

# QUARTERLY REPORT



The CVB welcomed Just Between Friends for their annual spring sale event.



The CVB earned a Texas Association of Convention and Visitors Bureau's first place award for its sales campaign that included a sales guide.



The International Miniature Bullriding Association World Finals will host 300 youth riders at the Mesquite Arena Dec. 7-11, 2020.



Mapa de Áreas de Atracciones y Restaurantes  
LA GUÍA OFICIAL DE VISITANTES PARA AVENTURAS Y DIVERSIONES.

The Mesquite Convention and Visitors Bureau, 357 N. Gateway Ave., Mesquite, TX 75149, (972) 541-2355.

To continue outreach to diverse populations, the Mesquite Visitor's Guide is now available in Spanish.

The CVB provided direct aid to the evacuees of Hurricane Laura.



**633**

Room Nights



**783**

Meal Vouchers



## CVB Promotes Shopping Locally

To promote the "Shop Mesquite" message the CVB implemented a strategic digital marketing campaign that resulted in:

**96,434**



Views of Shop Local  
Google Advertisements

**473**

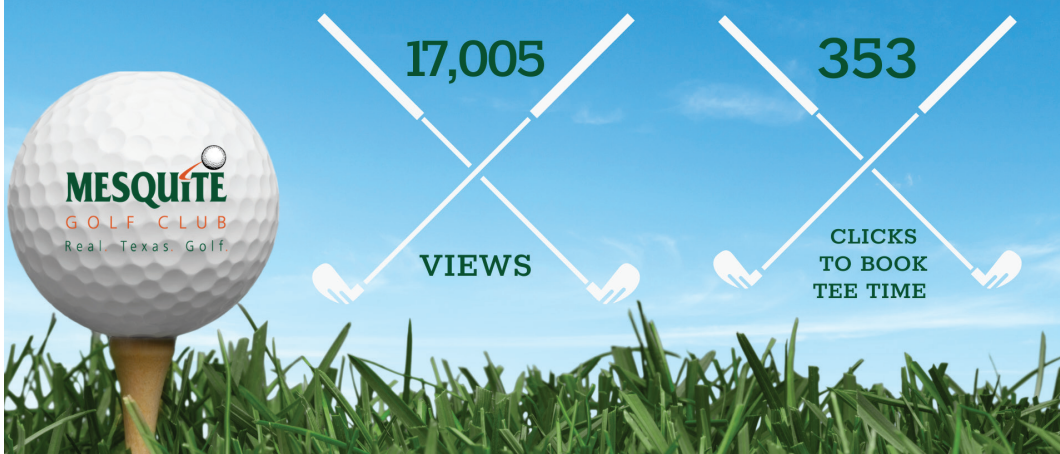


Clicks on  
Advertisements



## CVB Drives Awareness of the Mesquite Golf Club

The Mesquite Golf Club is a top-tier attraction for visitors. To promote this, the CVB implemented a digital marketing campaign that includes advertisements on Facebook and Instagram.







## Convention Sales Closed This Quarter

*These events are pending possible cancellation or rescheduling due to COVID-19.*

### **The International Miniature Bull Riding Championship Rides into the Mesquite Arena**

Dec. 7 -11, 2020 | The National Rodeo Finals have made the historic move to Texas. The Mesquite Arena will host the International Miniature Bull Riding Championship, a notable event of the Finals. More than 300 professional riders will compete for the ultimate title.

### **Room Nights: 48 | Estimated Economic Impact: \$71,736\***

Feb. 27 – 28, 2021 | Texas Fly Fishing & Brew Festival: This is their fourth year held in Texas, the first three years the event has taken place in Plano. This conference attracts 1,400 fly fishing enthusiasts from all over the region for a two-day event.

### **Room Nights: 56 | Estimated Economic Impact: \$76,860\***






May 7 – 9, 2021 | Revolution Talent Competition 2021: An estimated 500 participants will attend this dance competition, held for the first time in Mesquite.

### **Room Nights: 828 | Estimated Economic Impact: \$322,812\***

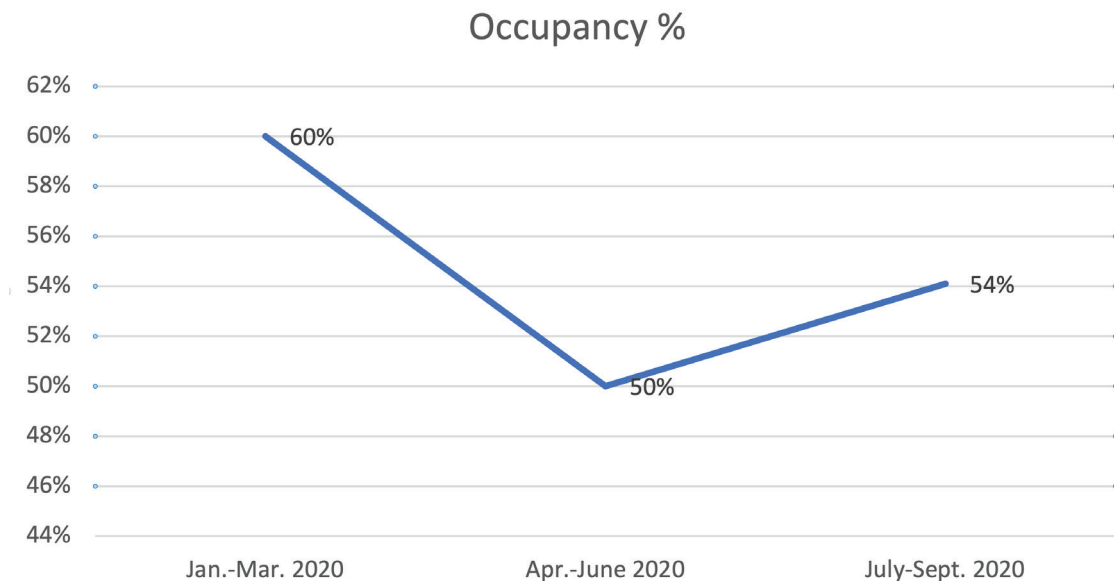
Oct. 11 – 16, 2021 | Rhodesian Ridgebacks Dog Show 2021: More than 400 Rhodesian Ridgebacks enthusiasts will visit Mesquite for their annual conference.

\*The above figures are negotiated rates between the client and convention center based off expected attendance and fulfillment of hotel blocks. These figures are subject to change closer to the event date.

## Premier Hotels By The Numbers

	OCCUPANCY RATE		
	(JAN.-MAR. 2020)	(APR.-JUNE 2020)	(JULY-SEPT. 2020)
	64%	31%	53%
	OCCUPANCY RATE		
	(JAN.-MAR. 2020)	(APR.-JUNE 2020)	(JULY-SEPT. 2020)
	66%	43%	57%
	OCCUPANCY RATE		
	(JAN.-MAR. 2020)	(APR.-JUNE 2020)	(JULY-SEPT. 2020)
	60%	39%	54%
	OCCUPANCY RATE		
	(JAN.-MAR. 2020)	(APR.-JUNE 2020)	(JULY-SEPT. 2020)
	64%	54%	56%
	OCCUPANCY RATE		
	(JAN.-MAR. 2020)	(APR.-JUNE 2020)	(JULY-SEPT. 2020)
	71%	47%	51%

## Texas Hotel Performance Factbook Third Quarter July 1 - Sept. 30, 2020



The average **occupancy rate** for Texas was **46%**, while Mesquite was **54%**.

The average **daily room rate** for Texas was **\$87**, while Mesquite was **\$71**.

Texas saw a **room revenue** decrease of **41%**, Mesquite room revenue decreased by **11%**.