

REASONS FOR VISITING

Eleven percent (11%) of those surveyed this year were first-time visitors to Mesquite, the same as last year, but down from 18% in 2003, 17% in 2004, and 13% in 2005. Among first-time visitors, 17% said their primary reason for visiting Mesquite was vacation or pleasure (similar to last year's 23%, but down from 32% in 2003, 34% in 2004, and 29% in 2005), and 5% mentioned gambling. The proportion of first-time visitors who said they were just passing through Mesquite was 38%, down from 49% in 2003. Among repeat visitors, 9% mentioned vacation or pleasure as the primary reason for their current visit, (down from 30% in 2003, 22% in 2004, 18% in 2005, and 14% last year). Sixteen percent (16%) said they came to Mesquite primarily to gamble, while three in ten (32%) said they were just passing through Mesquite, an increase from 25% in 2005. Among *all visitors*, the average number of visits in the past year was 7.9 in 2007, similar to last year (8.3), but up significantly from an average of 5.7 visits in 2004. The average number of visits to Mesquite in the past five years *among all visitors* was 21.9, an increase from 17.7 in 2003 and 17.4 in 2004, but consistent with last year's figure of 21.7. During the past year, repeat visitors averaged 8.8 trips to Mesquite, significantly greater than the average of 6.7 trips reported in 2004.

SUMMARY TABLE OF REASONS FOR
VISITING AND VISITATION FREQUENCY

	2003	2004	2005	2006	2007
Proportion of visitors who were first-time visitors	18%	17%	13%	11%	11%
Proportion of first-time visitors whose primary purpose for current trip was vacation or pleasure	32%	34%	29%	23%	17%
Proportion of first-time visitors whose primary purpose for current trip was to gamble	1%	3%	6%	6%	5%
Proportion of first-time visitors whose primary purpose for current trip was just passing through	49%	34%	37%	40%	38%
Proportion of repeat visitors whose primary purpose for current trip was vacation or pleasure	30%	22%	18%	14%	9%
Proportion of repeat visitors whose primary purpose for current trip was to gamble	14%	14%	17%	15%	16%
Proportion of repeat visitors whose primary purpose for current trip was just passing through	31%	29%	25%	29%	32%
Average number of visits in past five years (all visitors)	17.7	17.4	20.9	21.7	21.9
Average number of visits in past five years (repeat visitors)	21.4	20.9	23.9	24.3	24.4
Average number of visits in past year (all visitors)	7.0	5.7	8.7	8.3	7.9
Average number of visits in past year (repeat visitors)	8.3	6.7	9.9	9.2	8.8

Source: Las Vegas Convention and Visitor Authority
Mesquite Visitor Profile 2007