

# MESQUITE

## VISITOR PROFILE STUDY

2017



**Prepared for:**  
**LAS VEGAS CONVENTION AND VISITORS AUTHORITY**

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Appreciation is also extended to the interviewers and Mesquite visitors, without whose dedicated cooperation this study could not have been completed.

### VISITOR PROFILE STUDY

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## EXECUTIVE SUMMARY

While many of the characteristics and behaviors of Mesquite visitors have changed little over the past five years, the 2017 visitor profile information does illuminate some potential changes in specific characteristics and behavior that have emerged over the past couple of years.

Those visitors who are travelling to Mesquite are staying longer and spending more money while they're there. The average trip length and expenditures on food and drink, transportation, and recreational activities have all increased to the highest levels we've seen in the past five years. The average cost of a package purchase has also increased substantially from past years, partially as a result of more expensive golf packages. Though we've seen that fewer visitors are gambling while in Mesquite, those who are gambling are spending more time and money doing it.

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

## REASONS FOR VISITING

The number of first-time visitors to Mesquite stabilized last year, after increasing steadily since 2013. Nearly a quarter of those surveyed in 2017 said they had never been to Mesquite before, a significant increase from 2013 - 2015. Accordingly, the proportion of repeat visitors has dropped from more than nine in ten in 2013 to just over three-quarters in 2017.

While similar to last year's figures, Mesquite visitors reported making fewer visits to Mesquite both in the past year and over the past five years than in the time period between 2013 and 2015.

First-time visitors seem to be viewing Mesquite as more of a resort destination than they have in recent years. While the most common trip purpose reported by first-time visitors was "to rest from the drive," the proportion of those visiting for vacation or pleasure has increased from 2013 - 2015 results.

A larger proportion of repeat visitors in 2017 also indicated vacation or pleasure as their primary trip motivator than in past years. As in previous years, gambling continues to be a popular trip motivator for repeat visitors, though the proportion of those indicating that reason has dropped off somewhat from past years.

\*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.

## TRAVEL PLANNING

Some travel planning characteristics have changed considerably over the past five years. Beginning in 2016 growing proportions of visitors are reporting that they are planning key aspects of their trip after they arrive in Mesquite. 2017 saw this trend continue among those visitors who saw shows, visited attractions, and participated in recreational activities. This trend was also observed among lodging visitors. Nearly all of those lodgers interviewed from 2013 to 2015 said that they had decided where to stay in Mesquite before they arrived. In 2016 and 2017, that proportion dropped off to just over nine in ten; still a great majority, but lower than past results.

The only segment of visitors whose behavior in this regard was relatively stable with that of recent years was those who gambled. About two-thirds of these visitors said they decided where they were going to gamble before they arrived in Mesquite, lower than in 2015 but similar to 2013, 2014, and 2016 results.

Over the past five years nearly all visitors travelled to Mesquite in a personal vehicle. Use of travel agents for trip planning continues to be minimal, while nearly one-quarter of visitors reported using a website, social media or an app for help in planning their trip. One in five Mesquite visitors were visiting other places in Nevada and neighboring states, down the previous four years. The most commonly-cited additional destinations were Las Vegas, Zion National Park, and St. George (UT).

## TRIP CHARACTERISTICS AND EXPENDITURES

Similar to travel planning characteristics, select trip characteristics have changed over the past five years, especially those related to length of stay and lodging. More than four in five visitors stayed overnight in 2017. Some of the spike in lodging visitors can be attributed to the locations in which visitors were intercepted as, beginning during 2016, interviewers were confined to the hotel registration area only at some properties. In past years the interviewers were able to intercept visitors at other areas in and around these properties. Additionally, the average length of stay has risen to 3.2 days and 2.2 nights, again, higher than in recent years.

More visitors staying overnight led to an increase in the percentage of visitors who reported staying in a hotel. Over three-quarters of lodging visitors said they stayed in a hotel or motel of some kind, up from two-thirds last year. These visitors also reported that they were paying more for lodging. The average price of a package and per-night room rates were both up from the 2013 through 2016 time period. The package price increased substantially, driven in part by more expensive golf packages.

The types of room rates that visitors paid has varied as well over the past several years. The percentage of those visitors paying a regular room rate is up substantially from recent years while the percentage of those paying a casino complimentary rate and the percentage of those purchasing a package are down from 2013 to 2015 results.

Trip expenditures in general were also up compared to recent years. Visitor's average expenditures for food and drink, local transportation, recreational activities, and shopping were all up from recent years. However, spending on shows and entertainment was down from 2013 - 2015 results.

## GAMING BEHAVIOR AND BUDGETS

While nearly three-quarters of visitors said that they gambled while they were in Mesquite, the proportion of those who gambled was lower than the 95% and up that was observed between 2013 and 2015 and the 87% reported last year. At the same time, those visitors who did gamble spent more time gambling (nearly three hours per day on average) and more money than in the past four years. The average gambling budget in 2017 was up from each of the previous four years.

## ATTITUDINAL INFORMATION

As in previous years, nearly all of those visitors interviewed reported that they were “very satisfied” with their Mesquite trip experience. In 2017, more than nine in ten visitors said they definitely will recommend Mesquite to others, more than in each of the previous four years. Seven in 10 said they “definitely will” return to Mesquite in the next year.

## NOTABLE VISITOR DEMOGRAPHICS

The 2017 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 somewhat while the proportion of those traveling from Western states rose somewhat in the past two years. Visitors have continued to skew older, with more than four in ten 2017 visitors being 65 years old and older and an increase in the average (mean) age of visitors to 59.1 years in 2017.

Employment characteristics have fluctuated on a year-to-year basis over the last five years. In 2017, the proportion of visitors who were employed fell to 45% after being just over one-half in 2015 while the proportion of retired visitors increased to over one-half, up from 2015. The distribution of annual household incomes has been fairly consistent over the past 3 years, with about one-third of visitors earning less than \$60,000 and just over one-third falling in the \$80,000 or more category.

# INTRODUCTION

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

More specifically, the Mesquite Visitor Profile aims to:

- Provide a profile of Mesquite visitors in terms of socio-demographic and behavioral characteristics.
- Monitor trends in visitor behavior and visitor characteristics.
- Supply detailed information on the vacation and gaming habits of different visitors groups, particularly gaming and non-gaming expenditures.
- Allow the identification of market segments and potential target markets.
- Provide a basis for calculating the economic impact of different visitor groups.
- Determine visitor satisfaction levels.

## METHODOLOGY

In-person interviews were conducted with 1,200 randomly selected visitors. One hundred (100) interviews were conducted each month for 12 months from January through December 2017. Qualified survey respondents were visitors to Mesquite (non-residents) who were at least 21 years of age. Only visitors who planned to leave Mesquite within 24 hours were asked to complete the survey.

Visitors were intercepted near Mesquite hotel-casinos and hotels. To assure a random selection of visitors, different locations were utilized on each interviewing day. Upon completion of the interview, visitors were given souvenirs as tokens of appreciation. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

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

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of 1,200 respondents unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

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

This report presents the results of the 2017 study, as well as the results from 2013, 2014, 2015, and 2016. Statistically significant differences in the behavior, attitudes, and opinions of visitors from year to year are pointed out in the text of the report. Throughout this report, if data is not presented for all five years, it is because the question was not asked in all five years.

Details on the findings and conclusions of the survey are presented in the following sections of this report.

## SUMMARY OF FINDINGS

### REASONS FOR VISITING

In 2017, 77% of visitors said they had visited Mesquite before, similar to last year but down from 92% in 2013, 89% in 2014, and 85% in 2015.

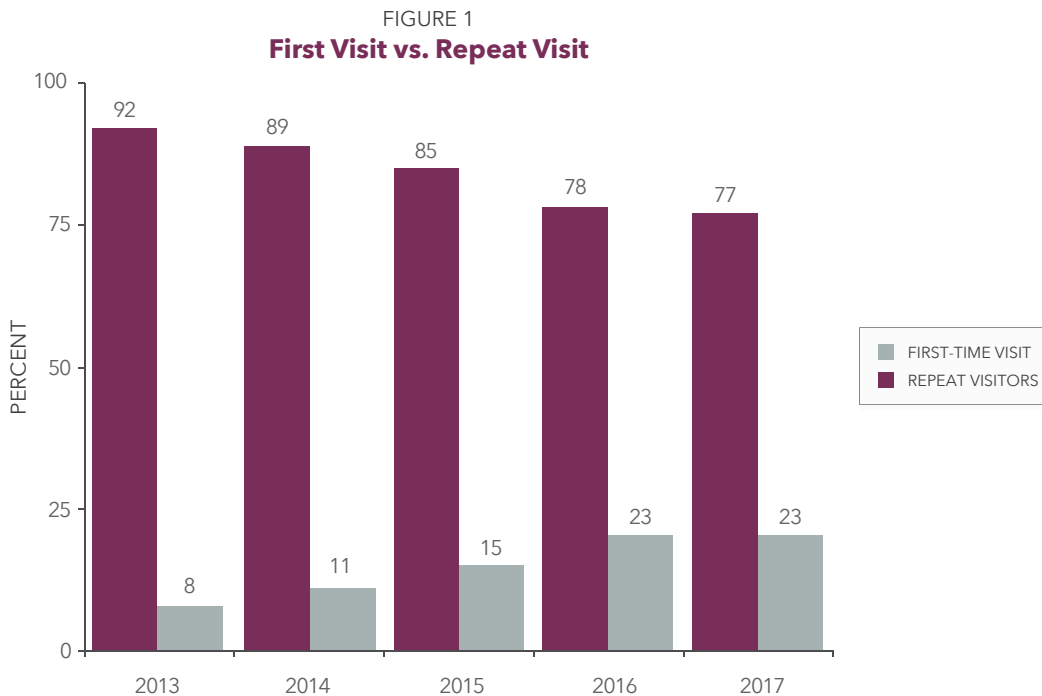
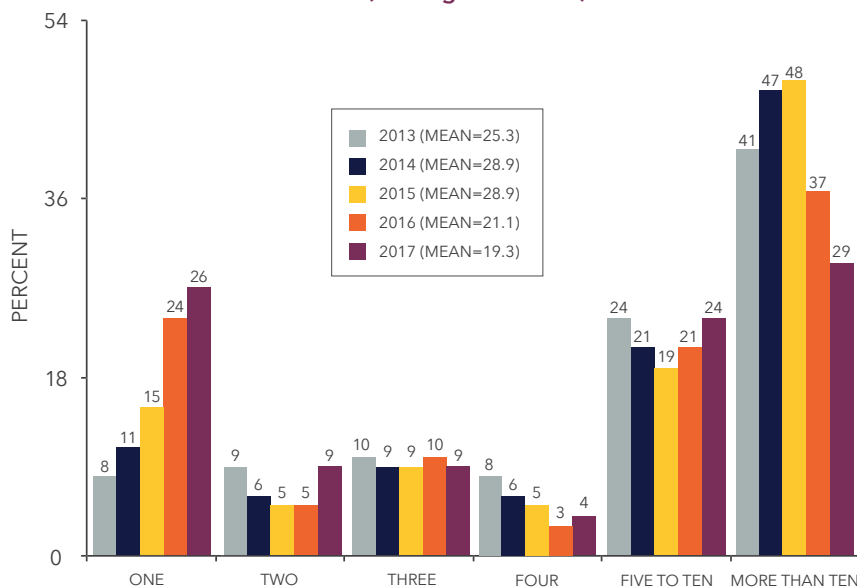


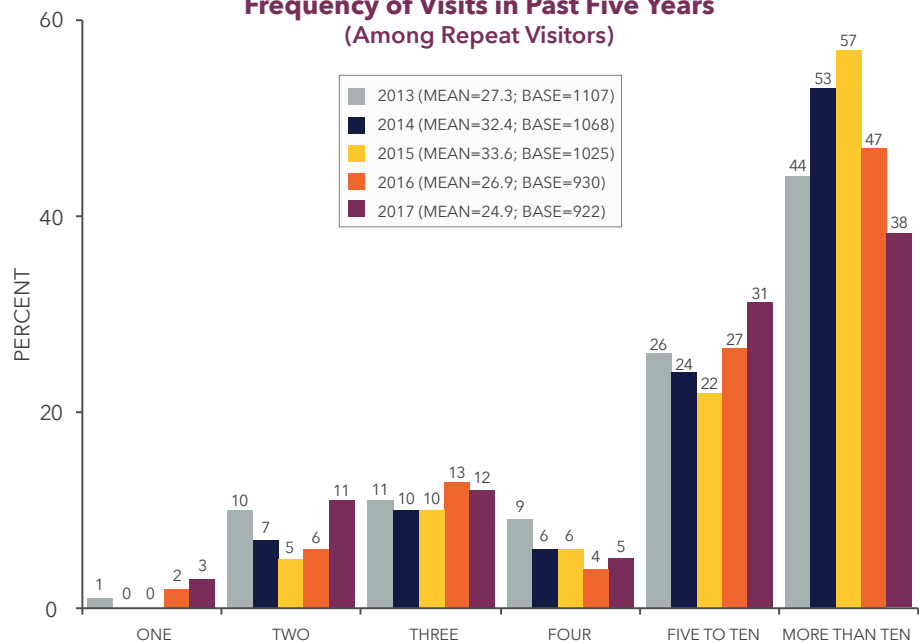
FIGURE 2  
**Frequency of Visits in Past Five Years  
(Among All Visitors)**



The average (mean) number of visits to Mesquite in the past five years among all visitors was 19.3, similar to last year but down from the average of 25.3 visits reported in 2013, and 28.9 in both 2014 and 2015. Twenty-nine percent (29%) of visitors said they had visited Mesquite more than ten times in the past five years, down from 2013 - 2016 results. Twenty-six percent (26%) of visitors said they had visited Mesquite only once in the past five years, up from 8% in 2013, 11% in 2014 and 15% in 2015.

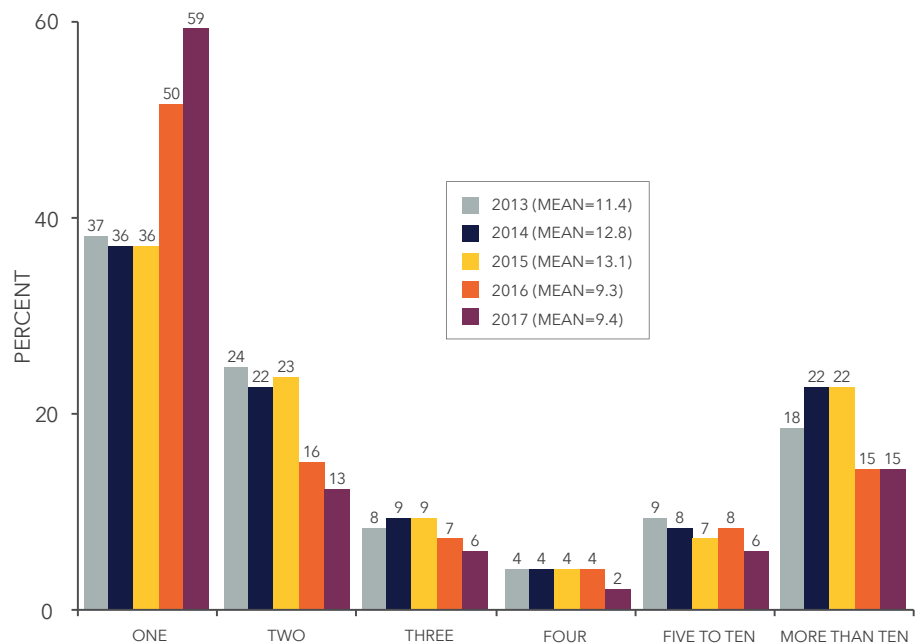
The average number of visits to Mesquite in the past five years among repeat visitors was 24.9, down from the average of 32.4 visits reported in 2014 and 33.6 in 2015. Thirty-eight percent (38%) of repeat visitors said they had visited Mesquite more than 10 times in the past five years, down from past results. Three percent (3%) of repeat visitors said they had visited Mesquite only once in the past five years, up from 1% in 2013 and less than 1% each in 2014 and 2015.

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

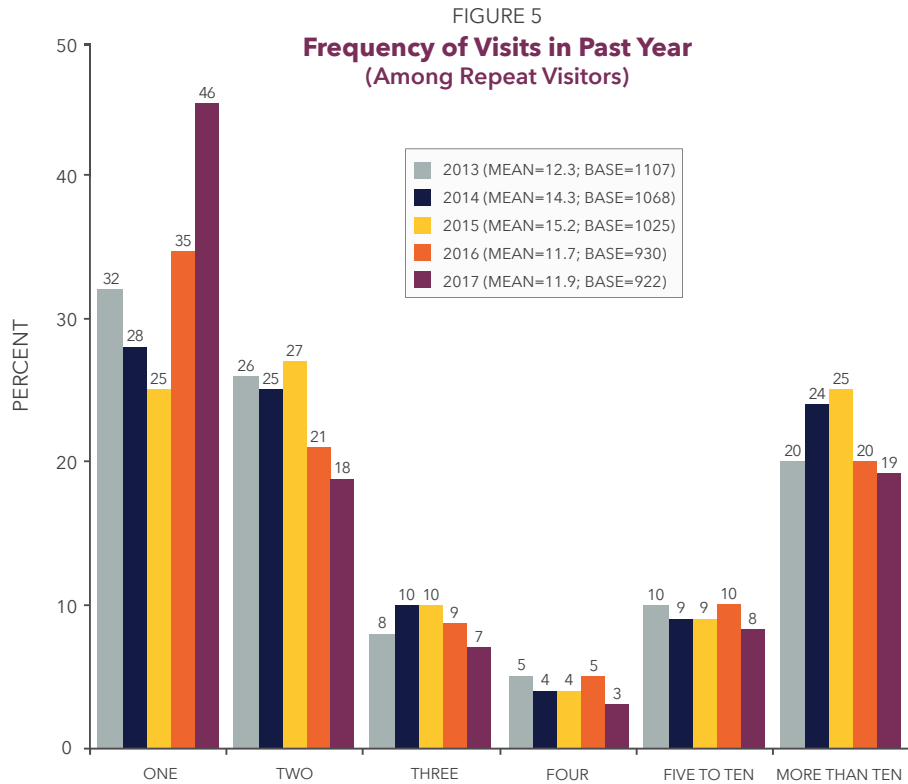


Among all Mesquite visitors in 2017, the average number of visits in the past year was 9.4, similar to last year but down from the average of 11.4 visits in 2013, 12.8 in 2014, and 13.1 in 2015. Fifteen percent (15%) visited Mesquite more than 10 times in the past year, the same as last year down from 18% in 2013 and 22% each in 2014 and 2015. Fifty-nine percent (59%) visited Mesquite only once in the past year, up from 37% in 2013, 36% each in 2014 and 2015, and 50% last year.

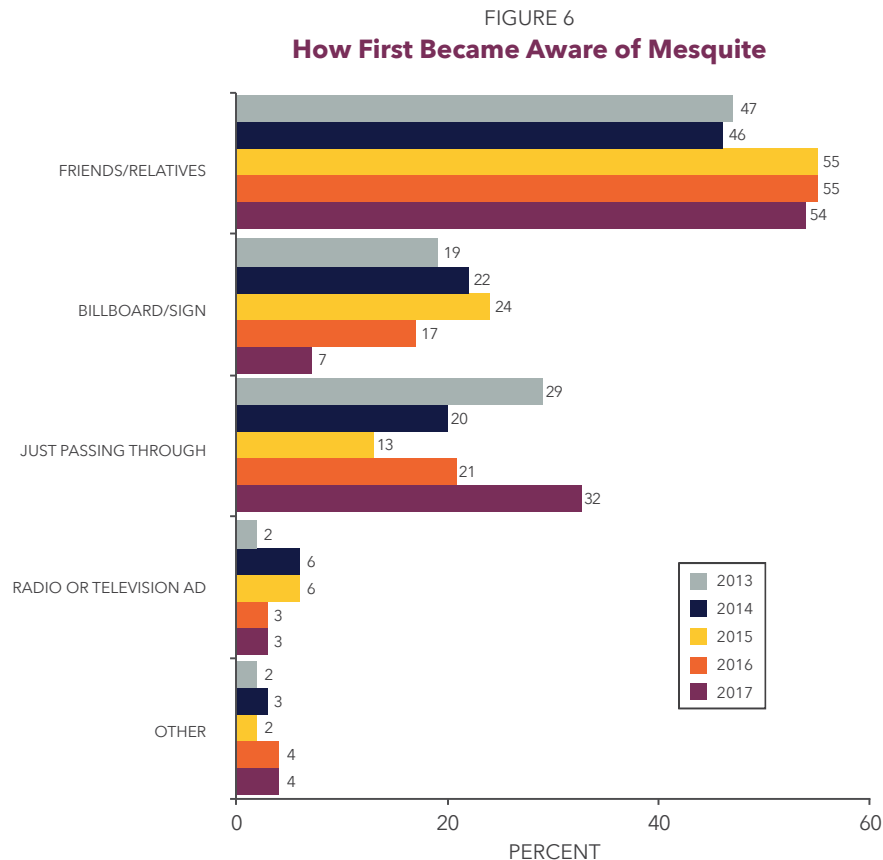
FIGURE 4  
Frequency of Visits in Past Year  
(Among All Visitors)





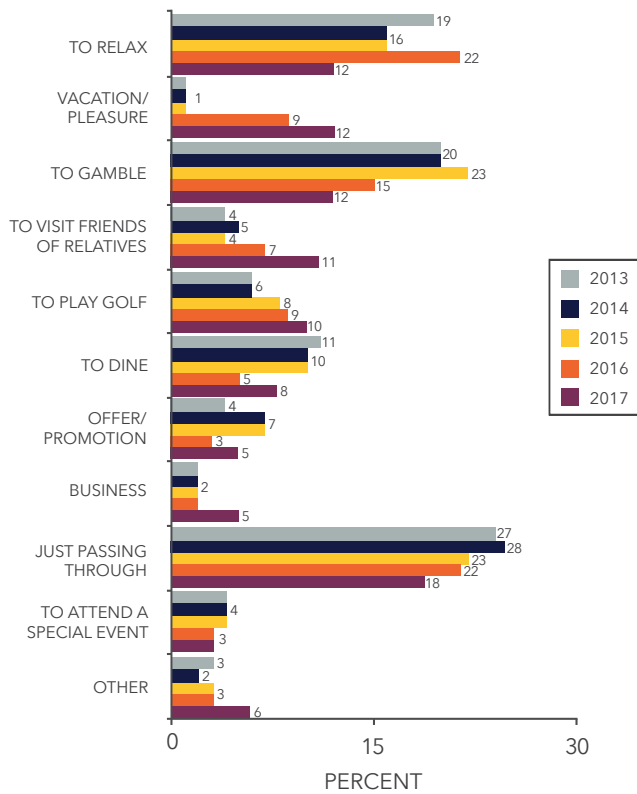


During the past year, repeat visitors averaged 11.9 trips to Mesquite, down from the average of 14.3 visits in 2014 and 15.2 in 2015. Nineteen percent (19%) said they visited Mesquite more than 10 times in the past year, down from 24% in 2014 and 25% in 2015. Forty-six percent (46%) said they visited Mesquite just once in the past year, up from 2013 - 2016 results.



More than one-half (54%) of Mesquite visitors said they first heard about Mesquite from friends and relatives, up from 47% in 2013 and 46% in 2014. Thirty-two percent (32%) said they first learned about Mesquite while they were just passing through, up from 20% in 2014, 13% in 2015, and 21% last year. Seven percent (7%) said they first became aware of Mesquite from a billboard or a sign, down from past results. Three percent (3%) said they first found out about Mesquite from a radio or television advertisement, down from 6% each in 2014 and 2015.

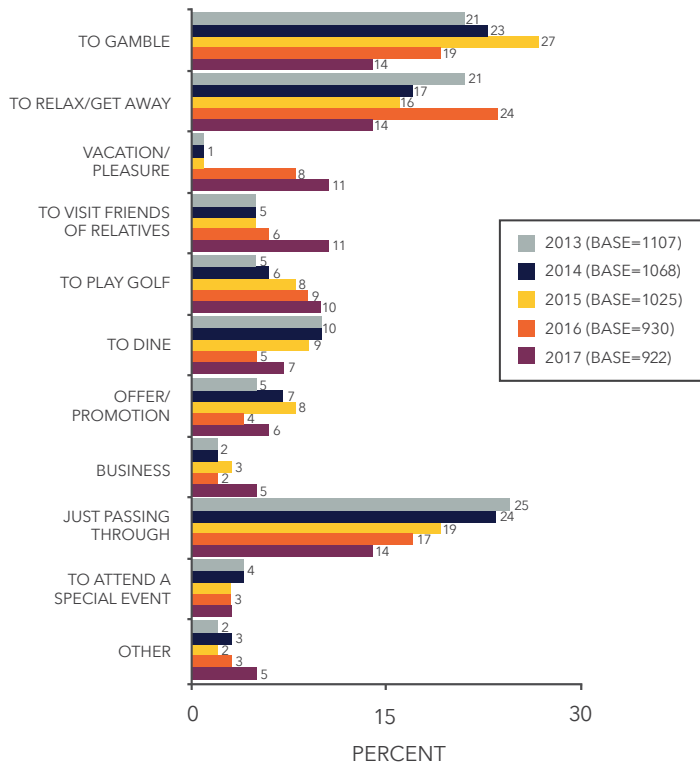
FIGURE 7  
**Primary Purpose of Current Visit**  
 (Among All Visitors)



When asked the primary purpose of their current visit to Mesquite, visitors gave a variety of responses. About one in eight each said they were visiting just to relax (12%, down from all prior years), for vacation or pleasure (12%, up from all prior years), or to gamble (12%, down from all prior years). Eleven percent (11%) were visiting friends or relatives (up from all prior years), one in ten (10%) were in Mesquite primarily to play golf (up from 6% each in 2013 and 2014), 8% were visiting primarily to dine (up from 5% in 2016), 5% were taking advantage of an offer or promotion (down from 7% in each of 2014 and 2015), and 18% said they were just passing through (down from all prior years). Five percent (5%) were in Mesquite for business purposes (up from all prior years).



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



Among repeat visitors, 14% each said they were visiting Mesquite primarily to relax or get away (down from 2016) or to gamble (down from all prior years). Eleven percent (11%) each said that they were visiting for vacation or pleasure, or that they were visiting friends or relatives (both up from all prior years). One in seven (14%) were just passing through (down from 2013 to 2015) and 10% were visiting primarily to play golf (up from 2013 to 2015). Seven percent (7%) were visiting primarily to dine (down from 10% in 2013, but up from 5% last year) and 6% were taking advantage of an offer or promotion (down from 8% in 2015).

FIGURE 9  
**Primary Purpose of Current Visit - 2017  
 (First-Time Vs. Repeat Visitors)**

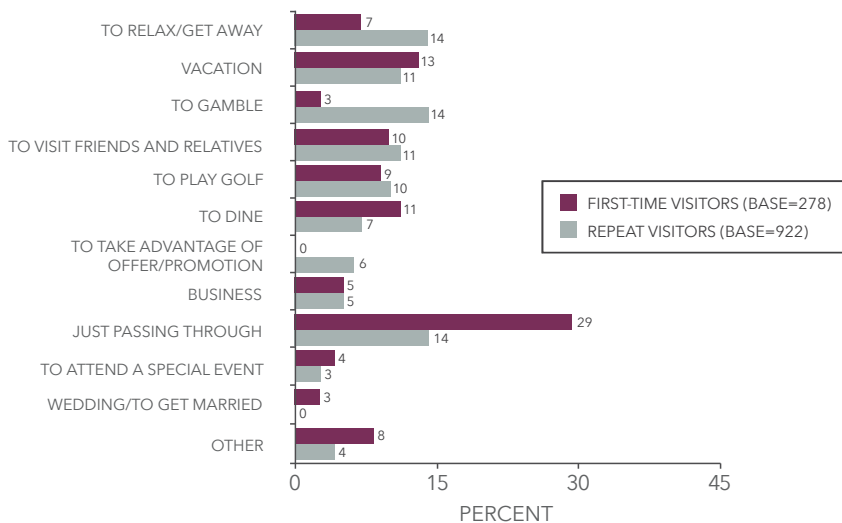
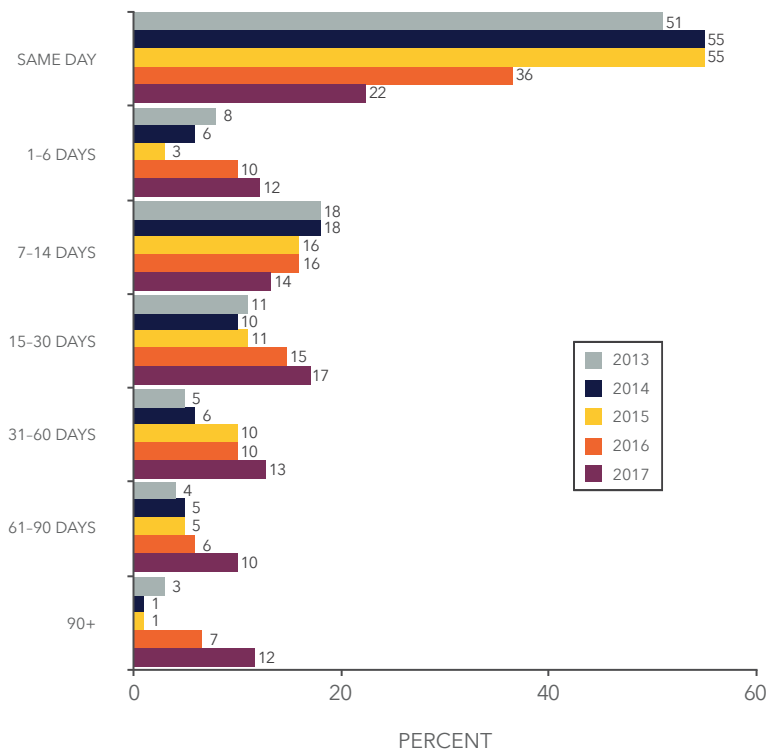


Figure 9 compares repeat visitors with first-time visitors in terms of the purpose of their current visit to Mesquite for 2017. First-time visitors were more likely than repeat visitors to say they were just passing through Mesquite (29% vs. 14%). Repeat visitors were more likely than first-time visitors to say they were visiting Mesquite specifically to relax (14% vs. 7%), to gamble (14% vs. 3%), or to take advantage of a special offer or promotion (6% compared to no first-time visitors who gave this response).

## TRAVEL PLANNING

Travel planning to Mesquite varied broadly, from same-day planning to travel plans made more than 90 days in advance. Just over one in five (22%) said they decided to visit Mesquite the same day they visited (down from 51% in 2013, 55% in each of 2014 and 2015, and 36% last year), while 12% planned their trip between one and six days in advance (up from 8% in 2013, 6% in 2014 and 3% in 2015). Fourteen percent (14%) of Mesquite visitors planned their trip between seven and 14 days in advance (up from 18% in 2013, 18% in 2014 and 16% in 2015), while 12% planned their trip 15 to 30 days in advance (up from 8% in 2013, 6% in 2014 and 3% in 2015). Fourteen percent (14%) of Mesquite visitors planned their trip between seven and 14 days ahead (down from 18% each in 2013 and 2014), while 17% planned their trip 15 to 30 days in advance (up from 2013 - 2015 figures), 13% planned their trip 31 to 60 days in advance (up from 2013 - 2016 figures), and 10% planned their trip 61 to 90 days in advance (up from 2013 - 2016). Twelve percent (12%) planned their trip more than 90 days ahead, up from 2013 - 2016 readings.

FIGURE 10  
Advance Travel Planning



Almost all visitors to Mesquite (98%) arrived in a personal vehicle. Ninety-six percent (96%) drove an automobile, a truck, or a motorcycle, while 2% drove an RV (down from 7% in 2013, 8% in 2014, and 6% in 2015). Two percent (2%) of visitors arrived by bus, up from 1% in 2014 and less than 1% in 2013, 2015, and 2016.

FIGURE 11  
Transportation to Mesquite

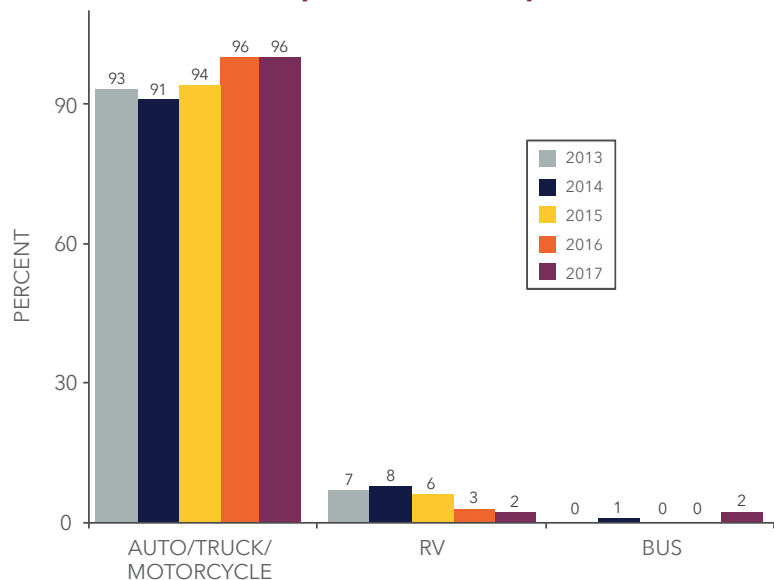
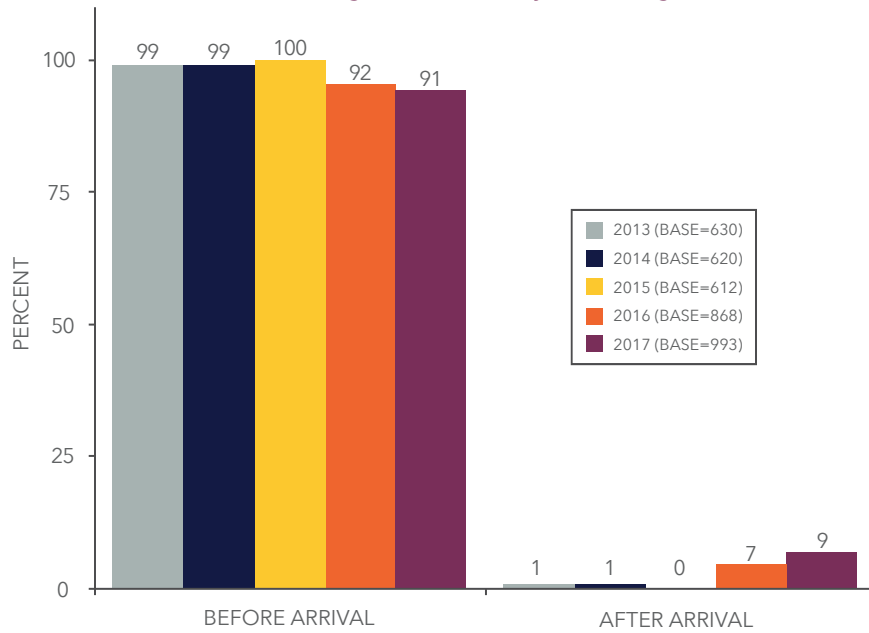
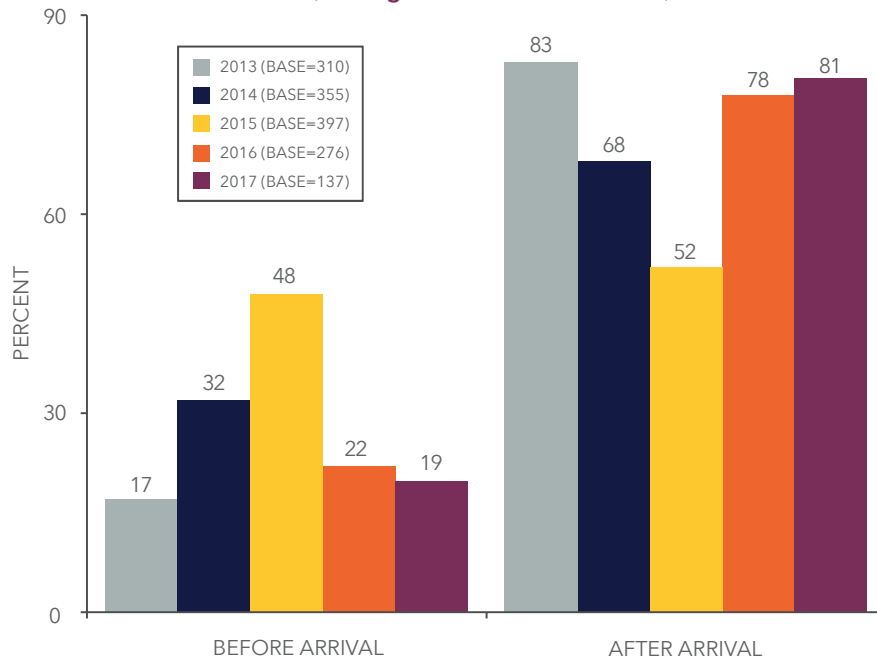


FIGURE 12  
**When Decided Where to Lodge**  
 (Among Those Who Stayed Overnight)



Among the 83% of visitors in 2017 who stayed overnight in Mesquite, 91% decided where to lodge in Mesquite prior to their arrival, down from 99% each in 2013 and 2014, and 100% in 2015.

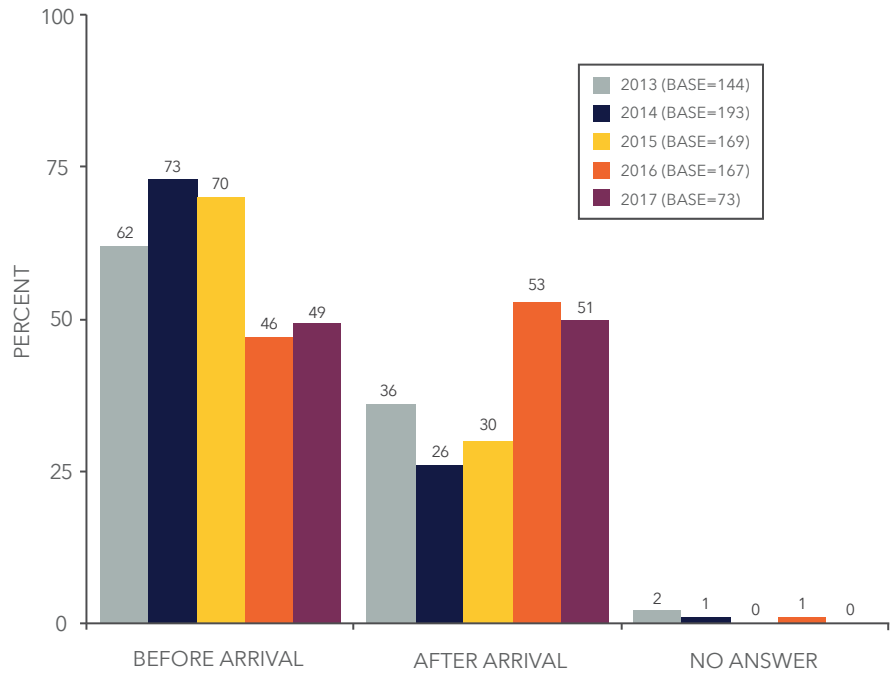
FIGURE 13  
**When Decided Which Shows To See**  
 (Among Those Who Saw Shows)



Among the 11% of visitors in 2017 who reported going to a show in Mesquite, 81% decided what shows to see after their arrival, up from 68% in 2014 and 52% in 2015. Nineteen percent (19%) decided what shows to see prior to their arrival, down from 32% in 2014 and 48% in 2015.

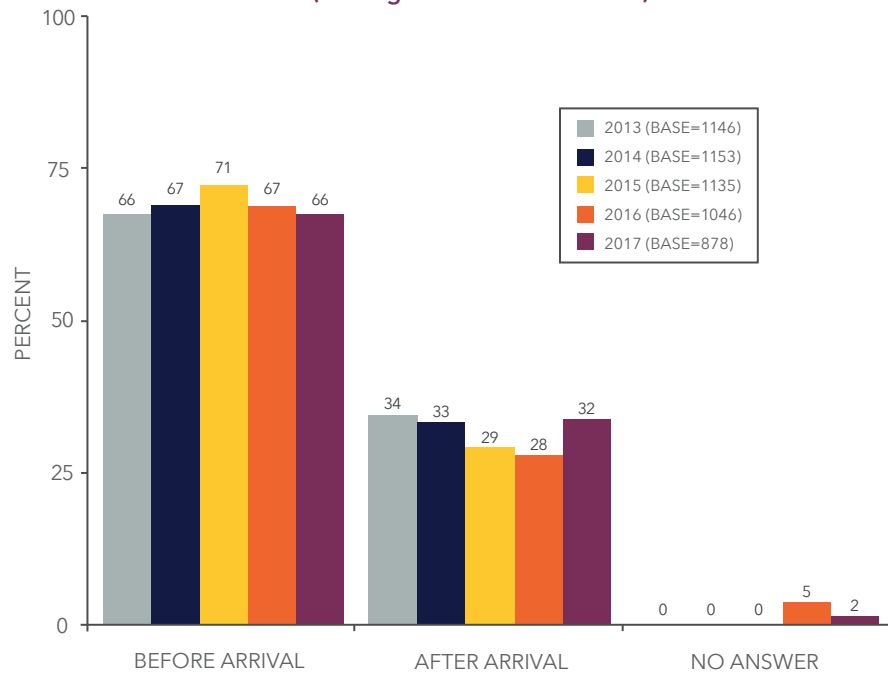
Among the 6% of 2017 visitors who reported visiting an attraction in Mesquite, 49% decided what attractions to see prior to arriving in Mesquite, down from 73% in 2014, and 70% in 2015. Fifty-one percent (51%) decided what attractions to see after their arrival in Mesquite, up from 36% in 2013, 26% in 2014, and 30% in 2015.

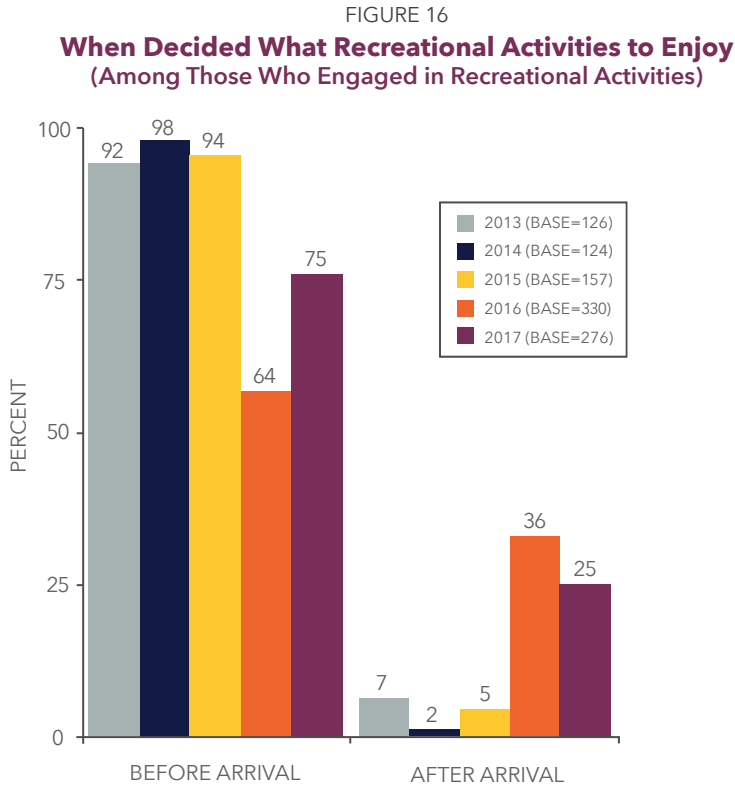
FIGURE 14  
**When Decided What Attractions to Visit**  
 (Among Those Who Visited Attractions)



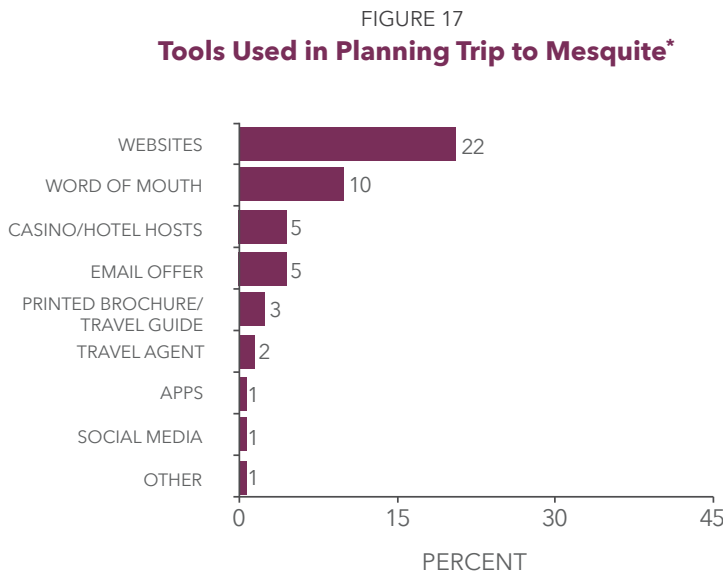
Among the 73% of visitors who gambled during their trip to Mesquite in 2017, 66% said they decided where to gamble in Mesquite before their arrival, down from 71% in 2015. Thirty-two percent (32%) said they decided where to gamble after they arrived in Mesquite.

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





Among the 23% of 2017 visitors who engaged in recreational activities during their visit to Mesquite, 75% said they decided what recreational activities they would enjoy in Mesquite before their arrival (down from 2013 - 2015 findings, but up from 64% last year). The other 25% said they decided what recreational activities they would engage in after their arrival, up from the 2013 - 2015 time period, but down from 36% last year.



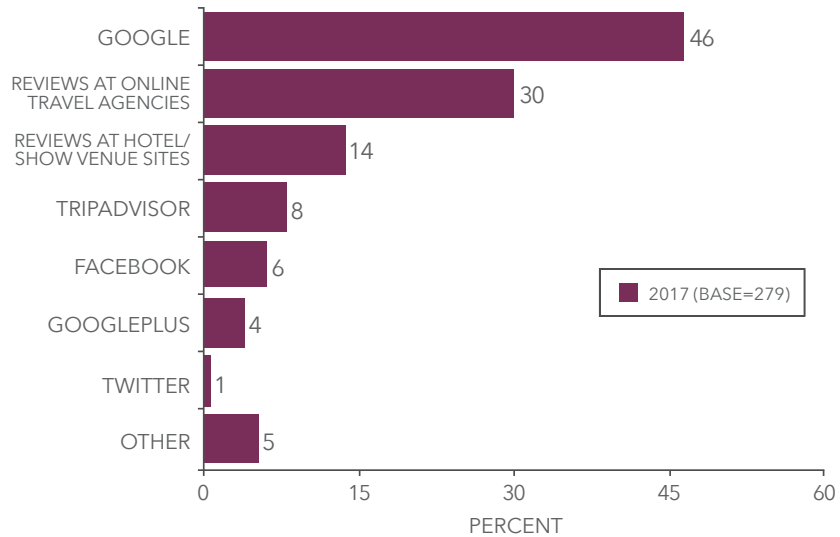
In 2017, visitors to Mesquite were asked about their use of several specific tools in planning the trip. Just under one in four (23%) said they used some sort of website (22%), social media, and/or app (1% each) in planning their trip. One in ten (10%) said they relied on word of mouth, while 5% each said they used the casino/hotel hosts or responded to an email offer.

\*Multiple responses to this question were permitted.

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. Nearly one-half (46%) of these visitors used Google and three in ten (30%) consulted reviews at online travel agencies. Smaller proportions of these visitors consulted reviews at hotel or show venue sites (14%), or used TripAdvisor (8%), Facebook (6%), and/or Google Plus (4%).

\*Multiple responses to this question were permitted.

FIGURE 18  
**Social Media, Travel Review Apps Or Websites Used In Planning Trip To Mesquite\***  
 (Among Visitors Who Used Such Tools in Planning Their Trip)



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. Twenty percent (20%) said yes, down from 32% each in 2013 and 2015, 35% in 2014, and 27% last year.

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

FIGURE 19  
**Visited Nearby Places\***

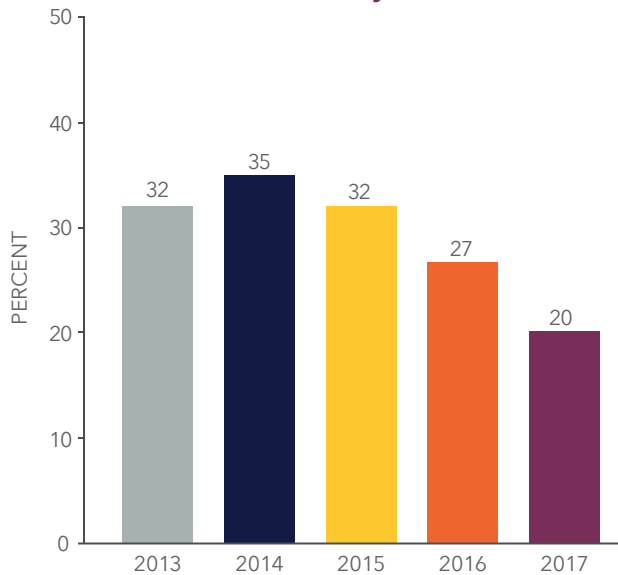
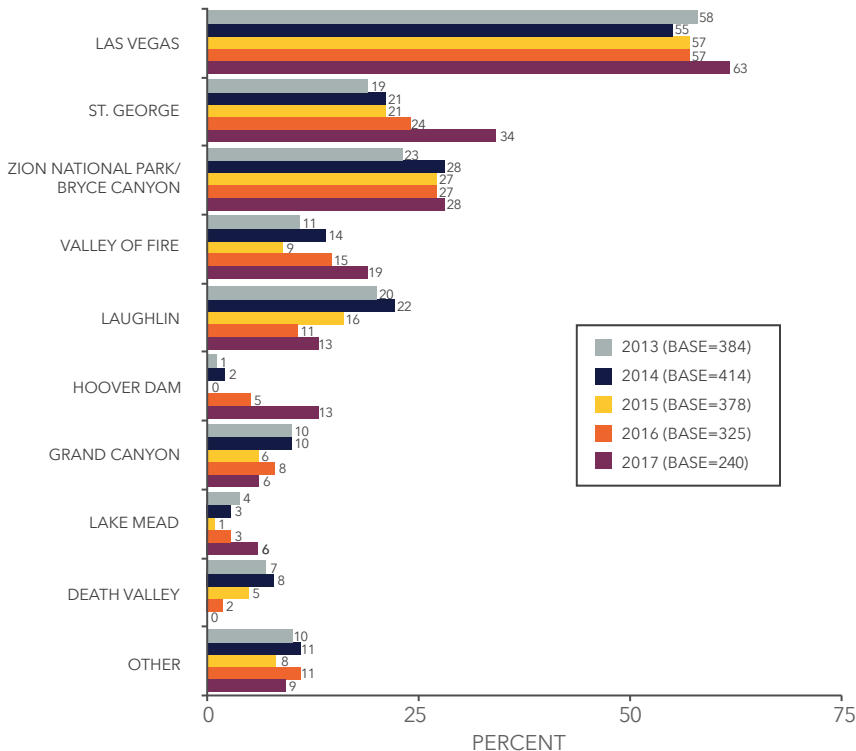




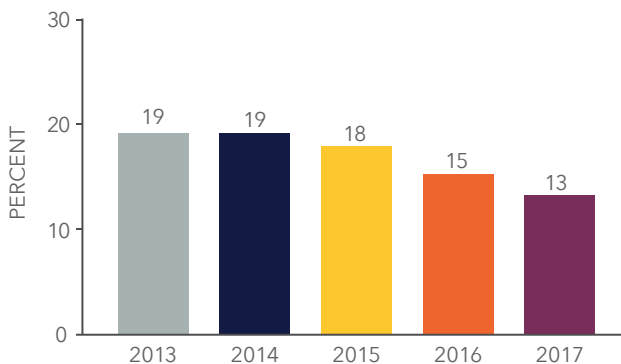
FIGURE 20  
**Other Places Visited\***  
 (Among Those Who Visited Nearby Places)



Among those who said they had visited or planned to visit other nearby areas on their current trip, 63% mentioned Las Vegas (up from 55% in 2014), 34% mentioned St. George in Utah (up from 2013 - 2016 results), 28% mentioned Zion National Park/Bryce Canyon, and 19% mentioned Valley of Fire (up from 11% in 2013 and 9% in 2015). Thirteen percent (13%) each mentioned the Hoover Dam (up from 2013 - 2016 results) and Laughlin (down from 20% in 2013 and 22% in 2014), and 6% each mentioned Lake Mead or the Grand Canyon.

\*Multiple responses to this question were permitted.

FIGURE 21  
**Proportion of All Mesquite Visitors Who Visited Las Vegas\***



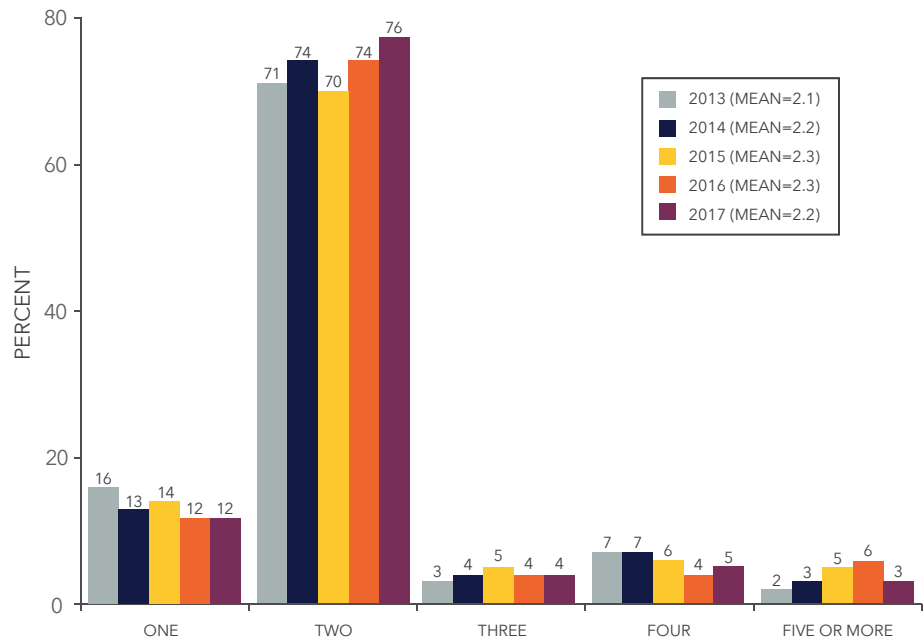
Among all Mesquite visitors, 13% said they also visited, or planned to visit, Las Vegas on their current trip, down from 19% each in 2013 and 2014, 18% in 2015, and 15% last year.

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

## TRIP CHARACTERISTICS AND EXPENDITURES

We asked visitors how many adults (21 years old or older) including themselves were in their immediate party. The majority of Mesquite visitors (76%) reported two adults were in their immediate party (up from 71% in 2013 and 70% in 2015). Four percent (4%) reported three adults were in their immediate party, 5% reported four adults (down from 7% each in 2013 and 2014), and 3% said there were five or more people in their party (down from 5% in 2015 and 6% in 2016). Twelve percent (12%) said they were the only adult in their immediate party, down from 16% in 2013. The average party size was 2.2, down from 2.3 each in 2015 and 2016.

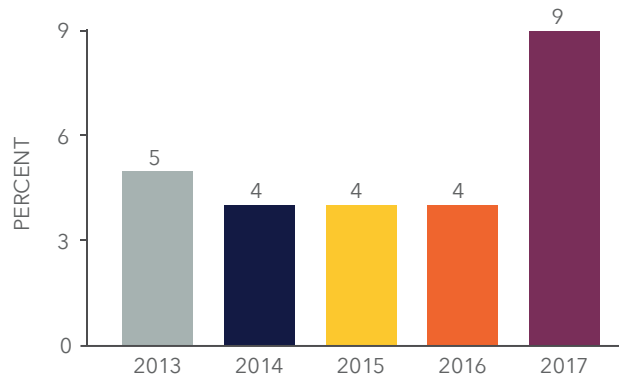
FIGURE 22  
Adults in Immediate Party



Nine percent (9%) of visitors reported having people in their immediate party under the age of 21, up from 5% in 2013 and 4% each from 2014 - 2016.

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

FIGURE 23  
Whether Had Persons in Immediate Party Under Age 21\*



During 2017, Mesquite visitors stayed an average of 2.2 nights (up from 1.7 each in 2013 and 2014, 1.8 in 2015, and 2.0 last year) and 3.2 days (up from 2.7 each in 2013 and 2014, 2.8 in 2015, and 3.0 last year). One in six (17%) reported making a day trip to Mesquite and not staying overnight, down from 48% each in 2013 and 2014, 49% in 2015, and 28% last year.

FIGURE 24  
**Nights Stayed**

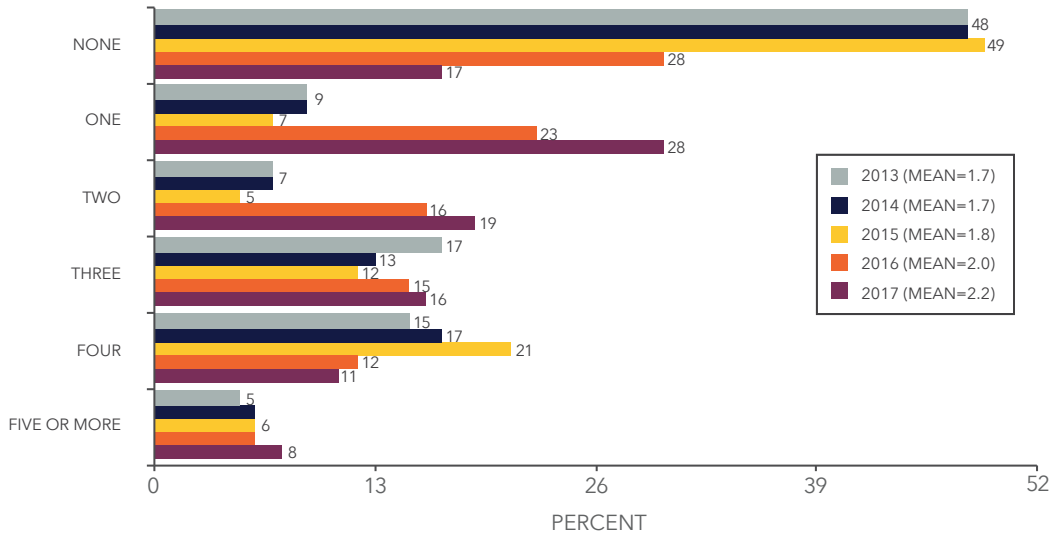
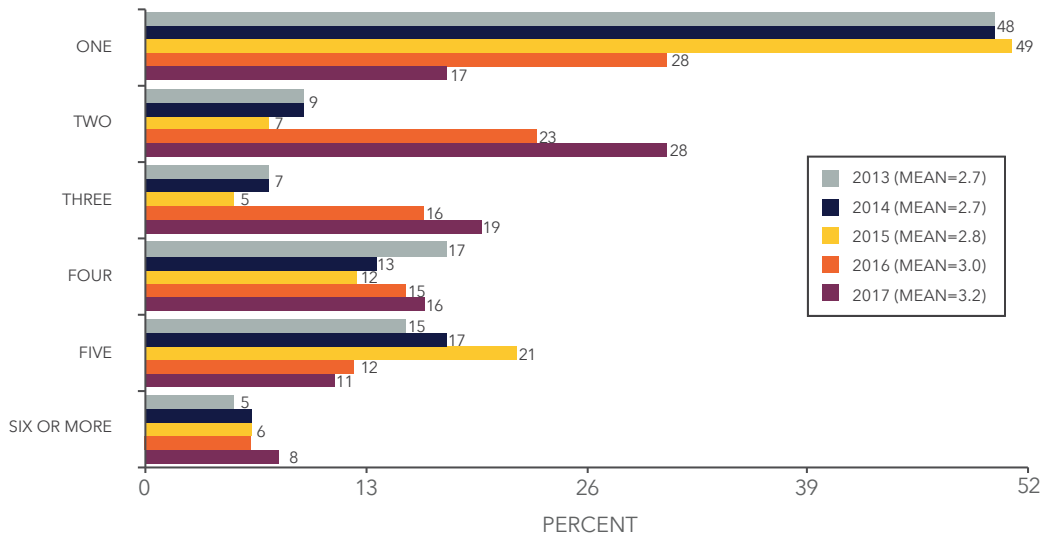


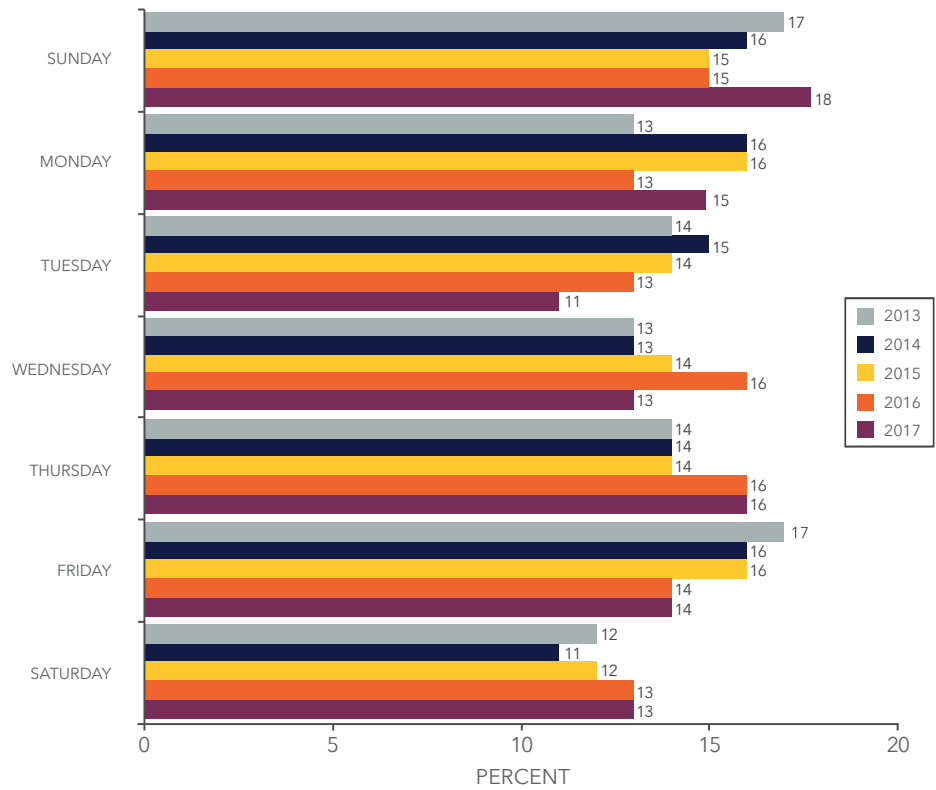
FIGURE 25  
**Days Stayed**



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.

In 2017, visitors were most likely to arrive in Mesquite on a Sunday (18%, up from 15% in 2015) or a Thursday (16%). Wednesday arrivals (13%) were down from 16% last year.

FIGURE 26  
Day of Arrival



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

FIGURE 27  
Weekend Vs. Weekday Arrival

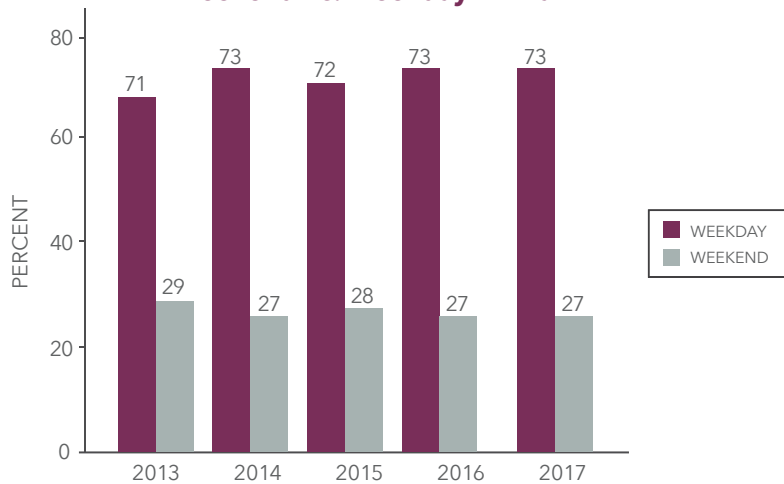
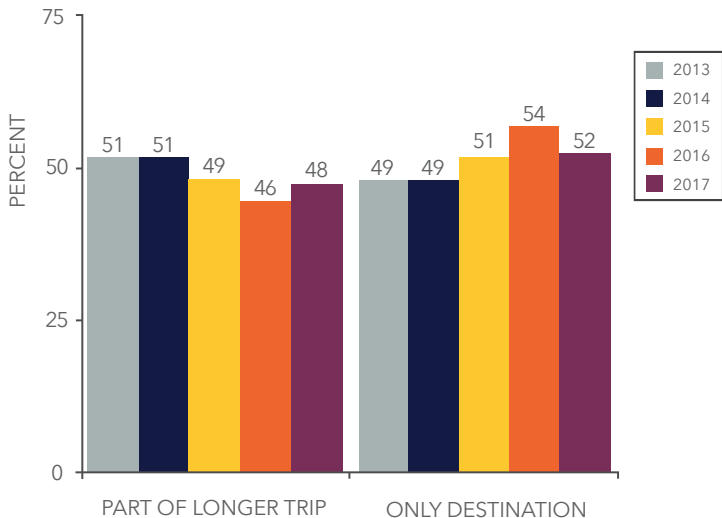
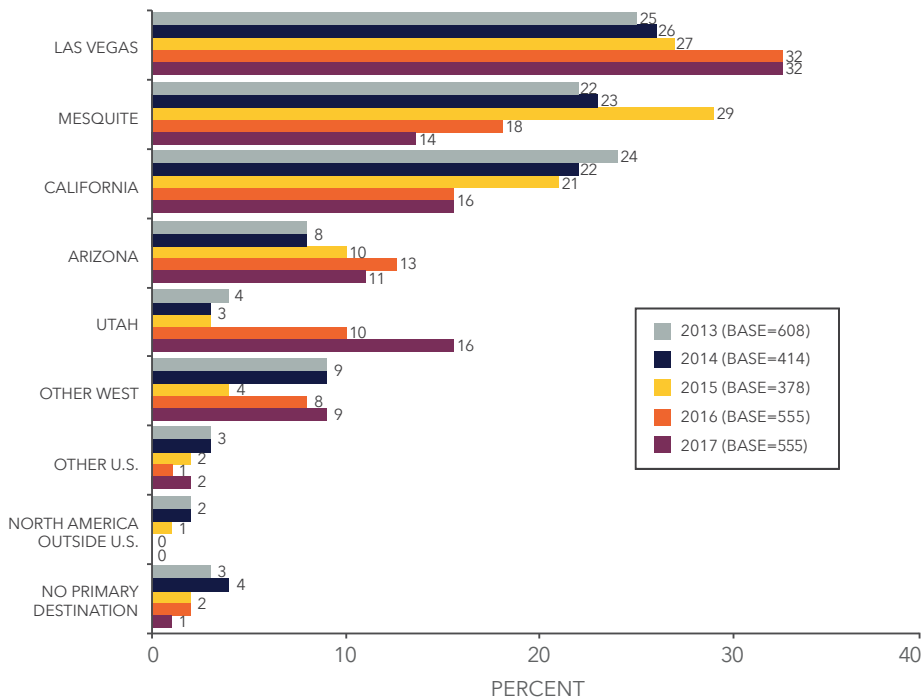


FIGURE 28  
**Whether Mesquite Visit is Part of a Longer Trip**



Forty-eight percent (48%) of Mesquite visitors said their visit to Mesquite was part of a longer trip, while 52% said Mesquite was their only destination.

FIGURE 29  
**Primary Destination of Trip  
 (Among Those on a Longer, Multi-Destination Trip)**

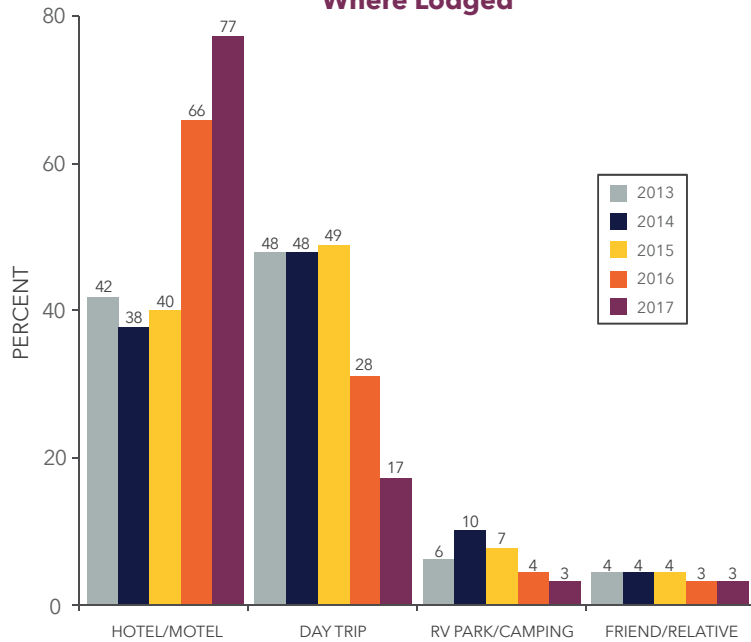


We asked visitors to name their primary destination if Mesquite was not their only destination. Fourteen percent (14%) said Mesquite was their primary destination (down from 2013 - 2016 results), while 32% said it was Las Vegas (up from 25% in 2013, and 26% in 2014). Sixteen percent (16%) of visitors mentioned either California (the same as last year, but down from 2013 - 2015) or Utah (up from 2013 - 2016), followed by Arizona (11%, up from 8% each in 2013 and 2014).

Over three-quarters (77%) of all visitors stayed in hotels or motels in Mesquite, up from 42% in 2013, 38% in 2014, 40% in 2015, and 66% last year. Seventeen percent (17%) said they were visiting Mesquite just for the day and did not lodge anywhere, down from 48% each in 2013 and 2014, 49% in 2015, and 28% last year. Three percent (3%) stayed in an RV or camping area (down from 2013 - 2015), while 3% stayed with friends or relatives.

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

FIGURE 30  
Where Lodged\*



Visitors to Mesquite who lodged in a hotel or motel were asked how they booked their accommodations. Forty-eight percent (48%) said they booked their accommodations by calling the property directly, down from 80% each in 2013 and 2014, 74% in 2015, and 61% last year. One-quarter (25%) said they booked their accommodations through a website or app, up from 10% in 2013, 11% in 2014, 15% in 2015, and 21% in 2016. Twelve percent (12%) said they booked in person, up from 3% each in 2013 and 2014 and 1% in 2015.

FIGURE 31  
How Booked Accommodations  
(Among Those Who Stayed in a Hotel or Motel)

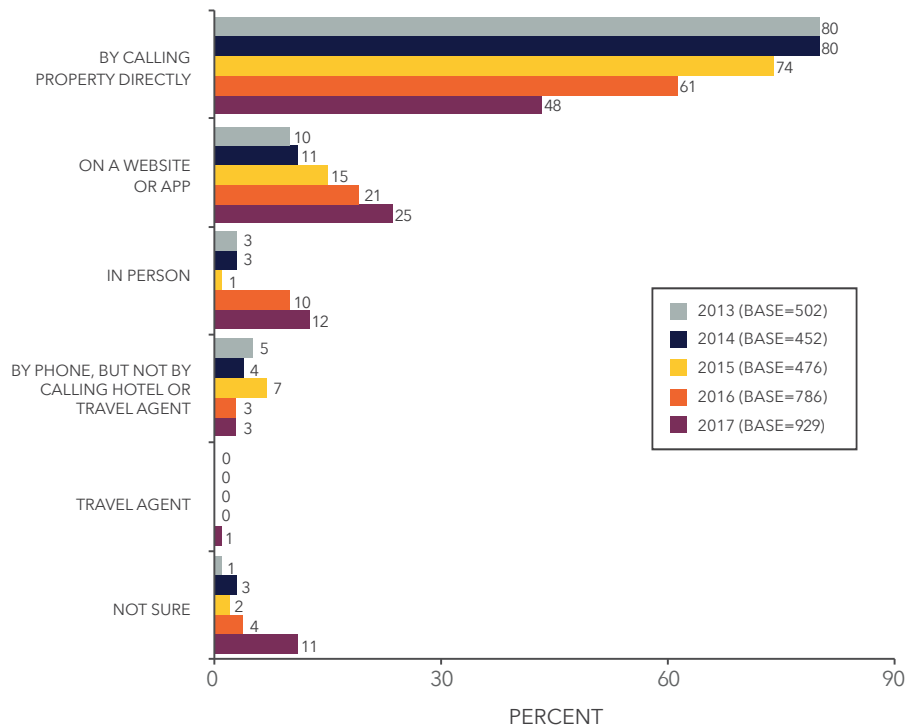
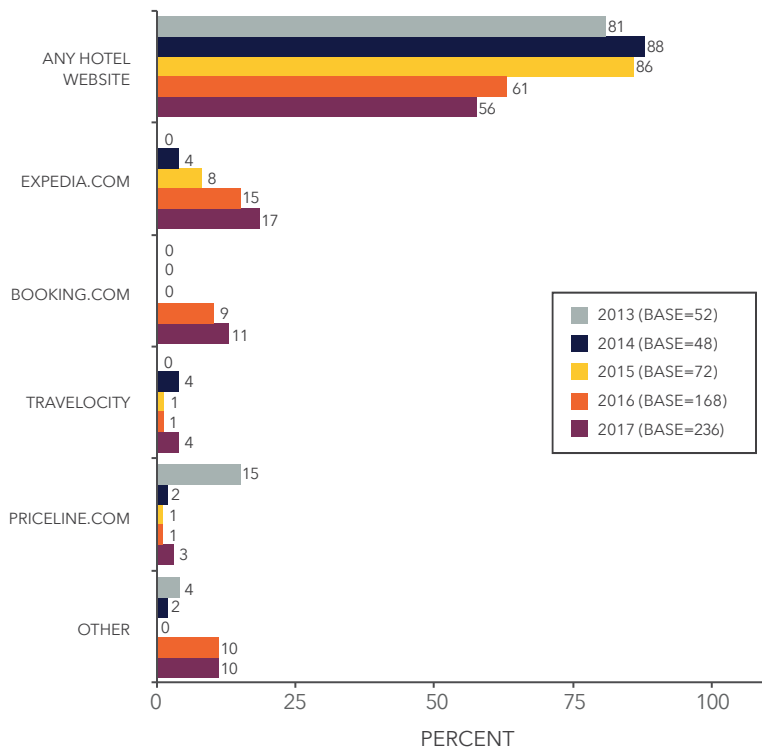


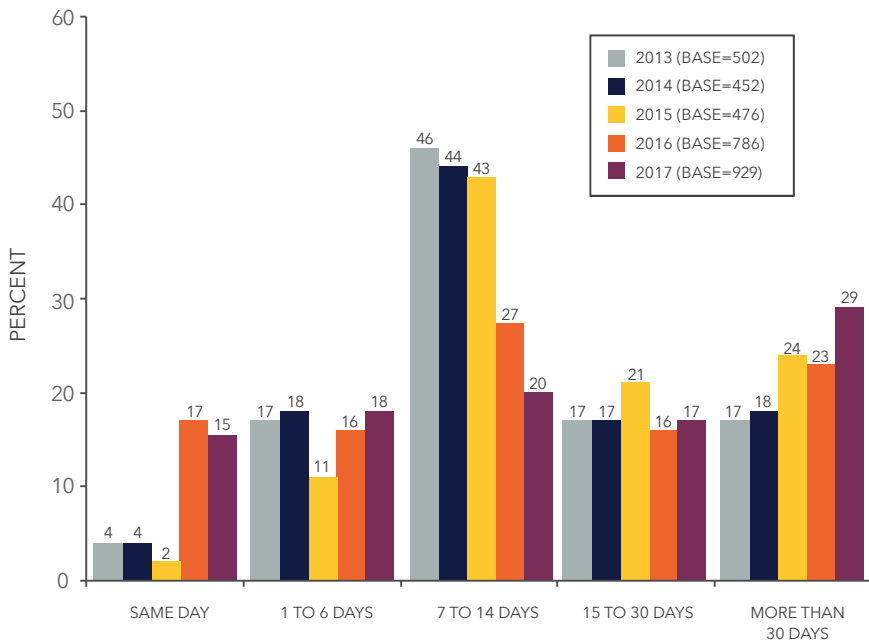
FIGURE 32  
**Websites Used to book Accommodations\***  
 (Among Those Who Used the Internet)



Visitors who booked their accommodations on a website or app were asked which website or app they used. Fifty-six percent (56%) of these Internet users said they used a hotel website to book their accommodations, down from 81% in 2013, 88% in 2014, and 86% in 2015. Other mentions included Expedia.com (17%, up from 4% in 2014 and 8% in 2015), Booking.com (11%), Travelocity (4%), and Priceline.com (3%, down from 15% in 2013).

\*Note very small base sizes.

FIGURE 33  
**How Far in Advance Accommodations Were Booked**  
 (Among Those Staying in a Hotel or Motel)

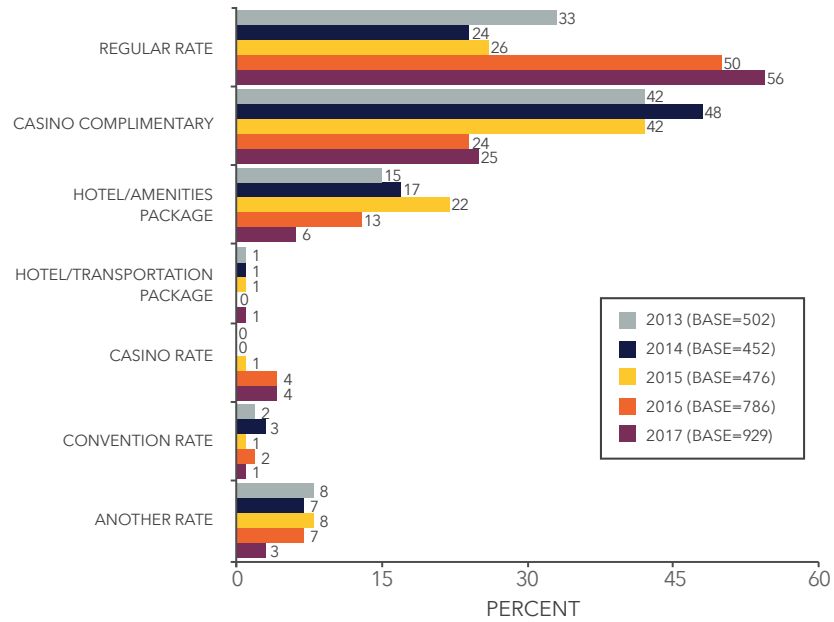


We asked those visitors staying in a hotel or motel how far in advance they had booked their accommodations. Fifteen percent (15%) booked their accommodations on the day of their arrival (up from 4% each in 2013 and 2014, and 2% in 2015). Eighteen percent (18%) booked one to six days in advance (up from 11% in 2015), 20% booked seven to 14 days in advance (down from 2013 - 2016 results), 17% booked 15 to 30 days in advance, and 29% booked more than 30 days in advance (up from 17% in 2013, 18% in 2014, 24% in 2015, and 23% in 2016).

Over one-half of visitors (56%) said they paid a regular room rate (up from 33% in 2013, 24% in 2014, 26% in 2015, and 50% last year), while 25% said they received a casino complimentary rate (down from 42% each in 2013 and 2015, and 48% in 2014). Eleven percent (11%) paid some type of package rate, with 6% saying it was a hotel/amenities package rate (down from 17% in 2014, 22% in 2015, and 13% in 2016), 1% saying it was a hotel/transportation package, and 3% saying it was a tour or travel group (up from less than 1% each in 2013 and

2014, 0% in 2015, and 1% in 2016). Four percent (4%) paid a casino rate (up from no responses in 2013, less than 1% in 2014, and 1% in 2015).

FIGURE 34  
**Type of Room Rate**  
 (Among Those Staying in a Hotel or Motel)



We asked for the package cost from visitors who had purchased a hotel/transportation, hotel/amenities, or tour/travel group package. Sixty-nine percent (69%) said they paid \$300 or more on their package deal (up from 42% in 2013). Eight percent (8%) said they paid between \$200 and \$299 for their package (down from 2013 - 2016 results). The average per-person package cost for 2017 was \$586.16, up from \$302.44 in 2013, \$349.67 in 2014, \$319.26 in 2015, and \$390.77 last year.

FIGURE 35  
**Cost of Package - Per Person**  
 (Among Those Who Bought a Package)

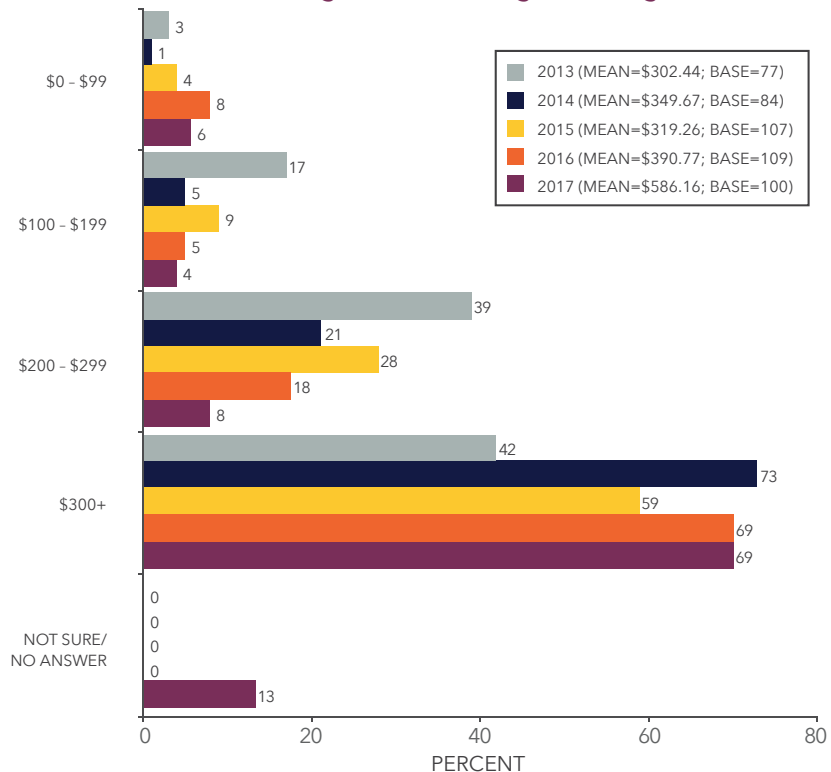
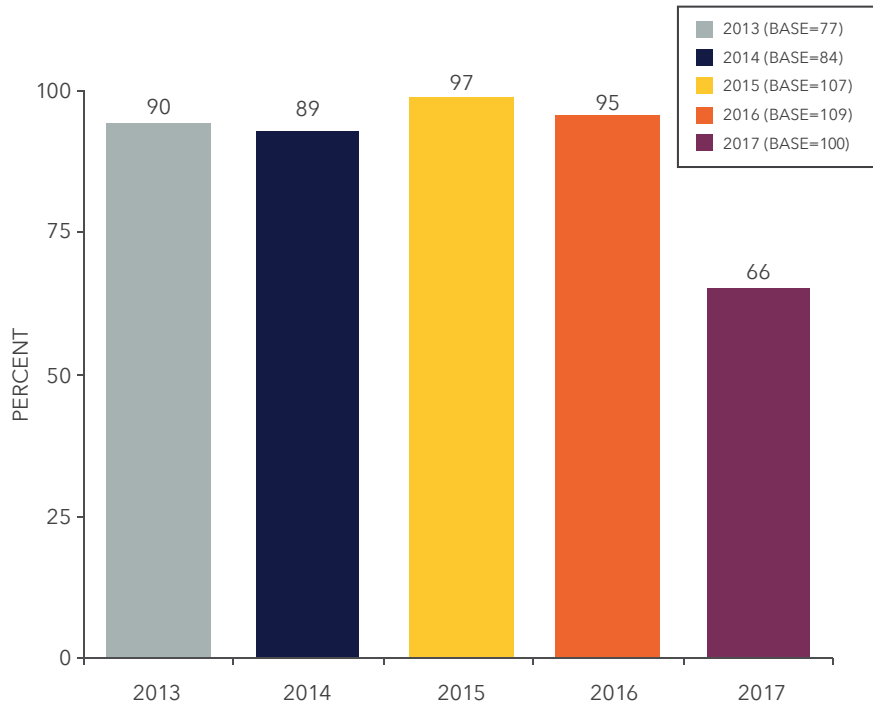




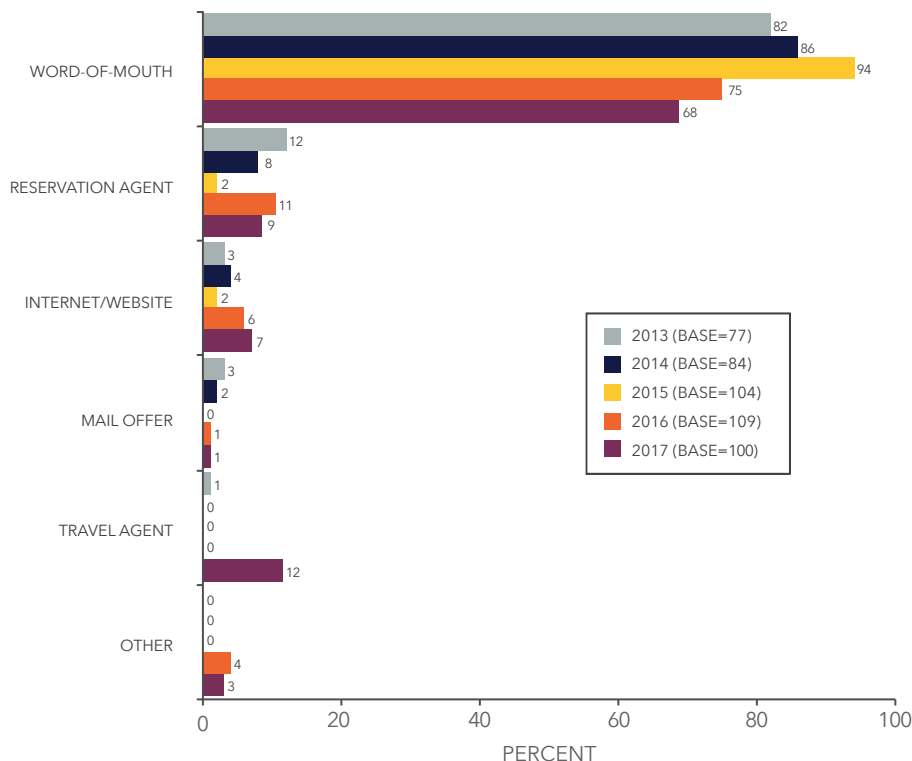
FIGURE 36  
**Package Purchased Directly From a Hotel\***  
 (Among Those Who Bought a Package)



We asked visitors who purchased a package if they purchased it directly from the hotel and 66% said they had, down from 90% in 2013, 89% in 2014, 97% in 2015, and 95% last year.

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

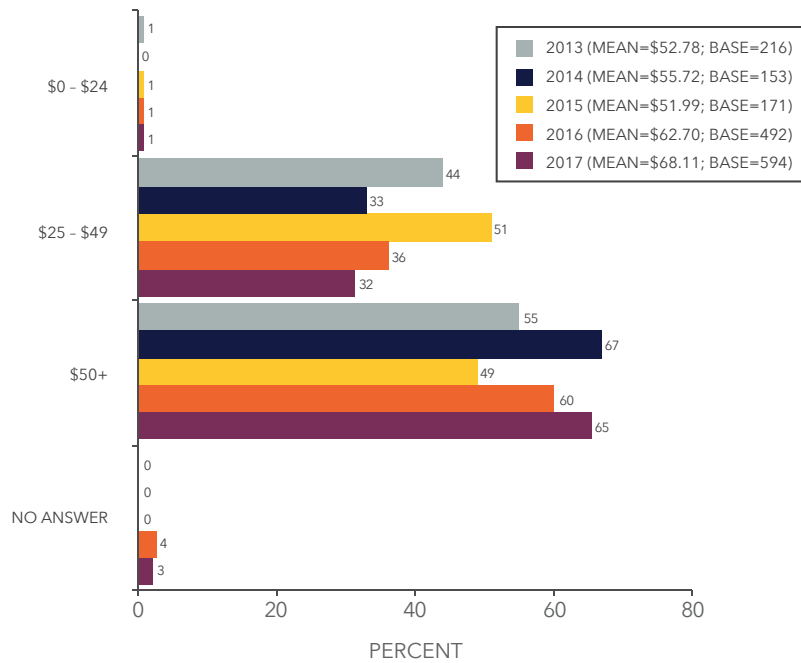
FIGURE 37  
**Where First Heard About the Package**  
 (Among Those Who Bought a Package)



When asked where they first heard about the package they purchased, 68% of package purchasers said they first heard about it from friends, co-workers, or relatives (word-of-mouth), down from 82% in 2013, 86% in 2014 and 94% in 2015. Among the remaining package purchasers, 12% said they first heard about the package they purchased from a travel agent (up from 2013 - 2016 results), 9% said they heard from a reservation agent/call center (up from 2% in 2015), and 7% said they learned about the rate on the Internet.

The average (mean) non-package hotel or motel expenditure was \$68.11, up from \$52.78 in 2013, \$55.72 in 2014, \$51.99 in 2015, and \$62.70 last year. Sixty-five percent (65%) of non-package hotel lodgers reported spending \$50 or more per night on their room (up from 55% in 2013 and 49% in 2015), and 32% spent \$25 to \$49 per night (down from 44% in 2013 and 51% in 2015).

FIGURE 38  
**Lodging Expenditures - Average Per Night**  
(Among Those Staying in a Hotel or Motel/Non-Package)



Non-package hotel and motel lodgers were also asked how they first found out about the room rate they paid. Fifty-three percent (53%) said they first heard of their room rate from a reservation agent or a call center (the same as last year, and up from 34% in 2014 and 26% in 2015). Twenty-five percent (25%) reported first hearing about their room rate through a website, while 8% mentioned a search engine or hyperlink (up from 4% each in 2013 and 2016). Nine percent (9%) said they first heard of their room rate through word of mouth (down from 21% in 2013, 31% in 2014, and 33% in 2015).

FIGURE 39  
**How First Learned About Room Rate**  
(Among Those Staying in a Hotel or Motel/Non-Package)

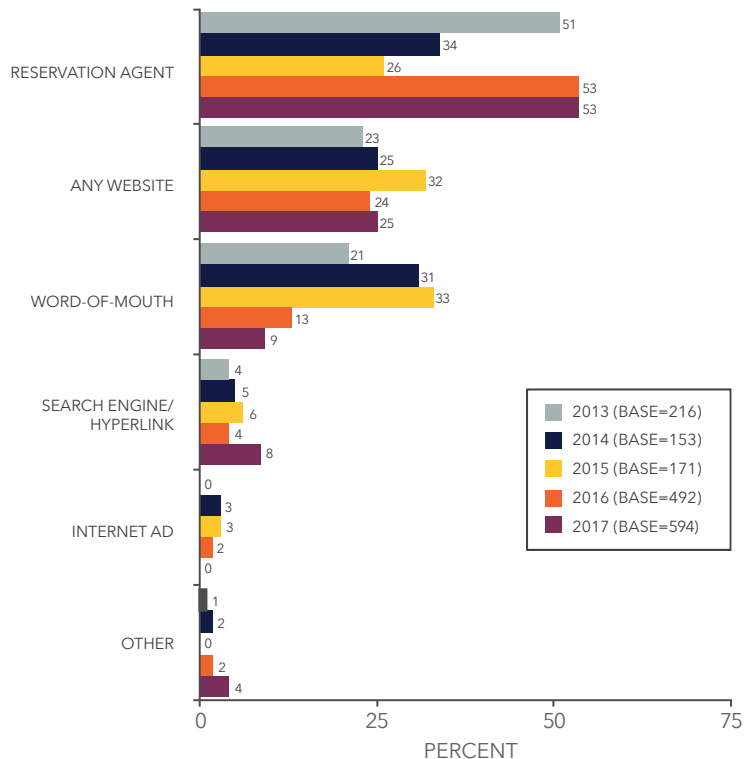
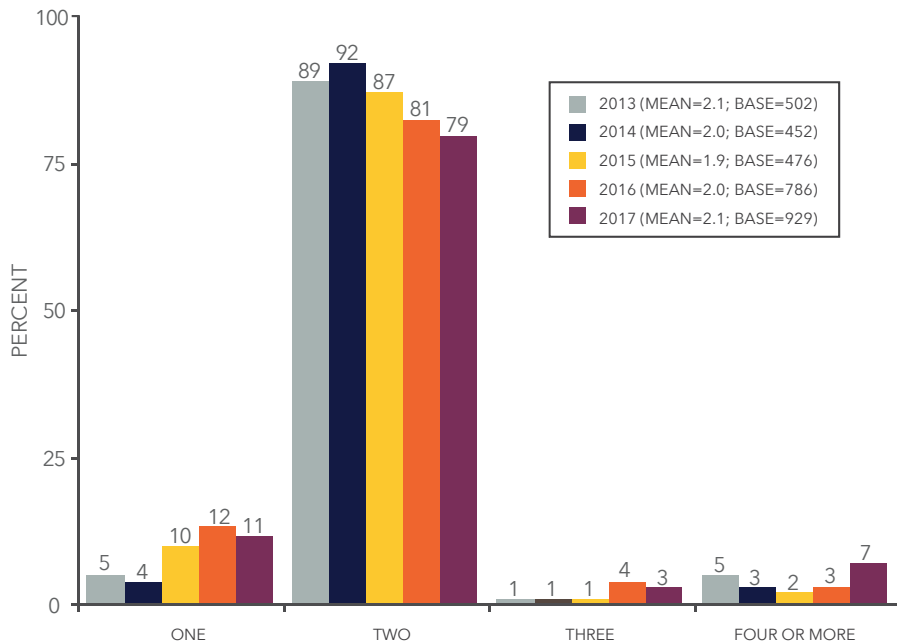


FIGURE 40  
**Number of Room Occupants**  
 (Among Those Staying in a Hotel or Motel)



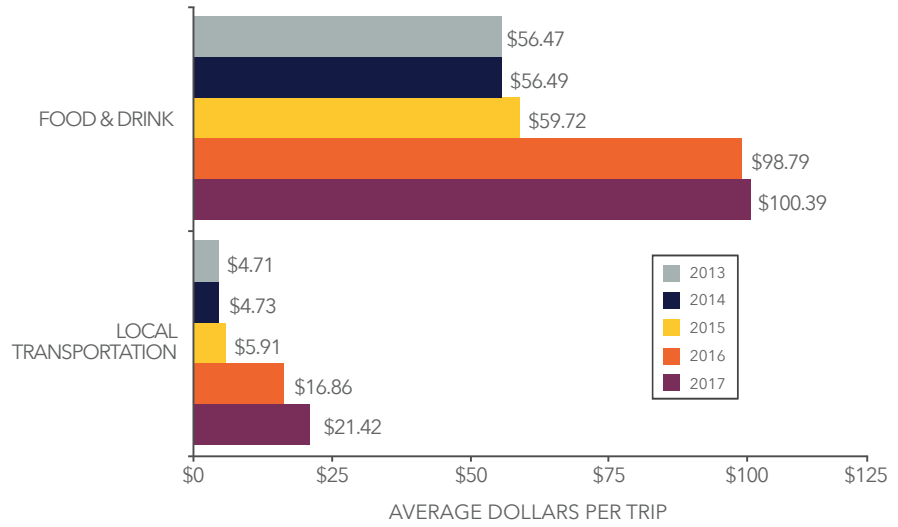
All visitors who stayed in a hotel or motel were asked how many people (including themselves) stayed in their room. Most (79%) reported two room occupants (down from 89% in 2013, 92% in 2014, and 87% in 2015). The proportion of visitors lodging alone was 11% (up from 5% in 2013, and 4% in 2014). Three percent (3%) of visitors reported three room occupants (up from 1% each from 2012 - 2015) and another 7% reported four or more room occupants (up from 3% in 2014, 2% in 2015, and 3% last year). The average (mean) number of room occupants was 2.1, up from the average of 1.9 in 2015.



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 2017, the average food and drink expenditures were \$100.39, up from \$56.47 in 2013, \$56.49 in 2014, and \$59.72 in 2015.

The average local transportation expenditures for 2017 were \$21.42, up from \$4.71 in 2013, \$4.73 in 2014, \$5.91 in 2015, and \$16.86 last year.

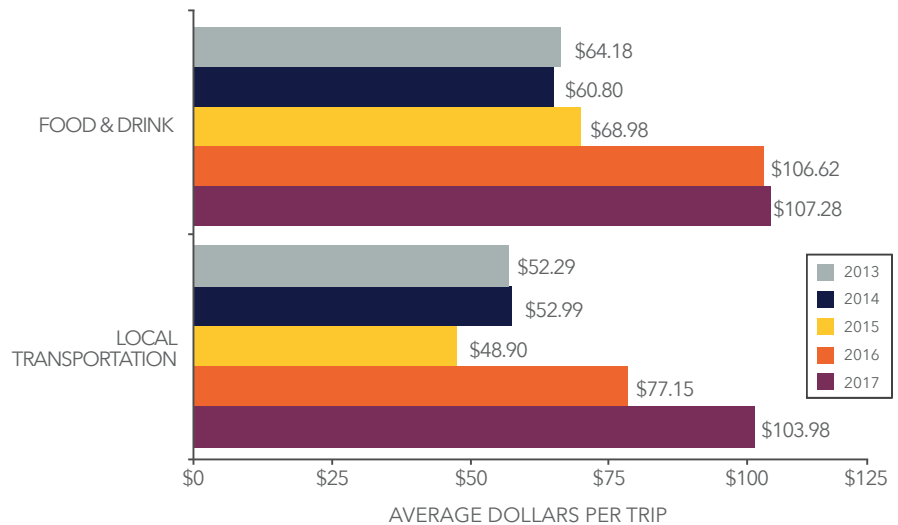
FIGURE 41  
**Average Trip Expenditures on Food & Drink and Local Transportation\***  
 (Including Visitors Who Spent Nothing in That Category)



\*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.

Among visitors who spent money in these categories, average trip expenditures on food and drink in 2017 were \$107.28, up from \$64.18 in 2013, \$60.80 in 2014, and \$68.98 in 2015. The average expenditures on local transportation in 2017 were \$103.98, up from \$52.29 in 2013, \$52.99 in 2014, \$48.90 in 2015, and \$77.15 last year.

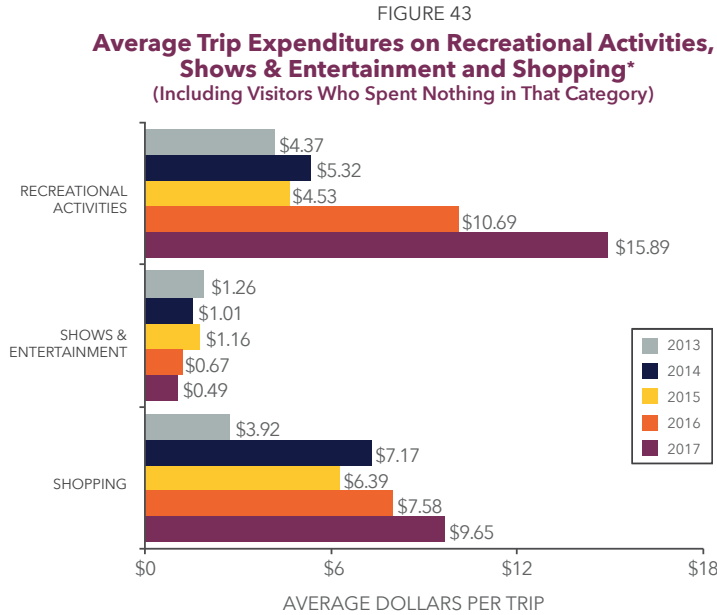
FIGURE 42  
**Average Trip Expenditures on Food & Drink and Local Transportation\***  
 (Including Visitors Who Spent Money in That Category)



\*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.

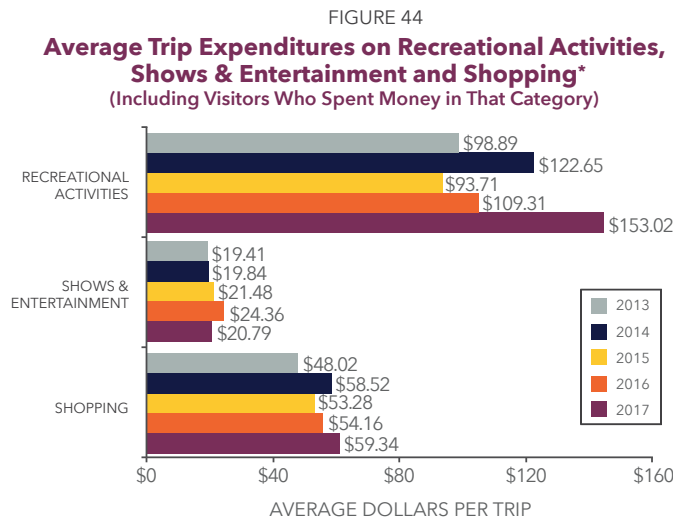
Percentages of visitors who spent money in each category are shown in the following table:

|                      | 2013   | 2014   | 2015   | 2016   | 2017   |
|----------------------|--------|--------|--------|--------|--------|
| Food and Drink       |        |        |        |        |        |
| Base size            | (1056) | (1115) | (1039) | (1112) | (1123) |
| Proportion of total  | 88%    | 93%    | 87%    | 93%    | 94%    |
| Local Transportation |        |        |        |        |        |
| Base size            | (108)  | (107)  | (145)  | (263)  | (248)  |
| Proportion of total  | 9%     | 9%     | 12%    | 22%    | 21%    |



\*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.

We asked all visitors about the amount of money they spent on recreational activities, shows and entertainment, and shopping during their visit to Mesquite. The average trip expenditure for recreational activities in 2017 was \$15.89 (up from all prior years). The average trip expenditure for shows and entertainment was \$0.49, (down from 2013 to 2015), and the average trip expenditure for shopping was \$9.65 (up from 2013 to 2015).



\*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 2017 was \$153.02, up from \$98.89 in 2013, \$93.71 in 2015, and \$109.31 in 2016. The average expenditure for shows and entertainment in 2017 was \$20.79, not different from past results. In 2017, visitors spent an average of \$59.34 on shopping, not different from past years.

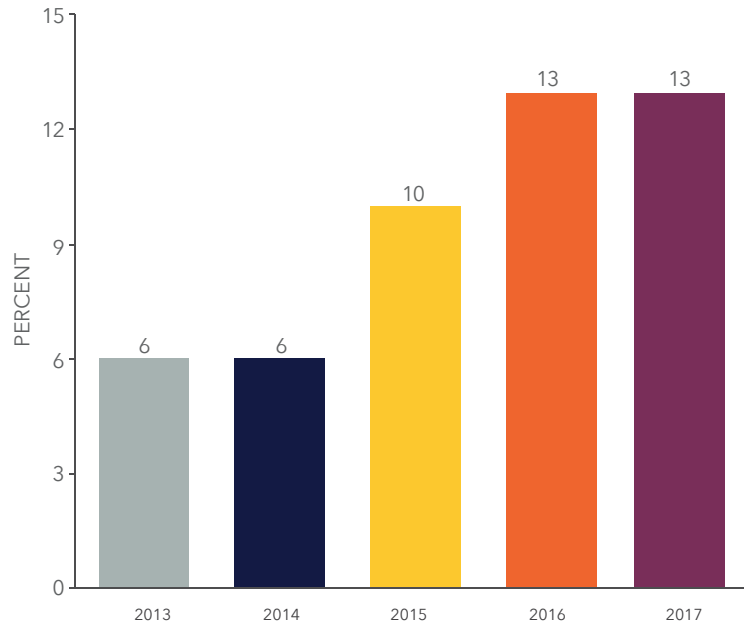
Percentages of visitors who spent money in each category are shown in the following table:

|                                                | 2013       | 2014         | 2015         | 2016         | 2017         |
|------------------------------------------------|------------|--------------|--------------|--------------|--------------|
| Recreation<br>Base size<br>Proportion of total | (53)<br>4% | (52)<br>4%   | (58)<br>5%   | (121)<br>10% | (130)<br>11% |
| Shows<br>Base size<br>Proportion of total      | (78)<br>7% | (61)<br>5%   | (65)<br>5%   | (33)<br>3%   | (28)<br>2%   |
| Shopping<br>Base size<br>Proportion of total   | (98)<br>8% | (147)<br>12% | (144)<br>12% | (168)<br>14% | (196)<br>16% |

Thirteen percent (13%) of Mesquite visitors said they played golf while visiting Mesquite, the same as last year and up from 6% each in 2013 and 2014, and 10% in 2015.

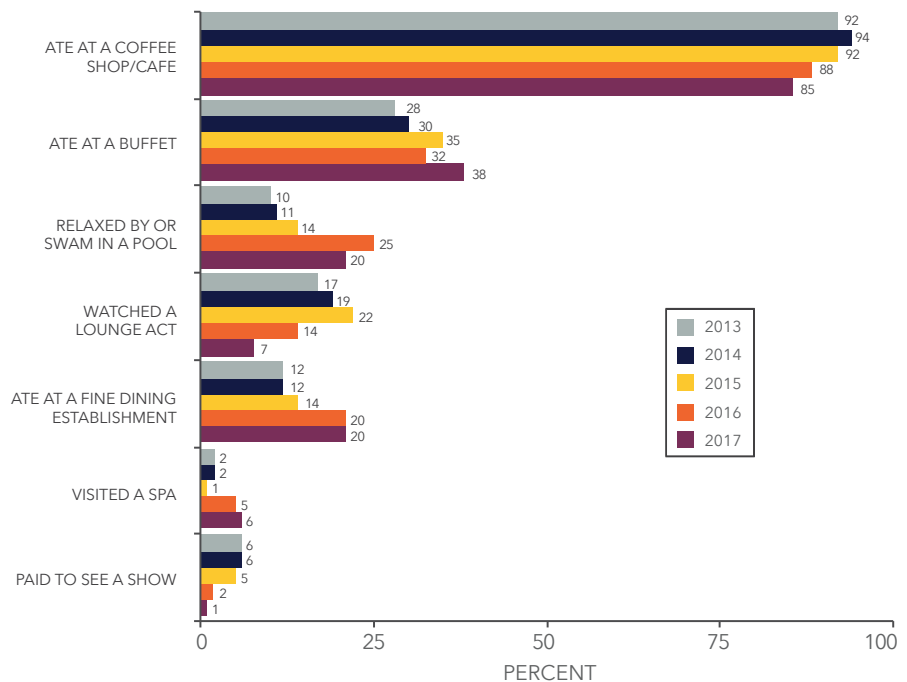
\*Only "yes" responses are reported in this figure.

FIGURE 45  
Whether Played Golf Visiting Mesquite\*



Visitors were asked whether they participated (or planned to participate) in several other activities during their visit to Mesquite. Eighty-five percent (85%) said they ate at a coffee shop or café in Mesquite (down from 2013 - 2016 readings), 38% said they ate at a buffet (up from 28% in 2013, 30% in 2014, and 32% in 2016), and 20% said they ate at a fine dining establishment (up from 2013 - 2015 readings). Twenty percent (20%) relaxed by or swam in a pool (up from 2013 - 2015 readings, but down from 25% last year), 7% said they watched a lounge act (down from 2013 - 2016 results), and 6% said they visited a spa (up from 2013 - 2015 readings).

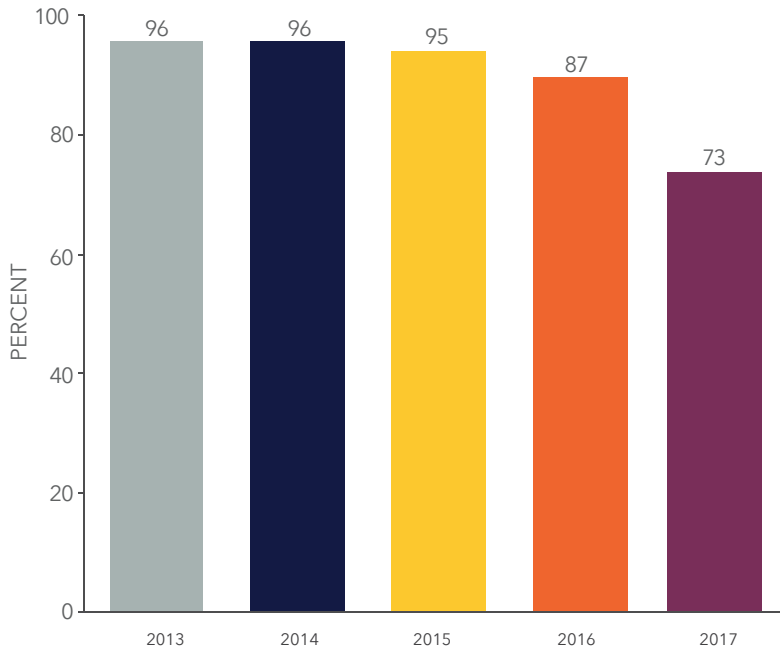
FIGURE 46  
Other Activities Participated in While Visiting Mesquite\*



\*Multiple responses were permitted to this question.

## GAMING BEHAVIOR AND BUDGETS

FIGURE 47  
Whether Gambled While in Mesquite\*

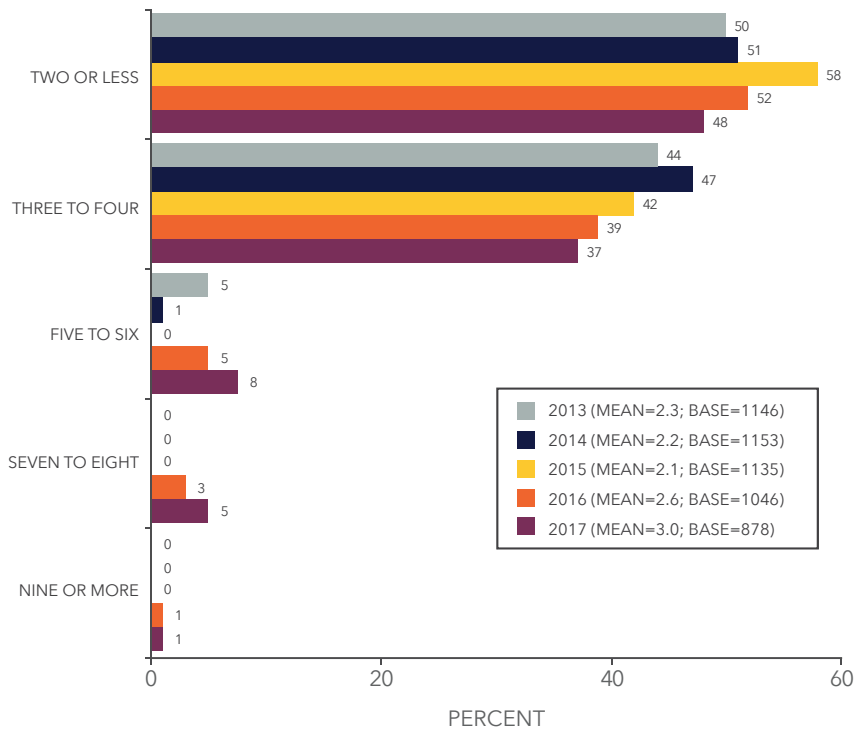


Seventy-three percent (73%) of all visitors gambled while in Mesquite, down from 96% each in 2013 and 2014, 95% in 2015, and 87% last year.

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

\*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.

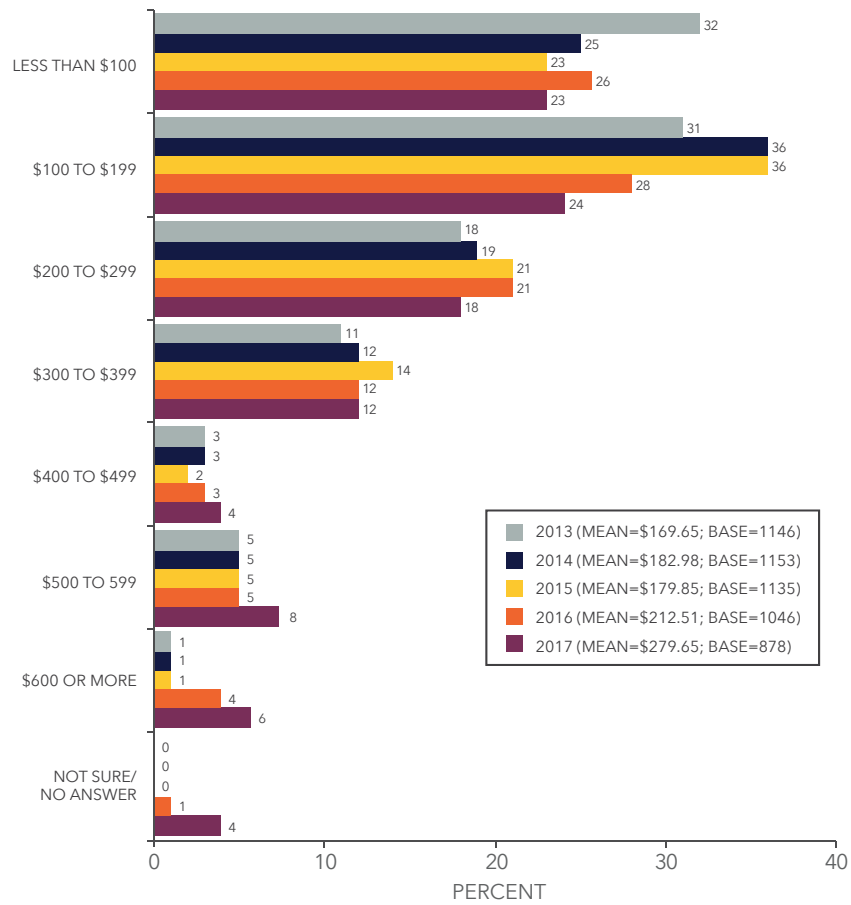
FIGURE 48  
Hours of Gambling - Average Per Day (Among Those Who Gambled)



Among those who gambled while in Mesquite, 48% spent two hours or less gambling daily, down from 58% in 2015. Thirty-seven percent (37%) spent three to four hours per day gambling (down from 44% in 2013, 47% in 2014, and 42% in 2015), 8% spent five to six hours per day gambling (up from 2013 - 2016 results), and 6% spent seven or more hours per day gambling (up from 2013 - 2016 readings). The average (mean) number of hours spent gambling in 2017 was 3.0, up from 2.3 hours in 2013, 2.2 hours in 2014, 2.1 hours in 2015, and 2.6 hours in 2016.

The average trip gambling budget in 2017 was \$279.65, up from the average gambling budgets of \$169.65 in 2013, \$182.98 in 2014, \$179.85 in 2015, and \$212.51 in 2016. Twenty-three percent (23%) said they budgeted less than \$100 for gambling (down from 32% in 2013), 24% budgeted between \$100 and \$199 (down from 2013 - 2016 results), 18% budgeted between \$200 and \$299, 12% budgeted between \$300 and \$399, 4% budgeted between \$400 and \$499 (up from 2% in 2015), 8% budgeted between \$500 and \$599 (up from 2013 - 2016 results), and 6% budgeted \$600 or more (up from 1% in each of 2013 - 2015 and 4% last year).

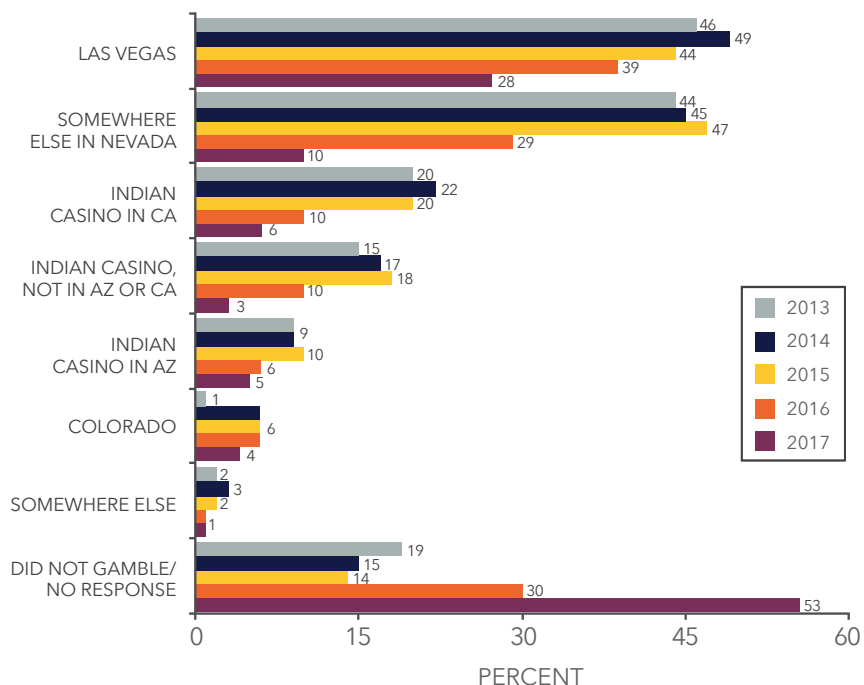
FIGURE 49  
**Trip Gambling Budget**  
 (Among Those Who Gambled)





All Mesquite visitors were asked where else they had gambled in a casino facility outside of Mesquite during the past 12 months. Twenty-eight percent (28%) reported gambling in Las Vegas during the past year (down from 46% in 2013, 49% in 2014, 44% in 2015, and 39% last year), while 10% said they had gambled somewhere else in Nevada (also down from 2013 - 2016 results). Six percent (6%) said they had gambled at a casino on an Indian reservation in California (down from 2013 - 2016 readings), 5% said they had gambled at a casino on an Indian reservation in Arizona (down from 9% each in 2013 and 2014 and 10% in 2015), 4% said they had gambled at a casino in Colorado (up from 1% in 2013) and 3% said they had gambled at a casino on an Indian reservation not in Arizona or California (down from 2013 - 2016 readings). Fifty-three percent (53%) of visitors did not gamble at any of these locations (up from 19% in 2013, 15% in 2014, 14% in 2015, and 30% last year).

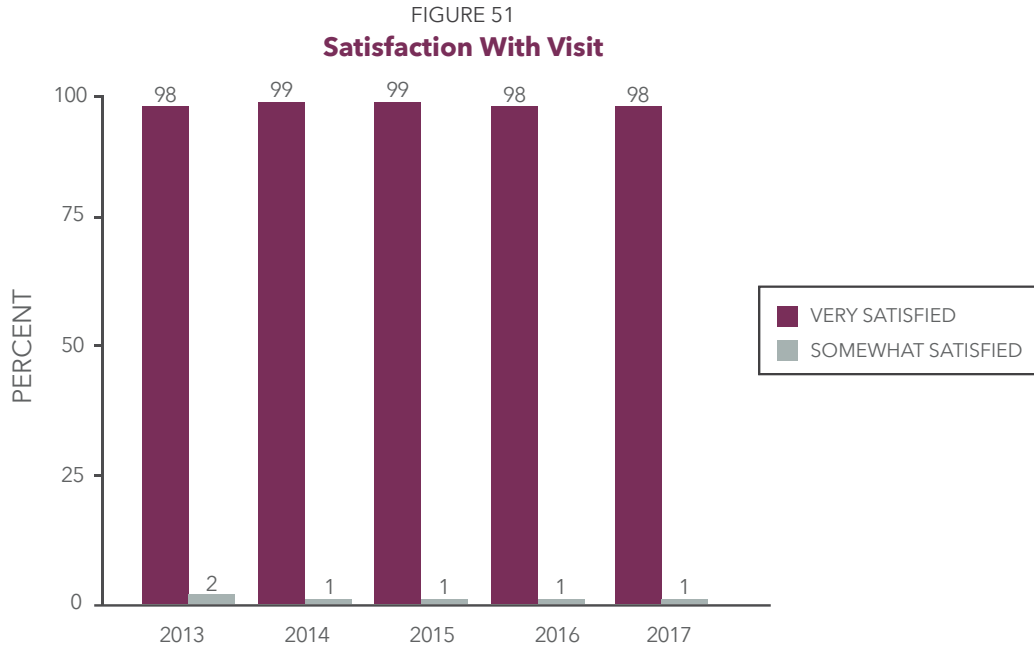
FIGURE 50  
Where Visitors Gambled Outside Mesquite\*



\*Multiple responses were permitted to this question.

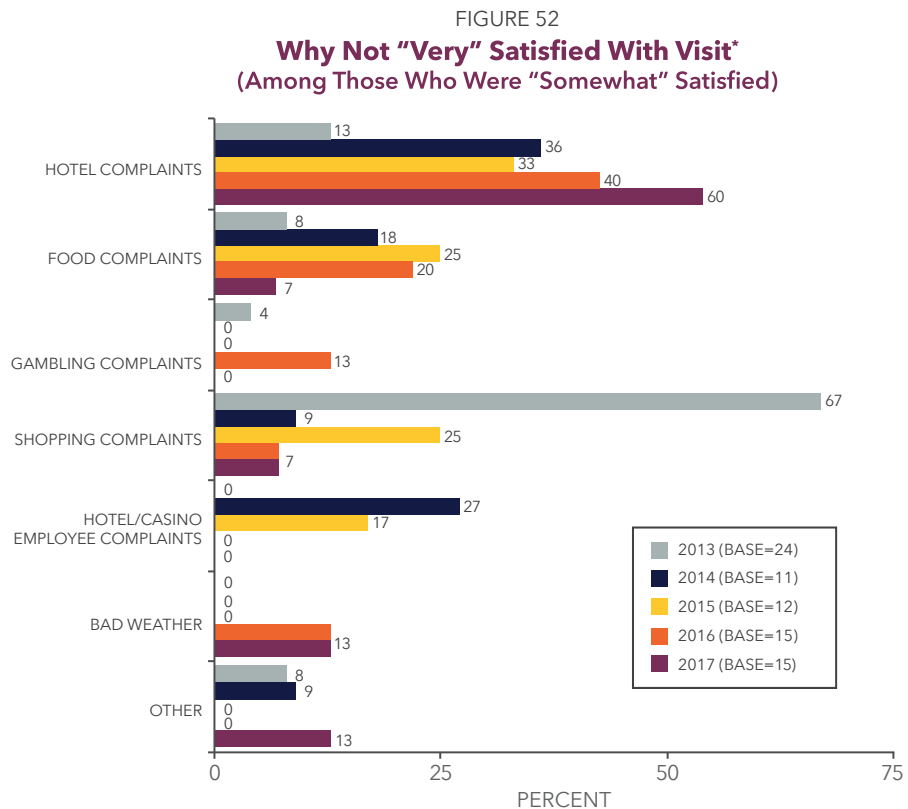
## ATTITUDINAL INFORMATION

Almost all visitors (99%) gave Mesquite a high satisfaction rating, with 98% saying they were “very” satisfied with their visit to Mesquite and 1% saying they were “somewhat” satisfied.



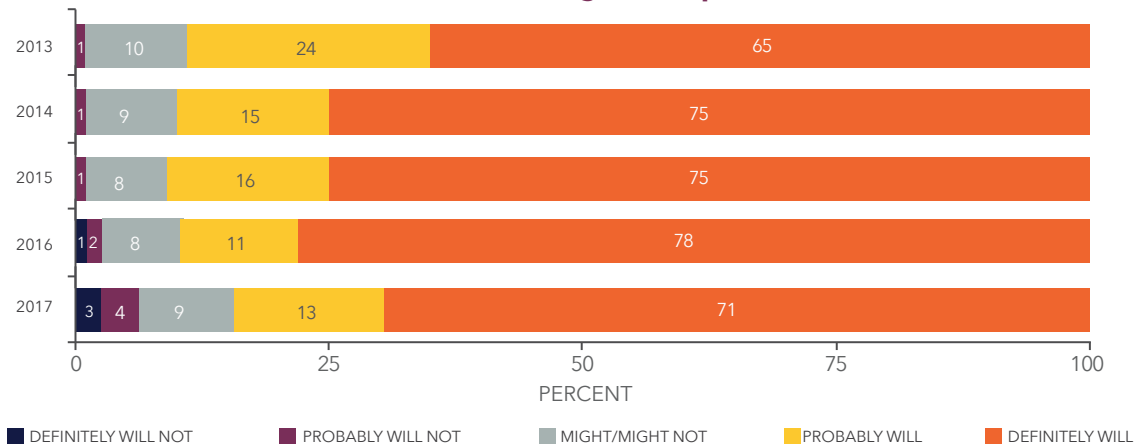
Those who were “somewhat” satisfied with their visit to Mesquite were asked the main reason why they were not “very” satisfied. Of the 15 visitors in this category, 60% (9 respondents) had complaints about their hotel, 13% (2 respondents) had complaints about the weather, and 7% each (1 respondent each) had complaints related to food, or shopping, or some other topic.

\*Note very small base sizes for 2013-2017.



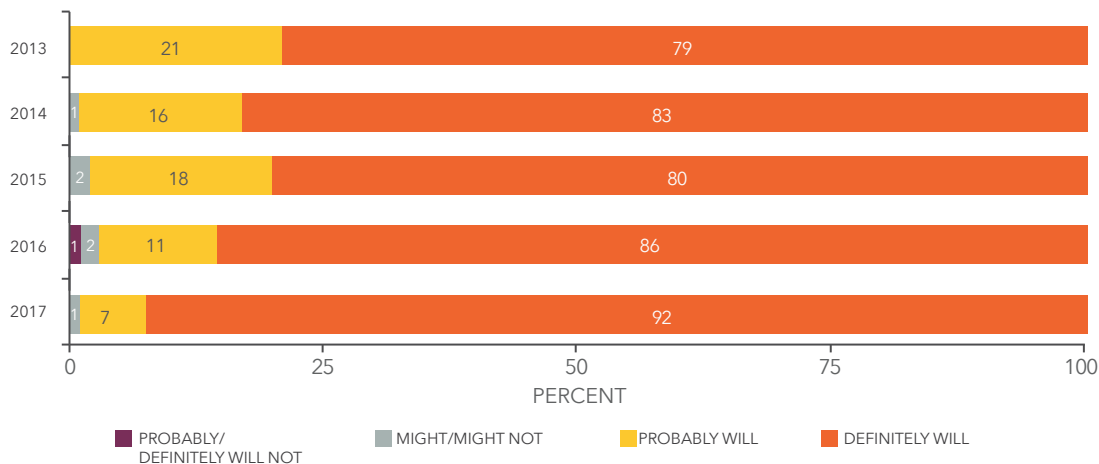
Visitors were asked how likely they are to return to Mesquite the following year and 84% of visitors said they “definitely” or “probably” will (down from 88% in 2013, 90% in 2014, 92% in 2015, and 89% in 2016), with 71% saying they “definitely” will (down from 2014 - 2016) and 13% saying they “probably” will (down from 2013 - 2015, but up from 11% last year). Nine percent (9%) said they “might or might not” return to Mesquite in the next year. The remaining 7% said they “definitely” or “probably” will not return to Mesquite in the next year, up from 2% in 2013, 1% each in 2014 and 2015, and 3% last year.

FIGURE 53  
Likelihood of Returning to Mesquite Next Year



Visitors were also asked how likely they are to recommend Mesquite to others and virtually all (99.4%) said they “definitely” or “probably” will (up from 98% in 2015 and 97% last year), with 92% saying they “definitely” will (up from 2013 - 2016 readings) and 7% saying they “probably” will (down from 2013 - 2016 readings).

FIGURE 54  
Likelihood of Recommending Mesquite to Others



## VISITOR DEMOGRAPHICS

As Figures 55 and 56 show, 2017 Mesquite visitors were likely to be married (82%, down from 91% in 2013, 93% in 2014, and 90% in 2015), white (91%, down from 95% each from 2013 – 2015 and 93% last year), and from the Western U.S. (85%, up from 78% each in 2013 and 2014 and 80% in 2015). The average age was 59.1 (up from 2013 – 2016 results), with 44% 65 or older (up from 2013 – 2016). Forty-five percent (45%) of visitors were employed (down from 53% in 2013 and 54% in 2015), while 51% were retired (up from 44% each in 2013 and 2015). Thirty-six percent (36%) had a household income of \$80,000 or more (down from 45% in 2013, and 52% in 2014) while one-third (33%) had a household income of less than \$60,000. Thirty-two percent (32%) had a high school education or less (up from 27% in 2015 and 28% in 2016), 31% reported some college (down from 42% in 2013, 41% in 2014, 46% in 2015, and 38% last year), and 32% were college graduates (up from 24% in 2013 and 25% each in 2014 and 2015).

FIGURE 55  
Visitor Demographics

|                         | 2013          | 2014          | 2015          | 2016          | 2017          |
|-------------------------|---------------|---------------|---------------|---------------|---------------|
| <b>GENDER</b>           |               |               |               |               |               |
| Male                    | 49%           | 49%           | 50%           | 50%           | 51%           |
| Female                  | 51            | 51            | 50            | 50            | 49            |
| <b>MARITAL STATUS</b>   |               |               |               |               |               |
| Married                 | 91            | 93            | 90            | 84            | 82            |
| Single                  | 2             | 1             | 2             | 5             | 8             |
| Separated/Divorced      | 3             | 3             | 5             | 6             | 5             |
| Widowed                 | 4             | 3             | 3             | 5             | 5             |
| <b>EMPLOYMENT</b>       |               |               |               |               |               |
| Employed                | 53            | 48            | 54            | 48            | 45            |
| Unemployed              | 2             | 1             | 1             | 1             | 1             |
| Student                 | 0             | 0             | 1             | 1             | 0             |
| Retired                 | 44            | 49            | 44            | 49            | 51            |
| Homemaker               | 1             | 2             | 1             | 2             | 3             |
| <b>EDUCATION</b>        |               |               |               |               |               |
| High school or less     | 31            | 31            | 27            | 28            | 32            |
| Some college            | 42            | 41            | 46            | 38            | 31            |
| College graduate        | 24            | 25            | 25            | 31            | 32            |
| Trade/vocational school | 2             | 3             | 2             | 3             | 4             |
| <b>AGE</b>              |               |               |               |               |               |
| 21 to 29                | 3             | 2             | 4             | 5             | 3             |
| 30 to 39                | 7             | 9             | 10            | 9             | 8             |
| 40 to 49                | 19            | 17            | 22            | 19            | 15            |
| 50 to 59                | 29            | 24            | 20            | 18            | 18            |
| 60 to 64                | 14            | 17            | 11            | 12            | 12            |
| 65 or older             | 28            | 31            | 32            | 37            | 44            |
| MEAN                    | 55.5          | 56.0          | 54.4          | 56.1          | 59.1          |
| <b>BASE</b>             | <b>(1200)</b> | <b>(1200)</b> | <b>(1200)</b> | <b>(1200)</b> | <b>(1200)</b> |

FIGURE 56  
**Visitor Demographics (Continued)**

|                                | 2013          | 2014          | 2015          | 2016          | 2017          |
|--------------------------------|---------------|---------------|---------------|---------------|---------------|
| <b>ETHNICITY</b>               |               |               |               |               |               |
| White                          | 95%           | 95%           | 95%           | 93%           | 91%           |
| African-American/Black         | 2             | 2             | 2             | 1             | 1             |
| Asian/Asian-American           | 1             | 1             | 1             | 1             | 1             |
| Hispanic/Latino                | 1             | 1             | 1             | 3             | 4             |
| Other                          | 1             | 1             | 1             | 2             | 3             |
| <b>HOUSEHOLD INCOME</b>        |               |               |               |               |               |
| Less than \$20,000             | 0             | 0             | 0             | 1             | 1             |
| \$20,000 to \$39,999           | 8             | 3             | 4             | 7             | 8             |
| \$40,000 to \$59,999           | 28            | 26            | 30            | 24            | 24            |
| \$60,000 to \$79,999           | 19            | 19            | 30            | 26            | 27            |
| \$80,000 or more               | 45            | 52            | 36            | 39            | 36            |
| Not sure/no answer             | 0             | 0             | 0             | 3             | 4             |
| <b>VISITOR ORIGIN</b>          |               |               |               |               |               |
| USA                            | 94            | 92            | 93            | 94            | 93            |
| Eastern states <sup>1</sup>    | 1             | 0             | 1             | 1             | 1             |
| Southern states <sup>2</sup>   | 4             | 5             | 5             | 3             | 2             |
| Midwestern states <sup>3</sup> | 11            | 9             | 9             | 7             | 6             |
| Western states <sup>4</sup>    | 78            | 78            | 80            | 83            | 85            |
| California                     | 9             | 9             | 7             | 7             | 11            |
| Southern California            | 9             | 9             | 7             | 6             | 9             |
| Northern California            | 0             | 0             | 0             | 1             | 1             |
| All Other West                 | 69            | 69            | 73            | 76            | 74            |
| Utah                           | 30            | 29            | 32            | 35            | 34            |
| Arizona                        | 8             | 9             | 12            | 9             | 8             |
| Greater Las Vegas              | 8             | 8             | 8             | 9             | 8             |
| Other West                     | 23            | 23            | 21            | 23            | 24            |
| Foreign                        | 6             | 8             | 7             | 6             | 7             |
| <b>BASE</b>                    | <b>(1200)</b> | <b>(1200)</b> | <b>(1200)</b> | <b>(1200)</b> | <b>(1200)</b> |

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

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

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

<sup>4</sup> 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

|                                                                                                   | 2013 | 2014 | 2015 | 2016 | 2017 |
|---------------------------------------------------------------------------------------------------|------|------|------|------|------|
| Proportion of visitors who were first-time visitors                                               | 8%   | 11%  | 15%  | 23%  | 23%  |
| Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure | 5%   | 4%   | 1%   | 11%  | 13%  |
| Proportion of first-time visitors whose primary purpose for current trip was just passing through | 48%  | 52%  | 42%  | 34%  | 7%   |
| Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure     | 1%   | 1%   | 1%   | 8%   | 11%  |
| Proportion of repeat visitors whose primary purpose for current trip was to gamble                | 21%  | 23%  | 27%  | 19%  | 14%  |
| Proportion of repeat visitors whose primary purpose for current trip was just passing through     | 22%  | 20%  | 14%  | 13%  | 3%   |
| Average number of visits in past five years (all visitors)                                        | 25.3 | 28.9 | 28.9 | 21.1 | 19.3 |
| Average number of visits in past five years (repeat visitors)                                     | 27.3 | 32.4 | 33.6 | 26.9 | 24.9 |
| Average number of visits in past year (all visitors)                                              | 11.4 | 12.8 | 13.1 | 9.3  | 9.4  |
| Average number of visits in past year (repeat visitors)                                           | 12.3 | 14.3 | 15.2 | 11.7 | 11.9 |

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 overnights vs daytrippers.

### SUMMARY TABLE OF TRAVEL PLANNING CHARACTERISTICS

|                                                                                                                                                       | 2013 | 2014 | 2015 | 2016 | 2017 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|
| Proportion of visitors who traveled to Mesquite in a personal vehicle (automobile/truck/RV/motorcycle)                                                | 99%  | 99%  | 100% | 100% | 98%  |
| Proportion of visitors who decided where to stay in Mesquite before arrival (among those who stayed overnight)                                        | 99%  | 99%  | 100% | 92%  | 91%  |
| Proportion of visitors who decided which shows to see in Mesquite after arrival (among those who saw shows)                                           | 83%  | 68%  | 52%  | 78%  | 81%  |
| Proportion of visitors who decided which attractions to visit in Mesquite before arrival (among those who visited attractions)                        | 62%  | 73%  | 70%  | 46%  | 49%  |
| Proportion of visitors who decided where to gamble in Mesquite before arrival (among those who gambled)                                               | 66%  | 67%  | 71%  | 67%  | 66%  |
| Proportion of visitors who decided where to gamble in Mesquite after arrival (among those who gambled)                                                | 34%  | 33%  | 29%  | 28%  | 32%  |
| Proportion of visitors who decided what recreational activities to do in Mesquite before arrival (among those who engaged in recreational activities) | 92%  | 98%  | 94%  | 64%  | 75%  |
| Proportion of visitors who used the assistance of a travel agent planning their trip to Mesquite                                                      | 0%   | 1%   | 0%   | 0%   | 2%   |
| Proportion of visitors who toured nearby places                                                                                                       | 32%  | 35%  | 32%  | 27%  | 20%  |
| Proportion of all visitors who visited Las Vegas on their current trip to Mesquite                                                                    | 19%  | 19%  | 18%  | 15%  | 13%  |

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 overnights vs daytrippers.

## SUMMARY TABLE OF TRIP CHARACTERISTICS AND EXPENDITURES

|                                                                                 | 2013     | 2014     | 2015     | 2016     | 2017     |
|---------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| Average number of adults in immediate party                                     | 2.1      | 2.2      | 2.3      | 2.3      | 2.2      |
| Proportion of visitors with persons under 21 in their immediate party           | 5%       | 4%       | 4%       | 4%       | 9%       |
| Proportion of visitors who stayed overnight                                     | 52%      | 52%      | 51%      | 72%      | 83%      |
| Proportion of visitors who were in Mesquite for the day only                    | 48%      | 48%      | 49%      | 28%      | 17%      |
| Days stayed (average)                                                           | 2.7      | 2.7      | 2.8      | 3.0      | 3.2      |
| Nights stayed (average)                                                         | 1.7      | 1.7      | 1.8      | 2.0      | 2.2      |
| Proportion of visitors who stayed in a hotel or motel room                      | 42%      | 38%      | 40%      | 66%      | 77%      |
| Number of room occupants (average)                                              | 2.1      | 2.0      | 1.9      | 2.0      | 2.1      |
| Lodging expenditures (average per night – non-package)                          | \$52.78  | \$55.72  | \$51.99  | \$62.70  | \$68.11  |
| Proportion of visitors who paid a regular room rate (among lodgers)             | 33%      | 24%      | 26%      | 50%      | 56%      |
| Proportion of visitors who received a casino complimentary rate (among lodgers) | 42%      | 48%      | 42%      | 24%      | 25%      |
| Proportion of visitors who bought a package or travel group trip                | 16%      | 18%      | 23%      | 14%      | 11%      |
| Average cost of package per person (among package/ tour group visitors)         | \$302.44 | \$349.67 | \$319.26 | \$390.77 | \$586.16 |
| Average trip expenditures for food and drink                                    | \$56.47  | \$56.49  | \$59.72  | \$98.79  | \$100.39 |
| Average trip expenditures for local transportation                              | \$4.71   | \$4.73   | \$5.91   | \$16.86  | \$21.42  |
| Average trip expenditures for recreational activities                           | \$4.37   | \$5.32   | \$4.53   | \$10.69  | \$15.89  |
| Average trip expenditures for shows                                             | \$1.26   | \$1.01   | \$1.16   | \$0.67   | \$0.49   |
| Average trip expenditures for shopping                                          | \$3.92   | \$7.17   | \$6.39   | \$7.58   | \$9.65   |

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 overnightriders vs daytrippers.



**SUMMARY TABLE OF GAMING BEHAVIOR AND BUDGETS**

|                                                                                  | 2013     | 2014     | 2015     | 2016     | 2017     |
|----------------------------------------------------------------------------------|----------|----------|----------|----------|----------|
| Proportion who gambled while visiting Mesquite                                   | 96%      | 96%      | 95%      | 87%      | 73%      |
| Average trip gambling budget (among those who gambled)                           | \$169.65 | \$182.98 | \$179.85 | \$212.51 | \$279.65 |
| Average number of hours per day spent gambling (among those who gambled)         | 2.3      | 2.2      | 2.1      | 2.6      | 3.0      |
| Proportion who gambled in Las Vegas over the past 12 months (among all visitors) | 46%      | 49%      | 44%      | 39%      | 28%      |

**SUMMARY TABLE OF ATTITUDINAL INFORMATION**

|                                                                      | 2013 | 2014 | 2015 | 2016 | 2017 |
|----------------------------------------------------------------------|------|------|------|------|------|
| Proportion who "very satisfied" with their current trip to Mesquite  | 98%  | 99%  | 99%  | 98%  | 98%  |
| Proportion who "definitely will" return to Mesquite in the next year | 65%  | 75%  | 75%  | 78%  | 71%  |
| Proportion who "definitely will" recommend Mesquite to others        | 79%  | 83%  | 80%  | 86%  | 92%  |

**SUMMARY TABLE OF NOTABLE VISITOR DEMOGRAPHICS**

|                                                                    | 2013 | 2014 | 2015 | 2016 | 2017 |
|--------------------------------------------------------------------|------|------|------|------|------|
| Proportion of visitors who were 50 years old or older              | 71%  | 72%  | 63%  | 67%  | 74%  |
| Proportion of visitors 65 years old or older                       | 28%  | 31%  | 32%  | 37%  | 44%  |
| Proportion of visitors who were married                            | 91%  | 93%  | 90%  | 84%  | 82%  |
| Proportion of visitors with a household income less than \$60,000  | 36%  | 29%  | 34%  | 32%  | 33%  |
| Proportion of visitors with a household income of \$60,000 or more | 64%  | 71%  | 66%  | 65%  | 63%  |
| Proportion of visitors who were employed                           | 53%  | 48%  | 54%  | 48%  | 45%  |
| Proportion of visitors who were retired                            | 44%  | 49%  | 44%  | 49%  | 51%  |
| Proportion of visitors with a high school diploma or less          | 31%  | 31%  | 27%  | 28%  | 32%  |
| Proportion of visitors with some college                           | 42%  | 41%  | 46%  | 38%  | 31%  |
| Proportion of visitors who were from the West                      | 78%  | 78%  | 80%  | 83%  | 85%  |

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 2017

|                                           |                                           |                                               |
|-------------------------------------------|-------------------------------------------|-----------------------------------------------|
| <b>GLS RESEARCH<br/>AGGREGATE RESULTS</b> | <b>MESQUITE VISITOR<br/>PROFILE STUDY</b> | <b>PROJECT #217303<br/>CALENDAR YEAR 2017</b> |
|-------------------------------------------|-------------------------------------------|-----------------------------------------------|

|                                                                                                                                                                                       |                                                                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| RESPONDENT ID# _____<br><br>INTERVIEW DATE: ____/____/____<br><br><u>INTERVIEW DAY:</u><br><br>INTERVIEW LOCATION CODE _____<br><br>TIME STARTED (USE 24-HOUR CLOCK)<br><br>____:____ | TIME ENDED (USE 24-HOUR CLOCK)<br><br>____:____<br><br>INTERVIEW LENGTH ____ MIN.<br><br>INTERVIEWER ID # _____<br><br><u>RESPONDENT GENDER (BY OBSERVATION)</u><br><br>MALE .....51%<br>FEMALE .....49 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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

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

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

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

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

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

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

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

FIRST VISIT .....23%  
 VISITED BEFORE.....77  
 NOT SURE/DK.....0  
 REFUSED/NA .....0

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

19.3 MEAN (ALL VISITORS)  
24.9 MEAN (REPEAT VISITORS) (N=922)

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

9.4 MEAN (ALL VISITORS)  
11.9 MEAN (REPEAT VISITORS)(N=922)

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 ..... 1  
RADIO OR TELEVISION AD ..... 3  
BILLBOARD/SIGN ..... 7  
FRIENDS/RELATIVES  
(WORD-OF-MOUTH) ..... 54  
TRAVEL AGENT ..... 1  
JUST PASSING THROUGH ..... 32  
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..... 1%  
TO GAMBLE ..... 12  
VACATION/PLEASURE ..... 12  
VISIT FRIENDS/RELATIVES ..... 11  
TO ATTEND A SPECIAL  
EVENT (E.G., GOLF, RODEO,  
OR A FIGHT) ..... 3  
OTHER BUSINESS  
PURPOSES ..... 4  
JUST PASSING THROUGH..... 18  
TO PLAY GOLF ..... 10  
TO DINE ..... 8  
TO RELAX/GET AWAY ..... 12  
TO TAKE ADVANTAGE OF AN  
OFFER OR A PROMOTION..... 5  
TO PARTICIPATE IN  
OUTDOOR RECREATION  
OTHER THAN GOLF ..... 3  
SOME OTHER REASON ..... 3  
NOT SURE/DK ..... 0  
REFUSED/NA..... 0

|                     |                                                                            |               |
|---------------------|----------------------------------------------------------------------------|---------------|
| <b>GLS RESEARCH</b> | <b>2017 MESQUITE VISITOR PROFILE STUDY (#217303)<br/>AGGREGATE RESULTS</b> | <b>PAGE 3</b> |
|---------------------|----------------------------------------------------------------------------|---------------|

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.....48% | <b>ASK Q10</b>     |
| ONLY DESTINATION..... 52    | <b>SKIP TO Q11</b> |
| NOT SURE/DK .....0          |                    |
| REFUSED/NA.....0            |                    |

10. You just said Mesquite was not your only destination on this trip. When you left your home town or city, what was the PRIMARY destination of your trip? **(ASK AS AN OPEN-ENDED QUESTION. ACCEPT ONLY ONE RESPONSE. NOTE: THE PRIMARY DESTINATION CANNOT BE THEIR HOME TOWN OR CITY. PROBE IF NECESSARY TO MAKE SURE IT IS NOT: "That's not your home town or city, is it?")**  
(N=575)

|                                |     |
|--------------------------------|-----|
| LAS VEGAS, NEVADA .....        | 32% |
| CALIFORNIA .....               | 16  |
| UTAH.....                      | 16  |
| MESQUITE, NEVADA.....          | 14  |
| ARIZONA.....                   | 11  |
| OTHER NEVADA .....             | 3   |
| COLORADO.....                  | 2   |
| OTHER WEST .....               | 4   |
| OTHER U.S.....                 | 2   |
| OTHER NORTH AMERICA.....       | 0   |
| NO PARTICULAR DESTINATION..... | 1   |
| DON'T KNOW/NO ANSWER.....      | 0   |

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

|                                                          |    |
|----------------------------------------------------------|----|
| Air .....                                                | 0% |
| Bus                                                      |    |
| (IF "YES" ASK: "Do you mean...")                         |    |
| Regularly scheduled bus service like Greyhound .....     | 0  |
| Or a chartered or escorted bus service or bus tour ..... | 2  |
| Automobile.....                                          | 88 |
| Truck.....                                               | 8  |
| Motorcycle .....                                         | 0  |
| Recreational Vehicle (RV) .....                          | 2  |
| REFUSED/NA .....                                         | 0  |

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

|                                |     |
|--------------------------------|-----|
| SAME DAY.....                  | 22% |
| 1-3 DAYS BEFORE .....          | 8   |
| 4-6 DAYS BEFORE .....          | 4   |
| 7-14 DAYS BEFORE .....         | 14  |
| 15-30 DAYS BEFORE .....        | 17  |
| 31-60 DAYS BEFORE .....        | 13  |
| 61-90 DAYS BEFORE .....        | 10  |
| 91-120 DAYS BEFORE .....       | 5   |
| MORE THAN 120 DAYS BEFORE..... | 7   |
| 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.....                        | 2% |
| B. Websites .....                           | 22 |
| C. Social media .....                       | 1  |
| D. Apps.....                                | 1  |
| E. Casino/Hotel hosts .....                 | 5  |
| F. Word of mouth .....                      | 10 |
| G. Magazines or newspapers...               | 0  |
| H. Printed brochures or travel guides ..... | 3  |
| I. Email offers.....                        | 5  |
| J. Other (SPECIFY):.....                    | 0  |

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

|                                                |     |
|------------------------------------------------|-----|
| Did the travel agent... (N=29)                 |     |
| Influence your decision to visit Mesquite..... | 38% |
| Influence your choice of accommodations .....  | 66  |
| "Book" your transportation .....               | 86  |

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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=279)

- A. Facebook..... 6%
- B. Foursquare..... 0
- C. SnapChat..... 0
- D. OpenTable..... 0
- E. Pinterest..... 0
- F. TripAdvisor..... 8

- G. Twitter..... 1
- H. Yelp..... 0
- I. Instagram..... 0
- O. GooglePlus..... 4
- J. Google..... 46
- K. Consulted reviews at Online Travel Agencies such as Expedia, Booking.com, etc. . 30
- L. Consulted reviews at hotel or show venue sites..... 14
- M. Other (SPECIFY:)..... 5

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

|                                                                    |                            |                                   |                      | <b>DO NOT READ THESE RESPONSE CODES</b> |                   |                 |
|--------------------------------------------------------------------|----------------------------|-----------------------------------|----------------------|-----------------------------------------|-------------------|-----------------|
|                                                                    | <u>Before Leaving Home</u> | <u>While En Route To Mesquite</u> | <u>After Arrival</u> | <u>DOES NOT APPLY</u>                   | <u>DON'T KNOW</u> | <u>RE-FUSED</u> |
| <b>AMONG ALL RESPONDENTS:</b>                                      |                            |                                   |                      |                                         |                   |                 |
| a. Where to lodge in Mesquite?                                     | 73%                        | 3%                                | 8%                   | 17%                                     | 0%                | 0%              |
| b. What shows to see in Mesquite? .....                            | 2                          | 0                                 | 9                    | 89                                      | 0                 | 0               |
| c. What attractions to visit in or near Mesquite? .....            | 3                          | 0                                 | 3                    | 94                                      | 0                 | 0               |
| d. What events to attend in Mesquite? .....                        | 5                          | 0                                 | 3                    | 92                                      | 0                 | 0               |
| e. Where to gamble in Mesquite? .....                              | 47                         | 1                                 | 23                   | 27                                      | 0                 | 2               |
| f. What recreational activities you would enjoy in Mesquite? ..... | 17                         | 0                                 | 6                    | 77                                      | 0                 | 0               |

|                                                                    | <u>Before Leaving Home</u> | <u>While En Route To Mesquite</u> | <u>After Arrival</u> | <u>DK/NA</u> |         |
|--------------------------------------------------------------------|----------------------------|-----------------------------------|----------------------|--------------|---------|
| <b>AMONG THOSE TO WHOM THE QUESTION APPLIES:</b>                   |                            |                                   |                      |              |         |
| a. Where to lodge in Mesquite?                                     | 88%                        | 3%                                | 9%                   | 0%           | (N=993) |
| b. What shows to see in Mesquite? .....                            | 19                         | 0                                 | 81                   | 0            | (N=137) |
| c. What attractions to visit in or near Mesquite? .....            | 47                         | 3                                 | 51                   | 0            | (N=73)  |
| d. What events to attend in Mesquite? .....                        | 62                         | 1                                 | 37                   | 0            | (N=92)  |
| e. Where to gamble in Mesquite? .....                              | 64                         | 2                                 | 32                   | 2            | (N=878) |
| f. What recreational activities you would enjoy in Mesquite? ..... | 73                         | 1                                 | 25                   | 0            | (N=276) |

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 ..... 77%
- FRIENDS/RELATIVES ..... 3
- RV/CAMPER/CAMPING ..... 3
- DID NOT LODGE ANYWHERE .. 17
- 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=929)

- a. Booked by phone, calling the hotel or motel ..... 48%
- b. Booked through a travel agent (either in person or by phone) ..... 1
- c. Booked by phone but not by calling the hotel directly and not through a travel agent ..... 3
- d. Booked at a website on the Internet using a desktop or laptop computer ..... 13
- e. Booked at a website on the Internet using a smartphone ..... 8
- f. Booked at a website on the Internet using a tablet ..... 5
- g. Booked in person at the hotel or motel ..... 12
- h. The trip was a gift, prize, or incentive, so the accommodations were booked for you ..... 1
- i. Not sure because someone else in your party booked the hotel and you don't know how they did it ..... 9
- 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=236)

- a. AOL (America Online) ....0%
- b. Booking.com ..... 11
- c. Cheaptickets ..... 0
- d. Expedia.com ..... 17
- e. Hotwire.com ..... 0
- f. Mapquest.com ..... 0
- g. Orbitz ..... 0
- h. Priceline.com ..... 3
- i. Travel.com ..... 0
- j. Travelocity ..... 4
- k. Yahoo ..... 0
- l. Hotel website  
(any) ..... 56
- m. OTHER ..... 9
- n. NOT SURE/DK ..... 1
- o. 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=929)

- SAME DAY ..... 15%
- 1-6 DAYS BEFORE ..... 18
- 7-14 DAYS BEFORE ..... 20
- 15-30 DAYS BEFORE ..... 17
- 31-60 DAYS BEFORE ..... 13
- 61-90 DAYS BEFORE ..... 10
- MORE THAN 90  
DAYS BEFORE ..... 6
- NOT SURE/DK ..... 1
- REFUSED/NA ..... 0

21. Including yourself, how many people stayed in your room? (N=929)

- ONE ..... 11%
- TWO ..... 79
- THREE ..... 3
- FOUR OR MORE ..... 7
- REFUSED/NA ..... 0

2.1 MEAN



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22. Which of the following rate categories best describes your room rate? **(SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.)** (N=929)

|                                           |                    |
|-------------------------------------------|--------------------|
| HOTEL/TRANSPORTATION PACKAGE DEAL .....1% | <b>ASK Q23</b>     |
| TOUR/TRAVEL GROUP .....3                  |                    |
| HOTEL/AMENITIES PACKAGE DEAL .....6       | <b>SKIP TO Q26</b> |
| CONVENTION GROUP/COMPANY MEETING .....1   |                    |
| CASINO RATE .....4                        |                    |
| REGULAR FULL-PRICE ROOM RATE .....56      |                    |
| CASINO COMPLIMENTARY .....25              | <b>SKIP TO Q28</b> |
| ANOTHER RATE .....3                       | <b>SKIP TO Q26</b> |
| NOT SURE/DK .....0                        |                    |
| REFUSED/NA .....0                         |                    |

23. Did you purchase your package directly from a hotel? (N=100)

YES .....66%

NO .....28

NOT SURE/DK .....6

REFUSED/NA .....0

24. What was the total *PER PERSON* cost of your package? **(ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)** (N=100)

\$0 - \$99 ..... 6%

\$100 - \$199 ..... 4

\$200 - \$299 ..... 8

\$300 or more ..... 69

Refused/No answer ..... 13

\$586.16 MEAN

\$469.00 MEDIAN

25. Where did you *first* hear about this package? **(DO NOT READ LIST. ACCEPT ONLY ONE RESPONSE.)** (N=100)

- NEWSPAPER .....0%
- TELEVISION .....1
- RADIO .....0
- MAGAZINE .....0
- TRAVEL AGENT .....12
- WORD-OF-MOUTH .....68
- OUTDOOR BILLBOARD ....0
- SEARCH ENGINE/HYPERLINK .....4
- OFFER RECEIVED IN THE MAIL .....1
- E-MAIL OFFER .....0
- RESERVATION AGENT/ CALL CENTER .....9
- ANY WEBSITE .....3
- INTERNET AD .....0
- BROCHURE .....1
- OTHER .....1
- NOT SURE/DK .....0
- REFUSED/NA .....0

**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=594)

\$0 - \$24 ..... 1%

\$25 - \$49 ..... 32

\$50 or more ..... 65

Refused/No answer ..... 3

\$68.11 MEAN

\$66.00 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=594)

- RESERVATION AGENT/  
CALL CENTER ..... 53%
- WORD-OF-MOUTH ..... 9
- INTERNET AD (POP-UP  
OR BANNER AD) ..... 0
- WEBSITE ..... 25
- SEARCH ENGINE/HYPERLINK ..... 8
- OFFER RECEIVED IN THE MAIL ..... 1
- TRAVEL AGENT ..... 1
- OUTDOOR BILLBOARD ..... 0
- OTHER ..... 1
- NOT SURE/DK ..... 2

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 ..... 12%
- 2 ..... 76
- 3 ..... 4
- 4 ..... 5
- 5 or more ..... 3
- 2.2 MEAN
- 2.0 MEDIAN

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

- YES ..... 9%
- NO ..... 91
- 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 ..... 17%
- 1 ..... 28
- 2 ..... 19
- 3 ..... 16
- 4 ..... 11
- 5 or more ..... 8
- 2.2 MEAN
- 2.0 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 ..... 17%
- 2 ..... 28
- 3 ..... 19
- 4 ..... 16
- 5 ..... 11
- 6 or more ..... 8
- 3.2 MEAN
- 3.0 MEDIAN

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

- SUNDAY ..... 18%
- MONDAY ..... 15
- TUESDAY ..... 11
- WEDNESDAY ..... 13
- THURSDAY ..... 16
- FRIDAY ..... 14
- SATURDAY ..... 13
- REFUSED/NA ..... 0

33. Have you gambled during this visit to Mesquite?

|                     |                        |
|---------------------|------------------------|
| YES ..... 73%       | <b>ASK Q34</b>         |
| NO ..... 27         | <b>SKIP TO<br/>Q36</b> |
| 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=878)

|                    |     |
|--------------------|-----|
| 0-2 .....          | 48% |
| 3-4 .....          | 37  |
| 5-6 .....          | 8   |
| 7-8 .....          | 5   |
| 9-10 .....         | 1   |
| MORE THAN 10 ..... | 0   |
| <u>3.0</u> MEAN    |     |
| <u>3.0</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=878)

|                         |     |
|-------------------------|-----|
| \$1 - \$99 .....        | 23% |
| \$100 - \$199 .....     | 24  |
| \$200 - \$299 .....     | 18  |
| \$300 - \$399 .....     | 12  |
| \$400 - \$499 .....     | 4   |
| \$500 - \$599 .....     | 8   |
| \$600 or more .....     | 6   |
| Refused/No answer ..... | 4   |
| <u>\$279.65</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 ..... 6%
- B. At a casino on an Indian reservation in Arizona ..... 5
- C. At a casino on an Indian reservation outside of California and Arizona ..... 3
- D. At a casino in Colorado..... 4
- I. In Las Vegas, Nevada ..... 28
- J. Somewhere else in Nevada (outside the Las Vegas area) ... 10
- OTHER (SPECIFY:) ..... 1

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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 .....        | 20% | <b>ASK Q38</b>     |
| NO .....         | 80  | <b>SKIP TO Q39</b> |
| NOT SURE/DK..... | 0   |                    |
| REFUSED/NA ..... | 0   |                    |

38. On this trip, will you (or did you) visit... **(READ LIST. ACCEPT MULTIPLE RESPONSES.)**
- A. Las Vegas ..... 63% (N=240)
  - B. Laughlin ..... 13
  - C. Primm (Stateline)..... 1
  - D. Hoover Dam ..... 13
  - E. Lake Mead..... 6
  - F. Mt. Charleston/  
Lee Canyon ..... 0
  - G. Valley of Fire ..... 19
  - H. Grand Canyon ..... 6
  - I. Death Valley ..... 0
  - J. Bryce Canyon..... 14
  - K. Zion National Park..... 28
  - L. St. George (Utah)..... 34
  - X. Other..... 8

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 ..... 20%
- B. Play golf ..... 13
- C. Visit a spa ..... 6
- D. Eat at a buffet ..... 38
- E. Eat at a coffee shop/café..... 85
- F. Eat at a fine dining establishment ..... 20
- H. Pay to see a show ..... 1
- I. Watch a lounge act..... 7
- J. Other..... 2

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

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

41. 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. .... \$100.39 MEAN (INCLUDING \$0) (PER TRIP AVERAGE)  
\$107.28 MEAN (EXCLUDING \$0)
- B. Local transportation (for example, car rental, taxi limo, gas). Please include all your daily transportation expenses ..... \$21.42 MEAN (INCLUDING \$0) (PER TRIP AVERAGE)  
\$103.98 MEAN (EXCLUDING \$0)

42. 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 ..... \$15.89 MEAN (INCLUDING \$0)  
\$153.02 MEAN (EXCLUDING \$0)
- B. Shows/entertainment (not including gambling)..... \$0.49 MEAN (INCLUDING \$0)  
\$20.79 MEAN (EXCLUDING \$0)
- C. Shopping (gifts, clothing, personal items) ... \$9.65 MEAN (INCLUDING \$0)  
\$59.34 MEAN (EXCLUDING \$0)
- X. Other..... \$2.76 MEAN (INCLUDING \$0)  
\$367.67 MEAN (EXCLUDING \$0)



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

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

|                               |                    |
|-------------------------------|--------------------|
| Very satisfied..... 98%       | <b>SKIP TO Q46</b> |
| Somewhat satisfied..... 1     | <b>ASK Q44</b>     |
| Somewhat dissatisfied ..... 1 | <b>ASK Q45</b>     |
| Very dissatisfied ..... 0     |                    |
| <b><u>DO NOT READ</u></b>     |                    |
| NOT SURE/DK..... 0            | <b>SKIP TO Q46</b> |
| REFUSED/NA..... 0             |                    |

44. 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=15)

|                                        |                                   |
|----------------------------------------|-----------------------------------|
| HOTEL COMPLAINTS ..... 60%             | NOTHING TO DO BUT GAMBLE ..... 7% |
| BAD WEATHER (NOT HEAT RELATED)..... 13 | SHOPPING COMPLAINTS ..... 7       |
| FOOD COMPLAINTS..... 7                 | OTHER ..... 7                     |

**AFTER ANSWERING Q44, SKIP TO Q46**

45. What is the *MAIN* reason you were dissatisfied with your overall experience in Mesquite? **(ACCEPT ONLY ONE RESPONSE.)** (N=10)

|                              |
|------------------------------|
| HOTEL COMPLAINTS ..... 70%   |
| GAMBLING COMPLAINTS ..... 20 |
| SMOKING COMPLAINTS ..... 10  |

46. **(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..... 71%   |
| Probably will ..... 13     |
| Might/might not ..... 9    |
| Probably will not ..... 4  |
| Definitely will not..... 3 |
| NOT SURE/NO ANSWER..... 0  |

47. 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 ..... 7       |
| Might/might not recommend ..... 1     |
| Probably will not recommend ..... 0   |
| Definitely will not recommend ..... 0 |
| NOT SURE/NO ANSWER ..... 0            |



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

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

|                           |                    |
|---------------------------|--------------------|
| Employed ..... 45%        | <b>ASK Q49</b>     |
| Unemployed ..... 1        | <b>SKIP TO Q50</b> |
| Student ..... 0           |                    |
| Retired ..... 51          |                    |
| Homemaker ..... 3         |                    |
| <b><u>DO NOT READ</u></b> |                    |
| REFUSED/NA ..... 0        | <b>SKIP TO Q50</b> |

49. 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=543)

- SALES/CLERICAL ..... 30%
- SERVICE WORKERS ..... 25
- PROFESSIONAL/TECHNICAL ..... 19
- MANAGERS/OFFICIALS/
- PROPRIETORS ..... 17
- CRAFTWORKERS/FOREMEN ..... 9

50. 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) ..... 31
- SOME COLLEGE (INCLUDES JUNIOR/COMMUNITY COLLEGE — NO BACHELOR'S DEGREE) ..... 31
- GRADUATED COLLEGE ..... 26
- GRADUATE SCHOOL (MASTER'S OR PH.D.) ..... 6
- TECHNICAL, VOCATIONAL, OR TRADE SCHOOL ..... 4
- REFUSED/NA ..... 0

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

- Married ..... 82%
- Single ..... 8
- Separated or divorced ..... 5
- Widowed ..... 5
- REFUSED/NA ..... 0

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52. What country do you live in?

|                                                                         |                  |                    |
|-------------------------------------------------------------------------|------------------|--------------------|
| USA ..... 93%                                                           | <b>ASK Q53</b>   |                    |
| AUSTRALIA.....0                                                         | * - less than 1% |                    |
| CANADA.....6                                                            |                  |                    |
| ENGLAND (GREAT BRITAIN) ..... *                                         |                  |                    |
| FRANCE ..... *                                                          |                  |                    |
| GERMANY..... *                                                          |                  |                    |
| ITALY.....0                                                             |                  |                    |
| JAPAN .....0                                                            |                  |                    |
| MEXICO..... *                                                           |                  |                    |
| NETHERLANDS (HOLLAND) .....0                                            |                  | <b>SKIP TO Q54</b> |
| SOUTH KOREA .....0                                                      |                  |                    |
| SWEDEN.....0                                                            |                  |                    |
| OTHER EUROPE (NORWAY, DENMARK, SPAIN, PORTUGAL, ETC.; SPECIFY: )..... * |                  |                    |
| OTHER ..... *                                                           |                  |                    |
| REFUSED/NA .....0                                                       |                  | <b>SKIP TO Q54</b> |

54. **(ETHNICITY BY OBSERVATION. IF UNSURE, ASK:)**

Most people think of themselves as belonging to a particular ethnic or racial group. What ethnic or racial group are you a member of? **(ASK ONLY IF NECESSARY: Are you white, Black or African American, Asian or Asian American, Hispanic or Latino — or of some other ethnic or racial background?)**

- WHITE .....91%
- BLACK OR AFRICAN AMERICAN..... 1
- ASIAN OR ASIAN AMERICAN ..... 1
- HISPANIC/LATINO .....4
- NATIVE AMERICAN ..... 1
- MIXED RACE ..... 1
- 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".

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

- EAST ..... 1%
- SOUTH..... 2
- MIDWEST ..... 6
- WEST ..... 85
- CALIFORNIA..... 11
- SOUTHERN CA ..... 9
- NORTHERN CA ..... 1
- UTAH..... 34
- ARIZONA ..... 8
- GREATER LAS VEGAS..... 8
- OTHER WEST ..... 24
- FOREIGN VISITORS ..... 7
- NO ZIP CODE ..... 0

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

59.1 MEAN  
62.0 MEDIAN

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

- 21 to 29 ..... 3%
- 30 to 39 ..... 8
- 40 to 49 ..... 15
- 50 to 59 ..... 18
- 60 to 64 ..... 12
- 65 and older ..... 44
- REFUSED/NA ..... 0

56. 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 ..... 1%
- B. \$20,000 to \$29,999 ..... 3
- C. \$30,000 to \$39,999 ..... 5
- D. \$40,000 to \$49,999 ..... 9
- E. \$50,000 to \$59,999 ..... 15
- F. \$60,000 to \$69,999 ..... 15
- G. \$70,000 to \$79,999 ..... 11
- H. \$80,000 to \$89,999 ..... 9
- I. \$90,000 to \$99,999 ..... 6
- J. \$100,000 or more ..... 21
- NOT SURE/DK ..... 0
- REFUSED/NA ..... 4



## RESPONDENT SHOW CARDS

### HOW ACCOMMODATIONS WERE BOOKED

#### A. PHONED DIRECTLY

Booked by phone, calling the hotel, motel, or RV park directly,

#### B. TRAVEL AGENT

Booked through a travel agent (either in person or by phone),

#### C. PHONED, BUT NOT DIRECTLY, NOT THROUGH AGENT

Booked by phone but not by calling the hotel directly and not through a travel agent,

#### D1. INTERNET - DESKTOP/LAPTOP

Booked through a website on the Internet using a desktop or laptop computer.

#### D2. INTERNET - SMARTPHONE

Booked through a website on the Internet using a smartphone.

#### D3. INTERNET - TABLET

Booked through a website on the Internet using a tablet.

#### E. IN PERSON

Booked in person at the hotel, motel, or RV park.

#### F. GIFT, PRIZE, OR INCENTIVE

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

#### G. DON'T KNOW BECAUSE SOMEONE ELSE BOOKED

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

## **HOTEL/MOTEL RATES**

### **1. HOTEL/TRANSPORTATION PACKAGE DEAL**

One price that includes your hotel room and airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

### **2. HOTEL/AMENITIES PACKAGE DEAL (NO TRANSPORTATION INCLUDED)**

One price that includes your hotel room and other items such as shows, meals or other amenities, but does not include airfare or bus transportation to Las Vegas.

### **3. TOUR/TRAVEL GROUP**

You are traveling as part of a tour or travel group. The tour/travel group package price includes room and airfare or bus transportation to Las Vegas. The package may or may not also include other items such as shows or meals.

### **4. CONVENTION GROUP/COMPANY MEETING**

Arranged through an employer or convention.

### **5. CASINO RATE**

Special reduced rate arranged through a casino host or casino employee.

### **6. REGULAR FULL-PRICE ROOM RATE**

Full price, no discounts.

### **7. CASINO COMPLIMENTARY**

Room is free of charge.

### **8. ANOTHER RATE**

Any other special room rate not shown above.

**INCOME CATEGORIES**

- A. Less than \$20,000
- B. \$20,000 to \$29,999
- C. \$30,000 to \$39,999
- D. \$40,000 to \$49,999
- E. \$50,000 to \$59,999
- F. \$60,000 to \$69,999
- G. \$70,000 to \$79,999
- H. \$80,000 to \$89,999
- I. \$90,000 to \$99,999
- J. \$100,000 to \$109,999
- K. \$110,000 to \$119,999
- L. \$120,000 to \$129,999
- M. \$130,000 to \$139,999
- N. \$140,000 to \$149,999
- O. \$150,000 or more



Excitingly Laid-back

**Mesquite Visitors Bureau**

**460 Sandhill Boulevard, Mesquite, NV 89027**

**[VisitMesquite.com](http://VisitMesquite.com)**

**A Division of the**

**Las Vegas Convention and Visitors Authority**

**3150 Paradise Road, Las Vegas, NV 89109-9096**

**[VisitLasVegas.com](http://VisitLasVegas.com)**

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