



Mesquite  
NEVADA

2023

# MESQUITE

VISITOR PROFILE STUDY



Prepared for:

## **Las Vegas Convention and Visitors Authority**

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## **Acknowledgments**

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## EXECUTIVE SUMMARY

Compared to pre-pandemic levels, in 2023 Mesquite visitors were younger, with higher educational background and income levels. Visitors were more likely to visit Mesquite as a vacation getaway and were more likely to say that Mesquite was their only destination, as opposed to just passing through Mesquite as part of a longer trip. Compared to 2019 and earlier results, Mesquite visitors spent more on lodging, gaming, food and drink, recreational activities, and shows and entertainment. Among the findings of the 2023 report, below are some highlights.

- **Extremely high satisfaction:** Nine in ten (91%) visitors to Mesquite in 2023 were “Very Satisfied” with their visit, while 8% said they were “Somewhat Satisfied.” Only 1% of visitors were dissatisfied with their visit.
- **Expectations and future visitation:** Two-thirds of Mesquite visitors (67%) said Mesquite met their expectations, while 29% said Mesquite exceeded their expectations. Additionally, 88% of Mesquite visitors said they were likely to return to Mesquite in the next year, and 97% said they were likely to recommend Mesquite as a place to visit.
- **More are booking between a week and a month in advance:** More than half of Mesquite visitors who stayed overnight booked their accommodations between a week and a month in advance (56%). An additional 16% booked between 31 and 60 days in advance, up from past results.
- **Larger travel parties:** The average party size (average of 2.2 adults) was similar to past years, but 15% of visitors said they were traveling with someone under 21 years old in their party, up from 2016-2019 results. Consequently, the average number of people per room among hotel visitors (average of 2.3) was up from past years.
- **Higher spending:** Per trip spending increased significantly for lodging, food and drink, recreational activities, and shows and entertainment from pre-pandemic levels.
- **Gaming remains strong:** More than eight in ten (84%) visitors gambled during their trip to Mesquite, up from 2017 – 2019. The average gambling budget was \$498.27, nearly \$200 higher than in 2019 (\$300.48).
- **More visitors coming from Las Vegas and California:** More than one-quarter (28%) of visitors in 2023 came from Las Vegas, up from 7% - 11% in past years. One in eight visitors (13%) came from California, also up from past years.
- **Younger, married and with higher income:** The average age of visitors was 53.0 years, down by more than five years from pre-pandemic results. More than half (53%) of visitors had graduated from college, and 66% had household incomes of \$80,000 or more, both figures higher than pre-pandemic levels. Nearly nine in ten visitors (86%) were married, up from 2017 – 2019 results.

# INTRODUCTION

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

More specifically, the Mesquite Visitor Profile aims to:

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



# METHODOLOGY

The 2023 Mesquite visitor profile conducted In-person interviews with 1,200 randomly selected visitors. One hundred interviews were conducted each month during 2023.

In past years, approximately 7 interviews were conducted per day over two weeks during each month. Beginning in 2023 approximately 33 interviews per day were conducted on three different interviewing days during each month. From 2016 through 2019, interviewers were seated at a table near the lobby of Mesquite hotel-casinos and hotels interviewing visitors who passed by. Beginning in 2023 interviewers more actively circulated around the property conducting interviews, resulting in a more rounded sampling of Mesquite visitors.

## RESPONDENTS

Qualified survey respondents were visitors to Mesquite (non-residents) who were at least 21 years of age. Only visitors who planned to leave Mesquite within 24 hours were asked to complete the survey.

Between 2016 – 2019 visitors from nearby communities to Mesquite were included in the study. Starting in 2023, to get a more accurate profile of visitors to Mesquite, residents living in zip codes adjacent to Mesquite were excluded from the study. While this change has resulted in some changes to the data, particularly regarding the number of visits respondents have made to Mesquite in the past 12 months, we believe it gives a more accurate portrayal of the Mesquite visitor. Figures that are affected by this change in sampling method are noted with a footnote in the body of the report.

## INTERVIEWING

Visitors were intercepted in or near Mesquite hotel-casinos and hotels. To assure a random selection of visitors, different locations were utilized on each interviewing day and interviewing was conducted at different times of day. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

## DATA ANALYSIS

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

Throughout this report, charts and graphs are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2023 and the preceding years unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

## STATISTICAL SIGNIFICANCE

When a difference between observations in one or more years for a particular measure is reported, there is a 95% or better chance that the difference is the result of a true difference between the measure compared over these years and is not due to sampling error alone. This is a commonly accepted standard for statistical significance testing in market and public opinion research. We do not note any yearly differences that do not meet this standard for statistical significance.

This report presents the results of the 2023 study and compares them to the results of the 2016, 2017, 2018, and 2019 studies (due to the pandemic and subsequent updated rotation cycle of the report, no visitor profile was issued in 2020 or 2021).

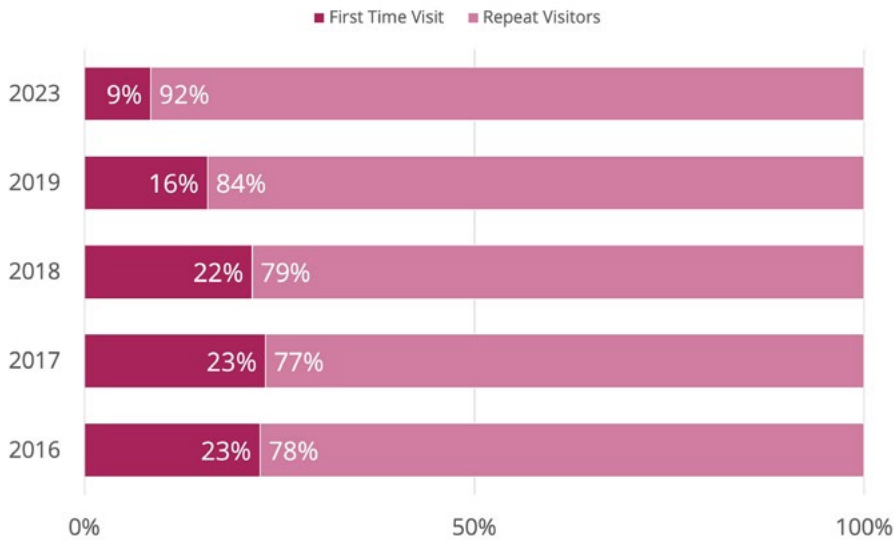
Statistically significant differences in the behavior, attitudes, and opinions of visitors from year to year are pointed out in the text of the report.

# WHY MESQUITE



## WHY MESQUITE: REASONS FOR VISITING

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



**Most visitors are regulars.**

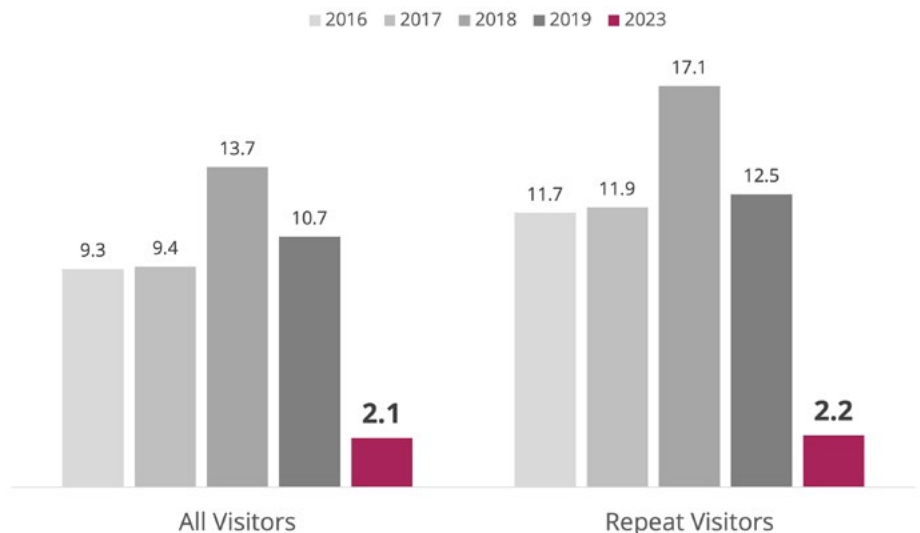
Over nine in ten 2023 Mesquite visitors (92%) had visited in the past, up from past results.

**Average number of visits lower than pre-pandemic years.**

The average number of visits to Mesquite over the past 12 months was 2.1 among all visitors. More than half of Mesquite visitors made either two (35%) or three (17%) visits to Mesquite in the past 12 months.

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

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



\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

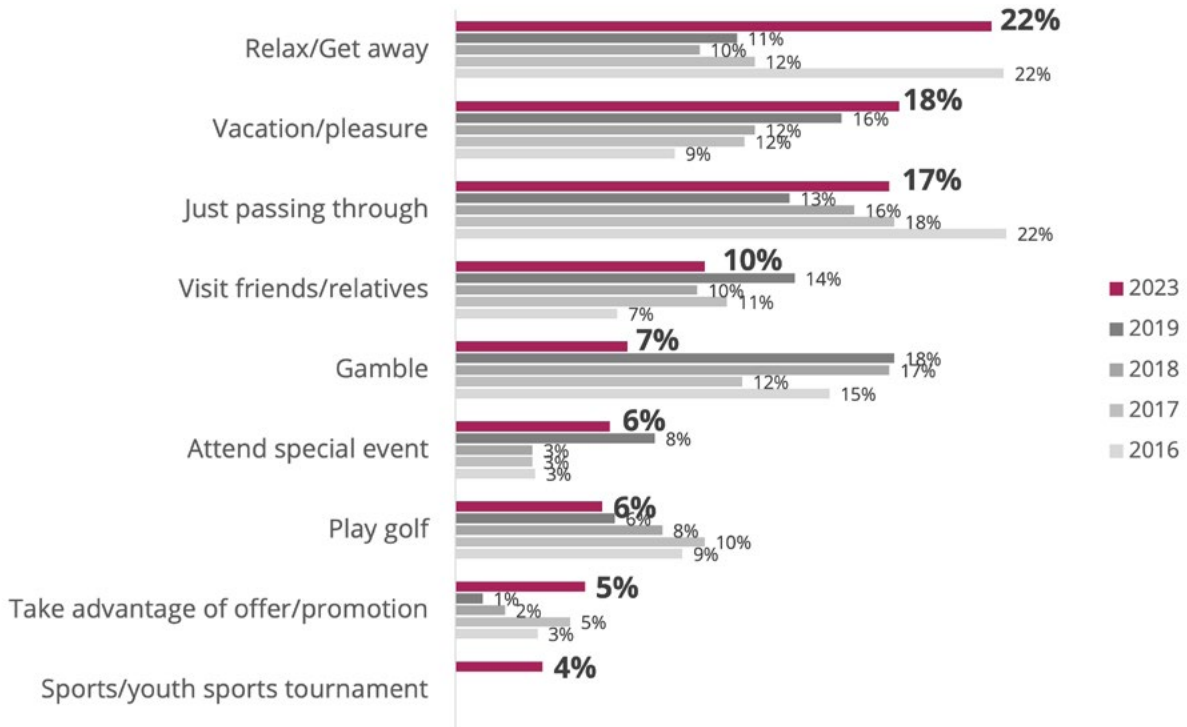


# WHY MESQUITE

Relaxation and getaway top the list of reasons visitors come to Mesquite.

About one in five 2023 Mesquite visitors (22%) said the primary purpose of their visit was to relax/get away while 18% said they came for vacation/pleasure, both up from past results. Fewer respondents said the primary reason for their visit was to gamble (7%) compared to previous years.

FIGURE 3: Primary Purpose of Current Visit\*

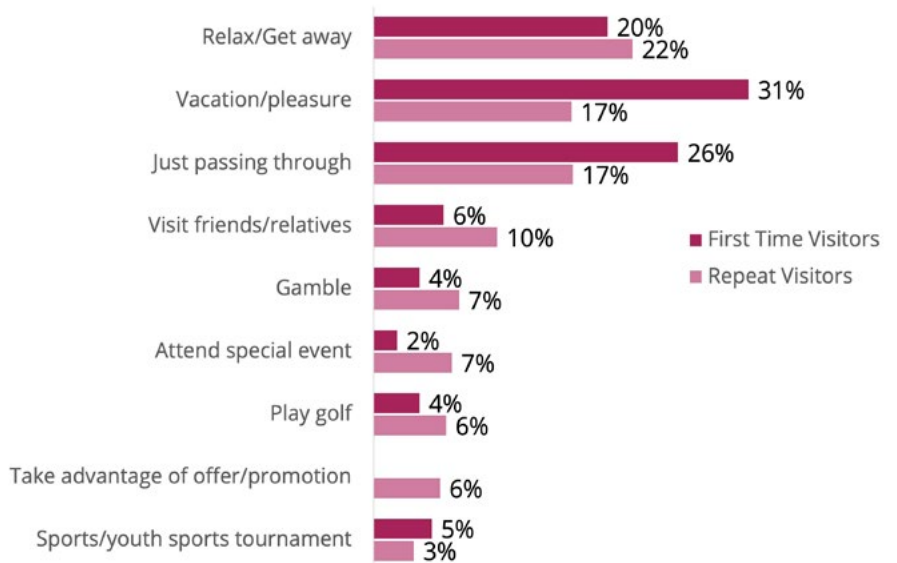


## First-timers visiting for vacation or just passing through.

First time visitors to Mesquite were more likely than repeat visitors to say the purpose of their visit was vacation or pleasure (31% vs. 17%), or just passing through (26% vs. 17%).

Repeat visitors were more likely to say they came to attend a special event (7% vs. 2%).

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



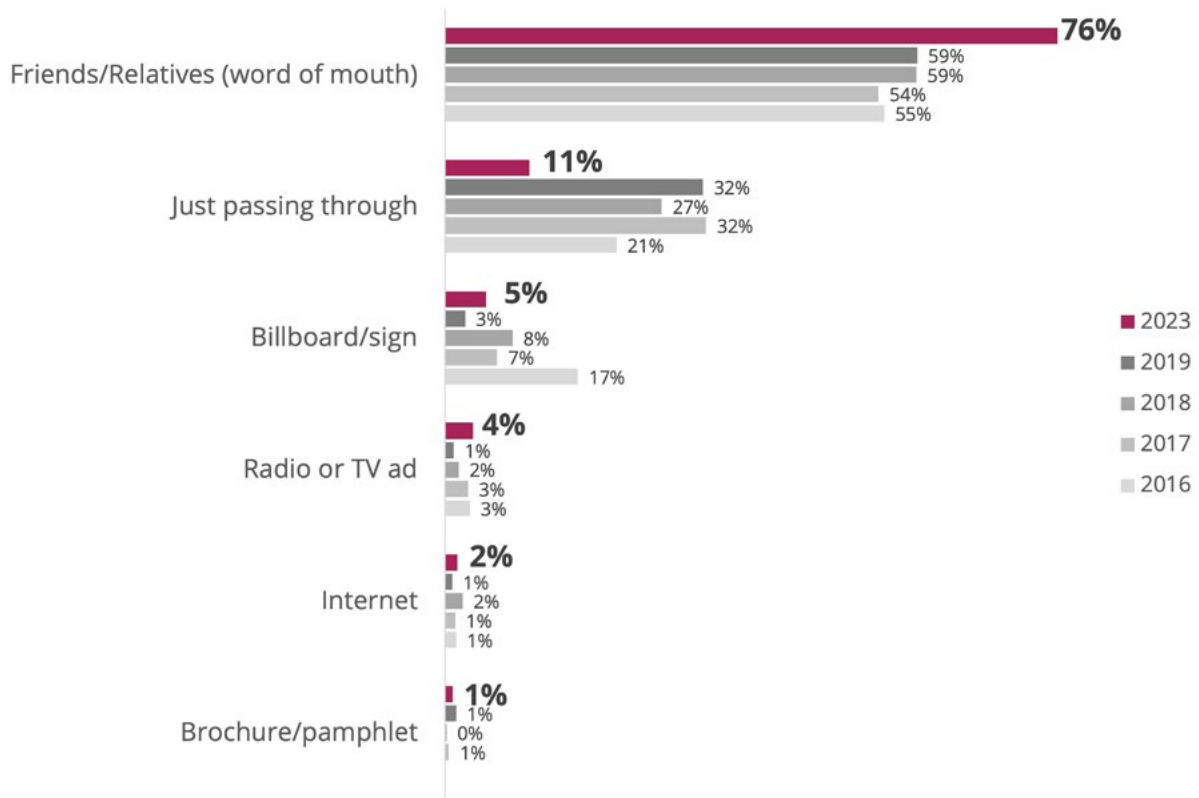
\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

# WHY MESQUITE

## Awareness of Mesquite stems from word-of-mouth.

Three-quarters of Mesquite visitors (76%) said they first became aware of Mesquite via friends and relatives or word of mouth, up from past results. More visitors in 2023 than in 2019 became aware of Mesquite from billboards/signs (5% vs. 3%), and radio or TV ads (4% vs. 1%).

FIGURE 5: How First Became Aware of Mesquite\*



\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.



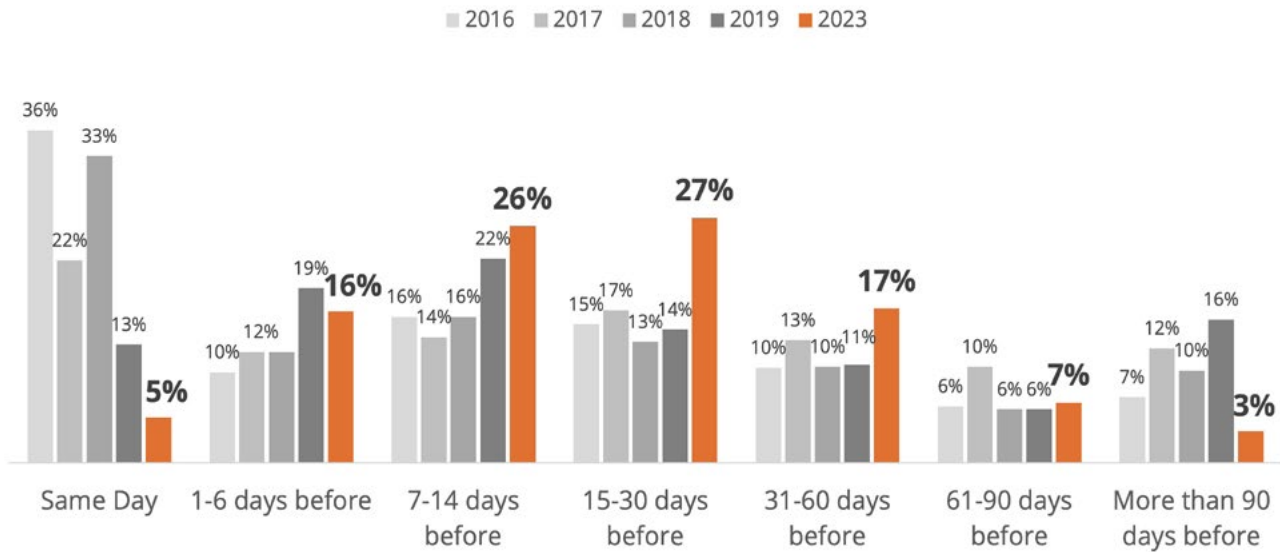
# ON THE GO

## ON THE GO: TRAVEL, TRANSPORTATION, AND PLACES VISITED

Travelers planning their trip farther in advance than pre-pandemic\*.

Around half of Mesquite visitors in 2023 (53%) planned their trip between one week to one month in advance, and nearly one in five (17%) planned their trip one to two months in advance, up from pre-pandemic results. Fewer visitors than in past years planned their trip on the same day they arrived (5%).

FIGURE 6: Advance Trip Planning

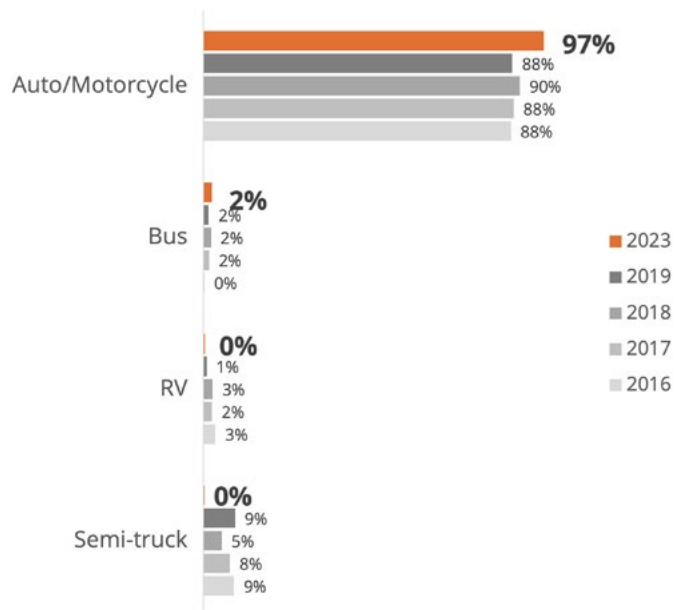


\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

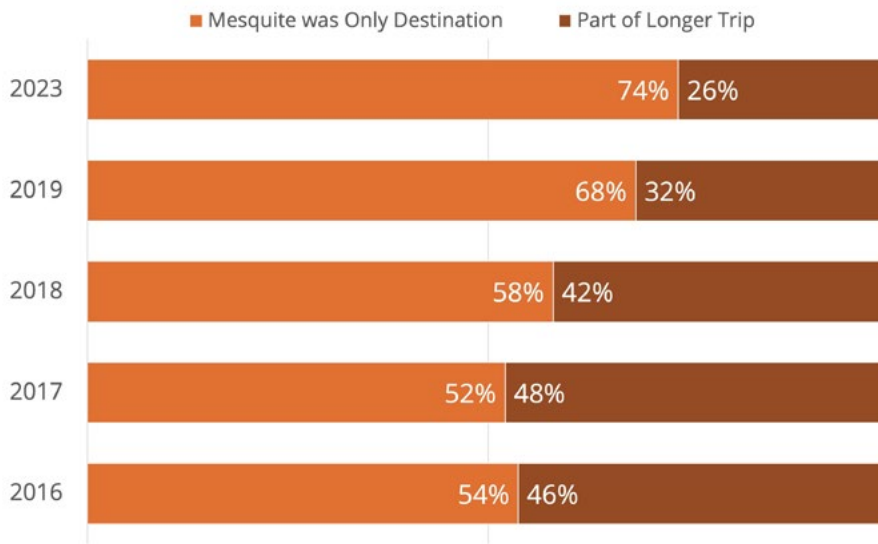
### Visitors hit the road to get to Mesquite.

Nearly all visitors (97%) arrived in Mesquite via automobile.

FIGURE 7: Transportation to Mesquite



**FIGURE 8: Mesquite Visit Part of Longer Trip**



Mesquite is the only destination for majority of visitors.

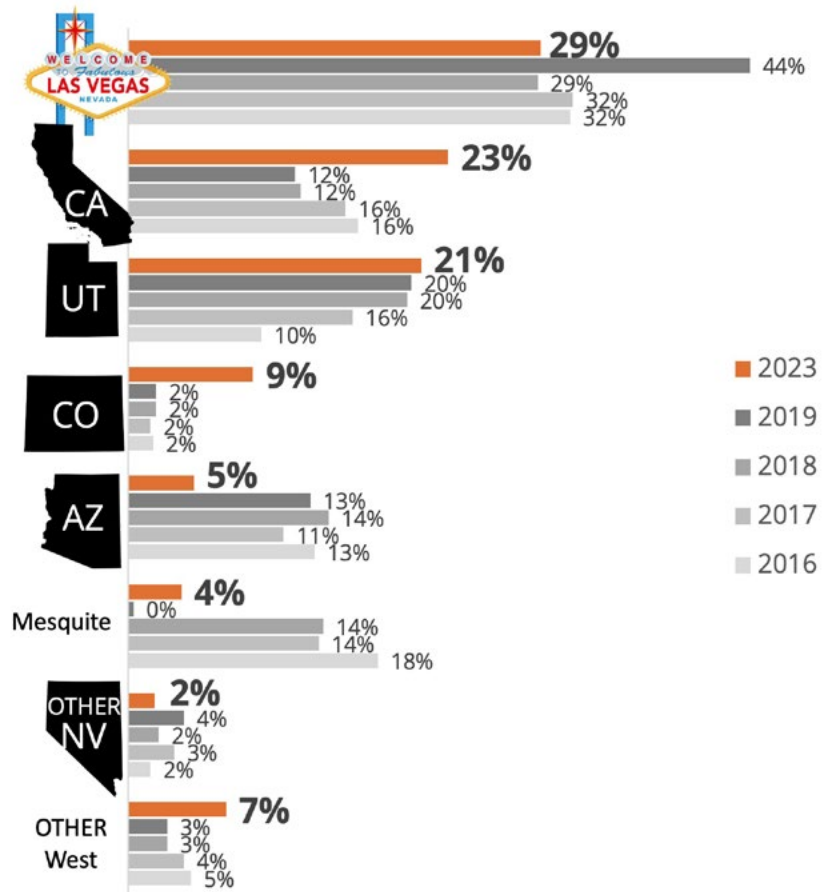
Three-quarters of visitors (74%) said they were visiting Mesquite as their only destination, up from previous years.

Las Vegas, California and Utah were main destinations for Mesquite visitors.

Nearly one in three visitors who said they were visiting Mesquite as part of a longer trip said the primary destination of their trip was Las Vegas, down from 2019 results (29% vs. 44%). About one in five said their main destination was in California (23%, up from past results), or Utah (21%).

More visitors said their primary destination was Colorado (9%) than pre-pandemic, while fewer visitors said their primary destination was Arizona (5%).

**FIGURE 9: Primary Destination of Trip\***



\*Note: Excludes residents of Las Vegas; From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

## Mesquite visitors mostly stayed in town.

Nearly one in six visitors (15%) said they would also be visiting Las Vegas during this trip to Mesquite, up from 11% in 2019. One in five (19%) Mesquite visitors said they would be visiting other nearby places during their trip.

FIGURE 10: Visited Las Vegas on This Trip

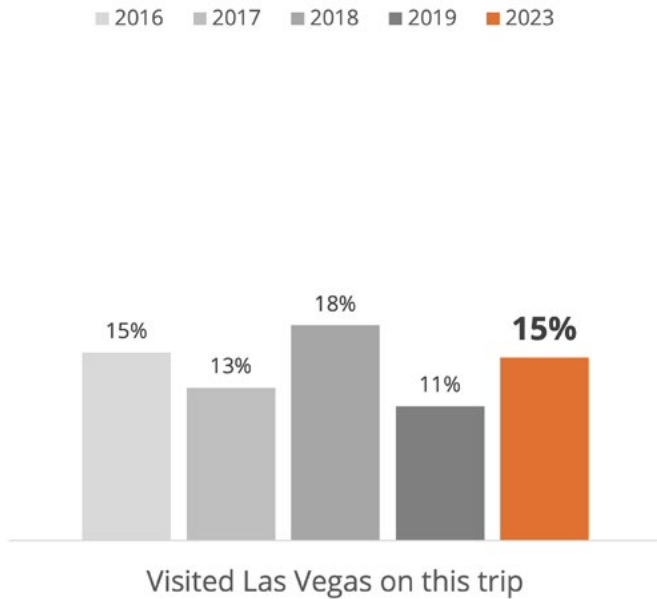
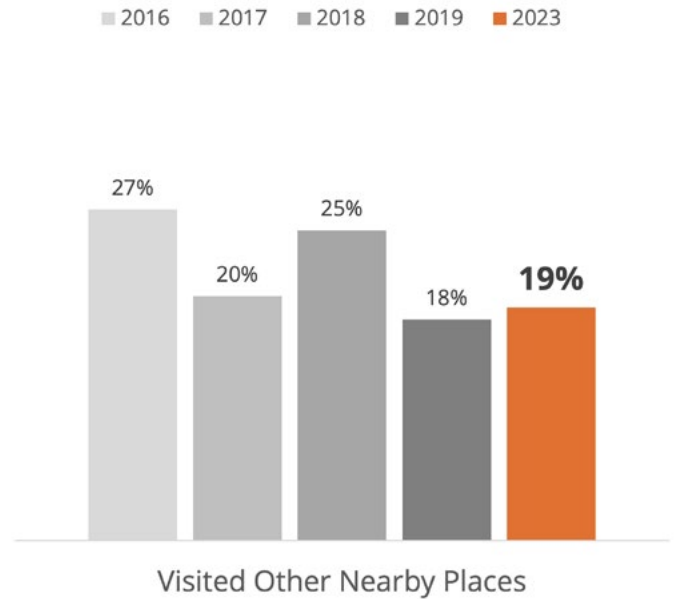


FIGURE 11: Visited Other Nearby Places

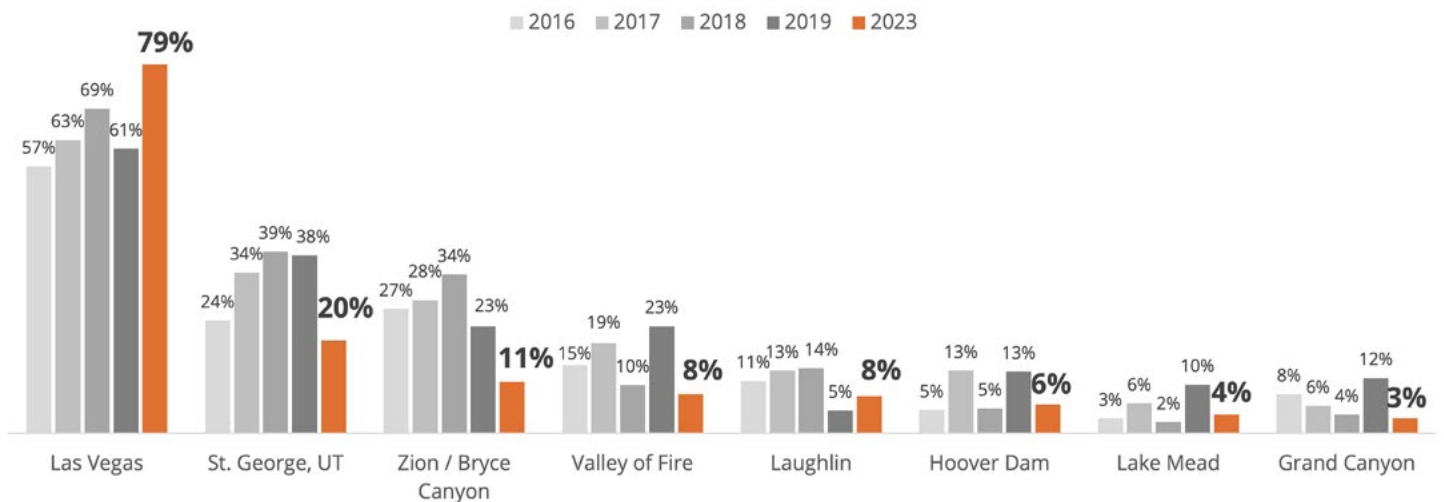


Note: Excludes residents of Las Vegas

**DID YOU KNOW?**

First time visitors were more likely to visit other nearby areas on their trip to/from Mesquite (52% vs. 16%).

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

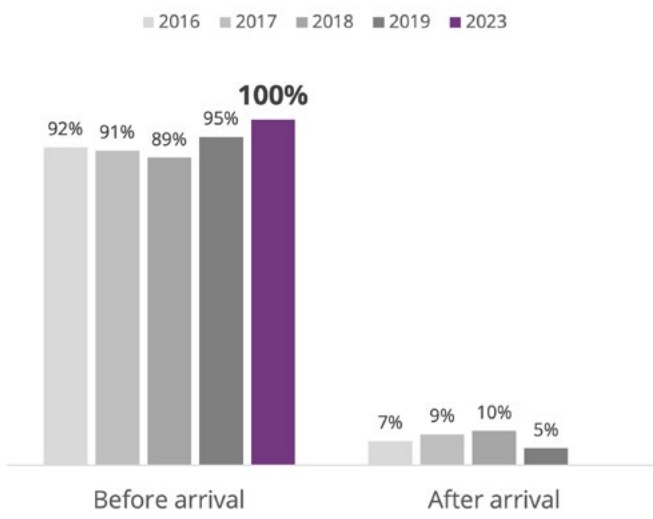




# TRIP PLANNING

## TRIP PLANNING: LODGING AND RESERVATIONS

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



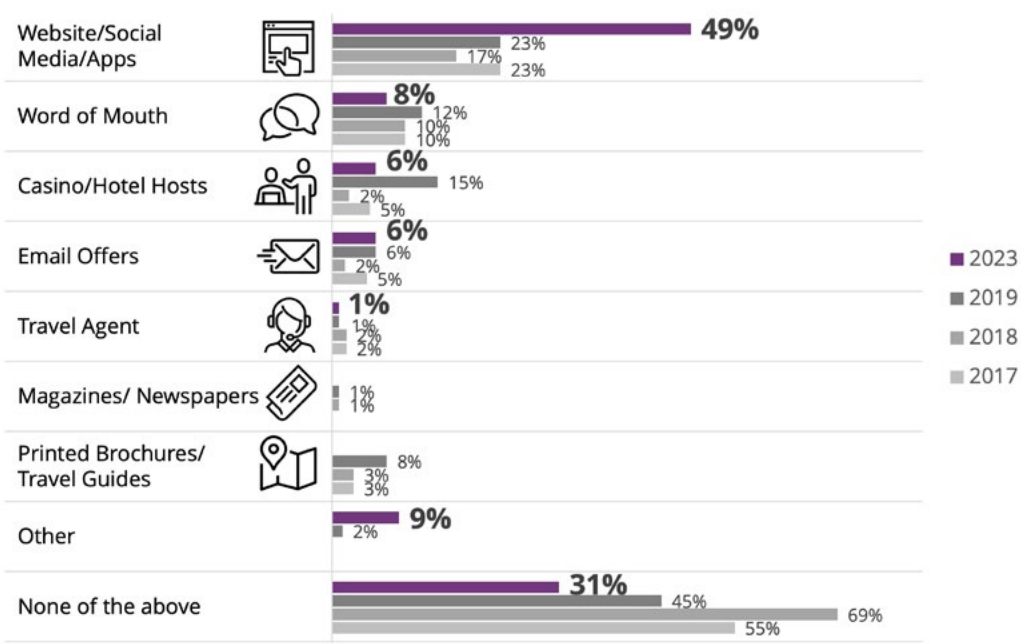
Lodging location was decided ahead of time.

Nearly all (99.6%) Mesquite visitors who stayed overnight decided where to lodge before arriving in Mesquite, up from past years.

### Online planning tools increases.

2023 saw a big increase in the use of online tools (website, social media and/or apps) compared to previous years (49%). Fewer visitors said they relied on word of mouth (8%, down from 12% in 2019) or casino/hotel hosts (6%, down from 15% in 2019) in planning their trip.

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



\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

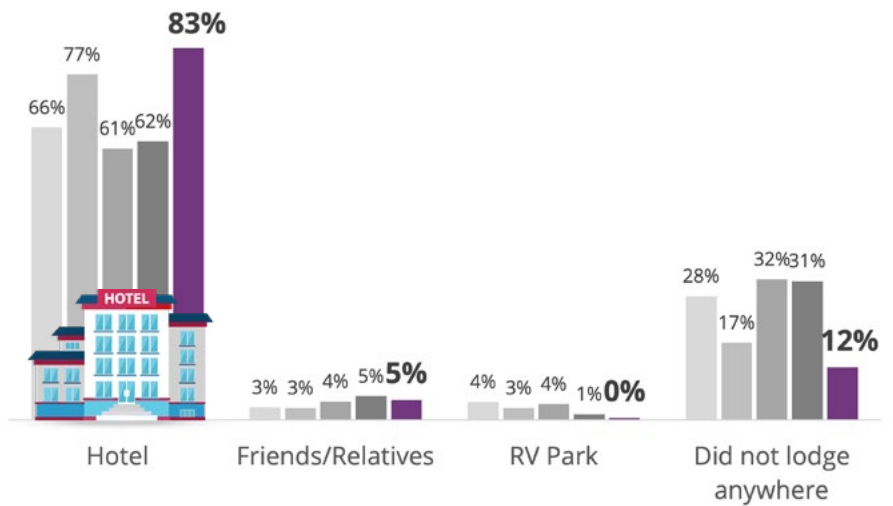
# TRIP PLANNING

## Most visitors stay at a hotel.

About eight in ten visitors lodged at a hotel (83%), up from previous years, while visitors who did not stay overnight decreased from previous years (12%).

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

■ 2016 ■ 2017 ■ 2018 ■ 2019 ■ 2023



## DID YOU KNOW?

Visitors between 21-39 years old are more likely to stay with friends/relatives on their trip to Mesquite than older visitors (13% vs 2%).

\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

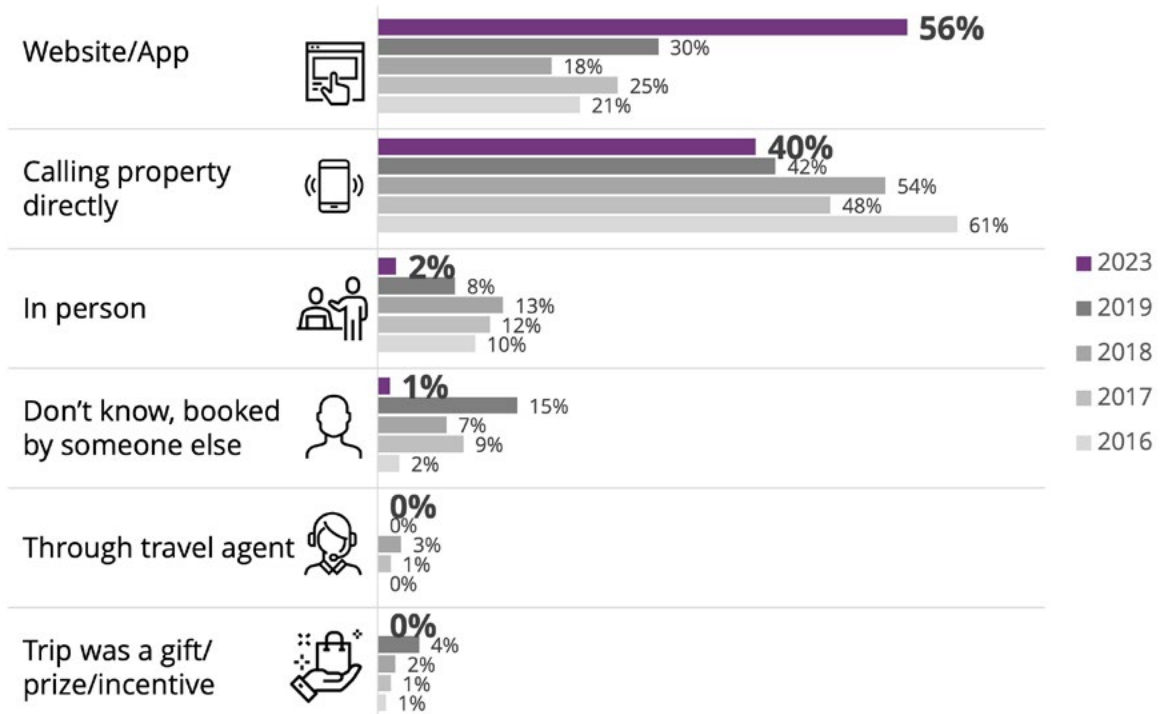


# TRIP PLANNING

## Increased booking online from pre-pandemic years.

Booking through a website or an app increased sharply in 2023 to 56%. Four in ten (40%) visitors booked by calling the property directly, down from previous years.

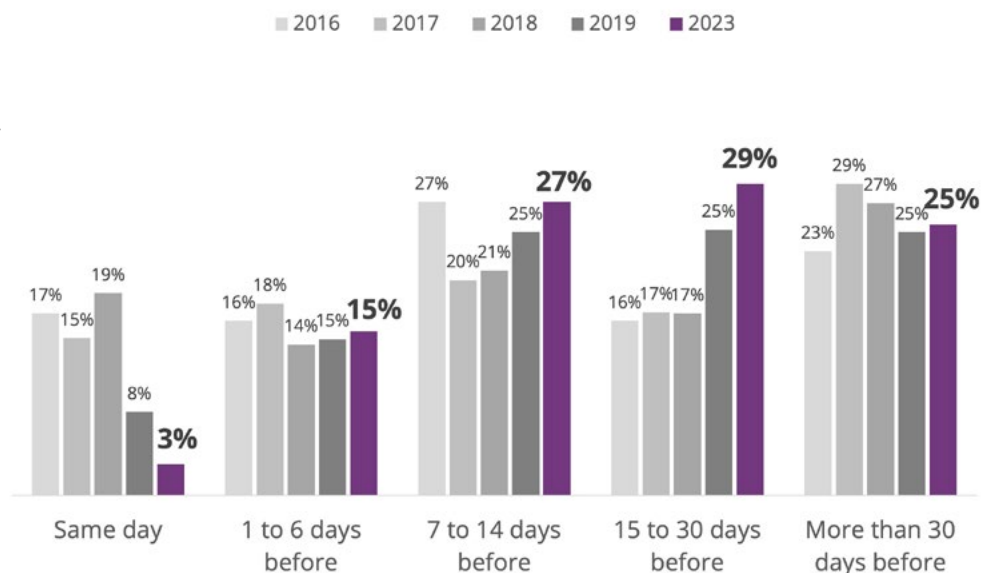
FIGURE 16: **Method of Booking Accommodations**  
(Among Those Who Stayed in Hotel)



## Visitors booked further in advance.

Three in ten (29%) of Mesquite visitors booked their trip two weeks to one month ahead of their trip, up from pre-pandemic years. Fewer visitors booked their accommodations the same day they arrived (3%).

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

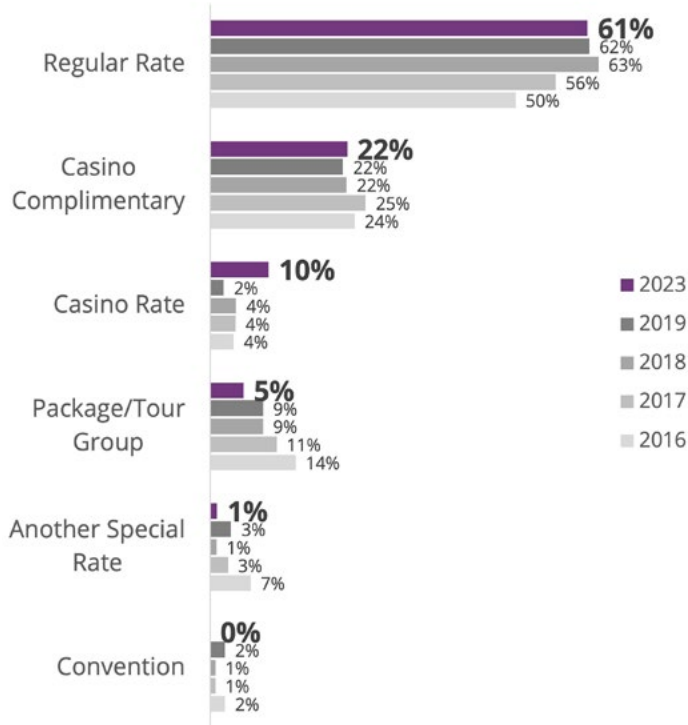


\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.



# TRIP PLANNING

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



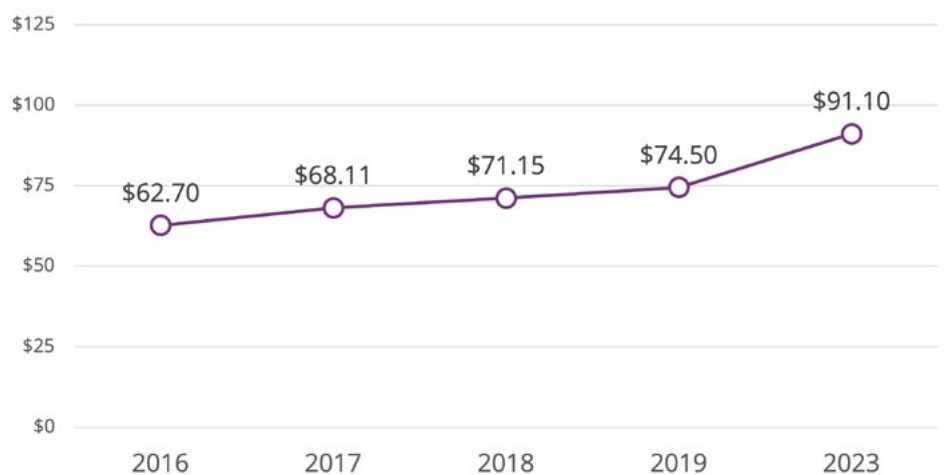
**Regular rates remain the most popular.**

Six in ten (61%) Mesquite visitors booked using a regular rate. Visitors booking using casino rates increased compared to past results (10%), while package/tour group rates (AF) decreased from previous years (5%).

## Visitors spent more per night on lodging.

2023 room rates increased approximately 22% compared to pre-pandemic levels.

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

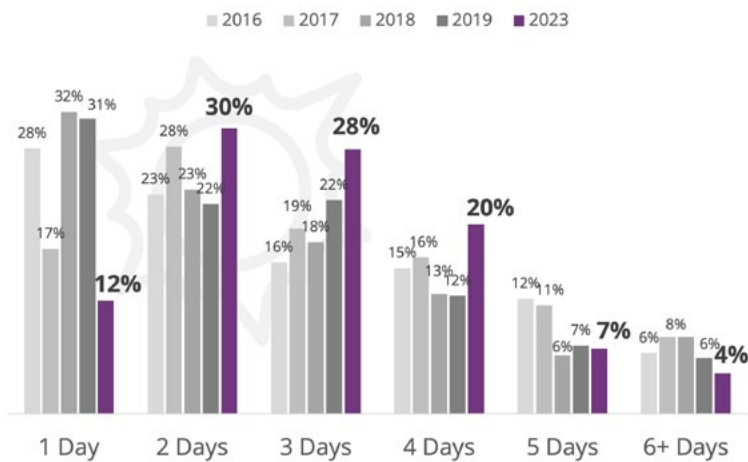


# TRIP PLANNING

## Longer trips showed a shift.\*

The average number of days (3.0) and nights (2.0) stayed in Mesquite was up from 2019. Trips of two to four days were more common in 2023 (78%), while fewer visitors took day trips (12%).

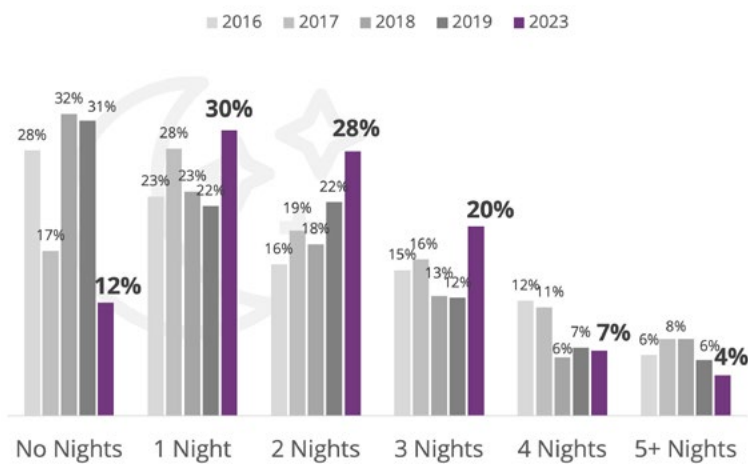
FIGURE 20: Number of Days Stayed (Length of Stay)



Average Number of Days Stayed

2016	2017	2018	2019	2023
3.0	3.2	2.8	2.8	3.0

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



Average Number of Nights Stayed

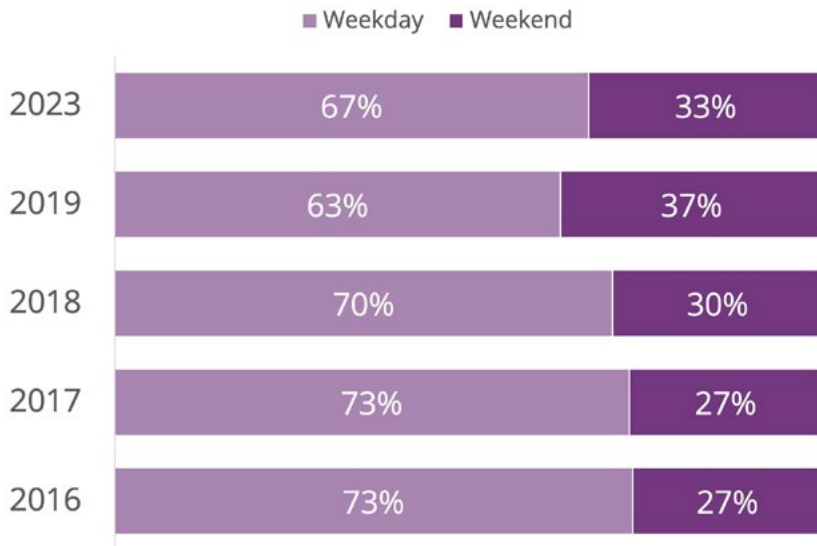
2016	2017	2018	2019	2023
2.0	2.2	1.8	1.8	2.0

\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.



# TRIP PLANNING

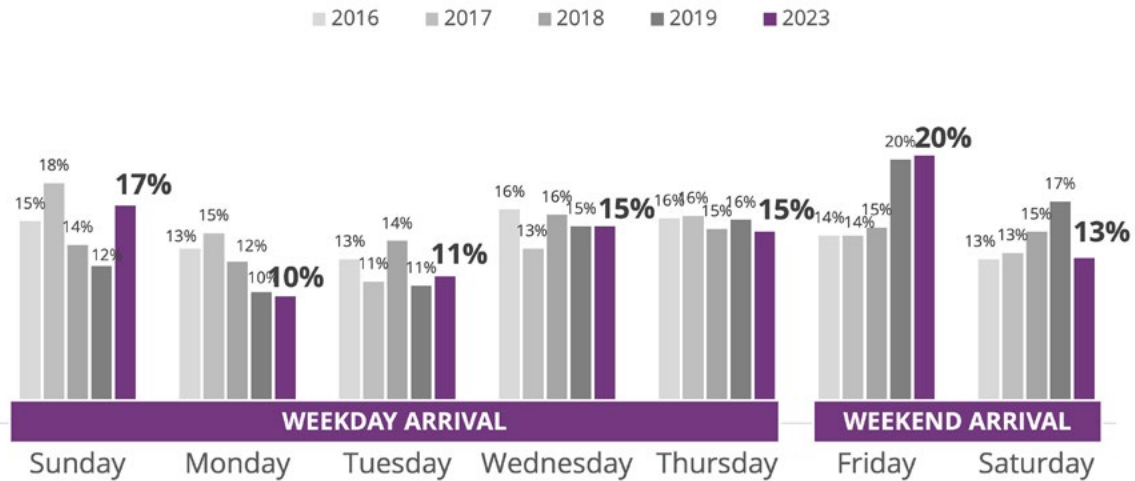
FIGURE 22: Weekday vs. Weekend Arrival



Most visitors arrive during a weekday.

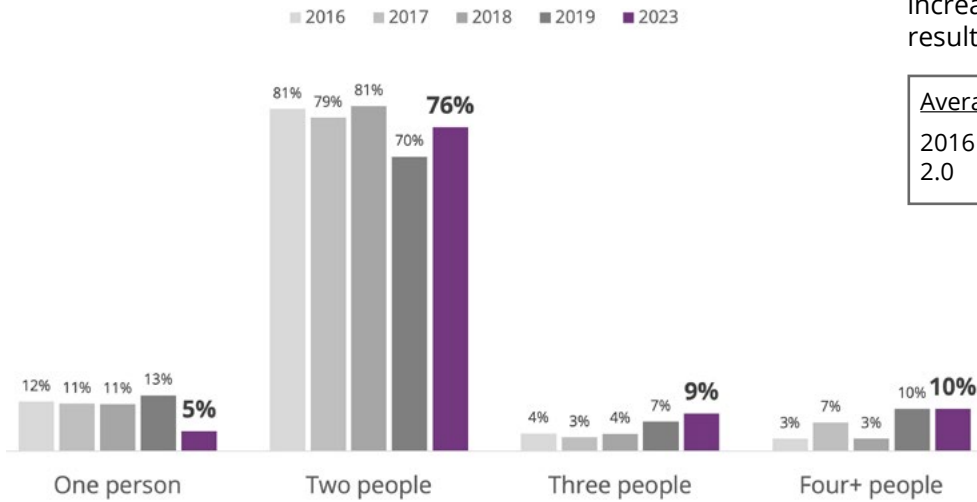
Nearly seven in ten visitors arrived on a weekday (67%), up from 2019 results (63%), with most visitors arriving on a Sunday (17%, up from 2018 - 2019).

FIGURE 23: Day of Arrival



# TRIP PLANNING

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



**More people per room in 2023.**

The mean number of room occupants increased in 2023 (2.3) compared to past results.

Average Number of Room Occupants

2016	2017	2018	2019	<b>2023</b>
2.0	2.1	2.0	2.2	<b>2.3</b>



**DID YOU KNOW?**

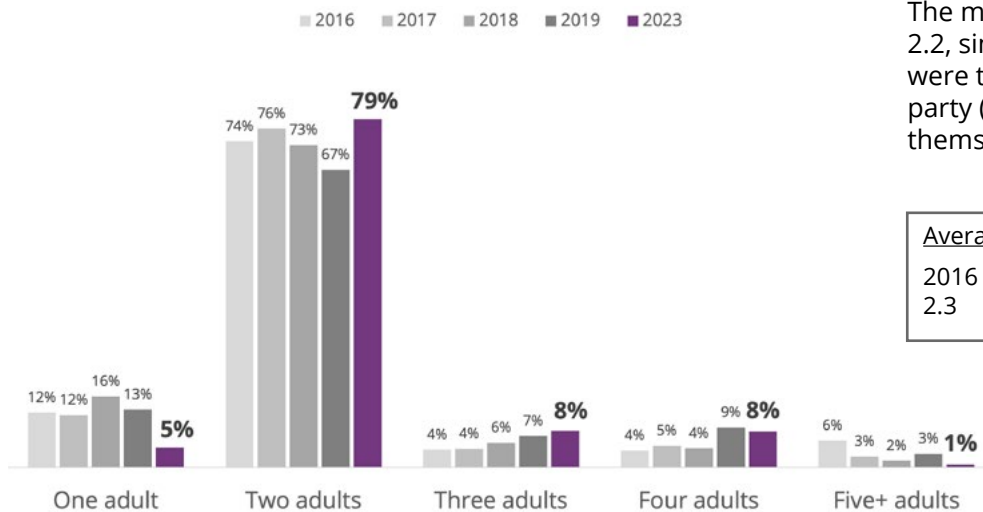
The mean number of people per room decreased with age.

21-39 yrs old	2.7 people
40-59 yrs old	2.3 people
60+ yrs old	2.0 people



# TRIP PLANNING

FIGURE 25: Number of Adults in Immediate Party



## More adults per party.

The mean number of adults per party was 2.2, similar to past results. More visitors were traveling with two adults in their party (79%), while fewer were traveling by themselves (5%).

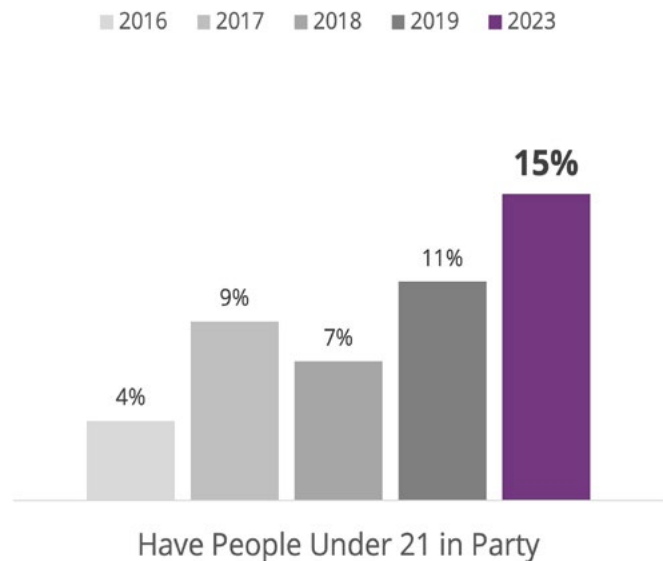
Average Number of Adults in Party				
2016	2017	2018	2019	<b>2023</b>
2.3	2.2	2.0	2.3	<b>2.2</b>



## More groups with children coming to visit Mesquite.

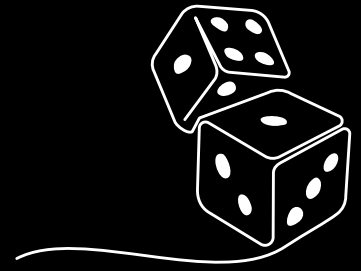
Nearly one in six (15%) Mesquite visitors are visiting with children, up from pre-pandemic years.

FIGURE 26: Have Persons Under Age 21 in Party\*



\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

# GAMING

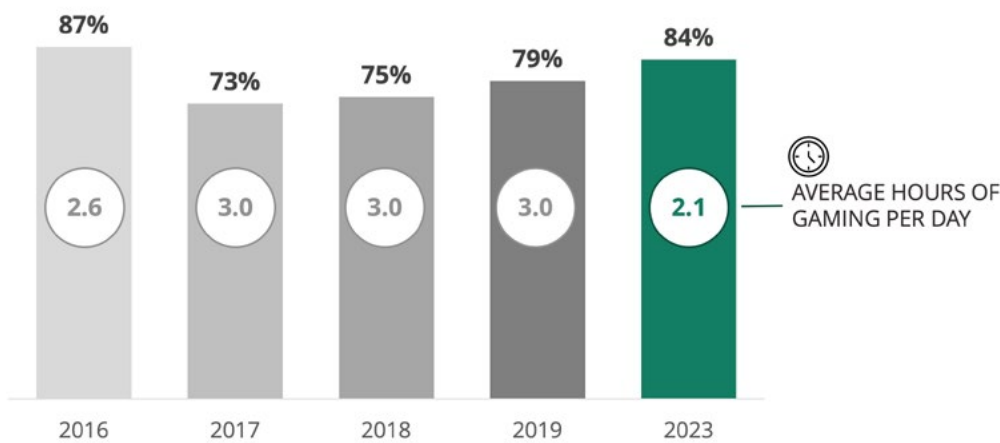


## GAMING: BEHAVIOR AND BUDGETS

More people, but less time spent on gambling.

While around eight in ten Mesquite visitors (84%) gambled during their stay, up from 2017-2019 results, they spent less time gaming (average of 2.1 hours) than in past years.

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



**DID YOU KNOW?**

Visitors who gambled during their visit were more likely to visit Mesquite more than once in the past year (67% vs. 52%) and made more visits on average than those who did not gamble (mean of 2.2 visits vs. 1.9 among non-gamblers).

\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

Strong gaming budgets continue.

2023 Mesquite visitors' gaming budgets show a sharp increase from previous years (\$498.27).

FIGURE 28: Gaming Budget



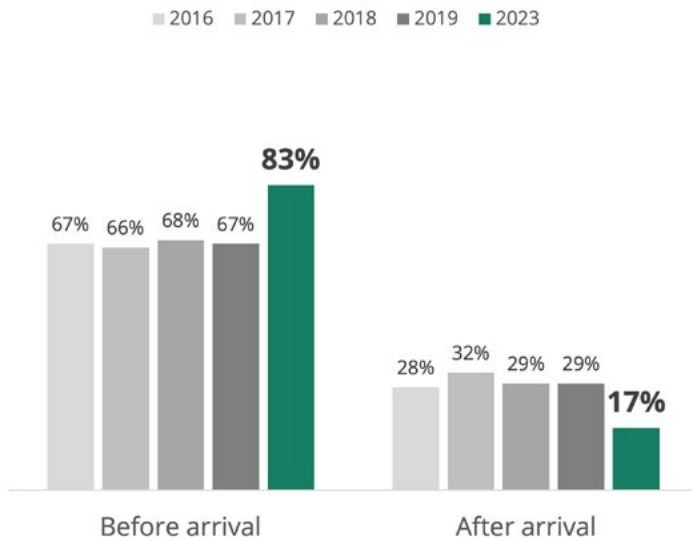
**DID YOU KNOW?**

Visitors 60 years old or older had the highest average gaming budgets (\$633.79).

Majority of visitors plan where to gamble before arrival.

Around eight in ten visitors (83%) said they decided where they would gamble before arriving in Mesquite, up from past years.

FIGURE 29: When Decided Where to Gamble\*

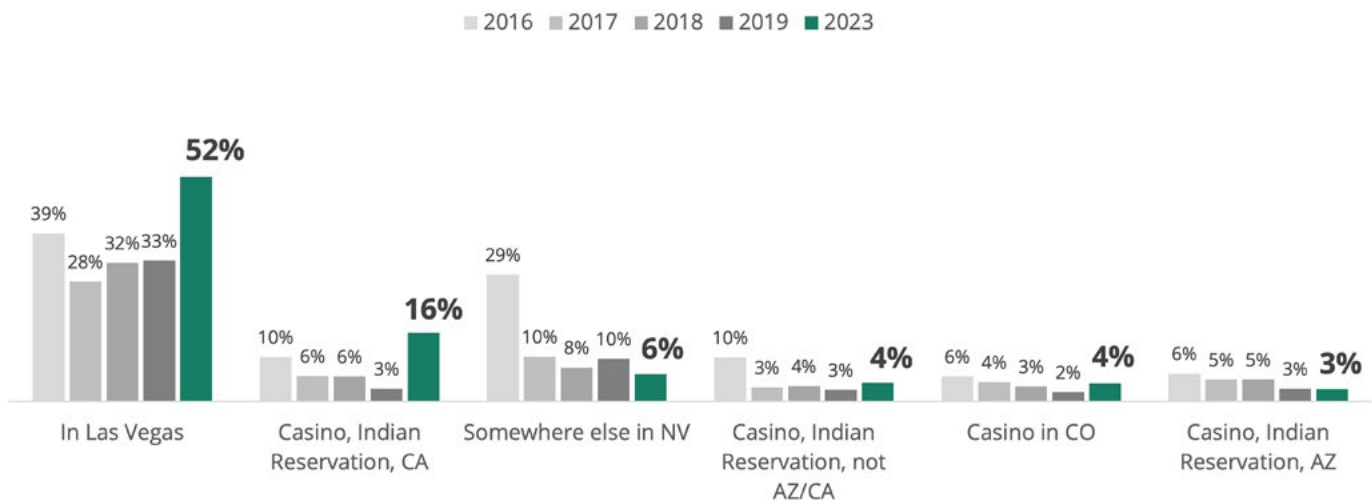


\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

Las Vegas gambling also popular with Mesquite visitors.

All visitors were asked where they had gambled outside of Mesquite over the past 12 months. Around half (52%) said they had gambled in Las Vegas, while one in six (16%) said they had gambled at an Indian Reservation in California, both up from past years.

FIGURE 30: Where Gambled Outside of Mesquite



# ACTIVITIES



## ACTIVITIES: ENTERTAINMENT ACTIVITIES AND SPENDING

Spending up for a majority of categories.

Among all visitors to Mesquite including those who spent nothing, spending increased from previous years for food and drink, recreational activities, shows and entertainment, and shopping.

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



\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.



# ACTIVITIES

Among spenders, all categories saw an increase from 2019.

Among spending visitors, all categories of spending increased significantly from pre-pandemic results.

FIGURE 32: **Average Trip Expenditures\***  
(Among Spenders)



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

	2016	2017	2018	2019	2023
<b>Food &amp; Beverage</b>					
(BASE)	(1,112)	(1,123)	(1,098)	(706)	(1,200)
Proportion of Total	93%	94%	92%	88%	100%
<b>Shopping</b>					
(BASE)	(168)	(196)	(137)	(121)	(187)
Proportion of Total	14%	16%	11%	15%	16%
<b>Local Transportation</b>					
(BASE)	(263)	(248)	(302)	(199)	(186)
Proportion of Total	22%	21%	25%	25%	16%
<b>Shows/Entertainment</b>					
(BASE)	(33)	(28)	(35)	(25)	(63)
Proportion of Total	3%	2%	3%	3%	5%
<b>Recreational Activities</b>					
(BASE)	(121)	(130)	(140)	(81)	(190)
Proportion of Total	10%	11%	12%	10%	16%

\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

# ACTIVITIES

Most activities were planned and decided upon before arrival in Mesquite.\*

Among visitors who participated in each of these types of activities, around nine in ten decided on their plans (which attractions to visit, which events to attend, and what recreational activities to do) before arriving in Mesquite, up from past years.

FIGURE 33: When Decided What Attractions to Visit

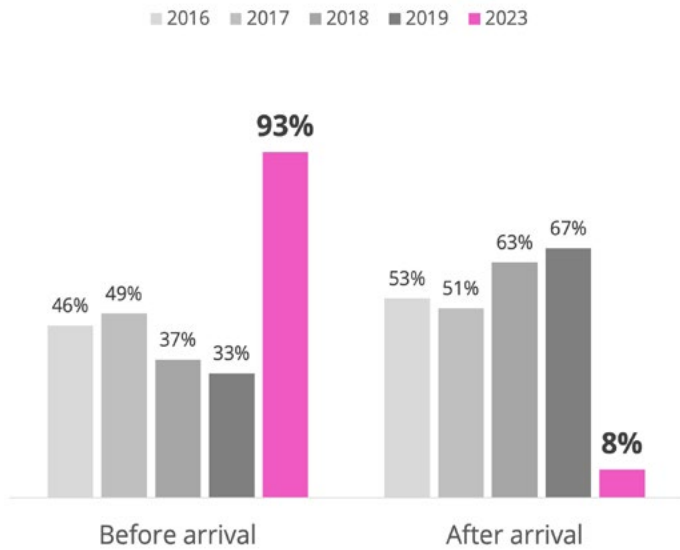


FIGURE 34: When Decided What Events to Attend

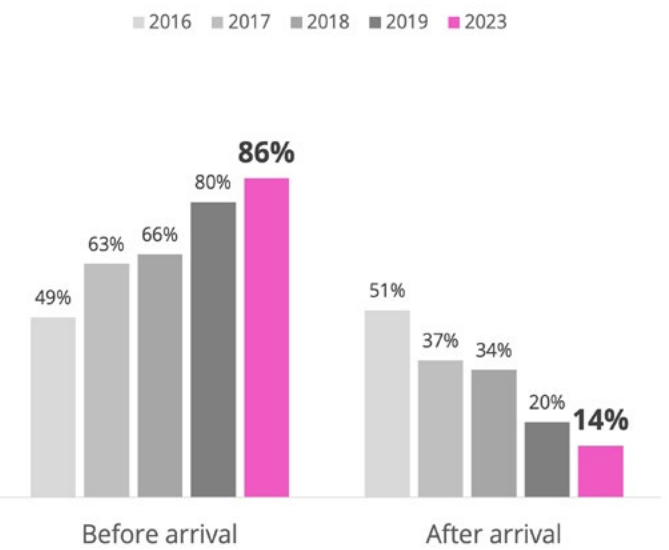
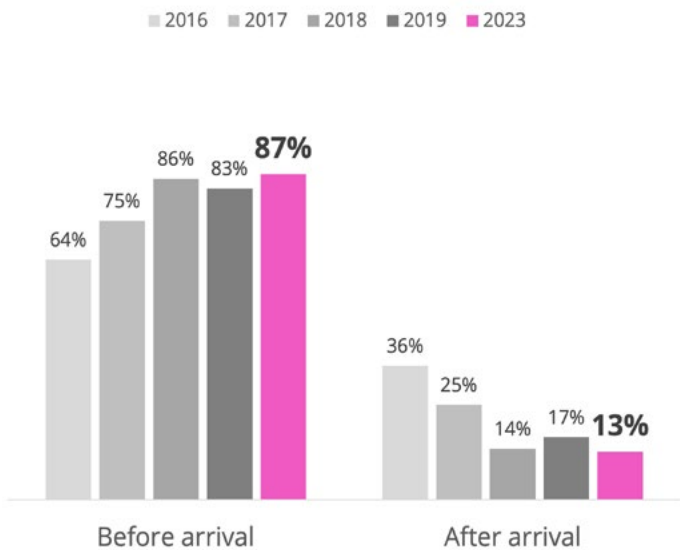


FIGURE 35: When Decided What Recreational Activities You Would Enjoy

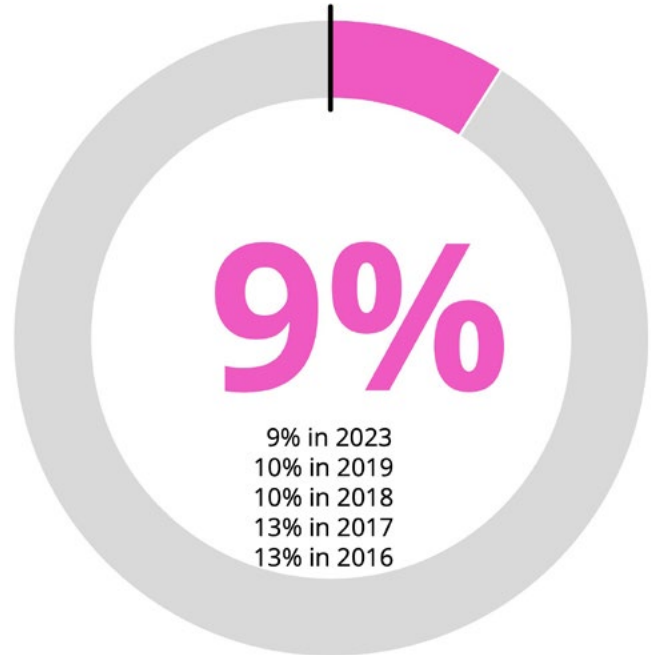


\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

Golf also remains a popular activity.

About one in ten visitors (9%) played golf in Mesquite, similar to pre-pandemic levels.

FIGURE 36: **Played Golf While in Mesquite**



## DID YOU KNOW?

Visitors who golfed during their stay were more likely to plan their trip (29% vs. 10%) and book their accommodations (25% vs. 10%) two months or more in advance than non-golfers.

Golfers also stayed in Mesquite longer than non-golfers (mean of 3.4 nights vs. 1.8 nights among those who did not golf during their visit).

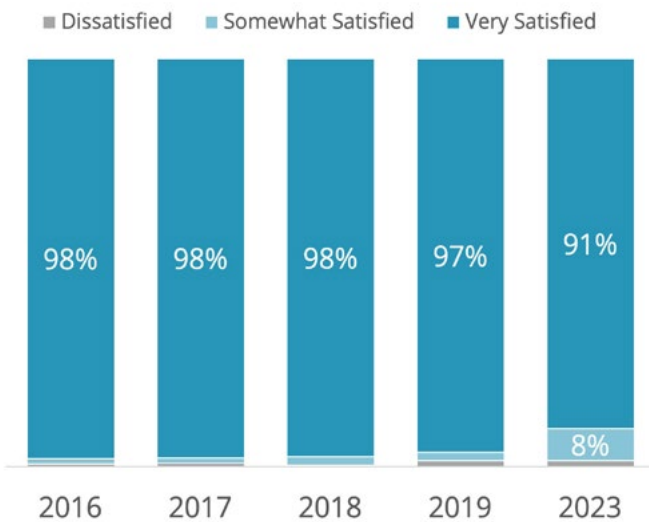


# EXPERIENCE



## EXPERIENCE: SATISFACTION AND EXPECTATIONS

FIGURE 37: Satisfaction with Visit

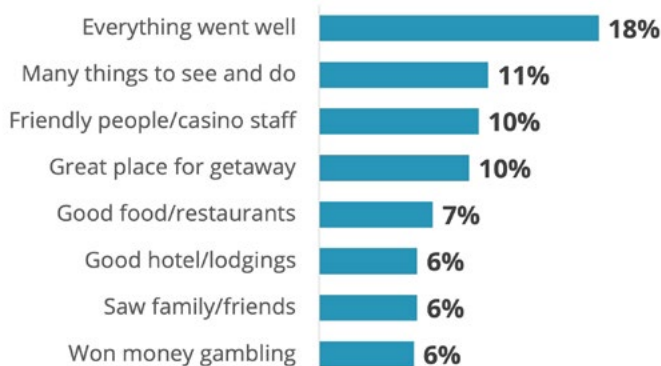


### Visitor satisfaction remains strong.

Satisfaction with Mesquite remains high, with nine in ten visitors saying they were very satisfied with their trip (91%), down from 97% - 98% in previous years.

Top reason for satisfaction is "everything went well" (18%).

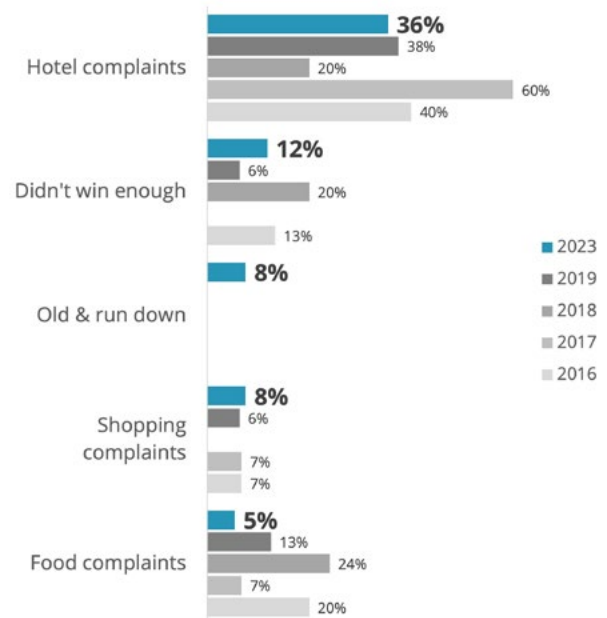
FIGURE 38: Reasons Very Satisfied with Visit (Among Very Satisfied)



Note: Doesn't list mentions <5%

Among visitors not fully satisfied with their stay, different reasons are mentioned.

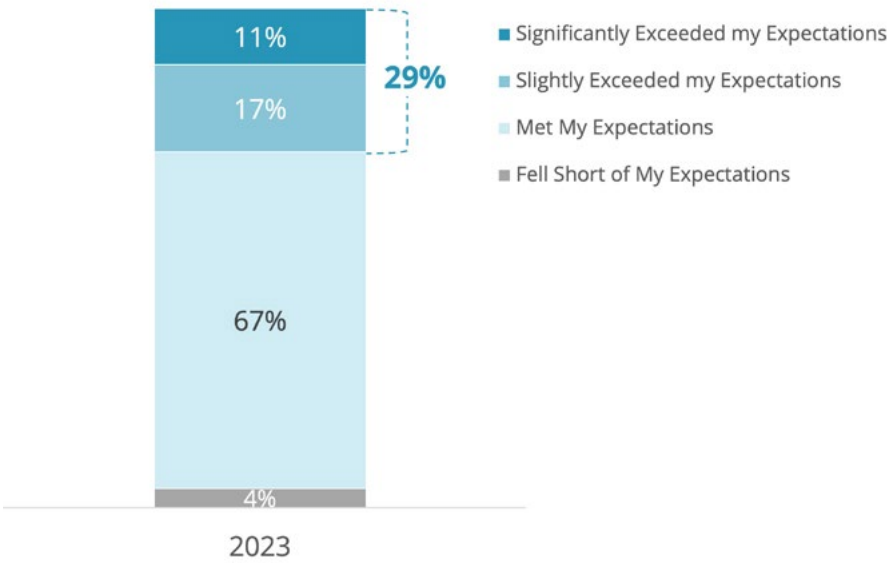
FIGURE 39: Reasons Somewhat Satisfied with Visit (Among Somewhat Satisfied)



Note: Doesn't list mentions <5%

# EXPERIENCE

FIGURE 40: Mesquite Compared to Expectations



Expectations were met for most visitors.

Two in three visitors (67%) said their trip met their expectations, while three in ten (29%) said the trip exceeded their expectations. Only 4% of visitors said their trip fell short of their expectations.



## DID YOU KNOW?

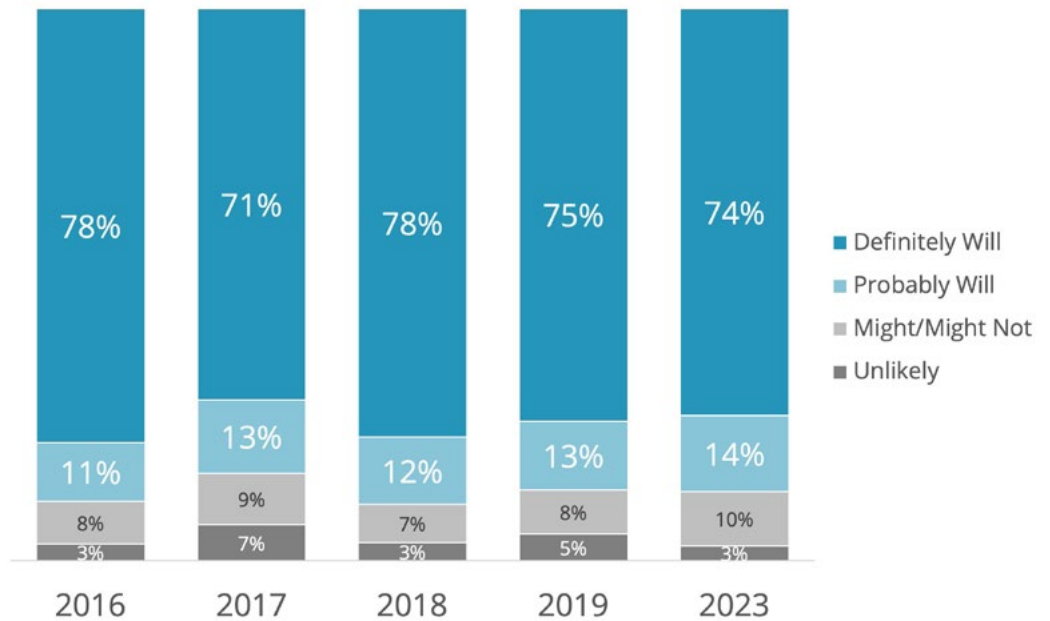
Visitors from 21 to 39 years old are more likely to say their visit exceeded expectations than older age groups.

21-39 yrs old	42%
40-59 yrs old	30%
60+ yrs old	19%

Likelihood to return remains stable.

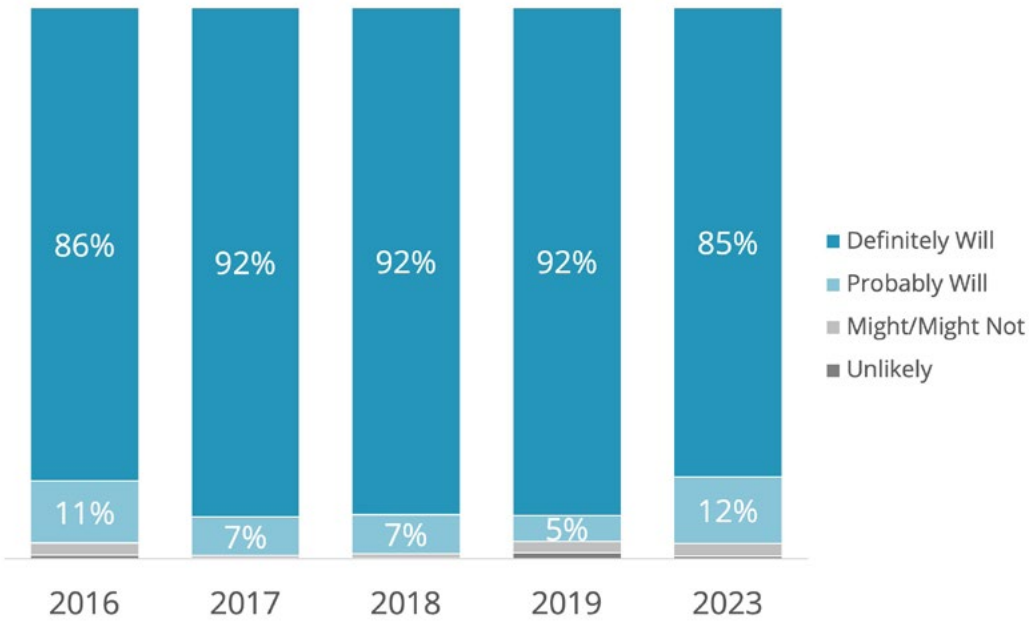
Most visitors are likely to return to Mesquite, with around three in four (74%) saying they definitely would return in the next year.

FIGURE 41: Likely to Return to Mesquite Next Year



# EXPERIENCE

FIGURE 42: Likely to Recommend Mesquite



Likelihood to recommend drops slightly.

The likelihood of recommending Mesquite remained high, with more than eight in ten visitors (85%) saying they would definitely recommend Mesquite.



# WHO'S HERE

## WHO'S HERE: VISITOR DEMOGRAPHICS

2023 visitors to Mesquite were notably different from recent years on many demographics. The mean visitor age was significantly lower (53.0), with an increase concentrated among 30–49-year-olds. Visitors were more likely to be married in 2023 (86%) compared to 2017-2019. There were more visitors who were employed (69%) and fewer who were retired (30%). More than half of 2023 visitors were college graduates (53%), up from one-third or less in prior years.

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

	2016	2017	2018	2019	2023
BASE	(1,200)	(1,200)	(1,200)	(800)	(1,200)
<b>GENDER</b>					
Male	50%	51%	50%	50%	50%
Female	50%	49%	50%	50%	50%
<b>MARITAL STATUS</b>					
Married	84%	82%	77%	72%	86%
Single	5%	8%	9%	16%	8%
Separated/Divorced	6%	5%	6%	5%	4%
Widowed	5%	5%	7%	8%	1%
<b>EMPLOYMENT</b>					
Employed	48%	45%	39%	44%	69%
Unemployed	1%	1%	1%	2%	<1%
Student	1%	<1%	1%	1%	<1%
Retired	49%	51%	55%	50%	30%
Homemaker	2%	3%	3%	3%	1%
<b>EDUCATION</b>					
High School or less	28%	32%	28%	40%	18%
Some college	38%	31%	40%	23%	25%
College graduate	31%	32%	28%	33%	53%
Trade/Vocational School	3%	4%	3%	4%	5%
<b>AGE</b>					
21 to 29	5%	3%	4%	5%	3%
30 to 39	9%	8%	7%	10%	17%
40 to 49	19%	15%	12%	12%	27%
50 to 59	18%	18%	16%	15%	20%
60 to 64	12%	12%	13%	14%	5%
65 or older	37%	44%	47%	45%	28%
MEAN	56.1	59.1	59.9	58.9	53.0

\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.

# WHO'S HERE

2023 visitor ethnicity was similar to 2019 results, with 86% being white and 9% Hispanic/Latino. There were more visitors with household incomes greater than \$80,000 (66%) compared to past years. Most visitors came to Mesquite from the West region (93%), with 28% coming from Greater Las Vegas, and 12% from Southern California, both significantly higher than pre-pandemic results.

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

	2016	2017	2018	2019	2023
BASE	(1,200)	(1,200)	(1,200)	(800)	(1,200)
<b>ETHNICITY</b>					
White	93%	91%	92%	87%	86%
African-American/Black	1%	1%	2%	3%	3%
Asian/Asian-American	1%	1%	1%	2%	1%
Hispanic/Latino	3%	4%	4%	8%	9%
Other	2%	3%	2%	1%	1%
<b>HOUSEHOLD INCOME</b>					
Less than \$20,000	1%	1%	3%	5%	-
\$20,000 to \$39,999	7%	8%	10%	12%	1%
\$40,000 to \$59,999	24%	24%	23%	24%	10%
\$60,000 to \$79,999	26%	27%	27%	19%	23%
\$80,000 to \$99,999	24%	15%	16%	13%	19%
\$100,000 to \$149,999	12%	16%	13%	15%	28%
\$150,000 or more	2%	5%	4%	6%	20%
Not sure/No answer	3%	4%	4%	7%	<1%
<b>VISITOR ORIGIN</b>					
<b>USA</b>	<b>94%</b>	<b>93%</b>	<b>93%</b>	<b>94%</b>	<b>98%</b>
Eastern states	1%	1%	1%	1%	1%
Southern states	3%	2%	3%	2%	1%
Midwestern states	7%	6%	6%	2%	2%
Western states	83%	85%	82%	89%	93%
California	7%	11%	9%	9%	13%
Southern CA	6%	9%	8%	8%	12%
Northern CA	1%	1%	1%	1%	1%
Arizona	9%	8%	10%	7%	6%
Utah	35%	34%	34%	45%	27%
Greater Las Vegas	9%	8%	7%	11%	28%
Other Western states	23%	24%	22%	17%	20%
<b>International</b>	<b>6%</b>	<b>7%</b>	<b>7%</b>	<b>6%</b>	<b>2%</b>

\*Note: From 2016 – 2019 zip codes adjacent to the city of Mesquite were included among eligible respondents for the Mesquite Visitor Profile. Beginning in 2023, to get a more accurate and complete picture of the Mesquite Visitor, these nearby areas were excluded.



# APPENDIX A

## APPENDIX A: Summary Tables of Visitor Characteristics

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

	2016	2017	2018	2019	2023
<b>ALL VISITORS</b>					
First-time Visitors	23%	23%	22%	16%	9%
Primary purpose was Vacation/Leisure	9%	12%	12%	16%	18%
Primary purpose was Gambling	15%	12%	17%	18%	7%
Primary purpose was Just Passing Through	22%	18%	16%	13%	17%
Avg. Number of Visits to Mesquite in Past 12 months	9.3	9.4	13.7	10.7	2.1
<b>REPEAT VISITORS</b>					
Primary purpose was Vacation/Leisure	8%	11%	11%	15%	17%
Primary purpose was Gambling	19%	14%	22%	20%	7%
Primary purpose was Just Passing Through	17%	14%	14%	12%	17%
Avg. Number of Visits to Mesquite in Past 12 months	11.7	11.9	17.1	12.5	2.2
<b>FIRST-TIME VISITORS</b>					
Primary purpose was Vacation/Leisure	11%	13%	16%	20%	31%
Primary purpose was Gambling	1%	3%	2%	4%	4%
Primary purpose was Just Passing Through	41%	29%	22%	21%	26%

TABLE 4: Summary Table of Travel Planning Characteristics

	2016	2017	2018	2019	2023
<b>MODE OF TRAVEL TO MESQUITE</b>					
Personal vehicle (automobile/truck/RV/motorcycle)	100%	98%	98%	98%	98%
<b>WHEN DECISIONS WERE MADE</b>					
BEFORE Arrival: Decided where to stay	92%	91%	90%	95%	100%
BEFORE Arrival: Decided which attractions to visit	46%	49%	37%	33%	93%
BEFORE Arrival: Decided which recreational activities to do	64%	75%	86%	83%	87%
BEFORE Arrival: Decided where to gamble	67%	66%	68%	67%	83%
AFTER Arrival: Decided where to gamble	28%	32%	29%	29%	17%
AFTER Arrival: Decided which shows to see	78%	81%	91%	70%	20%
<b>TRAVEL PLANNING</b>					
Used Travel Agent	<1%	2%	2%	1%	1%
Used website/app to plan trip	-	23%	17%	23%	49%
<b>PLACES TO VISIT</b>					
Visited Las Vegas as part of Mesquite trip	15%	13%	18%	11%	15%
Visited other nearby places	27%	20%	25%	18%	19%

# APPENDIX A

TABLE 5: Summary Table of Trip Characteristics + Expenditures

	2016	2017	2018	2019	2023
<b>SIZE OF PARTY</b>					
Avg. number of ADULTS in party	2.3	2.2	2.0	2.3	2.2
Had persons UNDER 21 in party	4%	9%	7%	11%	15%
<b>LENGTH OF STAY</b>					
Stayed overnight	72%	83%	69%	69%	88%
Avg. number of DAYS stayed	3.0	3.2	2.8	2.8	3.0
Avg. number of NIGHTS stayed	2.0	2.2	1.8	1.8	2.0
Stayed in a hotel (among overnight visitors)	66%	77%	61%	62%	83%
Avg. number of hotel room occupants	2.0	2.1	2.0	2.2	2.3
<b>LODGING SPENDING</b>					
Avg. per night spend on Lodging (non-package)	\$62.70	\$68.11	\$71.15	\$74.50	\$91.10
Paid regular room rate	50%	56%	63%	62%	61%
Received casino complimentary rate	24%	25%	22%	22%	22%
Bought package/tour group trip	14%	11%	9%	9%	5%
<b>OTHER TRIP SPENDING</b>					
Avg. spend on Food + Drink	\$98.79	\$100.39	\$100.74	\$139.78	\$215.04
Avg. spend on Local Transportation	\$16.86	\$21.42	\$34.02	\$26.26	\$21.15
Avg. spend on Shopping	\$7.58	\$9.65	\$6.61	\$10.15	\$13.45
Avg. spend on Shows/Entertainment	\$0.67	\$0.49	\$0.44	\$0.78	\$2.89
Avg. spend on Recreational Activities	\$10.69	\$15.89	\$14.08	\$15.47	\$31.10

TABLE 6: Summary Table of Gaming Behavior + Budgets

	2016	2017	2018	2019	2023
<b>GAMBLERS</b>					
Gambled while in Mesquite (% of all visitors)	87%	73%	75%	79%	84%
Avg. number of hours gambling per day	2.6	3.0	3.0	3.0	2.1
Avg. gambling budget for trip	\$212.51	\$279.65	\$242.83	\$300.48	\$498.27
Gambled in Las Vegas in past 12 months (% of all visitors)	39%	28%	32%	33%	52%

# APPENDIX A

TABLE 7: Summary Table of Attitudinal Information

	2016	2017	2018	2019	2023
<b>SATISFACTION</b>					
Very Satisfied with Mesquite trip	98%	98%	98%	97%	91%
Somewhat Satisfied with Mesquite trip	1%	1%	2%	2%	8%
<b>POST-TRIP</b>					
Definitely will return to Mesquite in next year	78%	71%	78%	75%	74%
Definitely will recommend Mesquite to others	86%	92%	92%	92%	85%

TABLE 8: Summary Table of Visitor Demographics

	2016	2017	2018	2019	2023
<b>ECONOMIC BACKGROUND</b>					
HS diploma or less	28%	32%	28%	40%	18%
Some college education	38%	31%	40%	23%	25%
HHI of <\$60,000	32%	33%	36%	40%	11%
HHI of \$60,000 or more	65%	63%	60%	52%	89%
Employed	48%	45%	39%	44%	69%
Retired	49%	51%	55%	50%	30%
<b>SOCIAL BACKGROUND</b>					
Married	84%	82%	77%	72%	86%
50+ years old	67%	74%	77%	73%	53%
65+ years old	37%	44%	47%	45%	28%
Avg. Age	56.1	59.1	59.9	58.9	53.0
<b>ORIGIN</b>					
From the West	83%	85%	82%	89%	93%
From Utah	35%	34%	34%	45%	27%

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

	2016	2017	2018	2019	2023
<b>MESQUITE ACTIVITIES</b>					
Eat at coffee shop/cafe	88%	85%	83%	74%	70%
Relax/swim at pool	25%	20%	17%	21%	27%
Eat at a buffet	32%	38%	37%	44%	26%
Eat fine dining	20%	20%	14%	14%	15%
Watch lounge act	14%	7%	8%	7%	8%
Visit a spa	5%	6%	5%	5%	6%

# APPENDIX B

## APPENDIX B: Aggregate Results for Calendar Year 2023

RESPONDENT ID# \_\_\_\_\_  
 INTERVIEW DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_  
 INTERVIEW LOCATION CODE \_\_\_\_\_  
 INTERVIEWER ID# \_\_\_\_\_

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

RESPONDENT GENDER (BY OBSERVATION)  
 MALE.....50%  
 FEMALE.....50%

*Hello. I'm \_\_\_\_\_ from Heart+Mind Strategies, a national marketing research firm. We are conducting a survey of visitors to Mesquite. All answers are kept strictly confidential.*

1. Are you a visitor to Mesquite, or are you a resident of the Mesquite area?  
 VISITOR..... **ASK Q2**  
 RESIDENT..... TERMINATE
  
2. We are supposed to interview people who are 21 years old or older. Are you 21 years old or older?  
 YES..... **ASK Q3**  
 NO..... TERMINATE
  
3. Will you be leaving Mesquite within the next 24 hours?  
 YES..... **ASK Q4**  
 NO..... TERMINATE
  
4. Is this your first visit to Mesquite, or have you visited before?  
 FIRST VISIT..... 9%  
 VISITED BEFORE..... 92%  
 NOT SURE/DK..... 0%  
 REFUSED/NA..... 0%

5. Including this trip, how many times have you visited Mesquite in the past 12 months? (RECORD NUMBER BELOW AS 2 DIGITS.)  
 2.1 MEAN (All Visitors)  
 2.2 MEAN (Repeat Visitors, n=1,098)

(ASK OF ALL RESPONDENTS.)

5. How did you first become aware of Mesquite? (ASK AS AN OPEN-ENDED QUESTION. ACCEPT ONLY ONE RESPONSE)  
 Always knew about it ..... 39%  
 Radio or TV Ad ..... 4%  
 Billboard/Sign..... 5%  
 Friends/Relatives (Word-of-mouth)..... 38%  
 Travel agent..... 1%  
 Just passing through ..... 11%  
 Internet/social media..... 2%  
 Brochure/pamphlet..... 1%  
 Some other way..... 1%  
 NOT SURE/DK..... 0%  
 REFUSED/NA..... 0%

7. What was the primary purpose of THIS trip to Mesquite? (ASK AS AN OPEN-END. ACCEPT ONLY ONE RESPONSE.)  
 Business..... 1%  
 To gamble..... 7%  
 Vacation/pleasure ..... 18%  
 Visit friends/relatives ..... 10%  
 To attend a special event (e.g., River Days, golf, rodeo, or a fight) ..... 6%  
 For sports/youth sports tournament..... 4%  
 Just passing through ..... 17%  
 To play golf..... 6%  
 To go to a spa..... 2%  
 To dine ..... 2%  
 To relax/get away ..... 22%  
 To take advantage of an offer or promotion ..... 5%  
 To participate in outdoor recreation other than golf ..... 0%  
 Some other reason..... 1%  
 NOT SURE/DK..... 0%  
 REFUSED/NA..... 0%

# APPENDIX B

8. Is this visit to Mesquite part of a longer trip where Mesquite is just one leg of that trip, or is Mesquite your only destination?
- |                           |     |             |
|---------------------------|-----|-------------|
| Part of longer trip ..... | 26% | ASK Q9      |
| Only destination .....    | 74% | SKIP TO Q10 |
| NOT SURE/DK.....          | 0%  |             |
| REFUSED/NA.....           | 0%  |             |
9. You just said Mesquite was not your only destination on this trip. When you left your hometown or city, what was the PRIMARY destination of your trip? (ASK AS AN OPEN-ENDED QUESTION. ACCEPT ONLY ONE RESPONSE. NOTE: THE PRIMARY DESTINATION CANNOT BE THEIR HOMETOWN OR CITY. PROBE IF NECESSARY TO MAKE SURE IT IS NOT: "That's not your hometown or city, is it?") (N=316)
- |                                 |     |
|---------------------------------|-----|
| Las Vegas, Nevada.....          | 29% |
| Utah.....                       | 21% |
| Mesquite, Nevada.....           | 4%  |
| Arizona.....                    | 5%  |
| California .....                | 23% |
| Other Nevada.....               | 2%  |
| Colorado .....                  | 9%  |
| Other West .....                | 7%  |
| Other U.S.....                  | 1%  |
| Other North America .....       | 0%  |
| No particular destination ..... | 0%  |
| DON'T KNOW/NO ANSWER.....       | 0%  |
10. Did you travel to Mesquite by... (READ LIST. ACCEPT ONLY ONE RESPONSE.)
- |  |     |
|--|-----|
| Air .....  | 0%  |
| Bus (IF "YES" ASK: "Do you mean...")                     |     |
| Regularly scheduled bus service like Greyhound.....      | 0%  |
| Or a chartered or escorted bus service or bus tour ..... | 2%  |
| Automobile.....  | 97% |
| Truck .....  | 0%  |
| Motorcycle.....  | 0%  |
| Recreational Vehicle (RV).....                           | 0%  |
| REFUSED/NA.....  | 0%  |
11. How far in advance did you plan this trip to Mesquite? (ASK AS OPEN END.)
- |                                |     |
|--------------------------------|-----|
| Same day .....                 | 5%  |
| 1-3 days before.....           | 6%  |
| 4-6 days before.....           | 11% |
| 7-14 days before.....          | 26% |
| 15-30 days before.....         | 27% |
| 31-60 days before.....         | 17% |
| 61-90 days before.....         | 7%  |
| 91-120 days before.....        | 0%  |
| More than 120 days before..... | 2%  |
| NOT SURE/DK.....               | 0%  |
| REFUSED/NA.....                | 0%  |
12. Which of the following tools did you use in planning your trip to Mesquite? (INTERVIEWER: READ LIST; ACCEPT MULTIPLE RESPONSES)
- |  |     |
|--|-----|
| Travel agent.....                        | 1%  |
| Websites .....                           | 47% |
| Social media .....                       | 2%  |
| Apps .....                               | 2%  |
| Casino/Hotel hosts .....                 | 6%  |
| Word of mouth .....                      | 8%  |
| Magazines or newspapers.....             | 0%  |
| Printed brochures or travel guides ..... | 0%  |
| Email offers .....                       | 6%  |
| Other (SPECIFY):.....                    | 9%  |
13. At what point in your planning did you decide... (READ LIST AND FIRST 3 RESPONSE CODES.)
- AMONG ALL RESPONDENTS:**
- a. Where to lodge in Mesquite?
- |                                  |     |
|----------------------------------|-----|
| Before Leaving Home .....        | 86% |
| While En Route To Mesquite ..... | 1%  |
| After Arrival .....              | 0%  |
| DOES NOT APPLY.....              | 13% |
| DON'T KNOW .....                 | 0%  |
| REFUSED .....                    | 0%  |
- b. What shows to see in Mesquite?
- |                                  |       |
|----------------------------------|-------|
| Before Leaving Home .....        | 0%    |
| While En Route To Mesquite ..... | 0%    |
| After Arrival .....              | 0%    |
| DOES NOT APPLY.....              | 99.6% |
| DON'T KNOW .....                 | 0%    |
| REFUSED .....                    | 0%    |
- c. What attractions to visit in or near Mesquite?
- |                                  |     |
|----------------------------------|-----|
| Before Leaving Home .....        | 3%  |
| While En Route To Mesquite ..... | 0%  |
| After Arrival .....              | 0%  |
| DOES NOT APPLY.....              | 97% |
| DON'T KNOW .....                 | 0%  |
| REFUSED .....                    | 0%  |
- d. What events to attend in Mesquite?
- |                                  |     |
|----------------------------------|-----|
| Before Leaving Home .....        | 9%  |
| While En Route To Mesquite ..... | 0%  |
| After Arrival .....              | 1%  |
| DOES NOT APPLY.....              | 90% |
| DON'T KNOW .....                 | 0%  |
| REFUSED .....                    | 0%  |

# APPENDIX B

## e. Where to gamble in Mesquite?

Before Leaving Home .....	67%
While En Route To Mesquite .....	2%
After Arrival .....	14%
DOES NOT APPLY.....	16%
DON'T KNOW .....	0%
REFUSED .....	0%

## f. What recreational activities you would enjoy in Mesquite?

Before Leaving Home .....	16%
While En Route To Mesquite .....	0%
After Arrival .....	2%
DOES NOT APPLY.....	82%
DON'T KNOW .....	0%
REFUSED .....	0%

### AMONG THOSE TO WHOM THE QUESTION APPLIES:

#### a. Where to lodge in Mesquite? (n=1,045)

Before Leaving Home .....	99%
While En Route To Mesquite .....	1%
After Arrival .....	0%
DK/NA .....	0%

#### b. What shows to see in Mesquite? (n=5)

Before Leaving Home .....	80%
While En Route To Mesquite .....	0%
After Arrival .....	20%
DK/NA .....	0%

#### c. What attractions to visit in or near Mesquite? (n=40)

Before Leaving Home .....	88%
While En Route To Mesquite .....	5%
After Arrival .....	8%
DK/NA .....	0%

#### d. What events to attend in Mesquite? (n=122)

Before Leaving Home .....	86%
While En Route To Mesquite .....	0%
After Arrival .....	14%
DK/NA .....	0%

#### e. Where to gamble in Mesquite? (n=997)

Before Leaving Home .....	81%
While En Route To Mesquite .....	2%
After Arrival .....	17%
DK/NA .....	0%

## f. What recreational activities you would enjoy in Mesquite? (n=217)

Before Leaving Home .....	87%
While En Route To Mesquite .....	0%
After Arrival .....	13%
DK/NA .....	0%

14. On this trip to Mesquite, where did you lodge? (ASK AS OPEN END. ACCEPT ONLY ONE RESPONSE. A "LODGING" IS ANY PLACE THE RESPONDENT SLEPT OVERNIGHT. SOME PEOPLE MIGHT COME TO MESQUITE AT NIGHT JUST TO GAMBLE THROUGH THE NIGHT AND LEAVE THE NEXT DAY. THESE PEOPLE DID NOT "LODGE" ANYWHERE —CODE 96.)

Hotel/Motel .....	83%
Friends/Relatives .....	5%
RV/Camper/Camping .....	0%
Did not lodge anywhere .....	12%
Other lodging .....	0%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

15. Which of the following [SHOW CARD] best describes how you, or someone in your party, booked your accommodations in Mesquite? (ACCEPT ONLY ONE RESPONSE.) (N=999)

Booked by phone, calling the hotel or motel.....	40%
Booked through a travel agent (either in person or by phone).....	0%
Booked by phone but not by calling the hotel directly and not through a travel agent.....	0%
Booked at a website on the Internet using a desktop or laptop computer .....	34%
Booked at a website on the Internet using a smartphone or tablet.....	22%
Booked in person at the hotel or motel .....	2%
The trip was a gift, prize, or incentive, so the accommodations were booked for you.....	0%
Not sure because someone else in your party booked the hotel and you don't know how they did it .....	1%
OTHER (SPECIFY:) (VOLUNTEERED).....	0%
REFUSED/NA (VOLUNTEERED) .....	0%

16. How far in advance did you make your reservations for your (hotel room/motel room/RV park space) for this trip to Mesquite? (ASK AS OPEN END.) (N=999)

Same day.....	3%
1-6 days before .....	15%
7-14 days before.....	27%
15-30 days before.....	29%
31-60 days before.....	16%
61-90 days before.....	6%
More than 90 days before.....	3%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%

# APPENDIX B

17. Including yourself, how many people stayed in your room? (N=999)
- One..... 5%
  - Two..... 76%
  - Three..... 9%
  - Four or more..... 10%
  - REFUSED/NA..... 0%
- 2.3 MEAN

18. Which of the following rate categories best describes your room rate? (SHOW CARD "A." ACCEPT ONLY ONE RESPONSE.) (N=999)
- Hotel/Transportation Package Deal..... 0% ASK Q19
  - Tour/Travel group ..... 0%
  - Hotel/Amenities Package Deal..... 5%
  - Convention group/Company meeting .. 0%
  - Casino rate ..... 10% SKIP TO Q20
  - Regular full-price room rate..... 61%
  - Casino complimentary..... 22% SKIP TO Q21
  - Vacation rental rate..... 0%
  - Another rate..... 1%
  - NOT SURE/DK..... 0% SKIP TO Q21
  - REFUSED/NA..... 0%

- 19 Did you purchase your package directly from a hotel? (N=54)
- Yes ..... 98%
  - No ..... 2%
  - NOT SURE/DK..... 0%
  - REFUSED/NA..... 0%

(ASK ONLY OF NON-PACKAGE VISITORS)

20. By the time you leave Mesquite, how much will you have spent, on average per night, on your hotel or motel room? (ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.) (N=722)
- \$0 - \$24 ..... 1%
  - \$25 - \$49 ..... 19%
  - \$50 - \$99 ..... 38%
  - \$100 or more ..... 40%
  - Refused/No answer..... 3%
- \$91.10 MEAN  
\$88.00 MEDIAN

(ASK OF ALL RESPONDENTS.)

- 21 Including yourself, how many adults 21 years old or older are in your IMMEDIATE party (such as a spouse or friends who are traveling with you)? (IF RESPONDENT SAYS MORE THAN 8, EXPLAIN: "If you are part of a tour group, do not include all members of your tour group \* only those adult friends and relatives who are traveling with you.")
- (WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)
- 1 ..... 5%
  - 2 ..... 79%
  - 3 ..... 8%
  - 4 ..... 8%
  - 5 or more..... 1%
- 2.2 MEAN  
2.0 MEDIAN

22. Are there any people under the age of 21 in your IMMEDIATE party?
- Yes ..... 15%
  - No ..... 85%
  - NOT SURE/DK..... 0%
  - REFUSED/NA..... 0%

23. By the time you leave, how many nights will you have stayed in Mesquite? (WRITE TWO-DIGIT NUMBER IN BLANKS BELOW.)
- None..... 12%
  - 1 ..... 30%
  - 2 ..... 28%
  - 3 ..... 20%
  - 4 ..... 7%
  - 5 or more..... 4%
  - Refused/No answer..... 0%
- 2.0 MEAN  
2.0 MEDIAN

24. By the time you leave, how many days will you have been in Mesquite? (WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. MUST BE AT LEAST "01.")
- 1 ..... 12%
  - 2 ..... 30%
  - 3 ..... 28%
  - 4 ..... 20%
  - 5 ..... 7%
  - 6 or more..... 4%
  - Refused/No answer..... 0%
- 3.0 MEAN  
3.0 MEDIAN

# APPENDIX B

25. On what day of the week did you arrive in Mesquite?
- Sunday ..... 17%
  - Monday ..... 10%
  - Tuesday ..... 11%
  - Wednesday ..... 15%
  - Thursday ..... 15%
  - Friday ..... 20%
  - Saturday ..... 13%
  - REFUSED/NA ..... 0%

26. Have you gambled during this visit to Mesquite?
- Yes ..... 84%                      ASK Q27
  - No ..... 16%
  - NOT SURE/DK ..... 0%              SKIP TO Q29
  - REFUSED/NA ..... 0%

27. On average, how many hours PER DAY did you spend gambling? (WRITE TWO-DIGIT NUMBER IN BLANKS BELOW. IF GREATER THAN 12, CLARIFY BY ASKING: "Do you mean that you spent on average [FILL IN NUMBER OF HOURS] hours gambling every day you were here?") (N=1009)
- 0-2 ..... 67%
  - 3-4 ..... 31%
  - 5-6 ..... 3%
  - More than 6 ..... 0%
- 2.1 MEAN  
2.0 MEDIAN

28. Not including travel, food, or lodging, how much money did you budget for gambling on this trip? Include only your own, personal, gambling budget and not the gambling budgets of others who may have been with you. (ROUND TO NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.) (N=1009)
- \$1 - \$99 ..... 6%
  - \$100 - \$199 ..... 15%
  - \$200 - \$299 ..... 13%
  - \$300 - \$399 ..... 12%
  - \$400 - \$499 ..... 10%
  - \$500 - \$599 ..... 19%
  - \$600 or more ..... 26%
  - Refused/No answer ..... 0%
- \$498.27 MEAN  
\$400.00 MEDIAN

(ASK OF ALL RESPONDENTS)

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

SUMMARY OF YES RESPONSES

- At a casino on an Indian reservation in California ..... 16%
- At a casino on an Indian reservation in Arizona ..... 3%
- At a casino on an Indian reservation outside of California and Arizona ..... 4%
- At a casino in Colorado ..... 4%
- In Las Vegas, Nevada ..... 52%
- Somewhere else in Nevada (outside Las Vegas area) ..... 6%
- OTHER (SPECIFY:) ..... 2%

30. Will you (or did you) visit other areas of Nevada or the surrounding area, either before or after this visit to Mesquite?
- Yes ..... 19%                      ASK Q31
  - No ..... 81%
  - NOT SURE/DK ..... 0%              SKIP TO Q32
  - REFUSED/NA ..... 0%

31. On this trip, will you (or did you) visit... (READ LIST. ACCEPT MULTIPLE RESPONSES.) (N=229)
- Las Vegas ..... 79%
  - Laughlin ..... 8%
  - Primm (Stateline) ..... 1%
  - Hoover Dam ..... 6%
  - Lake Mead ..... 4%
  - Mt. Charleston/Lee Canyon ..... 0%
  - Valley of Fire ..... 8%
  - Grand Canyon ..... 3%
  - Death Valley ..... 0%
  - Bryce Canyon ..... 3%
  - Zion National Park ..... 9%
  - St. George (Utah) ..... 20%
  - Other ..... 1%

32. Which of the following activities did you (or will you) participate in during your stay in Mesquite? (READ LIST. ACCEPT MULTIPLE RESPONSES.)
- Relax or swim at a pool ..... 27%
  - Play golf ..... 9%
  - Visit a spa ..... 6%
  - Eat at a buffet ..... 26%
  - Eat at a coffee shop/café ..... 70%
  - Eat at a fine dining establishment ..... 15%
  - Pay to see a show ..... 1%
  - Watch a lounge act ..... 8%
  - Other ..... 1%



# APPENDIX B

33. By the time you leave Mesquite, how much will you have spent ON AVERAGE PER DAY in Mesquite for... (READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)

Food and drink. Please include only your own, personal expenses and not those of your entire party.

\$215.04 MEAN (INCLUDING \$0)  
\$215.04 MEAN (EXCLUDING \$0) (PER TRIP AVERAGE)

Local transportation (for example, car rental, taxi limo, gas). Please include all your daily transportation expenses.

\$21.15 MEAN (INCLUDING \$0)  
\$136.45 MEAN (EXCLUDING \$0) (PER TRIP AVERAGE)

34. By the time you leave Mesquite, how much will you have spent in Mesquite on each of the following items IN TOTAL FOR YOUR ENTIRE TRIP? Please include only your own, personal expenses and not those of your entire party. (READ EACH ITEM. ROUND TO THE NEAREST DOLLAR. WRITE AMOUNT IN BLANKS BELOW.)

Recreational activities such as golf, horseback riding, a spa, or shooting

\$31.10 MEAN (INCLUDING \$0)  
\$196.42 MEAN (EXCLUDING \$0)

Shows/entertainment (not including gambling)

\$2.89 MEAN (INCLUDING \$0)  
\$55.00 MEAN (EXCLUDING \$0)

Shopping (gifts, clothing, personal items)

\$13.45 MEAN (INCLUDING \$0)  
\$86.28 MEAN (EXCLUDING \$0)

Other

\$0.00 MEAN (INCLUDING \$0)  
\$0.00 MEAN (EXCLUDING \$0)

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

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

Very satisfied..... 91% ASK TO Q36

Somewhat satisfied..... 8% SKIP TO Q37

Somewhat dissatisfied..... 1%

Very dissatisfied..... 0% SKIP TO Q38

(DO NOT READ)

NOT SURE/DK..... 0% SKIP TO Q39

REFUSED/NA..... 0%

36. You just said you were very satisfied with your overall experience in Mesquite. What is the MAIN reason that you were very satisfied? (ACCEPT ONLY ONE RESPONSE.) (N=1090)

Everything went well..... 18%

Many things to see and do..... 11%

Friendly people/casino staff..... 10%

Relaxing getaway..... 10%

Good food/restaurants..... 7%

Good hotel/lodgings..... 6%

Went with/saw friends/family..... 6%

Won money gambling..... 6%

Got bargains/value..... 3%

Good weather..... 3%

Mesquite is fun..... 3%

Other (2% or less)..... 9%

Love the energy/excitement..... 3%

General positive comment..... 3%

Got comped/Free activities..... 3%

37. 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=93)

Hotel complaints..... 36%

Gambling complaints..... 12%

Shopping complaints..... 8%

Old and rundown/needs an update..... 8%

Food complaints..... 5%

Too hot..... 4%

Entertainment complaints..... 4%

Bad weather (not heat related)..... 4%

Satisfied, but not very satisfied..... 4%

Hotel employee complaints..... 2%

Golf complaints..... 2%

Other..... 11%

NO ANSWER..... 0%

AFTER ANSWERING Q37, SKIP TO Q39

38. What is the MAIN reason you were dissatisfied with your overall experience in Mesquite? (ACCEPT ONLY ONE RESPONSE.) (N=17)

Hotel complaints..... 41%

Gambling complaints..... 12%

Too expensive..... 12%

Nothing to do but gamble..... 12%

Too hot..... 6%

Old and rundown/needs an update..... 6%

Bad weather (not heat related)..... 6%

Shopping complaints..... 6%

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

Significantly exceeded my expectations..... 11%

Slightly exceeded my expectations..... 17%

Met my expectations..... 67%

Fell slightly short of my expectations..... 4%

Fell significantly short of my expectations..... 0%

NOT SURE/DK..... 0%

REFUSED/NA..... 0%

# APPENDIX B

(ASK EVERYONE)

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

- Definitely will ..... 74%
- Probably will ..... 14%
- Might/might not ..... 10%
- Probably will not ..... 2%
- Definitely will not ..... 1%
- NOT SURE/NO ANSWER ..... 0%

41. 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 ..... 85%
- Probably will recommend ..... 12%
- Might/might not recommend ..... 2%
- Probably will not recommend ..... 1%
- Definitely will not recommend ..... 0%
- NOT SURE/NO ANSWER ..... 0%

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

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

- Facebook ..... 65%
- Instagram ..... 33%
- Twitter ..... 20%
- YouTube ..... 19%
- TikTok ..... 14%
- Pinterest ..... 7%
- LinkedIn ..... 6%
- Snapchat ..... 5%
- Reddit ..... 0%
- Twitch ..... 0%
- Tumblr ..... 0%
- Other ..... 0%
- NONE OF THESE ..... 23%

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

- Employed ..... 69%
- Unemployed ..... 0%
- Student ..... 0%
- Retired ..... 30%
- Homemaker ..... 1%
- (DO NOT READ)
- REFUSED/NA ..... 0%

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

- Grade school or some high school ..... 0%
- High school diploma (finished grade 12) ..... 17%
- Some college (includes junior/community college — no Bachelor's degree) ..... 25%
- Graduated college ..... 46%
- Graduate school (Master's or Ph.D.) ..... 7%
- Technical, vocational, or trade school ..... 5%
- REFUSED/NA ..... 0%

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

- Married ..... 86%
- Single ..... 8%
- Separated or divorced ..... 4%
- Widowed ..... 1%
- REFUSED/NA ..... 0%

46. What country do you live in?

- USA ..... 98% ASK Q47
- Australia ..... 0%
- Canada ..... 1%
- England (Great Britain) ..... 1% \* - less than 1%
- France ..... \*
- Germany ..... 0%
- Italy ..... 0%
- Japan ..... 0%
- Mexico ..... \*
- Netherlands (Holland) ..... 0% SKIP TO Q48
- South Korea ..... 0%
- Sweden ..... 0%
- Other Europe (Norway, Denmark, Spain, Portugal, etc.) (SPECIFY:) ..... \*
- Other ..... 0%
- REFUSED/NA ..... 0% SKIP TO Q48

# APPENDIX B

(ASK ONLY OF VISITORS FROM THE USA)

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

East.....	1%
South.....	1%
Midwest.....	2%
West.....	93%
California.....	13%
Southern CA.....	12%
Northern CA.....	1%
Utah.....	27%
Arizona.....	6%
Greater Las Vegas.....	28%
Other West.....	20%
Foreign Visitors.....	2%
NO ZIP CODE.....	0%

(ETHNICITY BY OBSERVATION. IF UNSURE, ASK:)

48. 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.....	86%
Black or African American.....	3%
Asian or Asian American.....	1%
Hispanic/Latino.....	9%
Native American.....	0%
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".

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

53.0 MEAN  
52.0 MEDIAN

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

21 to 29.....	3%
30 to 39.....	17%
40 to 49.....	27%
50 to 59.....	20%
60 to 64.....	5%
65 and older.....	28%
REFUSED/NA.....	0%

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

Less than \$20,000.....	0%
\$20,000 to \$29,999.....	0%
\$30,000 to \$39,999.....	1%
\$40,000 to \$49,999.....	2%
\$50,000 to \$59,999.....	8%
\$60,000 to \$69,999.....	12%
\$70,000 to \$79,999.....	11%
\$80,000 to \$89,999.....	14%
\$90,000 to \$99,999.....	5%
\$100,000 to \$109,999.....	17%
\$110,000 to \$119,999.....	2%
\$120,000 to \$129,999.....	7%
\$130,000 to \$139,000.....	1%
\$140,000 to \$149,000.....	1%
\$150,000 or more.....	20%
NOT SURE/DK.....	0%
REFUSED/NA.....	0%



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For further information, please contact the LVCVA Research Center at 702-892-2805 or at [research@lvcva.com](mailto:research@lvcva.com)