



Mesquite
NEVADA

2025

MESQUITE

VISITOR PROFILE STUDY



Prepared for:

Las Vegas Convention and Visitors Authority

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EXECUTIVE SUMMARY

2025 Mesquite visitors were slightly younger, more affluent, and more highly educated compared to prior years, with exceptionally high satisfaction and continued strong intent to return. Compared to 2023, more visitors came to relax, visit friends or relatives, and gamble, and while trips were planned closer to arrival and tended to be shorter, the average number of visits increased from 2023, and lodging and gaming spending exceeded pre-pandemic levels. Key findings from the 2025 report are highlighted below.

- **Higher satisfaction:** More than nine in ten (96%) visitors to Mesquite in 2025 were “Very Satisfied” with their visit, up from 91% in 2023.
- **Expectations and future visitation:** Mesquite met (60%) or exceeded (39%) expectations among nearly all visitors. Additionally, 88% of Mesquite visitors said they were likely to return to Mesquite in the next year.
- **Shifting reasons for visiting:** Three in ten (30%) Mesquite visitors came to relax/get away while 15% came to visit friends/relatives, more than in past years. Compared to 2023, more visitors came to gamble (9%), while fewer came to attend a special event (3%).
- **Returning visitors, more visits:** Over nine in ten 2025 Mesquite visitors (92%) were repeat visitors, the same as last year but up from pre-pandemic results. Visit frequency also rose from an average of 2.1 visits in 2023 to 2.4 visits in 2025.
- **Shorter planning and booking windows:** Travel planning windows have condensed, compared to past years. Three in five visitors (58%) planned their trip between one day and two weeks of arrival, compared to 42% in 2023. Over six in ten (62%) booked their accommodations two weeks or less in advance, up from 46% in 2023.
- **Overnight trips:** One-third (34%) of visitors stayed one night in Mesquite, up from 30% in 2023. One in ten visited Mesquite on a day trip, down from past results*.
- **Changes in spending:** While well above pre-pandemic levels, per trip spending decreased for food and drink, local transportation, and shows and entertainment from 2023 levels. Spending remained stable for recreational activities and shopping.
- **Gaming remains strong:** Eight in ten (83%) visitors gambled during their trip to Mesquite similar to 2023 (84%), and one in ten (9%) said that gambling was the main reason for their visit, up from 7% in 2023. The average gambling budget was \$508.97, over \$200 higher than pre-pandemic levels.
- **Visitors more affluent and regional:** The average age of Mesquite visitors was 54.5 years, down by more than four years from pre-pandemic results and up from 53.0 years in 2023. More than eight in ten visitors (85%) were white, with an increase in Asian/Asian American visitors since 2023 (3% vs. 1%). Three in five (59%) visitors were college graduates, seven in ten (72%) were employed, and one-third (33%) had household incomes of \$150,000 or more, all figures higher than pre-pandemic levels and 2023. The vast majority of visitors (95%) were from the West region, particularly from Utah (34%, up from 27% in 2023). One-quarter of 2025 Mesquite visitors came from the greater Las Vegas area.

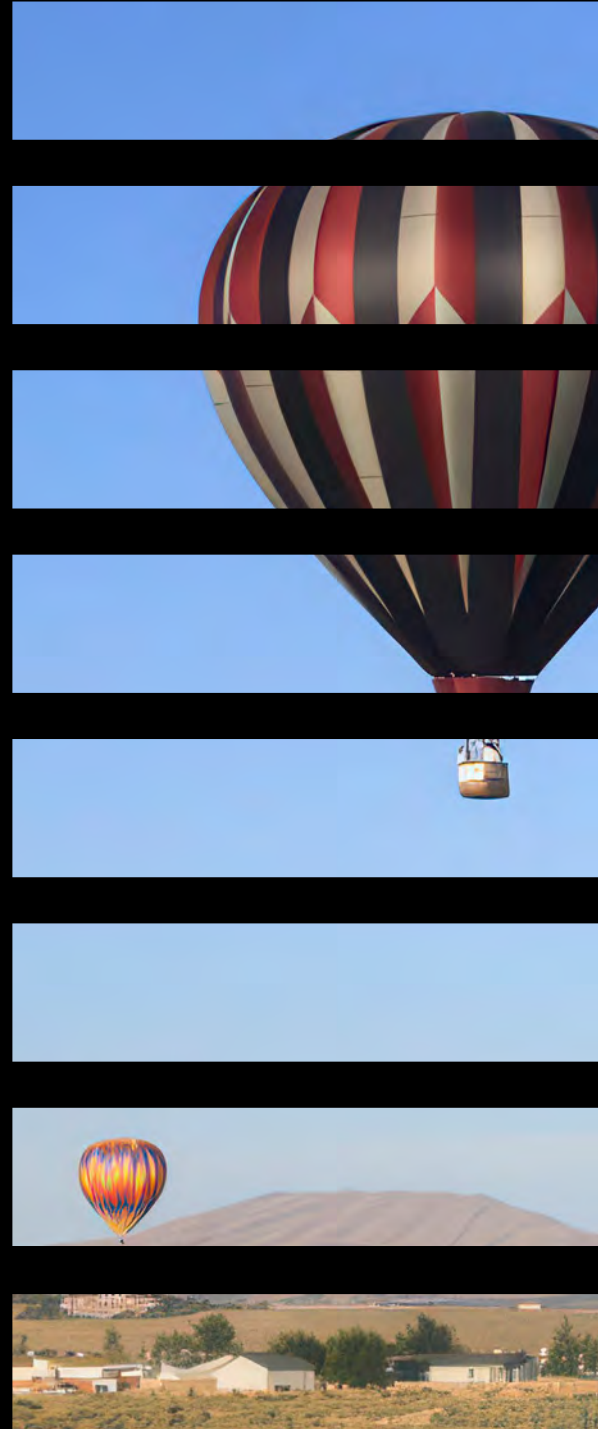
**Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.*

INTRODUCTION

The Mesquite Visitor Profile Study is conducted monthly and reported annually, to provide an ongoing assessment of the Mesquite visitor, and trends in visitor behavior over time.

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 visitor 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

The 2025 Mesquite visitor profile conducted In-person interviews with 1,200 randomly selected visitors. One hundred interviews were conducted each month during 2025.

In past years, approximately 7 interviews were conducted per day over two weeks during each month. Beginning in 2023 approximately 33 interviews per day were conducted on three different interviewing days during each month. From 2017 through 2019, interviewers were seated at a table near the lobby of Mesquite hotel-casinos and hotels interviewing visitors who passed by. Beginning in 2023 interviewers more actively circulated around the property conducting interviews, resulting in a more rounded sampling of Mesquite visitors.

RESPONDENTS

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.

Between 2017–2019 visitors from nearby communities to Mesquite were included in the study. Starting in 2023, to get a more accurate profile of visitors to Mesquite, residents living in zip codes adjacent to Mesquite were excluded from the study. While this change has resulted in some changes to the data, particularly regarding the number of visits respondents have made to Mesquite in the past 12 months, we believe it gives a more accurate portrayal of the Mesquite visitor. Figures that are affected by this change in sampling method are noted with a footnote in the body of the report.

INTERVIEWING

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 and interviewing was conducted at different times of day. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

DATA ANALYSIS

Interviews were reviewed for completeness and accuracy, coded, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to Heart+Mind Strategies. The questionnaire administered to visitors is appended to this report in the form of aggregate results.

Throughout this report, charts and graphs are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2025 and the preceding years unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

STATISTICAL SIGNIFICANCE

When a difference between observations in one or more years for a particular measure is reported, there is a 95% or better chance that the difference is the result of a true difference between the measure compared over these years 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.

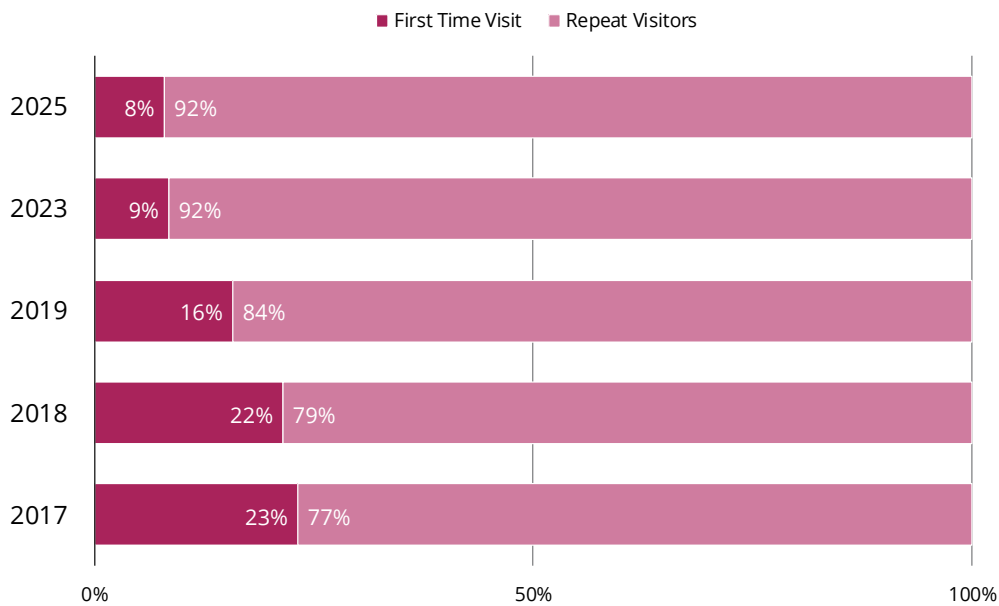
This report presents the results of the 2025 study and compares them to the results of the 2017, 2018, 2019, and 2023 studies (due to the pandemic and subsequent updated rotation cycle of the report, no visitor profile was issued in 2020 or 2021).

Statistically significant differences in the behavior, attitudes, and opinions of visitors from year to year are pointed out in the text of the report.

WHY MESQUITE

WHY MESQUITE: REASONS FOR VISITING

FIGURE 1: **First Visit vs. Repeat Visit**



Most visitors are regulars.

Over nine in ten 2025 Mesquite visitors (92%) had visited Mesquite in the past.

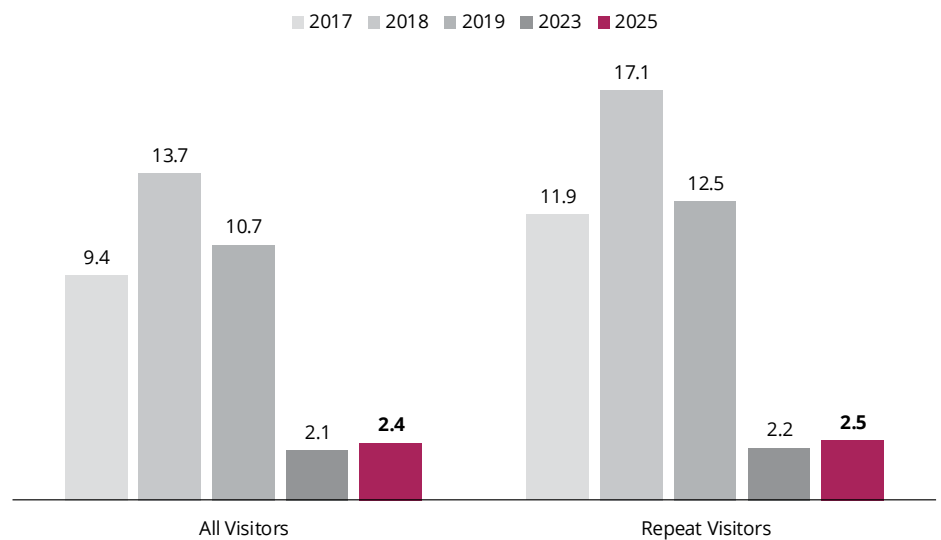
Average number of visits increased from 2023.

The average number of visits to Mesquite over the past 12 months was 2.4 among all visitors, up from 2.1 visits in 2023, with 70% of visitors making more than one trip to Mesquite in the past year.

Repeat Mesquite visitors made an average of 2.5 visits, up from 2.2 visits in 2023. Around one in four repeat visitors (26%) said they made three visits in the past 12 months, up from 2017-2023 results.

Due to a change in methodology to exclude nearby residents from the study in 2023, the number of visits per year is significantly lower than results previous to 2023.

FIGURE 2: **Average Number of Visits in Past 12 Months***



*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

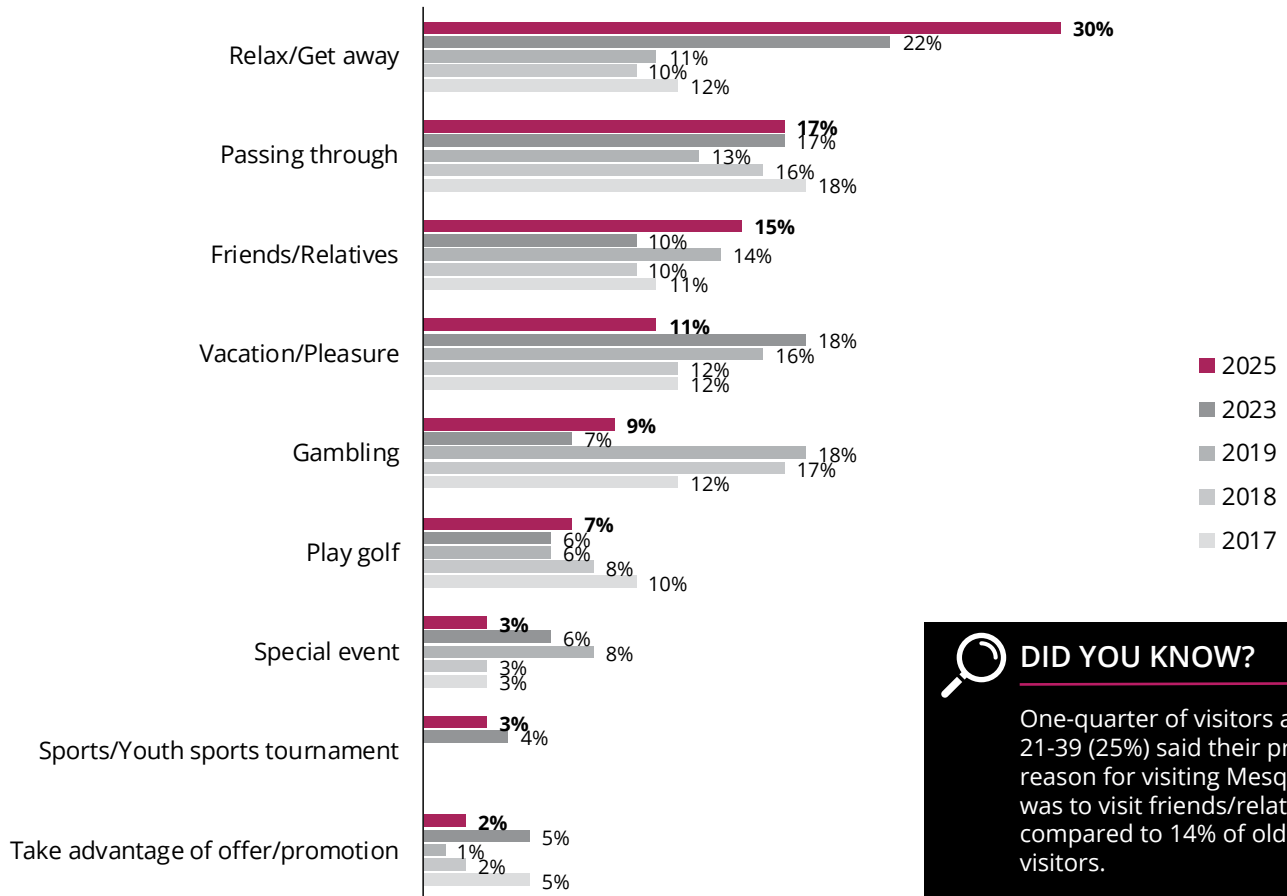
WHY MESQUITE

Relaxing and visiting friends/relatives top the list of reasons visitors come to Mesquite.

Three in ten 2025 Mesquite visitors (30%) said the primary purpose of their visit was to relax/get away, up from 22% in 2023, while fewer visitors than in 2023 said they visited for vacation/pleasure (11% vs. 18%).

More visitors than in 2023 said they were visiting friends or relatives (15% vs. 10%), or that they came primarily to gamble (9% vs. 7%).

FIGURE 3: Primary Purpose of Current Visit*



DID YOU KNOW?
One-quarter of visitors ages 21-39 (25%) said their primary reason for visiting Mesquite was to visit friends/relatives, compared to 14% of older visitors.

First-timers were passing through or on vacation; Repeat visitors more likely came for gambling and relaxing.

First time visitors to Mesquite were more likely than repeat visitors to say the purpose of their visit was vacation or pleasure (19% vs. 10%), while repeat visitors were more likely to say they came to relax/getaway (32% vs. 17%), and to gamble (10% vs. 0%).

FIGURE 4: Primary Purpose of Current Visit* (First Time vs. Repeat Visitors)

First Time Visitors	Repeat Visitors
31% Just passing through	32% Relax/Get away
19% Vacation/Pleasure	16% Just passing through
17% Relax/Get away	15% Visit friends/relatives
17% Visit friends/relatives	10% Gamble
10% Sports/Youth sports tournament	10% Vacation/Pleasure
3% Play golf	7% Play golf
2% Attend a special event	3% Sports/Youth sports tournament
	3% Attend a special event
	2% Take advantage of offer/promotion

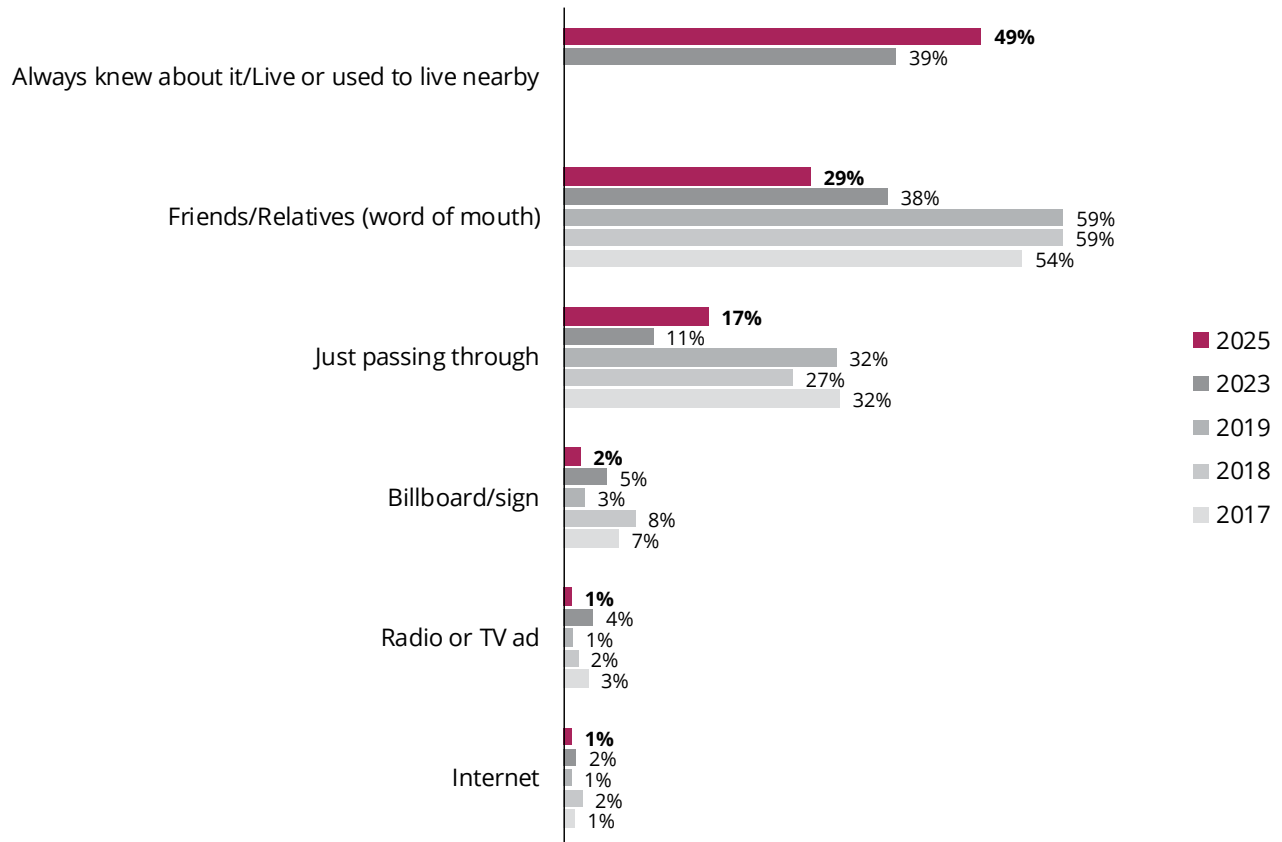
*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

WHY MESQUITE

Most visitors are aware of Mesquite from prior knowledge and word of mouth.

Nearly one-half (49%) of Mesquite visitors had prior knowledge of the destination or used to live nearby, an increase since 2023 (39%). More visitors than in 2023 became aware of Mesquite from just passing through (17% vs. 11%). Fewer visitors than in 2023 had heard about Mesquite from friends/relatives or word of mouth (29% vs. 38%).

FIGURE 5: How First Became Aware of Mesquite*



*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.



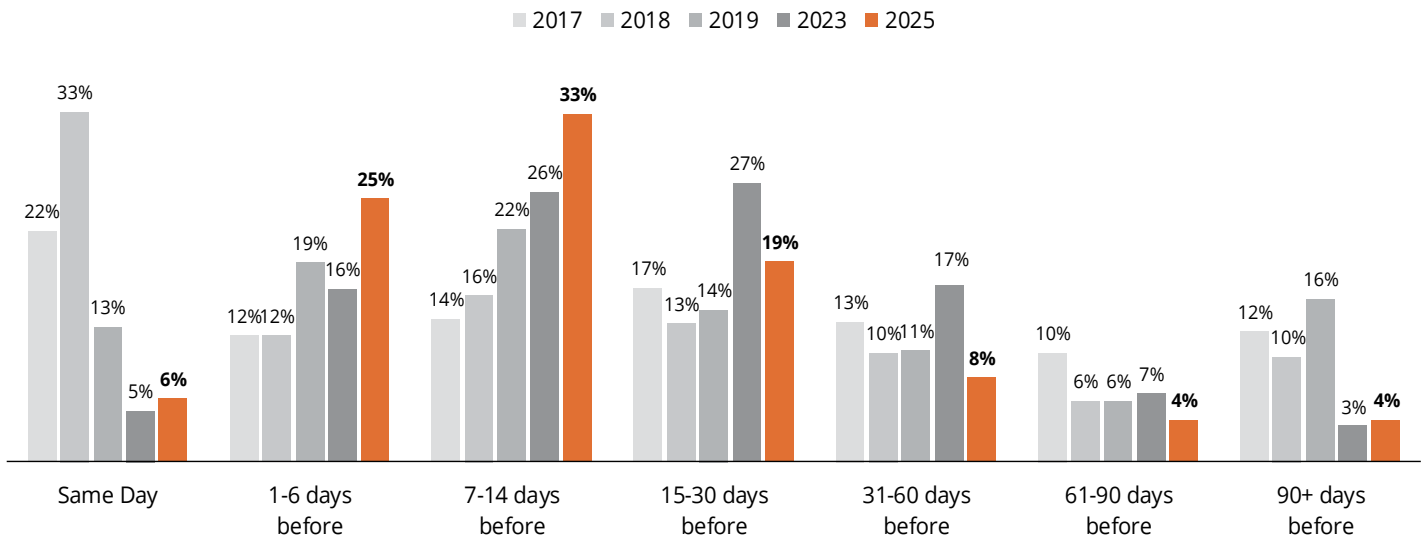
ON THE GO

ON THE GO: TRAVEL, TRANSPORTATION, AND PLACES VISITED

Travelers take less time in advance to plan their trip.

Nearly three in five (58%) Mesquite visitors in 2025 planned their trip one day to two weeks before their trip, up from 42% in 2023.

FIGURE 6: Advance Trip Planning



*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

Visitors hit the road to get to Mesquite.

Nearly all visitors (99%) arrived in Mesquite via private vehicle.

FIGURE 7: Transportation to Mesquite

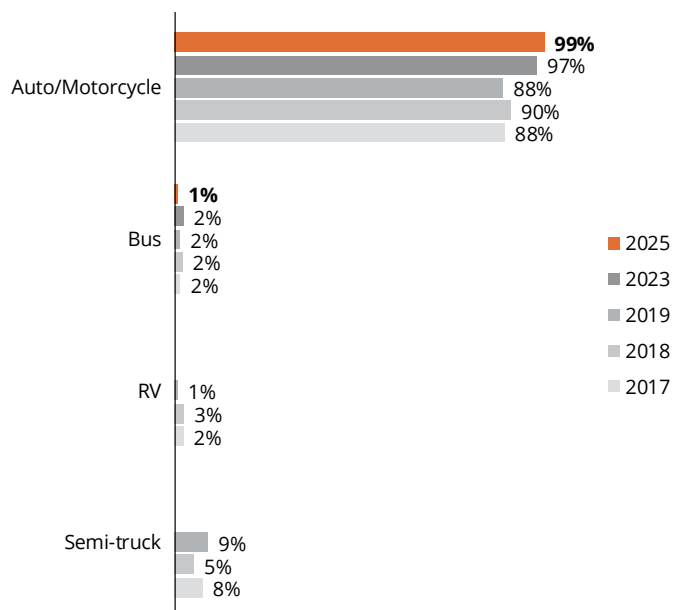
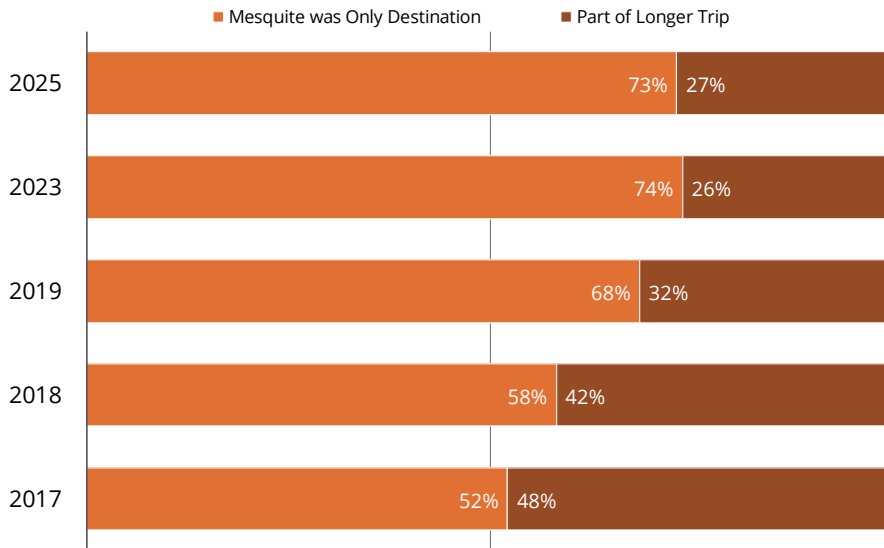


FIGURE 8: Mesquite Visit Part of Longer Trip



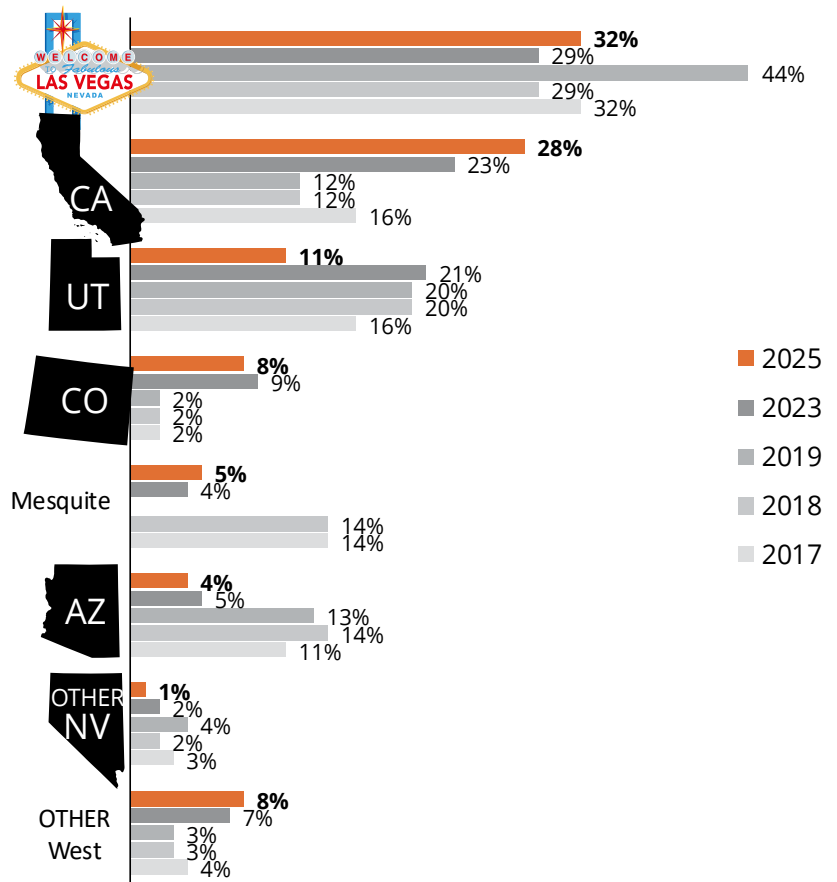
Mesquite is the only destination for most visitors.

Nearly three-quarters of Mesquite visitors (73%) said Mesquite was their only destination, similar to 2023 (74%) and up from pre-pandemic years.

Las Vegas or California were main destinations for Mesquite visitors on longer trip.

Six in ten visitors who said they were visiting Mesquite as part of a longer trip said the primary destination of their trip was Las Vegas (32%), or California (28%). Around one in ten (11%) said their main destination was Utah, down from prior years.

FIGURE 9: Primary Destination of Trip*



*Note: Excludes residents of Las Vegas; From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

One in seven Mesquite visitors also visited Las Vegas. Among all visitors, 13% said they also visited Las Vegas during their trip.

Mesquite visitors mostly stayed in town.

Around one in seven (15%) Mesquite visitors said they would be visiting other nearby places during their trip, down from past results.

FIGURE 10: Visited Las Vegas on This Trip

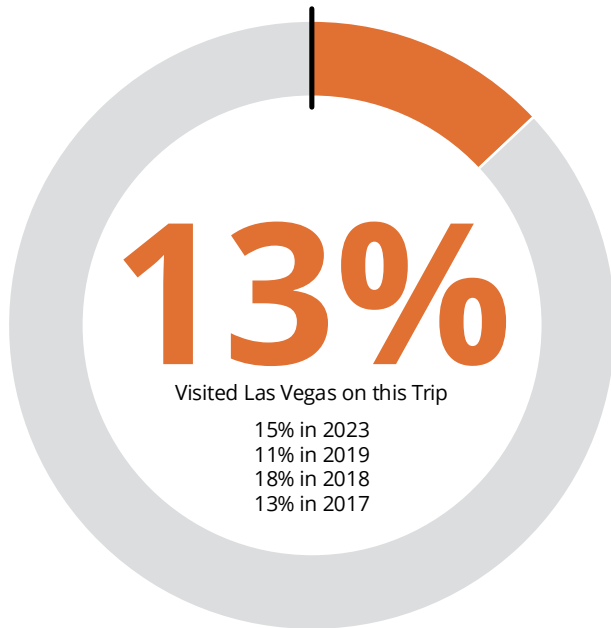
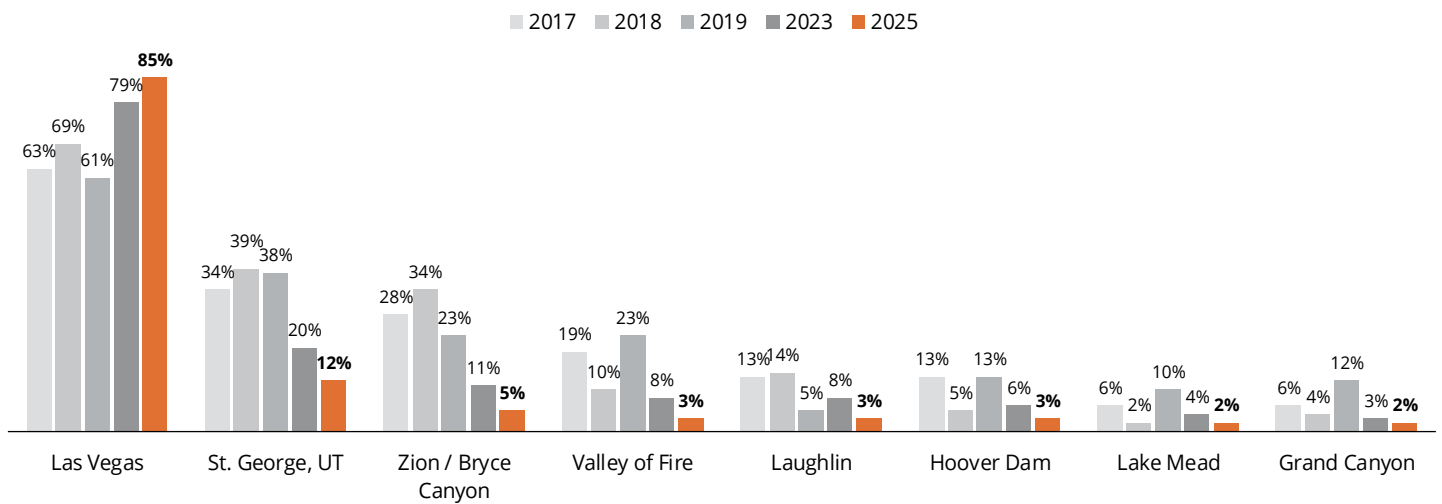


FIGURE 11: Visited Other Nearby Places



Note: Excludes residents of Las Vegas

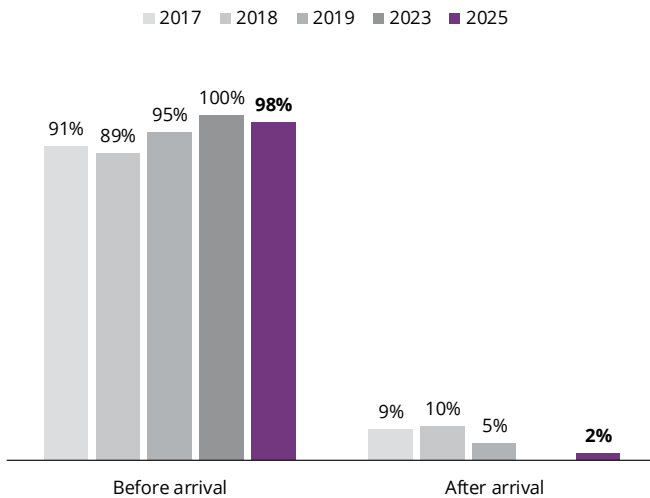
FIGURE 12: Other Nearby Places Visited (Among Visitors to Other Places)



TRIP PLANNING

TRIP PLANNING: LODGING AND RESERVATIONS

FIGURE 13: When Decided Where to Stay
(Among Overnight Visitors)



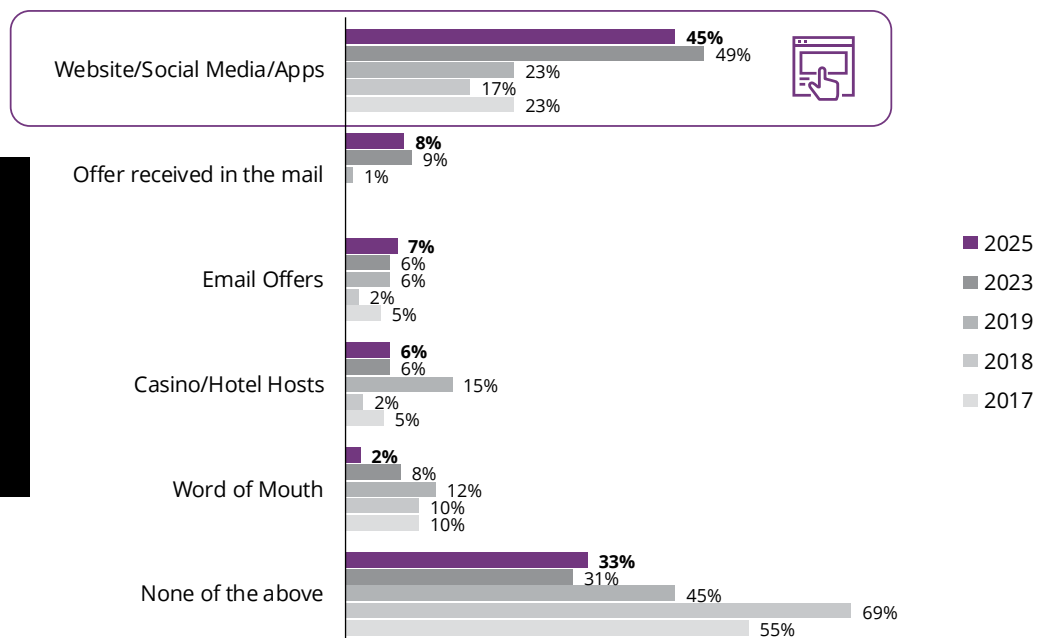
Lodging location was decided ahead of time.

Mesquite visitors continued to plan ahead for their trips, with nearly all (98%) deciding where to stay before arriving in Mesquite, similar to 2023.

Online planning tools remain the most popular.

Nearly one half (45%) of 2025 Mesquite visitors used online tools to plan their trip, slightly down from 2023.

FIGURE 14: Tools Used in Planning Trip*
(Multiple Responses Permitted)



DID YOU KNOW?
Retired visitors were more likely than other visitors to say they used an offer received in the mail (16% vs. 6%) or an email offer (13% vs. 6%) in planning their trip to Mesquite.

*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

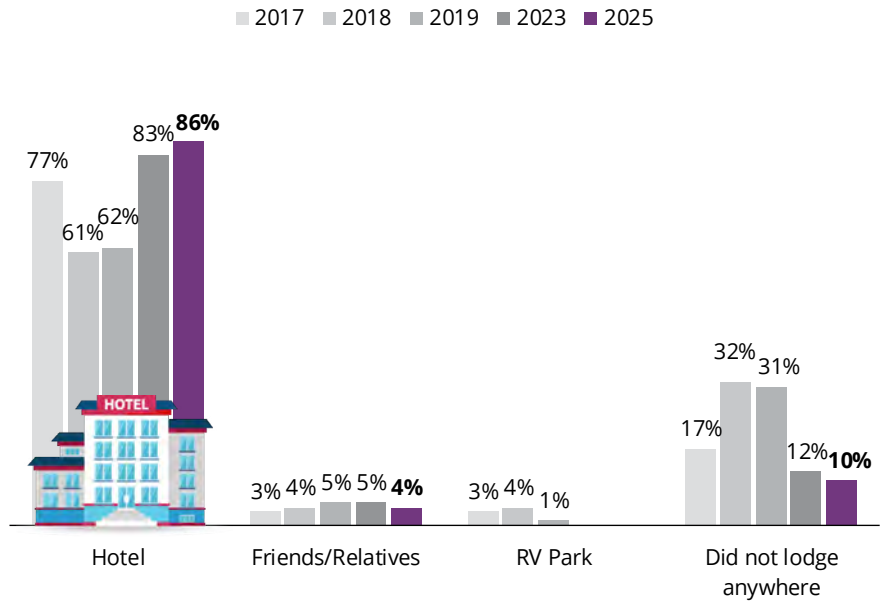
TRIP PLANNING

More visitors stay at a hotel.

Nearly nine in ten (86%) visitors stayed at a hotel, up from 83% in 2023.

Due to a change in methodology to exclude nearby residents from the study in 2023, the percentage of visitors not in lodging is significantly lower than results previous to 2023.

FIGURE 15: **Type of Lodging***
(Among Overnight Visitors)



*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

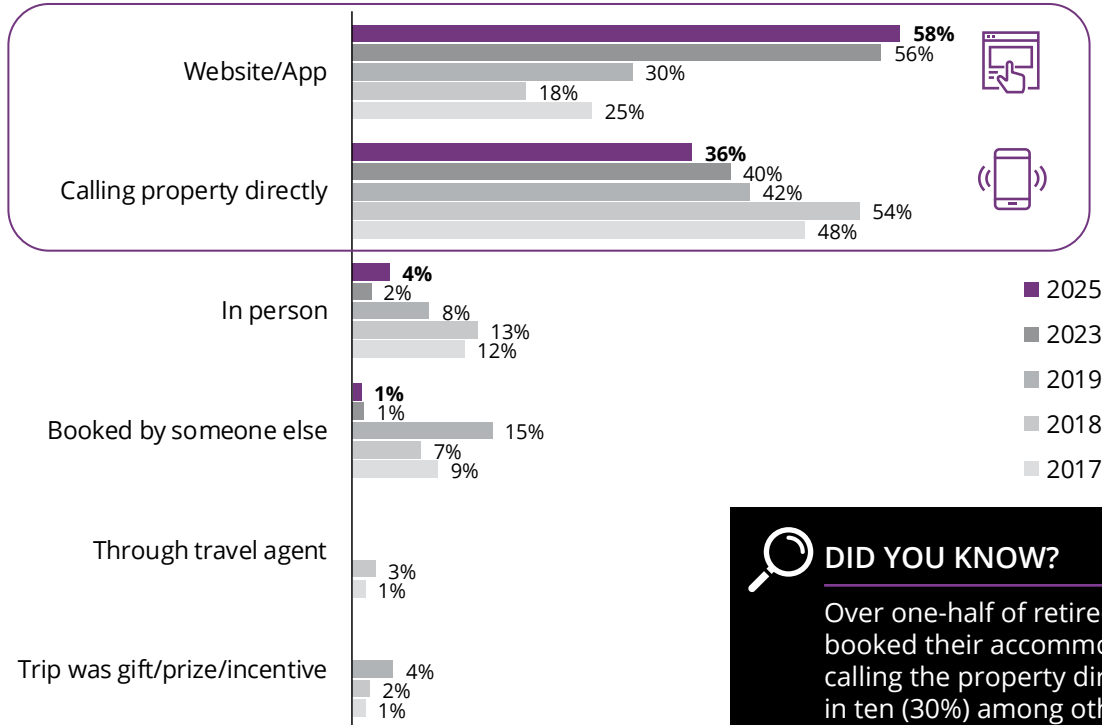


TRIP PLANNING

Most visitors book accommodation online.

Nearly three in five (58%) booked their accommodation online, similar to 2023 (56%). Around one-third (36%) booked by calling the property directly, down from 2023 (40%). More visitors booked in person than in 2023 (4% vs. 2%). More visitors booked in person than in 2023 (4% vs. 2%).

FIGURE 16: **Method of Booking Accommodations**
(Among Those Who Stayed in Hotel)

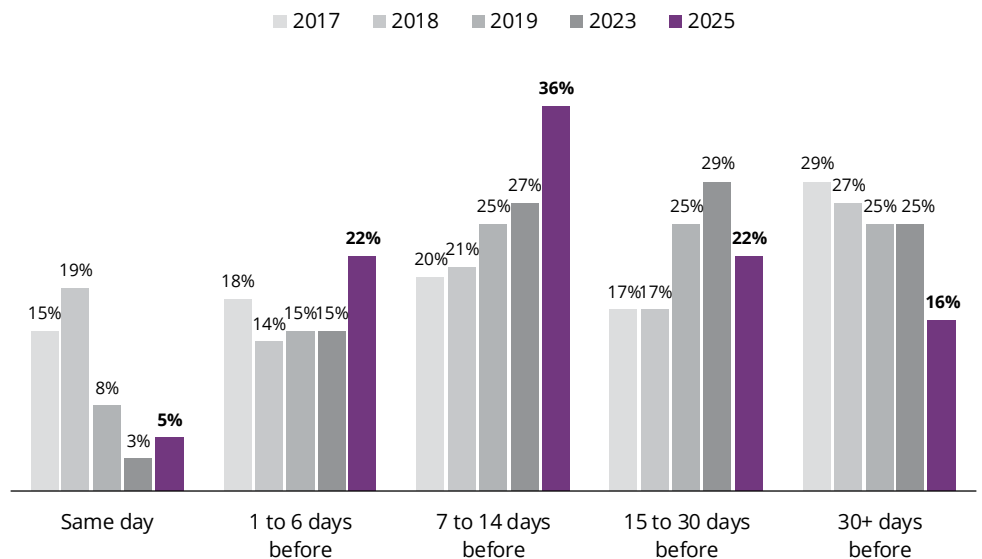


DID YOU KNOW?
Over one-half of retired visitors (53%) said they booked their accommodations in Mesquite by calling the property directly, compared to three in ten (30%) among other visitors.

Visitors booked their accommodation up two weeks before.

Over one-third (36%) of Mesquite visitors in 2025 booked their accommodation seven to 14 days in advance, up from 27% in 2023. One in six (16%) booked their accommodations more than a month in advance, down from one-quarter or more in previous years.

FIGURE 17: **Advanced Booking of Accommodations***
(Among Those Who Stayed in Hotel)



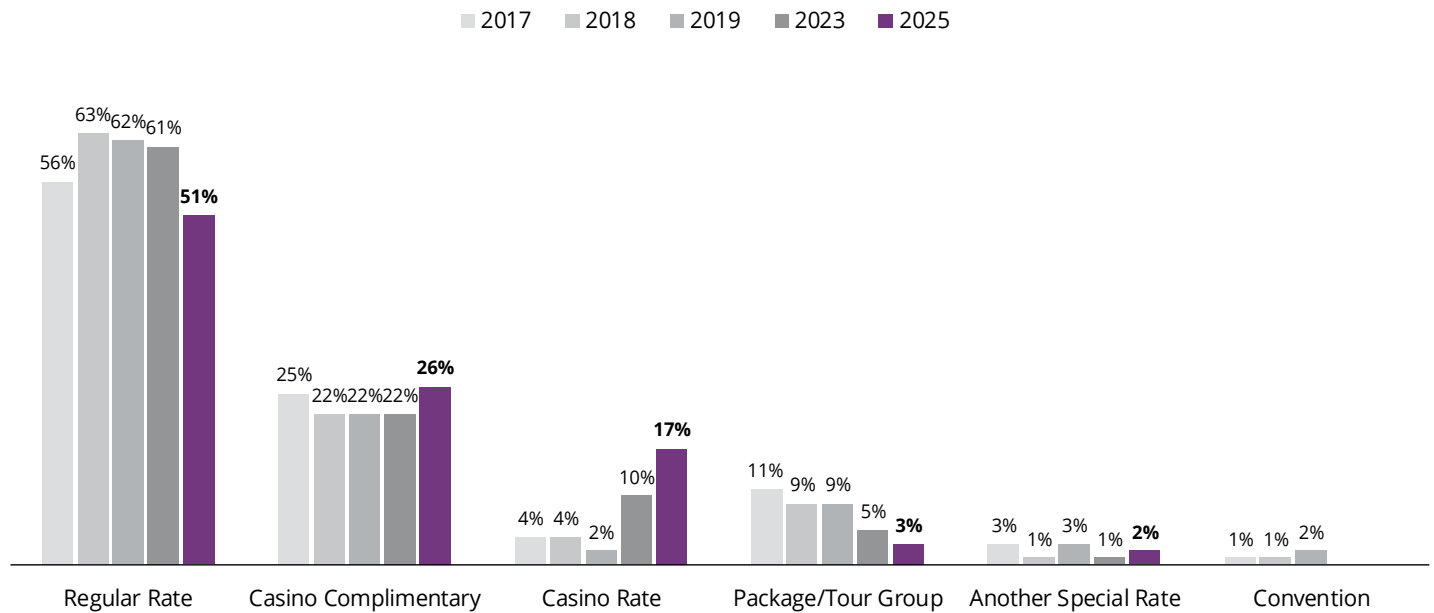
*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

TRIP PLANNING

Most guests book at a regular rate.

Around one half (51%) booked at a regular room rate, down from 2023 (61%). More visitors booked at a casino or casino complimentary rate than in 2023 (43% vs. 32%).

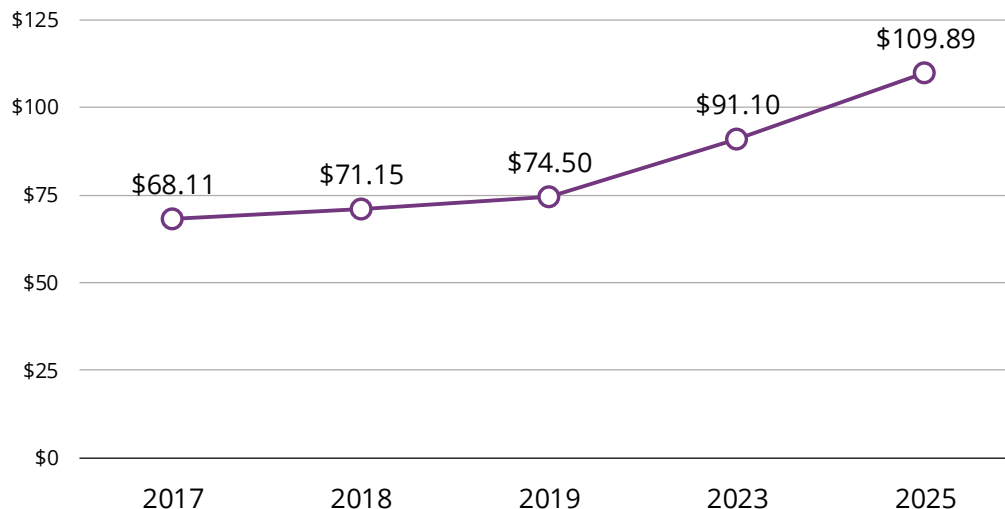
FIGURE 18: **Type of Room Rate**
(Among Those Who Stayed in Hotel)



Visitors spent more per night on lodging.

Nearly two-thirds (64%) of those who stayed overnight in Mesquite and did not receive a package or casino complimentary rate paid \$100 or more per night for their lodging, up from past results.

FIGURE 19: **Average Spend Per Night on Lodging**
(Among Non-Package, Non-Comp Visitors Who Stayed in Hotel)



TRIP PLANNING

Shorter trips were more popular.

The average number of days (2.9) and nights (1.9) stayed in Mesquite was slightly down from 2023 (3.0 days and 2.0 nights). One-third of visitors (34%) said they stayed one night in Mesquite, up from 30% in 2023.

FIGURE 20: Number of Days Stayed (Length of Stay)*

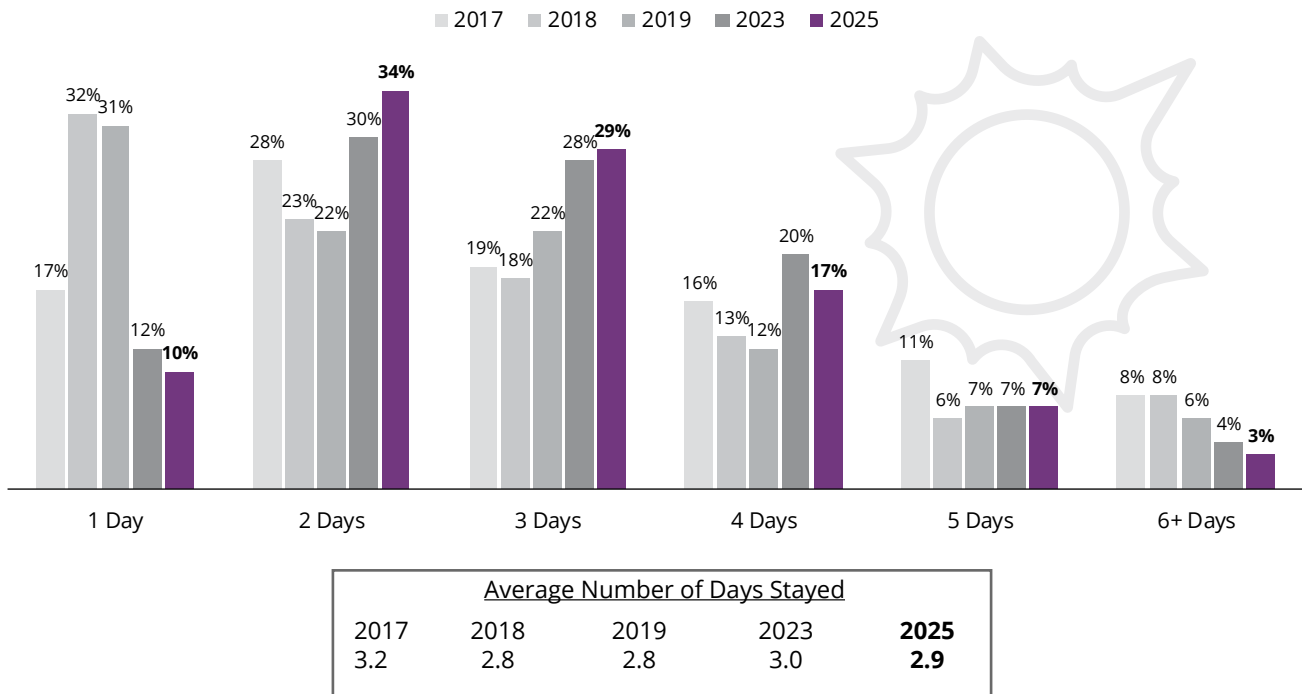
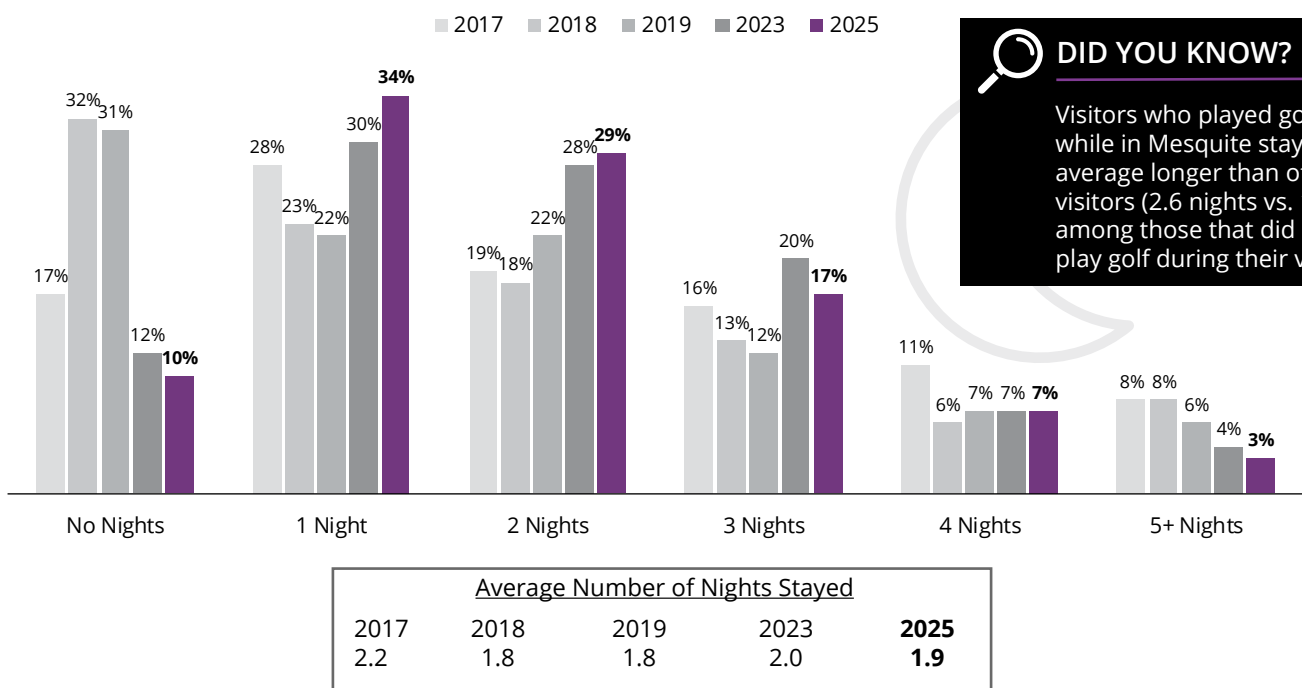


FIGURE 21: Number of Nights Stayed (Length of Stay)*



*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

TRIP PLANNING

Most visitors arrive on a weekday.

Nearly two thirds (64%) of visitors arrived on a weekday, while 36% arrived on a weekend. More visitors than in 2023 arrived on a Saturday (17% vs. 13%).

FIGURE 22: Weekday vs. Weekend Arrival

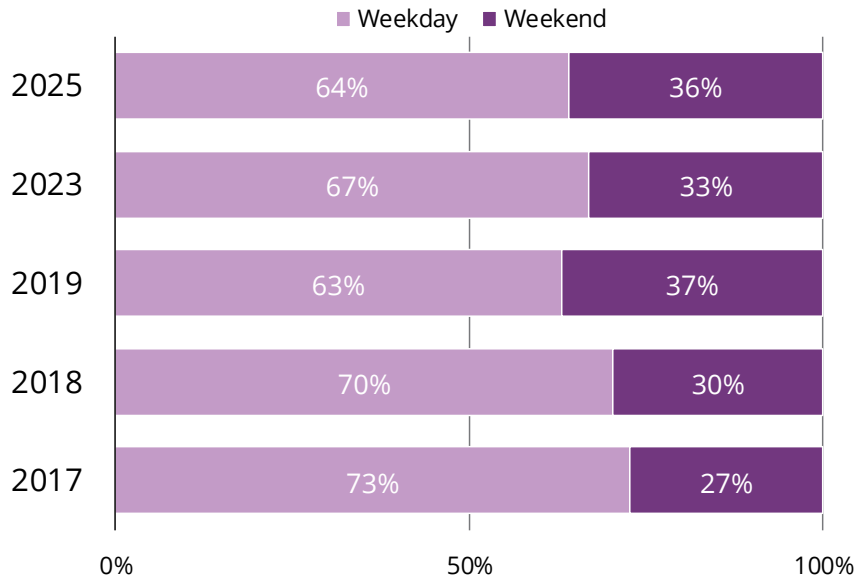
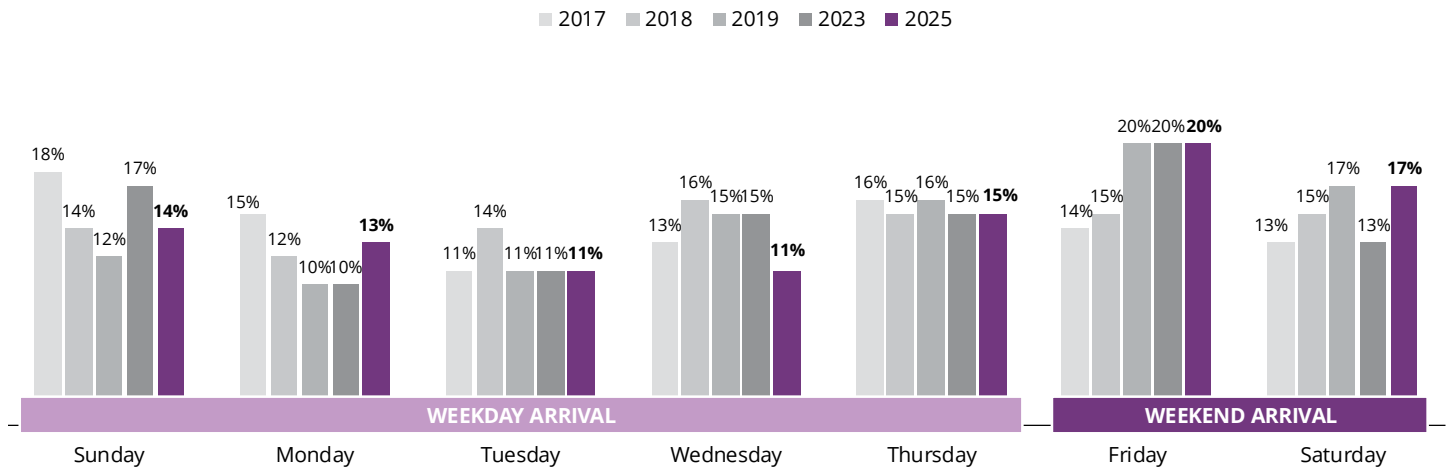


FIGURE 23: Day of Arrival

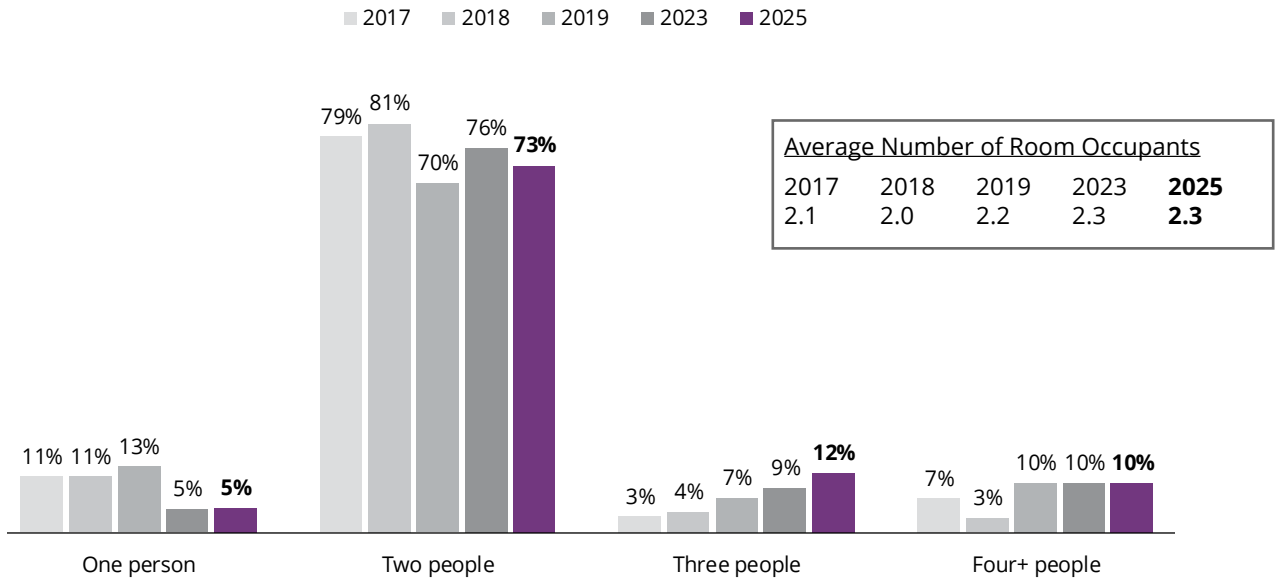


TRIP PLANNING

People per room remains higher.

The mean number of room occupants remained stable from 2023 (2.3), up from 2017-2019 results. Twelve percent (12%) reported three people stayed in their room, up from 9% in 2023.

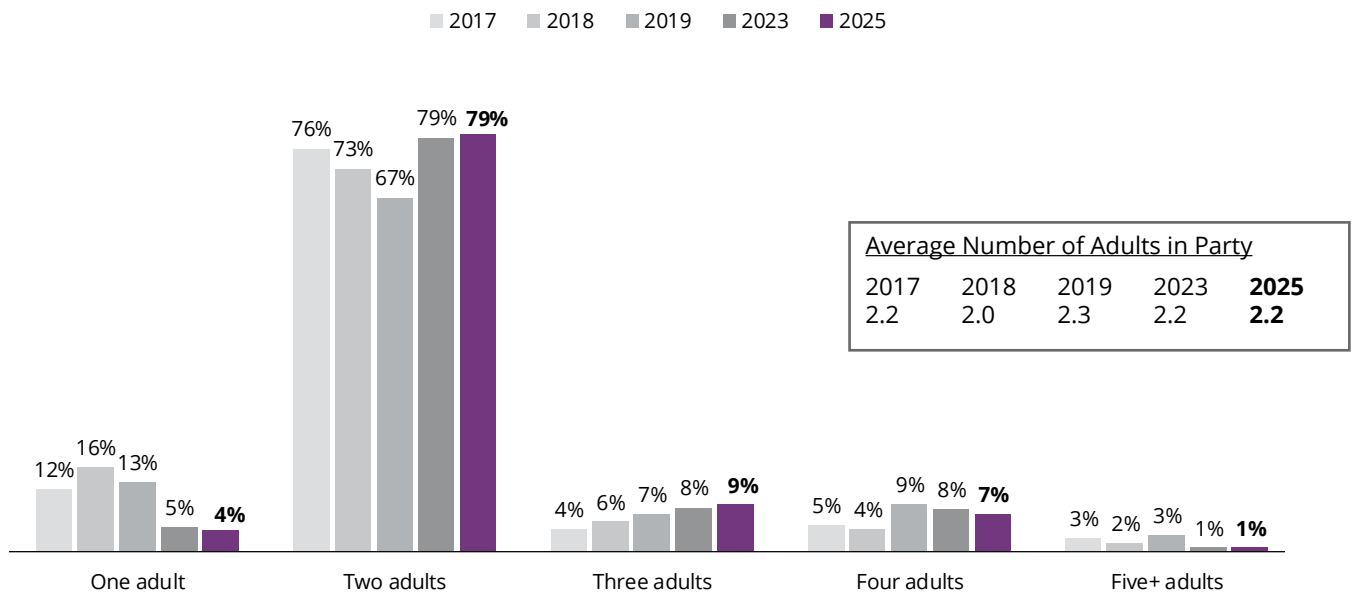
FIGURE 24: **Number of Room Occupants**
(Among Those Who Stayed in Hotel)



Number of adults per party remains stable.

The mean number of adults per party remained the same as in 2023 (2.2). Eight in ten visitors (79%) said there were two adults in their party.

FIGURE 25: **Number of Adults in Immediate Party**

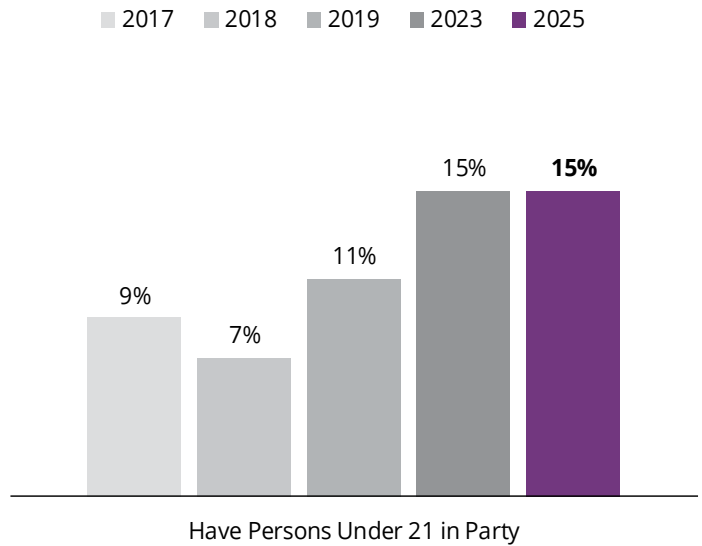


TRIP PLANNING

More traveling with children visiting than before the pandemic.

Similar to 2023, more visitors came with someone under 21 in their party (15%) than in prior years.

FIGURE 26: Have Persons Under Age 21 in Party*



*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

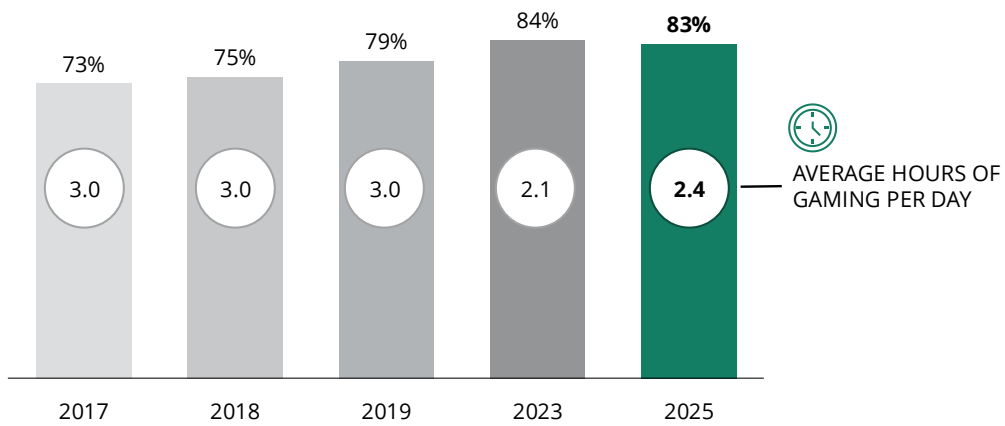
GAMING

GAMING: BEHAVIOR AND BUDGETS

Most visitors gambled during their stay in Mesquite.

Around eight in ten Mesquite visitors (83%) gambled during their stay, similar to 2023. Compared to 2023, visitors spent more time gaming (2.4 hours vs. 2.1).

FIGURE 27: **Gambled While in Mesquite/Avg Hours of Gaming***

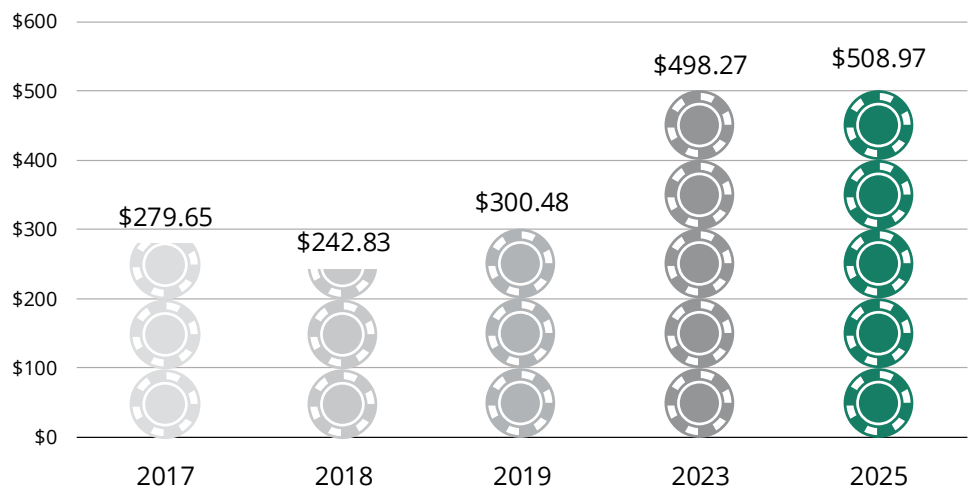


*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

Strong gaming budgets continue.

The average gaming budget in 2025 among visitors who gambled was \$508.97, similar to 2023 (\$498.27) and up from pre-pandemic results.

FIGURE 28: **Gaming Budget**

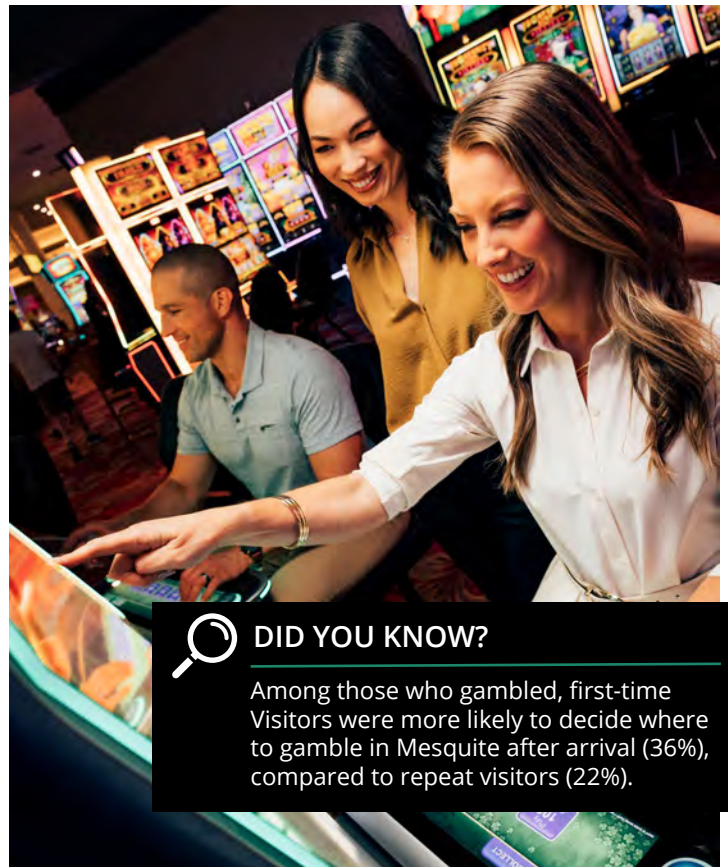
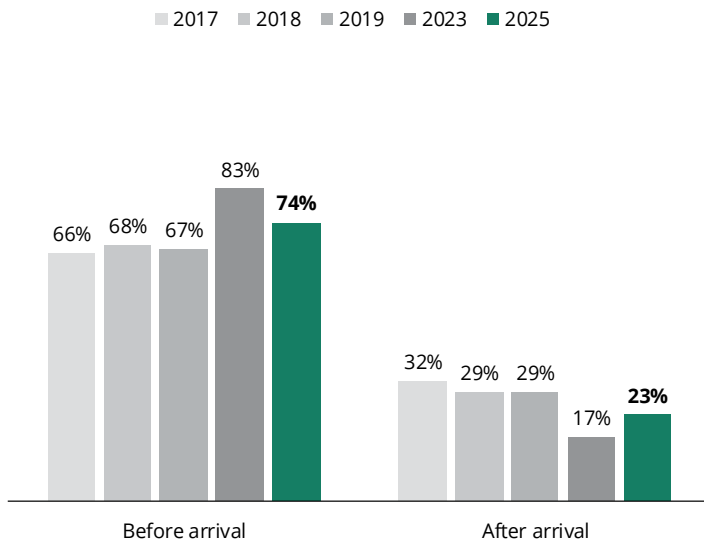


GAMING

Seven in ten visitors decided where they wanted to gamble ahead of time.

Around three-quarters of visitors (74%) said they decided where they would gamble before arriving in Mesquite, down from 83% in 2023.

FIGURE 29: When Decided Where to Gamble*
(Among Those Who Gambled)



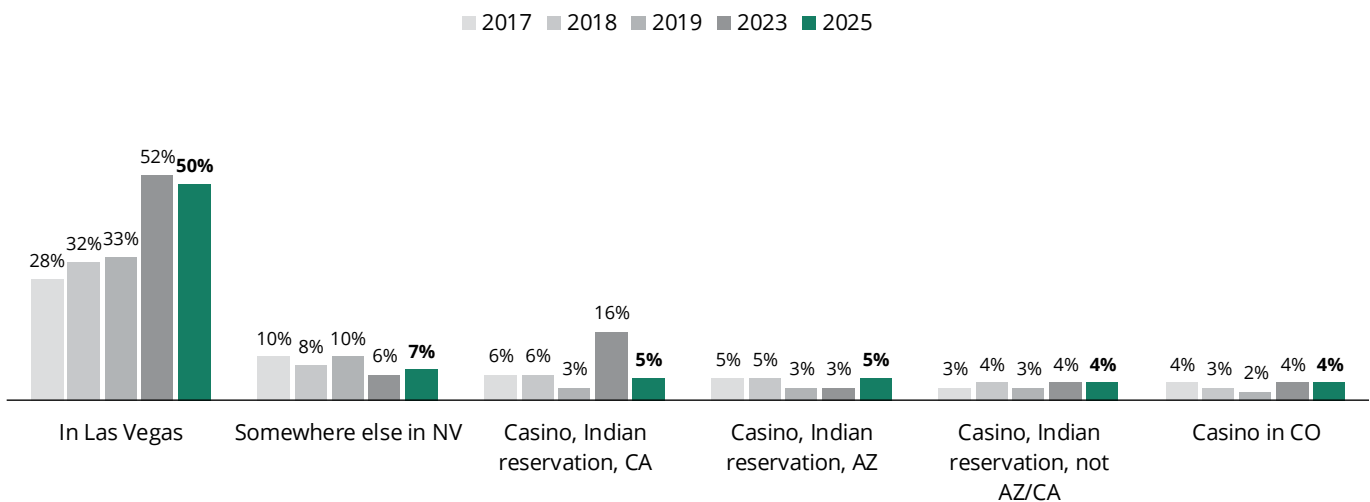
DID YOU KNOW?
Among those who gambled, first-time visitors were more likely to decide where to gamble in Mesquite after arrival (36%), compared to repeat visitors (22%).

*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

Las Vegas gaming also popular with Mesquite visitors.

All visitors were asked where they had gambled outside of Mesquite over the past 12 months. One-half (50%) said they had gambled in Las Vegas, similar to 2023 results. Visitors who had gambled at an Indian reservation casino in California decreased since 2023 (5% vs. 16%), while more visitors than in 2023 said they gambled at an Indian reservation casino in Arizona (5% vs. 3%).

FIGURE 30: Where Gambled Outside of Mesquite



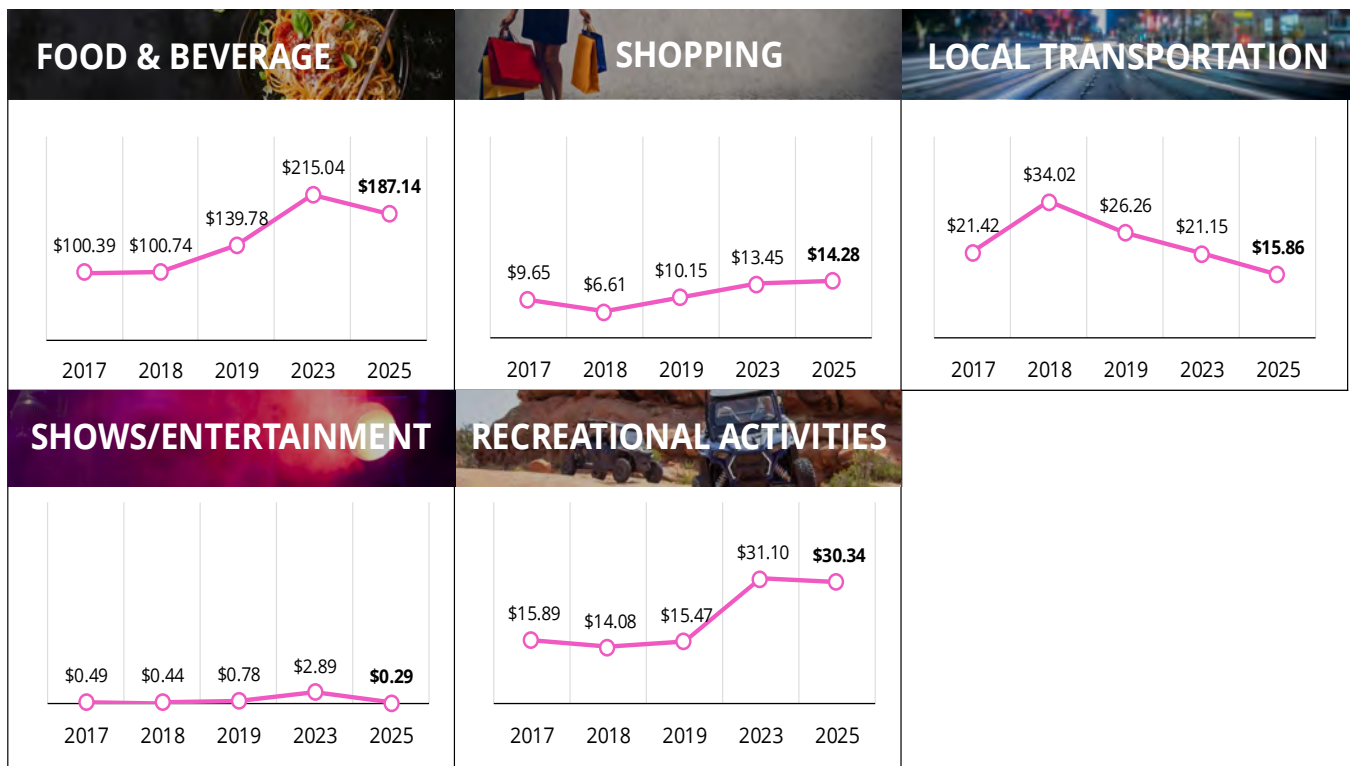
ACTIVITIES

ACTIVITIES: ENTERTAINMENT ACTIVITIES AND SPENDING

Visitors are spending less on food and drink than in 2023.

Among all visitors to Mesquite, including those who spent nothing, mean spending on Food and Beverage was \$187.14, a decrease from a record high in 2023. Since 2023, spending on Local transportation (\$15.86) and Shows & Entertainment (\$0.29) decreased as well.

FIGURE 31: **Average Trip Expenditures***
(All Visitors, including those who spent nothing)



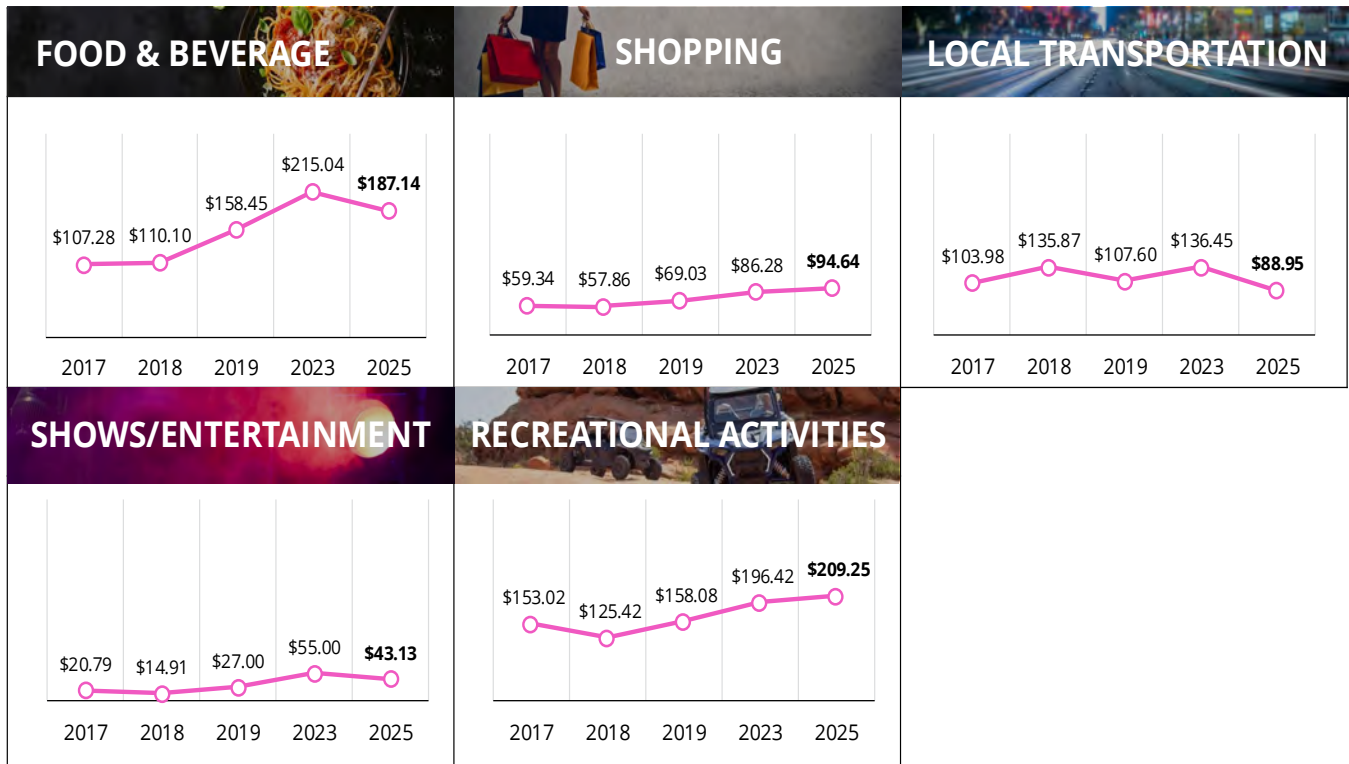
*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

ACTIVITIES

Spending remained stable among those who spent money in most categories

Among those who spent money on each category, spending on Shopping (\$94.64) and Recreational Activities (\$209.25) were similar to 2023 levels. Spending on Food & Beverage (\$187.14) and Local Transportation (\$88.95) decreased from 2023.

FIGURE 32: Average Trip Expenditures*
(Among Spenders)



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

	2017	2018	2019	2023	2025
Food & Beverage					
(BASE)	(1,123)	(1,098)	(706)	(1,200)	(1,200)
Proportion of Total	94%	92%	88%	100%	100%
Shopping					
(BASE)	(196)	(137)	(121)	(187)	(181)
Proportion of Total	16%	11%	15%	16%	15%
Local Transportation					
(BASE)	(248)	(302)	(199)	(186)	(214)
Proportion of Total	21%	25%	25%	16%	18%
Shows/Entertainment					
(BASE)	(28)	(35)	(25)	(63)	(8)
Proportion of Total	2%	3%	3%	5%	1%
Recreational Activities					
(BASE)	(130)	(140)	(81)	(190)	(174)
Proportion of Total	11%	12%	10%	16%	15%

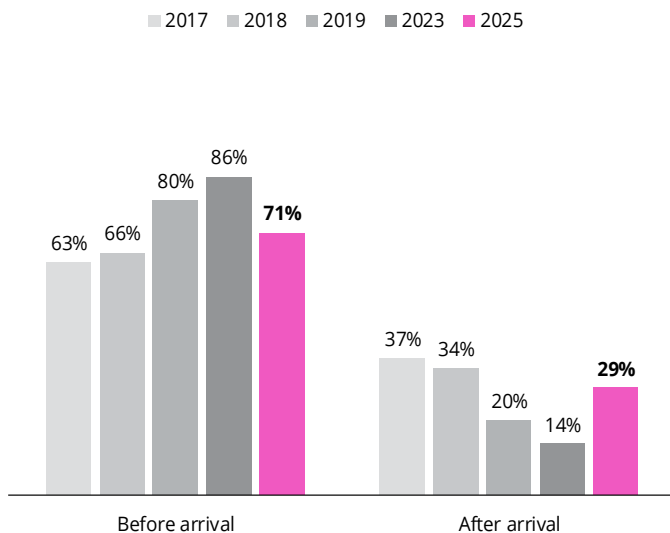
*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

ACTIVITIES

Most visitors decide what events to attend before arrival.

Seven in ten visitors (71%) decided what events to attend before arrival, a decrease from 86% in 2023.

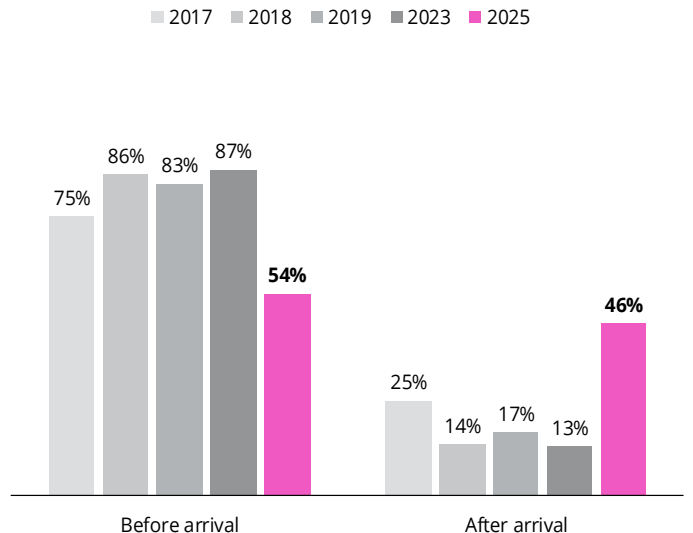
FIGURE 33: **When Decided What Events to Attend**
(Among Those Who Attended Events)



Spontaneity in choosing recreational activities increased.

Nearly one half (46%) of visitors decided what recreational activities to participate in after arriving in Mesquite, significantly higher than past results.

FIGURE 34: **When Decided What Recreational Activities You Would Enjoy**
(Among Those Who Engaged in Recreational Activities)



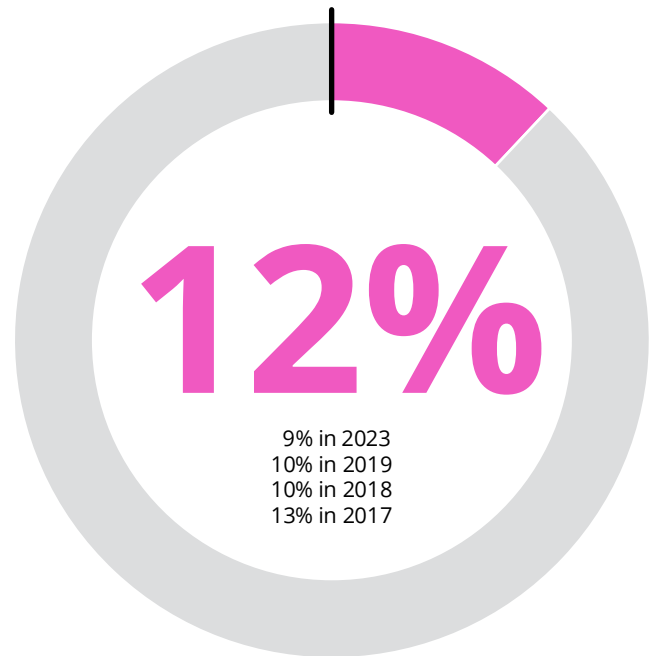
*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

ACTIVITIES

Increase in visitors playing golf in Mesquite.

Around one in eight (12%) visitors played golf while in Mesquite, an increase from 2023 (9%).

FIGURE 35: Played Golf While in Mesquite



EXPERIENCE

EXPERIENCE: SATISFACTION AND EXPECTATIONS

Satisfaction increased from last year.

Nearly all Mesquite visitors said they were very satisfied with their trip (96%), an increase from 91% in 2023.



DID YOU KNOW?

Visitors under 60 years old were more likely to say they were very satisfied with their visit to Mesquite than older visitors (98% vs. 93%). Visitors 60+ were more likely to say they were somewhat satisfied with their visit (6% vs. 2%).

FIGURE 36: Satisfaction with Visit

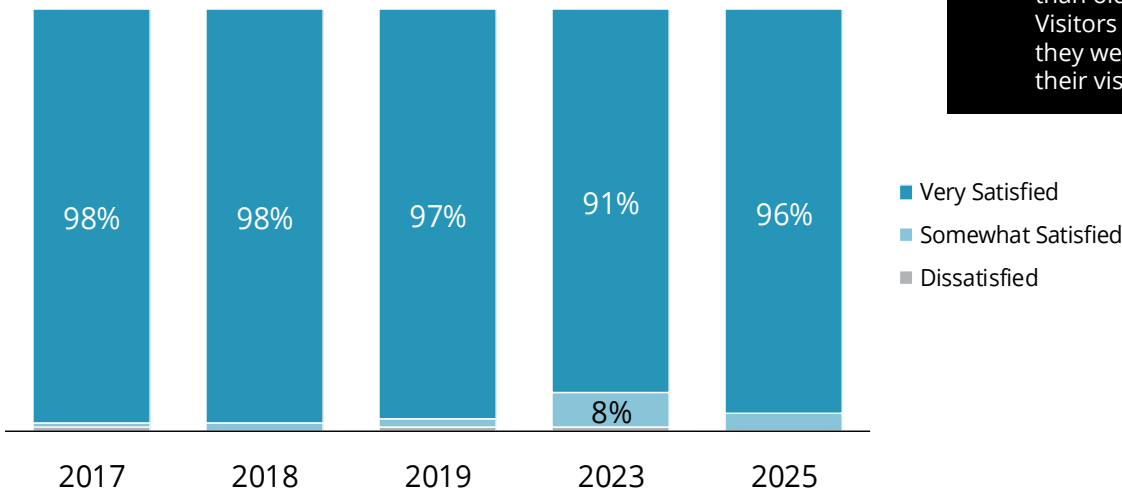
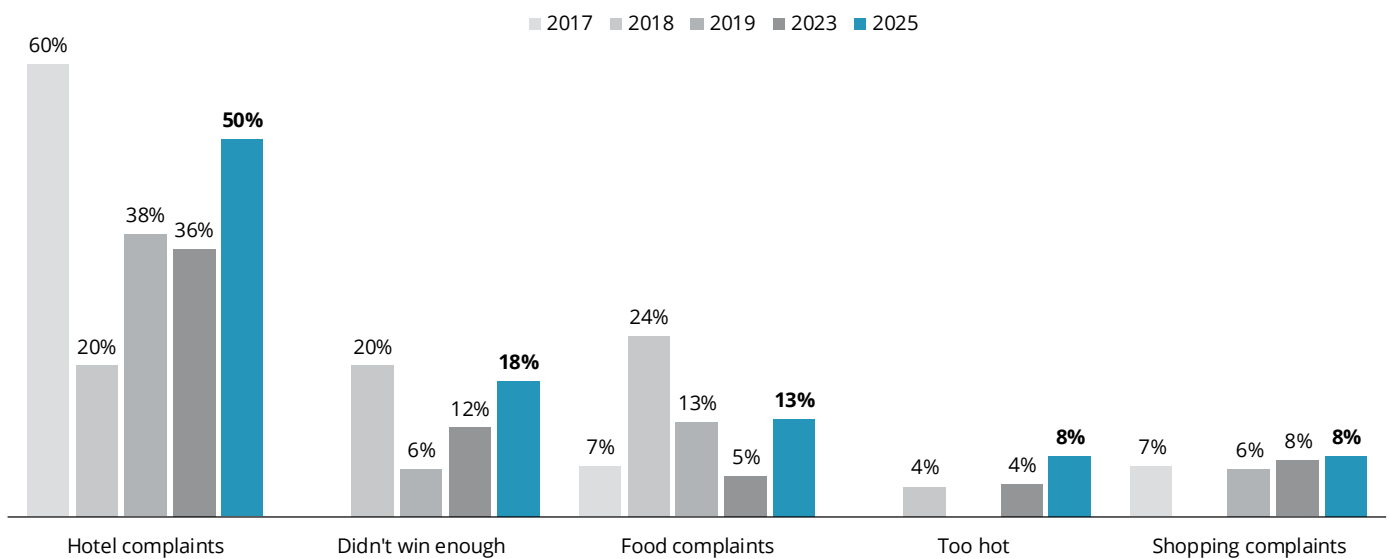


FIGURE 37: Reasons Somewhat Satisfied with Visit (Among Somewhat Satisfied, n=40)



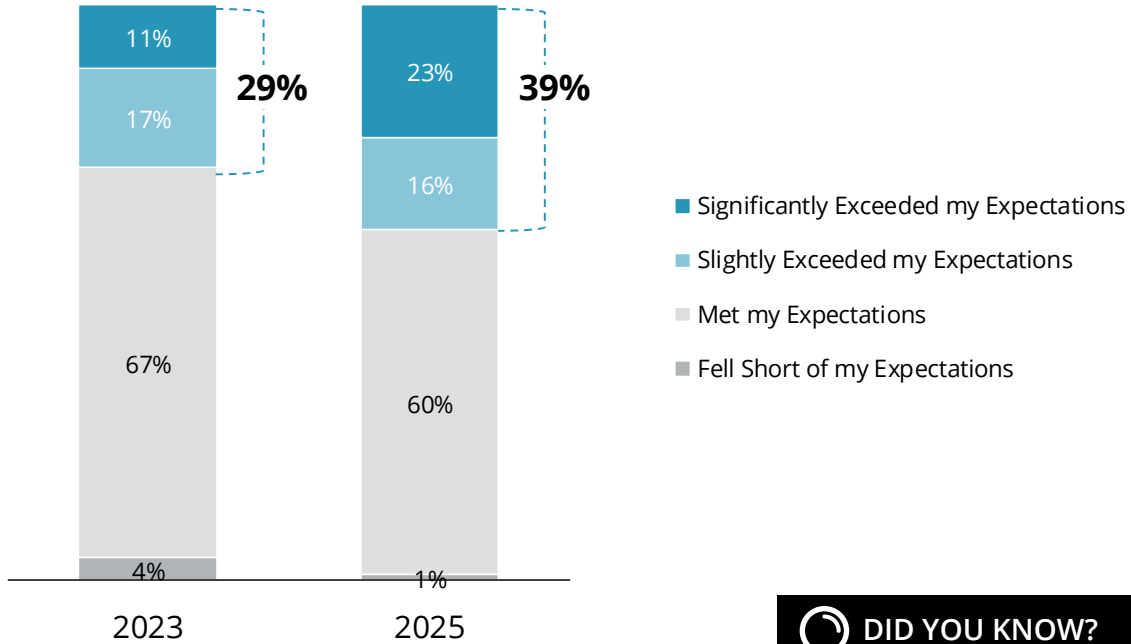
Note: Doesn't list mentions <4%

EXPERIENCE

Expectations were met for most visitors, with an increase in Mesquite exceeding expectations.

Three in five visitors (60%) said their trip met their expectations, with four in ten (39%) saying the trip exceeded expectations, up from 29% in 2023. Only 1% said Mesquite fell short of expectations, down from 4% in 2023.

FIGURE 38: Mesquite Compared to Expectations



DID YOU KNOW?
 Women were more likely than men to say Mesquite exceeded their expectations (45% vs. 33%), as were visitors who played golf during their stay (54% vs. 19% among non-golfers).

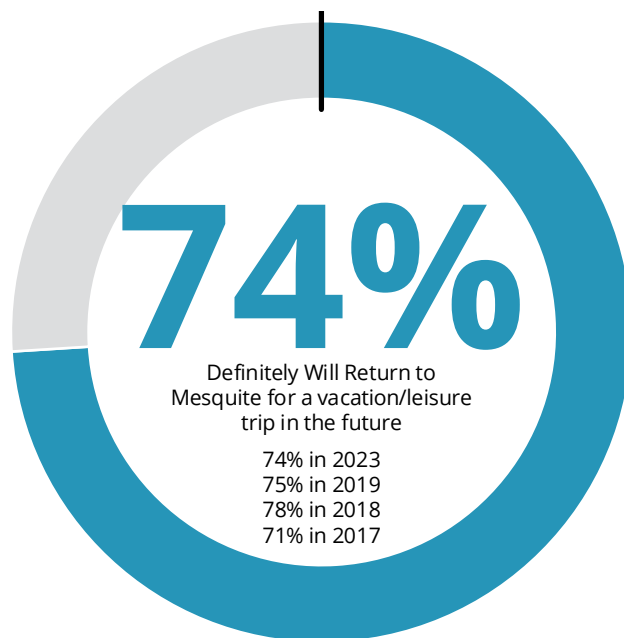




Likelihood to return remains high.

Most visitors are likely to return to Mesquite, with around three in four (74%) saying they definitely would return in the next year.

FIGURE 39: Likely to Return to Mesquite for Vacation Trip



DID YOU KNOW?

Eight in ten visitors ages 40-59 said they will definitely return to Mesquite in the next year (79%), compared to 69% of visitors 21-39 years old and 66%, of visitors 60+.

WHO'S HERE

WHO'S HERE: VISITOR DEMOGRAPHICS

Nearly nine in ten 2025 visitors to Mesquite were married (88%) similar to 2023 (86%). The mean visitor age was 54.5 years, up from 53.0 in 2023, with an increase concentrated among 50–59-year-olds (30%, vs. 20% in 2023). There were more employed visitors (72%), and college graduates (59%) than in 2023.

TABLE 1: Gender/Marital Status/Employment/Education/Age*

	2017	2018	2019	2023	2025
BASE	(1,200)	(1,200)	(800)	(1,200)	(1,200)
GENDER					
Male	51%	50%	50%	50%	50%
Female	49%	50%	50%	50%	50%
MARITAL STATUS					
Married	82%	77%	72%	86%	88%
Single	8%	9%	16%	8%	6%
Separated/Divorced	5%	6%	5%	4%	4%
Widowed	5%	7%	8%	1%	2%
EMPLOYMENT					
Employed	45%	39%	44%	69%	72%
Unemployed	1%	1%	2%	<1%	<1%
Student	<1%	1%	1%	<1%	<1%
Retired	51%	55%	50%	30%	26%
Stay at home spouse/partner	3%	3%	3%	1%	2%
EDUCATION					
High School or less	32%	28%	40%	18%	13%
Some college	31%	40%	23%	25%	20%
College graduate/Grad School	32%	28%	33%	53%	59%
Trade/Vocational School	4%	3%	4%	5%	8%
AGE					
21 to 29	3%	4%	5%	3%	2%
30 to 39	8%	7%	10%	17%	8%
40 to 49	15%	12%	12%	27%	27%
50 to 59	18%	16%	15%	20%	30%
60 to 64	12%	13%	14%	5%	9%
65 or older	44%	47%	45%	28%	24%
MEAN	59.1	59.9	58.9	53.0	54.5

*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

WHO'S HERE

While most 2025 Mesquite visitors were white (85%), there was an increase in Asian visitors (3%). There were also more visitors with household incomes greater than \$80,000 (79%). Most visitors came to Mesquite from the West region (95%), with one in four (25%) coming from Greater Las Vegas. One-third of visitors (34%) came from Utah, up from 27% in 2023.

TABLE 2: **Ethnicity/Household Income/Visitor Origin***

	2017	2018	2019	2023	2025
BASE	(1,200)	(1,200)	(800)	(1,200)	(1,200)
ETHNICITY					
White	91%	92%	87%	86%	85%
African-American/Black	1%	2%	3%	3%	3%
Asian/Asian-American	1%	1%	2%	1%	3%
Hispanic/Latino	4%	4%	8%	9%	7%
Other	3%	2%	1%	1%	2%
HOUSEHOLD INCOME					
Less than \$20,000	1%	3%	5%	-	<1%
\$20,000 to \$39,999	8%	10%	12%	1%	2%
\$40,000 to \$59,999	24%	23%	24%	10%	5%
\$60,000 to \$79,999	27%	27%	19%	23%	14%
\$80,000 to \$99,999	15%	16%	13%	19%	14%
\$100,000 to \$149,999	16%	13%	15%	28%	32%
\$150,000 or more	5%	4%	6%	20%	33%
Not sure/No answer	4%	4%	7%	<1%	-
VISITOR ORIGIN					
USA	93%	93%	94%	98%	98%
¹ Eastern states	1%	1%	1%	1%	<1%
² Southern states	2%	3%	2%	1%	1%
³ Midwestern states	6%	6%	2%	2%	2%
⁴ Western states	85%	82%	89%	93%	95%
California	11%	9%	9%	13%	12%
Southern CA	9%	8%	8%	12%	12%
Northern CA	1%	1%	1%	1%	<1%
Arizona	8%	10%	7%	6%	7%
Utah	34%	34%	45%	27%	34%
Greater Las Vegas	8%	7%	11%	28%	25%
Other Western states	24%	22%	17%	20%	17%
International	7%	7%	6%	2%	2%

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

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

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

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

*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

APPENDIX A

APPENDIX A: Summary Tables of Visitor Characteristics

TABLE 3: Summary Table of Visitation Frequency + Purpose for Visit*

	2017	2018	2019	2023	2025
ALL VISITORS					
First-time Visitors	23%	22%	16%	9%	8%
Primary purpose was Vacation/Leisure	12%	12%	16%	18%	11%
Primary purpose was Gambling	12%	17%	18%	7%	9%
Primary purpose was Just Passing Through	18%	16%	13%	17%	17%
Avg. Number of Visits to Mesquite in Past 12 months	9.4	13.7	10.7	2.1	2.4
REPEAT VISITORS					
Primary purpose was Vacation/Leisure	11%	11%	15%	17%	10%
Primary purpose was Gambling	14%	22%	20%	7%	10%
Primary purpose was Just Passing Through	14%	14%	12%	17%	16%
Avg. Number of Visits to Mesquite in Past 12 months	11.9	17.1	12.5	2.2	2.5
FIRST-TIME VISITORS					
Primary purpose was Vacation/Leisure	13%	16%	20%	31%	19%
Primary purpose was Gambling	3%	2%	4%	4%	-
Primary purpose was Just Passing Through	29%	22%	21%	26%	31%

TABLE 4: Summary Table of Travel Planning Characteristics*

	2017	2018	2019	2023	2025
MODE OF TRAVEL TO MESQUITE					
Personal vehicle (automobile/truck/RV/motorcycle)	98%	98%	98%	98%	99%
WHEN DECISIONS WERE MADE					
BEFORE Arrival: Decided where to stay	91%	89%	95%	100%	98%
BEFORE Arrival: Decided which recreational activities to do	75%	86%	83%	87%	54%
BEFORE Arrival: Decided where to gamble	66%	68%	67%	83%	74%
AFTER Arrival: Decided where to gamble	32%	29%	29%	17%	23%
TRAVEL PLANNING					
Used Travel Agent	2%	2%	1%	1%	<1%
Used website/app to plan trip	23%	17%	23%	49%	45%
PLACES TO VISIT					
Visited Las Vegas as part of Mesquite trip	13%	18%	11%	15%	13%
Visited other nearby places	20%	25%	18%	19%	15%

*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

APPENDIX A

TABLE 5: Summary Table of Trip Characteristics + Expenditures*

	2017	2018	2019	2023	2025
SIZE OF PARTY					
Avg. number of ADULTS in party	2.2	2.0	2.3	2.2	2.2
Had persons UNDER 21 in party	9%	7%	11%	15%	15%
LENGTH OF STAY					
Stayed overnight	83%	69%	69%	88%	90%
Avg. number of DAYS stayed	3.2	2.8	2.8	3.0	2.9
Avg. number of NIGHTS stayed	2.2	1.8	1.8	2.0	1.9
Stayed in a hotel (among overnight visitors)	77%	61%	62%	83%	86%
Avg. number of hotel room occupants	2.1	2.0	2.2	2.3	2.3
LODGING SPENDING					
Avg. per night spend on Lodging (non-package)	\$68.11	\$71.15	\$74.50	\$91.10	\$109.89
Paid regular room rate	56%	63%	62%	61%	51%
Received casino complimentary rate	25%	22%	22%	22%	26%
Bought package/tour group trip	11%	9%	9%	5%	3%
OTHER TRIP SPENDING					
Avg. spend on Food + Drink	\$100.39	\$100.74	\$139.78	\$215.04	\$187.14
Avg. spend on Local Transportation	\$21.42	\$34.02	\$26.26	\$21.15	\$15.86
Avg. spend on Shopping	\$9.65	\$6.61	\$10.15	\$13.45	\$14.28
Avg. spend on Shows/Entertainment	\$0.49	\$0.44	\$0.78	\$2.89	\$0.29
Avg. spend on Recreational Activities	\$15.89	\$14.08	\$15.47	\$31.10	\$30.34

TABLE 6: Summary Table of Gaming Behavior + Budgets*

	2017	2018	2019	2023	2025
GAMBLERS					
Gambled while in Mesquite (% of all visitors)	73%	75%	79%	84%	83%
Avg. number of hours gambling per day	3.0	3.0	3.0	2.1	2.4
Avg. gambling budget for trip	\$279.65	\$242.83	\$300.48	\$498.27	\$508.97
Gambled in Las Vegas in past 12 months (% of all visitors)	28%	32%	33%	52%	50%

*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

APPENDIX A

TABLE 7: Summary Table of Attitudinal Information*

	2017	2018	2019	2023	2025
SATISFACTION					
Very Satisfied with Mesquite trip	98%	98%	97%	91%	96%
Somewhat Satisfied with Mesquite trip	1%	2%	2%	8%	3%
EXPECTATIONS					
Mesquite exceeded expectations	--	--	--	29%	39%
Mesquite met expectations	--	--	--	67%	60%
POST-TRIP					
Definitely will return to Mesquite in next year	71%	78%	75%	74%	74%

TABLE 8: Summary Table of Visitor Demographics*

	2017	2018	2019	2023	2025
ECONOMIC BACKGROUND					
HS diploma or less	32%	28%	40%	18%	13%
Some college education	31%	40%	23%	25%	20%
HHI of <\$60,000	33%	36%	40%	11%	7%
HHI of \$60,000 or more	63%	60%	52%	89%	93%
Employed	45%	39%	44%	69%	72%
Retired	51%	55%	50%	30%	26%
SOCIAL BACKGROUND					
Married	82%	77%	72%	86%	88%
50+ years old	74%	77%	73%	53%	64%
65+ years old	44%	47%	45%	28%	24%
Avg. Age	59.1	59.9	58.9	53.0	54.5
ORIGIN					
From the West	85%	82%	89%	93%	95%
From Utah	34%	34%	45%	27%	34%

TABLE 9: Summary Table of Activities Participated in While in Mesquite*

	2017	2018	2019	2023	2025
MESQUITE ACTIVITIES					
Eat at coffee shop/cafe	85%	83%	74%	70%	48%
Relax/swim at pool	20%	17%	21%	27%	26%
Eat at a buffet	38%	37%	44%	26%	27%
Eat fine dining	20%	14%	14%	15%	11%
Watch lounge act	7%	8%	7%	8%	3%
Visit a spa	6%	5%	5%	6%	1%

*Note: From 2017–2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

APPENDIX B

APPENDIX B: Aggregate Results for Calendar Year 2025

RESPONDENT ID# _____
 INTERVIEW DATE: ____/____/____
 INTERVIEW LOCATION CODE _____
 INTERVIEWER ID# _____

INTERVIEW DAY:

SUNDAY..... 1
 MONDAY 2
 TUESDAY 3
 WEDNESDAY 4
 THURSDAY 5
 FRIDAY 6
 SATURDAY..... 7

RESPONDENT GENDER (BY OBSERVATION)

MALE.....50%
 FEMALE.....50%

Hello. I'm _____ from Heart+Mind Strategies, 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

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

3. Will you be leaving Mesquite within the next 24 hours?
 YES.....**ASK Q4**
 NO TERMINATE

4. Is this your first visit to Mesquite, or have you visited before?
 FIRST VISIT 8%
 VISITED BEFORE 92%
 NOT SURE/DK..... 0%
 REFUSED/NA..... 0%

5. Including this trip, how many times have you visited Mesquite in the past 12 months? (RECORD NUMBER BELOW AS 2 DIGITS.)
 2.4 MEAN (All Visitors)
 2.5 MEAN (Repeat Visitors, n=1,109)

(ASK OF ALL RESPONDENTS.)

5. How did you first become aware of Mesquite? (ASK AS AN OPEN-ENDED QUESTION. ACCEPT ONLY ONE RESPONSE)
 Always knew about it 49%
 Radio or TV Ad 1%
 Billboard/Sign..... 2%
 Friends/Relatives (Word-of-mouth)..... 29%
 Travel agent..... 0%
 Just passing through 17%
 Internet/social media 1%
 Brochure/pamphlet..... 0%
 Some other way..... 0%
 NOT SURE/DK..... 0%
 REFUSED/NA..... 0%

7. What was the primary purpose of THIS trip to Mesquite? (ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE.)
 Business..... 1%
 To gamble..... 9%
 Vacation/pleasure 11%
 Visit friends/relatives 15%
 To attend a special event (e.g., River Days, golf, rodeo, or a fight) 3%
 For sports/youth sports tournament..... 3%
 Just passing through 17%
 To play golf..... 7%
 To go to a spa..... 0%
 To dine 1%
 To relax/get away 30%
 To take advantage of an offer or promotion 2%
 To participate in outdoor recreation other than golf 0%
 Some other reason..... 1%
 NOT SURE/DK..... 0%
 REFUSED/NA..... 0%

APPENDIX B

8. 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 | 27% | ASK Q9 |
| Only destination | 73% | SKIP TO Q10 |
| NOT SURE/DK..... | 0% | |
| REFUSED/NA..... | 0% | |
9. You just said Mesquite was not your only destination on this trip. When you left your hometown 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 HOMETOWN OR CITY. PROBE IF NECESSARY TO MAKE SURE IT IS NOT: "That's not your hometown or city, is it?") (N=322)
- | | |
|---------------------------------|-----|
| Las Vegas, Nevada..... | 32% |
| Utah..... | 11% |
| Mesquite, Nevada..... | 5% |
| Arizona..... | 4% |
| California | 28% |
| Other Nevada..... | 1% |
| Colorado | 8% |
| Other West | 8% |
| Other U.S | 3% |
| Other North America | 0% |
| No particular destination | 0% |
| DON'T KNOW/NO ANSWER..... | 1% |
10. Did you travel to Mesquite by... (READ LIST. ACCEPT ONLY ONE RESPONSE.)
- | | |
|--|-----|
| Air | 0% |
| Bus (IF "YES" ASK: "Do you mean...") | |
| Regularly scheduled bus service like Greyhound..... | 0% |
| Or a chartered or escorted bus service or bus tour | 1% |
| Automobile..... | 99% |
| Truck | 0% |
| Motorcycle..... | 0% |
| Recreational Vehicle (RV)..... | 0% |
| REFUSED/NA..... | 0% |
11. How far in advance did you plan this trip to Mesquite? (ASK AS OPEN END.)
- | | |
|--------------------------------|-----|
| Same day | 6% |
| 1-3 days before..... | 10% |
| 4-6 days before..... | 15% |
| 7-14 days before..... | 33% |
| 15-30 days before..... | 19% |
| 31-60 days before..... | 8% |
| 61-90 days before..... | 4% |
| 91-120 days before..... | 2% |
| More than 120 days before..... | 2% |
| NOT SURE/DK..... | 0% |
| REFUSED/NA..... | 0% |
12. Which of the following tools did you use in planning your trip to Mesquite? (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)
- | | |
|--|-----|
| Travel agent..... | 0% |
| Websites | 44% |
| Social media | 0% |
| Apps | 3% |
| Casino/Hotel hosts | 6% |
| Word of mouth | 2% |
| Magazines or newspapers..... | 0% |
| Printed brochures or travel guides | 0% |
| Email offers | 7% |
| Offer received in the mail..... | 8% |
| Other (SPECIFY:)..... | 0% |
13. At what point in your planning did you decide... (READ LIST AND FIRST 3 RESPONSE CODES.)
- AMONG ALL RESPONDENTS:**
- a. Where to lodge in Mesquite?
- | | |
|----------------------------------|-----|
| Before Leaving Home | 88% |
| While En Route To Mesquite | 1% |
| After Arrival | 2% |
| DOES NOT APPLY..... | 10% |
| DON'T KNOW | 0% |
- b. What events to attend in Mesquite?
- | | |
|----------------------------------|-----|
| Before Leaving Home | 4% |
| While En Route To Mesquite | 0% |
| After Arrival | 2% |
| DOES NOT APPLY..... | 94% |
| DON'T KNOW | 0% |
- c. Where to gamble in Mesquite?
- | | |
|----------------------------------|-----|
| Before Leaving Home | 60% |
| While En Route To Mesquite | 1% |
| After Arrival | 19% |
| DOES NOT APPLY..... | 17% |
| DON'T KNOW | 3% |
- d. What recreational activities you would enjoy in Mesquite?
- | | |
|----------------------------------|-----|
| Before Leaving Home | 12% |
| While En Route To Mesquite | 0% |
| After Arrival | 10% |
| DOES NOT APPLY..... | 78% |
| DON'T KNOW | 0% |

APPENDIX B

AMONG THOSE TO WHOM THE QUESTION APPLIES:

a. Where to lodge in Mesquite? (n=1,084)

Before Leaving Home	97%
While En Route To Mesquite	1%
After Arrival	2%
DK/NA	0%

b. What events to attend in Mesquite? (n=75)

Before Leaving Home	71%
While En Route To Mesquite	0%
After Arrival	29%
DK/NA	0%

c. Where to gamble in Mesquite? (n=994)

Before Leaving Home	73%
While En Route To Mesquite	1%
After Arrival	23%
DK/NA	3%

d. What recreational activities you would enjoy in Mesquite? (n=260)

Before Leaving Home	54%
While En Route To Mesquite	0%
After Arrival	46%
DK/NA	0%

14. 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.....	86%
Friends/Relatives	4%
RV/Camper/Camping	0%
Did not lodge anywhere	10%
Other lodging.....	0%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

15. 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=1035)

Booked by phone, calling the hotel.....	36%
Booked through a travel agent (either in person or by phone).....	0%
Booked by phone but not by calling the hotel directly and not through a travel agent.....	0%
Booked at a website on the Internet using a desktop or laptop computer	34%
Booked at a website on the Internet using a smartphone or tablet.....	24%
Booked in person at the hotel	4%

The trip was a gift, prize, or incentive, so the accommodations were booked for you..... 0%

Not sure because someone else in your party booked the hotel and you don't know how they did it 1%

OTHER (SPECIFY:) (VOLUNTEERED)..... 0%

REFUSED/NA (VOLUNTEERED) 0%

16. How far in advance did you make your reservations for your (hotel room/RV park space) for this trip to Mesquite? (ASK AS OPEN END.) (N=1040)

Same day.....	5%
1-6 days before	22%
7-14 days before.....	36%
15-30 days before.....	22%
31-60 days before.....	10%
61-90 days before.....	4%
More than 90 days before.....	3%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

17. Including yourself, how many people stayed in your room? (N=1035)

One.....	5%
Two.....	73%
Three	12%
Four or more.....	10%
REFUSED/NA.....	0%

2.3 MEAN

18. Which of the following rate categories best describes your room rate? (SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.) (N=1035)

Hotel/Transportation Package Deal	0%	ASK Q19
Tour/Travel group	0%	
Hotel/Amenities Package Deal.....	3%	
Convention group/Company meeting..	0%	
Casino rate	17%	SKIP TO Q20
Regular full-price room rate.....	51%	
Casino complimentary.....	26%	SKIP TO Q21
Vacation rental rate.....	0%	
Another rate.....	2%	
NOT SURE/DK.....	0%	SKIP TO Q21
REFUSED/NA.....	0%	

19. Did you purchase your package directly from a hotel? (N=32)

Yes	94%
No	6%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

APPENDIX B

(ASK ONLY OF NON-PACKAGE VISITORS)

20. By the time you leave Mesquite, how much will you have spent, on average per night, on your hotel room? (ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.) (N=734)

\$0 - \$49	5%
\$50 - \$99	27%
\$100 or more	64%
Refused/No answer	4%
\$109.89	MEAN
\$120.00	MEDIAN

(ASK OF ALL RESPONDENTS.)

21. 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	4%
2	79%
3	9%
4	7%
5 or more	1%
2.2	MEAN
2.0	MEDIAN

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

Yes	15%
No	85%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

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

None.....	10%
1	34%
2	29%
3	17%
4	7%
5 or more	3%
Refused/No answer	0%
1.9	MEAN
2.0	MEDIAN

24. 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	10%
2	34%
3	29%

4	17%
5	7%
6 or more.....	3%
Refused/No answer.....	0%

2.9 MEAN
3.0 MEDIAN

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

Sunday	14%
Monday.....	13%
Tuesday.....	11%
Wednesday.....	11%
Thursday.....	15%
Friday	20%
Saturday	17%
REFUSED/NA.....	0%

26. Have you gambled during this visit to Mesquite?

Yes	83%	ASK Q27
No	17%	
NOT SURE/DK.....	0%	SKIP TO Q29
REFUSED/NA.....	0%	

27. 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=994)

0-2.....	59%
3-4.....	34%
5-6.....	7%
More than 6.....	0%
2.4	MEAN
2.0	MEDIAN

28. 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=994)

\$1 - \$99	6%
\$100 - \$199.....	12%
\$200 - \$299.....	11%
\$300 - \$399.....	14%
\$400 - \$499.....	13%
\$500 - \$599.....	22%
\$600 or more	22%
Refused/No answer.....	0%
\$508.97	MEAN
\$400.00	MEDIAN

APPENDIX B

(ASK OF ALL RESPONDENTS)

29. 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

- At a casino on an Indian reservation in California5%
- At a casino on an Indian reservation in Arizona5%
- At a casino on an Indian reservation outside of California and Arizona4%
- At a casino in Colorado4%
- In Las Vegas, Nevada 50%
- Somewhere else in Nevada (outside Las Vegas area).....7%
- OTHER (SPECIFY):.....3%

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

- Yes15% ASK Q31
- No85%
- NOT SURE/DK..... 0% SKIP TO Q32
- REFUSED/NA..... 0%

31. On this trip, will you (or did you) visit... (READ LIST. ACCEPT MULTIPLE RESPONSES.) (N=181)

- Las Vegas85%
- Laughlin3%
- Primm (Stateline).....0%
- Hoover Dam3%
- Lake Mead2%
- Mt. Charleston/Lee Canyon.....0%
- Valley of Fire3%
- Grand Canyon2%
- Death Valley0%
- Bryce Canyon3%
- Zion National Park.....3%
- St. George (Utah)12%
- Other3%

32. Which of the following activities did you (or will you) participate in during your stay in Mesquite? (READ LIST. ACCEPT MULTIPLE RESPONSES.)

- Relax or swim at a pool..... 26%
- Play golf 12%
- Visit a spa..... 1%
- Eat at a buffet.....27%
- Eat at a coffee shop/café 48%
- Eat at a fine dining establishment..... 11%
- Pay to see a show 0%
- Watch a lounge act..... 3%

33. 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.)

Food and drink. Please include only your own, personal expenses and not those of your entire party.
 \$187.14 MEAN (INCLUDING \$0)
 \$187.14 MEAN (EXCLUDING \$0) (PER TRIP AVERAGE)

Local transportation (for example, car rental, taxi limo, gas). Please include all your daily transportation expenses.
 \$ 15.86 MEAN (INCLUDING \$0)
 \$ 88.95 MEAN (EXCLUDING \$0). (PER TRIP AVERAGE)

34. 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.)

Recreational activities such as golf, horseback riding, a spa, or shooting
 \$ 30.34 MEAN (INCLUDING \$0)
 \$209.25 MEAN (EXCLUDING \$0)

Shows/entertainment (not including gambling)
 \$ 0.29 MEAN (INCLUDING \$0)
 \$ 43.13 MEAN (EXCLUDING \$0)

Shopping (gifts, clothing, personal items)
 \$ 14.28 MEAN (INCLUDING \$0)
 \$ 94.64 MEAN (EXCLUDING \$0)

Other
 \$ 0.46 MEAN (INCLUDING \$0)
 \$183.33 MEAN (EXCLUDING \$0)

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

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

- Very satisfied 96%
- Somewhat satisfied 3% ASK Q36
- Somewhat dissatisfied 0% SKIP TO Q37
- Very dissatisfied 0% SKIP TO Q37
- (DO NOT READ)
- NOT SURE/DK..... 0% SKIP TO Q38
- REFUSED/NA..... 0%

36. 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=40)

- Hotel complaints50%
- Gambling complaints 18%
- Shopping complaints8%
- Food complaints 13%
- Too hot.....8%
- Golf complaints.....3%
- Too expensive3%

AFTER ANSWERING Q36, SKIP TO Q38

APPENDIX B

37. What is the MAIN reason you were dissatisfied with your overall experience in Mesquite? (ACCEPT ONLY ONE RESPONSE.) (N=3)

- Hotel complaints 67%
- Golf complaints..... 33%

38. Which phrase best describes your Mesquite experience on this trip compared to your expectations before arriving? Would you say Mesquite... (READ LIST.)

- Significantly exceeded my expectations..... 23%
- Slightly exceeded my expectations 16%
- Met my expectations..... 60%
- Fell slightly short of my expectations..... 1%
- Fell significantly short of my expectations 0%
- NOT SURE/DK..... 0%
- REFUSED/NA..... 0%

39. How likely will you be to return to Mesquite in the next year? Would you say you... (READ FIRST 5 RESPONSES)

- Definitely will 74%
- Probably will..... 14%
- Might/might not..... 9%
- Probably will not..... 2%
- Definitely will not..... 0%
- NOT SURE/NO ANSWER..... 0%

40. On a zero to ten scale where zero means you are extremely unlikely and ten means you are extremely likely, how likely are you to recommend Mesquite to family, friends and colleagues?

- 10..... 71%
- 9..... 15%
- 8..... 9%
- 7..... 3%
- 0-6..... 2%

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

41. What social media platforms do you use regularly, that is, at least once a week? (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)

- Facebook 57%
- Instagram 31%
- X (formerly Twitter) 14%
- YouTube..... 14%
- TikTok..... 10%
- Pinterest 5%
- Threads..... 3%
- LinkedIn 1%
- Snapchat..... 0%
- Reddit..... 0%
- Twitch..... 0%
- Tumblr 0%
- Other 0%
- NONE OF THESE 31%

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

- Employed..... 72%
- Unemployed..... 0%
- Student 0%
- Retired 26%
- Stay-at-home spouse/partner..... 2%
- (DO NOT READ)
- REFUSED/NA..... 0%

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

- Grade school or some high school..... 1%
- High school diploma (finished grade 12)..... 12%
- Some college (includes junior/community college — no Bachelor's degree) 20%
- Graduated college 50%
- Graduate school (Master's or Ph.D.) 9%
- Technical, vocational, or trade school..... 8%
- REFUSED/NA..... 0%

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

- Married 88%
- Single..... 6%
- Separated or divorced 4%
- Widowed..... 2%
- REFUSED/NA..... 0%

45. What country do you live in?

- USA..... 98% ASK Q46
- Australia..... 0% ALL OTHERS
- Canada..... 2% SKIP TO Q47
- England (Great Britain) *
- France *
- Germany..... *
- Italy..... *
- Japan *
- Mexico..... 0%
- Netherlands (Holland)..... *
- South Korea..... *
- Sweden *
- Other Europe (Norway, Denmark, Spain, Portugal, etc.) (SPECIFY:)..... 0%
- Other *
- REFUSED/NA..... 0%

* = less than 1%

APPENDIX B

(ASK ONLY OF VISITORS FROM THE USA)

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

East.....	0%
South.....	1%
Midwest.....	2%
West.....	95%
California.....	12%
Southern CA.....	12%
Northern CA.....	0%
Utah.....	34%
Arizona.....	7%
Greater Las Vegas.....	25%
Other West.....	17%
International Visitors.....	2%
NO ZIP CODE.....	0%

(ETHNICITY BY OBSERVATION. IF UNSURE, ASK:)

47. 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.....	85%
Black or African American.....	3%
Asian or Asian American.....	3%
Hispanic/Latino.....	7%
Native American.....	0%
Mixed Race.....	2%
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".

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

54.5 MEAN
54.0 MEDIAN

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

21 to 29.....	2%
30 to 39.....	8%
40 to 49.....	27%
50 to 59.....	30%
60 to 64.....	9%
65 and older.....	24%
REFUSED/NA.....	0%

49. 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.

Less than \$20,000.....	0%
\$20,000 to \$29,999.....	0%
\$30,000 to \$39,999.....	1%
\$40,000 to \$49,999.....	2%
\$50,000 to \$59,999.....	4%
\$60,000 to \$69,999.....	6%
\$70,000 to \$79,999.....	7%
\$80,000 to \$89,999.....	7%
\$90,000 to \$99,999.....	6%
\$100,000 to \$109,999.....	8%
\$110,000 to \$119,999.....	6%
\$120,000 to \$129,999.....	6%
\$130,000 to \$139,999.....	4%
\$140,000 to \$149,999.....	8%
\$150,000 to \$174,999.....	11%
\$175,000 to \$199,999.....	8%
\$200,000 to \$224,999.....	8%
\$225,000 to \$249,999.....	3%
\$250,000 or more.....	3%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%



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