTERVIEW DAY: _____

INTERVIEW LOCATION CODE _____

TIME STARTED (USE 24-HOUR CLOCK)
____:____

TIME ENDED (USE 24-HOUR CLOCK)
____:____

INTERVIEW LENGTH ____ MIN.

INTERVIEWER ID # _____

RESPONDENT GENDER (BY OBSERVATION)

MALE50%

FEMALE50

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

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

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

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

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

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

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

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

FIRST VISIT16%

VISITED BEFORE.....84

NOT SURE/DK.....0

REFUSED/NA0

| | | |
|---------------------|--|---------------|
| GLS RESEARCH | 2019 MESQUITE VISITOR PROFILE STUDY (#219303) AGGREGATE RESULTS | PAGE 2 |
|---------------------|--|---------------|

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.**)

23.5 MEAN (ALL VISITORS)
27.7 MEAN (REPEAT VISITORS) (N=674)

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

10.7 MEAN (ALL VISITORS)
12.5 MEAN (REPEAT VISITORS) (N=674)

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 1
- BILLBOARD/SIGN 3
- FRIENDS/RELATIVES
(WORD-OF-MOUTH)..... 59
- TRAVEL AGENT 0
- JUST PASSING THROUGH 32
- INTERNET..... 1
- BROCHURE/PAMPHLET 1
- 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 MEETING.....0%
- TO GAMBLE..... 18
- VACATION/PLEASURE 16
- VISIT FRIENDS/RELATIVES 14
- TO ATTEND A SPECIAL
EVENT (E.G., GOLF, RODEO,
OR A FIGHT) 8
- OTHER BUSINESS
PURPOSES.....2
- JUST PASSING THROUGH..... 13
- TO PLAY GOLF 6
- TO DINE 8
- TO RELAX/GET AWAY 11
- TO TAKE ADVANTAGE OF AN
OFFER OR A PROMOTION..... 1
- TO PARTICIPATE IN
OUTDOOR RECREATION
OTHER THAN GOLF..... 1
- SOME OTHER REASON 1
- NOT SURE/DK 0
- REFUSED/NA..... 0

GLS RESEARCH **2019 MESQUITE VISITOR PROFILE STUDY (#219303)** **AGGREGATE RESULTS** **PAGE 3**

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..... 32% | ASK Q10 |
| ONLY DESTINATION..... 68 | SKIP TO Q11 |
| NOT SURE/DK0 | |
| 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=253)

| | |
|--------------------------------|-----|
| LAS VEGAS, NEVADA | 44% |
| UTAH..... | 20 |
| MESQUITE, NEVADA..... | 0 |
| ARIZONA..... | 13 |
| CALIFORNIA..... | 12 |
| OTHER NEVADA | 4 |
| COLORADO..... | 2 |
| OTHER WEST | 3 |
| OTHER U.S..... | 0 |
| OTHER NORTH AMERICA..... | 1 |
| NO PARTICULAR DESTINATION..... | 0 |
| DON'T KNOW/NO ANSWER..... | 0 |

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

| | |
|--|----|
| Air | 1% |
| Bus | |
| (IF “YES” ASK: “Do you mean...”): | |
| Regularly scheduled bus service like Greyhound | 0 |
| Or a chartered or escorted bus service or bus tour | 2 |
| Automobile..... | 88 |
| Truck..... | 9 |
| Motorcycle | 0 |
| Recreational Vehicle (RV) | 1 |
| REFUSED/NA | 0 |

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

| | |
|------------------------------|-----|
| SAME DAY..... | 13% |
| 1-3 DAYS BEFORE | 14 |
| 4-6 DAYS BEFORE | 5 |
| 7-14 DAYS BEFORE | 22 |
| 15-30 DAYS BEFORE | 14 |
| 31-60 DAYS BEFORE | 11 |
| 61-90 DAYS BEFORE | 6 |
| 91-120 DAYS BEFORE | 6 |
| MORE THAN 120 DAYS BEFORE... | 10 |
| NOT SURE/DK | 0 |
| REFUSED/NA | 0 |

13. Which of the following tools did you use in planning your trip to Mesquite? **(INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)**

| | |
|---|----|
| A. Travel agent..... | 1% |
| B. Websites | 22 |
| C. Social media | 1 |
| D. Apps..... | 1 |
| E. Casino/Hotel hosts | 15 |
| F. Word of mouth | 12 |
| G. Magazines or newspapers... | 1 |
| H. Printed brochures or travel guides | 8 |
| I. Email offers..... | 6 |
| J. Other (SPECIFY):..... | 2 |

14. **(ASK ONLY OF THOSE WHO SAID “YES” TO TRAVEL AGENT IN Q13.)**

Did the travel agent... (N=7)

| | |
|--|-----|
| Influence your decision to visit Mesquite..... | 71% |
| Influence your choice of accommodations | 100 |
| “Book” your transportation | 86 |

2019 MESQUITE VISITOR PROFILE STUDY (#219303)

GLS RESEARCH **AGGREGATE RESULTS** **PAGE 4**

15. **(ASK ONLY OF THOSE WHO SAID “YES” TO SOCIAL MEDIA, WEBSITES OR APPS IN Q13)**
 Which, if any, of the following social media or travel review apps or websites did you use to help in planning your trip to Mesquite?
(INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES) (N=181)
- A. Facebook..... 1%
 - B. Foursquare..... 1
 - C. Snapchat..... 1
 - D. OpenTable..... 1
 - E. Pinterest..... 0
 - F. TripAdvisor..... 4

- G. Twitter..... 0
- H. Yelp..... 0
- I. Instagram..... 0
- P. Reddit..... 2
- J. Google..... 28
- K. Consulted reviews at Online Travel Agencies such as Expedia, Booking.com, etc.. 34
- L. Consulted reviews at hotel or show venue sites..... 17
- M. Other (SPECIFY:)..... 22

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

| | | | | DO NOT READ THESE RESPONSE CODES | | |
|--|----------------------------|-----------------------------------|----------------------|---|-------------------|-----------------|
| | <u>Before Leaving Home</u> | <u>While En Route To Mesquite</u> | <u>After Arrival</u> | <u>DOES NOT APPLY</u> | <u>DON'T KNOW</u> | <u>RE-FUSED</u> |
| AMONG ALL RESPONDENTS: | | | | | | |
| a. Where to lodge in Mesquite? | 65% | 1% | 4% | 31% | 0% | 0% |
| b. What shows to see in Mesquite? | 1 | 0 | 2 | 97 | 0 | 0 |
| c. What attractions to visit in or near Mesquite? | 1 | 0 | 2 | 97 | 0 | 0 |
| d. What events to attend in Mesquite? | 7 | 0 | 2 | 91 | 0 | 0 |
| e. Where to gamble in Mesquite? | 51 | 1 | 23 | 21 | 0 | 3 |
| f. What recreational activities you would enjoy in Mesquite? | 18 | 0 | 4 | 79 | 0 | 0 |

| | <u>Before Leaving Home</u> | <u>While En Route To Mesquite</u> | <u>After Arrival</u> | <u>DK/NA</u> | |
|--|----------------------------|-----------------------------------|----------------------|--------------|---------|
| AMONG THOSE TO WHOM THE QUESTION APPLIES: | | | | | |
| a. Where to lodge in Mesquite? | 94% | 1% | 5% | 0% | (N=551) |
| b. What shows to see in Mesquite? | 30 | 0 | 70 | 0 | (N=27) |
| c. What attractions to visit in or near Mesquite? | 29 | 5 | 67 | 0 | (N=21) |
| d. What events to attend in Mesquite? | 80 | 0 | 20 | 0 | (N=74) |
| e. Where to gamble in Mesquite? | 65 | 2 | 29 | 4 | (N=630) |
| f. What recreational activities you would enjoy in Mesquite? | 83 | 0 | 17 | 0 | (N=168) |

17. 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 62%
- FRIENDS/RELATIVES 5
- RV/CAMPER/CAMPING 1
- DID NOT LODGE ANYWHERE .. 31
- OTHER LODGING 0
- NOT SURE/DK 0
- REFUSED/NA 0

18. 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=499)

- a. Booked by phone, calling the hotel or motel 42%
- 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 0
- d. Booked at a website on the Internet using a desktop or laptop computer 17
- e. Booked at a website on the Internet using a smartphone 11
- f. Booked at a website on the Internet using a tablet 2
- g. Booked in person at the hotel or motel 8
- h. The trip was a gift, prize, or incentive, so the accommodations were booked for you 4
- i. Not sure because someone else in your party booked the hotel and you don't know how they did it 15
- OTHER (SPECIFY:)
(VOLUNTEERED) 0
- REFUSED/NA (VOLUNTEERED) 0

19. **[IF RESPONSE "d, e, or f" IN Q18 IS CHOSEN, ASK:]** Which website did you use to book your accommodations? **(ASK AS AN OPEN END. ACCEPT ONLY ONE RESPONSE).** (N=148)

- a. Booking.com 16%
- b. Cheaptickets 0
- c. Expedia.com 14
- d. Hotwire.com 1
- e. Kayak 3
- f. Orbitz 3
- g. Priceline.com 1
- h. Travel.com 0
- i. Travelocity 7
- j. Yahoo 0
- k. Hotel website (any) 43
- l. OTHER 12
- m. NOT SURE/DK 1
- n. REFUSED/NA 0

20. 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=499)

- SAME DAY 8%
- 1-6 DAYS BEFORE 15
- 7-14 DAYS BEFORE 25
- 15-30 DAYS BEFORE 25
- 31-60 DAYS BEFORE 10
- 61-90 DAYS BEFORE 5
- MORE THAN 90 DAYS BEFORE 10
- NOT SURE/DK 3
- REFUSED/NA 0

21. Including yourself, how many people stayed in your room? (N=499)

- ONE 13%
- TWO 70
- THREE 7
- FOUR OR MORE 10
- REFUSED/NA 0

2.2 MEAN

22. Which of the following rate categories best describes your room rate? **(SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.)** (N=499)

| | |
|---|--------------------|
| HOTEL/TRANSPORTATION PACKAGE DEAL5% | ASK Q23 |
| TOUR/TRAVEL GROUP 1 | |
| HOTEL/AMENITIES PACKAGE DEAL3 | |
| CONVENTION GROUP/COMPANY MEETING2 | SKIP TO Q26 |
| CASINO RATE2 | |
| REGULAR FULL-PRICE ROOM RATE62 | |
| CASINO COMPLIMENTARY22 | SKIP TO Q28 |
| ANOTHER RATE3 | SKIP TO Q26 |
| NOT SURE/DK0 | |
| REFUSED/NA0 | |

23. Did you purchase your package directly from a hotel? (N=43)

YES49%

NO16

NOT SURE/DK35

REFUSED/NA0

24. What was the total *PER PERSON* cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=43)

\$0 - \$99 35%

\$100 - \$199 2

\$200 - \$299 7

\$300 or more 42

Refused/No answer 14

\$379.00 MEAN

\$250.00 MEDIAN

25. Where did you *first* hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=43)

NEWSPAPER0%

TELEVISION0

RADIO0

MAGAZINE0

TRAVEL AGENT0

WORD-OF-MOUTH42

OUTDOOR BILLBOARD0

SEARCH ENGINE/HYPERLINK2

OFFER RECEIVED IN THE MAIL0

E-MAIL OFFER2

RESERVATION AGENT/ CALL CENTER7

ANY WEBSITE9

INTERNET AD0

BROCHURE26

OTHER0

NOT SURE/DK12

REFUSED/NA0

| |
|------------------------------------|
| PACKAGE VISITORS SKIP TO 28 |
|------------------------------------|

26. **(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=348)

\$0 - \$24 2%

\$25 - \$49 26

\$50 - \$99 45

\$100 or more 21

Refused/No answer 6

\$74.50 MEAN

\$69.00 MEDIAN

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27. How did you *first* find out about the room rate you paid? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=348)

- RESERVATION AGENT/
CALL CENTER 39%
- WORD-OF-MOUTH 14
- INTERNET AD (POP-UP
OR BANNER AD) 0
- WEBSITE 33
- SEARCH ENGINE/HYPERLINK 5
- OFFER RECEIVED IN THE MAIL 1
- TRAVEL AGENT 1
- OUTDOOR BILLBOARD 0
- OTHER 1
- NOT SURE/DK 5

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

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

(WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)

- 1 13%
- 2 67
- 3 7
- 4 9
- 5 or more 3
- 2.3 MEAN
- 2.0 MEDIAN

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

- YES 11%
- NO 89
- NOT SURE/DK 0
- REFUSED/NA 0

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

- None 31%
- 1 22
- 2 22
- 3 12
- 4 7
- 5 or more 6
- Refused/No answer 0
- 1.8 MEAN
- 1.0 MEDIAN

IF THE ANSWER TO Q30 IS "00," THEN Q17 MUST BE "96."

31. 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 31%
- 2 22
- 3 22
- 4 12
- 5 7
- 6 or more 6
- Refused/No answer 0
- 2.8 MEAN
- 2.0 MEDIAN

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

- SUNDAY 12%
- MONDAY 10
- TUESDAY 11
- WEDNESDAY 15
- THURSDAY 16
- FRIDAY 20
- SATURDAY 17
- REFUSED/NA 0

33. Have you gambled during this visit to Mesquite?

| | |
|---------------------|--------------------|
| YES 79% | ASK Q34 |
| NO 21 | SKIP TO Q36 |
| NOT SURE/DK 0 | |
| REFUSED/NA 0 | |

34. 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=630)

| | |
|--------------------|-----|
| 0-2 | 51% |
| 3-4 | 30 |
| 5-6 | 12 |
| 7-8 | 5 |
| 9-10 | 1 |
| MORE THAN 10 | 0 |
| <u>3.0</u> MEAN | |
| <u>2.0</u> MEDIAN | |

35. 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=630)

| | |
|-------------------------|-----|
| \$1 - \$99 | 26% |
| \$100 - \$199 | 22 |
| \$200 - \$299 | 19 |
| \$300 - \$399 | 8 |
| \$400 - \$499 | 4 |
| \$500 - \$599 | 9 |
| \$600 or more | 11 |
| Refused/No answer | 1 |
| <u>\$300.48</u> MEAN | |
| <u>\$200.00</u> MEDIAN | |

36. **(ASK OF ALL RESPONDENTS.)**
In which of the following locations have you gambled at a casino facility during the past 12 months? Please do not include "card rooms," even though they are similar to casinos. Have you gambled... **(READ LIST)**

SUMMARY OF YES RESPONSES

| | |
|---|----|
| A. At a casino on an Indian reservation in California | 3% |
| B. At a casino on an Indian reservation in Arizona | 3 |
| C. At a casino on an Indian reservation outside of California and Arizona | 3 |
| D. At a casino in Colorado | 2 |
| I. In Las Vegas, Nevada | 33 |
| J. Somewhere else in Nevada (outside the Las Vegas area) ... | 10 |
| OTHER (SPECIFY:) | 3 |

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

| | | |
|------------------|-----|--------------------|
| YES | 18% | ASK Q38 |
| NO | 82 | |
| NOT SURE/DK..... | 0 | SKIP TO Q39 |
| REFUSED/NA..... | 0 | |

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

- A. Las Vegas 61% (N=145)
- B. Laughlin..... 5
- C. Primm (Stateline)..... 0
- D. Hoover Dam 13
- E. Lake Mead..... 10
- F. Mt. Charleston/
Lee Canyon..... 0
- G. Valley of Fire 23
- H. Grand Canyon 12
- I. Death Valley 0
- J. Bryce Canyon..... 13
- K. Zion National Park..... 19
- L. St. George (Utah)..... 38
- X. Other..... 9

39. 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 21%
- B. Play golf..... 10
- C. Visit a spa 5
- D. Eat at a buffet 44
- E. Eat at a coffee shop/café..... 74
- F. Eat at a fine dining establishment 14
- H. Pay to see a show 2
- I. Watch a lounge act..... 7
- J. Other..... 1

40. 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. \$139.78 MEAN (INCLUDING \$0) (PER TRIP AVERAGE)
\$158.45 MEAN (EXCLUDING \$0)
- B. Local transportation (for example, car rental, taxi limo, gas). Please include all your daily transportation expenses \$26.26 MEAN (INCLUDING \$0) (PER TRIP AVERAGE)
\$107.60 MEAN (EXCLUDING \$0)

41. 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 \$15.47 MEAN (INCLUDING \$0)
\$158.08 MEAN (EXCLUDING \$0)
- B. Shows/entertainment (not including gambling)..... \$0.78 MEAN (INCLUDING \$0)
\$27.00 MEAN (EXCLUDING \$0)
- C. Shopping (gifts, clothing, personal items) ... \$10.15 MEAN (INCLUDING \$0)
\$69.03 MEAN (EXCLUDING \$0)
- X. Other..... \$2.36 MEAN (INCLUDING \$0)
\$268.86 MEAN (EXCLUDING \$0)



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

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

| | |
|-------------------------------|--------------------|
| Very satisfied..... 97% | SKIP TO Q45 |
| Somewhat satisfied 2 | ASK Q43 |
| Somewhat dissatisfied 1 | ASK Q44 |
| Very dissatisfied 1 | |
| <u>DO NOT READ</u> | |
| NOT SURE/DK..... 0 | SKIP TO Q45 |
| REFUSED/NA 0 | |

43. You just said you were *somewhat* satisfied with your overall experience in Mesquite. What is the *MAIN* reason that keeps you from saying you were *very* satisfied? **(ACCEPT ONLY ONE RESPONSE.)** (N=16)

| | |
|--------------------------------------|-----------------------------|
| HOTEL COMPLAINTS 38% | SMOKING COMPLAINTS 6% |
| FOOD COMPLAINTS 13 | SHOPPING COMPLAINTS 6 |
| NOT AS EXCITING AS LAS VEGAS 13 | OTHER 0 |
| NOTHING TO DO BUT GAMBLE 13 | NO ANSWER 6 |
| GAMBLING COMPLAINTS 6 | |

AFTER ANSWERING Q43, SKIP TO Q45

44. What is the *MAIN* reason you were dissatisfied with your overall experience in Mesquite? **(ACCEPT ONLY ONE RESPONSE.)** (N=11)

| |
|---|
| GAMBLING COMPLAINTS 27% |
| RUDE/UNFRIENDLY PEOPLE 27 |
| HOTEL COMPLAINTS 18 |
| SMOKING COMPLAINTS 9 |
| NOT AS EXCITING AS LAS VEGAS 9 |
| COMPLAINTS ABOUT ENTERTAINMENT/EVENTS 9 |

45. **(ASK EVERYONE:)**
How likely will you be to return to Mesquite in the next year? Would you say you... **(READ FIRST 5 RESPONSES)**

| |
|---------------------------|
| Definitely will.....75% |
| Probably will13 |
| Might/might not8 |
| Probably will not3 |
| Definitely will not.....2 |
| NOT SURE/NO ANSWER.....0 |

46. 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 92% |
| Probably will recommend 5 |
| Might/might not recommend 2 |
| Probably will not recommend 1 |
| Definitely will not recommend 1 |
| NOT SURE/NO ANSWER 0 |



Now I'd like to ask you a few final questions for statistical purposes.

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

| | |
|--|--------------------|
| Employed 44% | ASK Q48 |
| Unemployed 2 | SKIP TO Q49 |
| Student 1 | |
| Retired 50 | |
| Homemaker 3 | |
| DO NOT READ REFUSED/NA 0 | SKIP TO Q49 |

48. 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=348)

- SERVICE WORKERS 31%
- MANAGERS/OFFICIALS/
PROPRIETORS 22
- SALES/CLERICAL 21
- PROFESSIONAL/TECHNICAL 15
- CRAFTWORKERS/FOREMEN 9
- OTHER 2

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

- GRADE SCHOOL OR
SOME HIGH SCHOOL 3%
- HIGH SCHOOL DIPLOMA
(FINISHED GRADE 12) 38
- SOME COLLEGE (INCLUDES
JUNIOR/COMMUNITY
COLLEGE — NO BACHELOR'S
DEGREE) 23
- GRADUATED COLLEGE 27
- GRADUATE SCHOOL
(MASTER'S OR PH.D.) 6
- TECHNICAL, VOCATIONAL,
OR TRADE SCHOOL 4
- REFUSED/NA 0

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

- Married 72%
- Single 16
- Separated or divorced 5
- Widowed 8
- REFUSED/NA 0

| | | |
|--------------|--|---------|
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|--------------|--|---------|

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

58.9 MEAN
62.0 MEDIAN

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

- 21 to 29 5%
- 30 to 39 10
- 40 to 49 12
- 50 to 59 15
- 60 to 64 14
- 65 and older 45
- REFUSED/NA 0

55. 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 5%
- B. \$20,000 to \$29,999 5
- C. \$30,000 to \$39,999 7
- D. \$40,000 to \$49,999 11
- E. \$50,000 to \$59,999 13
- F. \$60,000 to \$69,999 11
- G. \$70,000 to \$79,999 8
- H. \$80,000 to \$89,999 7
- I. \$90,000 to \$99,999 5
- J. \$100,000 or more 21
- NOT SURE/DK 0
- REFUSED/NA 7

HOW ACCOMMODATIONS WERE BOOKED

- A. **PHONED DIRECTLY**
Booked by phone, calling the hotel 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 or app using a desktop or laptop computer
- D2. **INTERNET – SMARTPHONE**
Booked through a website or app using a smartphone
- D3. **INTERNET – TABLET**
Booked through a website or app using a tablet
- E. **IN PERSON**
Booked in person at the hotel 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 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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