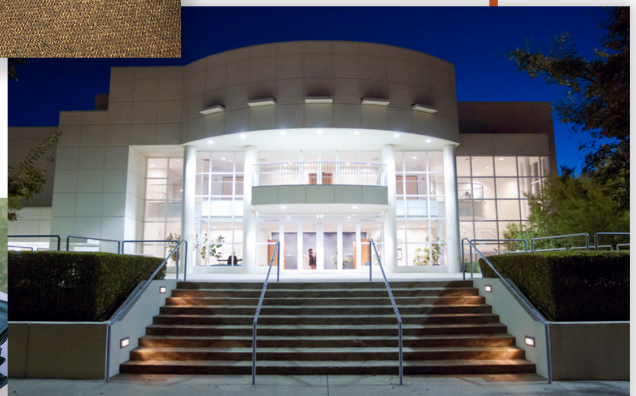


# Convention & Visitors Bureau

Apr-June 2018

## QUARTERLY REPORT



**MESQUITE**  
T E X A S.  
Real. Texas. Flavor.

## CVB Welcomes Meeting and Group Sales Coordinator



The Mesquite Convention and Visitors Bureau welcomed Alberto Rivera as the new Meeting and Group Sales Coordinator. He is the first Spanish bilingual employee in the Communications and Marketing Department, and will be a tremendous asset in diversifying our messaging. The CVB is increasing outreach efforts with hospitality partners, small and large groups, conventions, and overnight visitors to experience the lodging, cuisine, retail, attractions, and hospitality here. Rivera will be integral in developing relationships, hosting hospitality partner events and creating incentives to invite visitors to Mesquite.

## Mesquite hosts History Channel Filming Project at Historic Mesquite, Inc. Property



Television production company, World of Wonder, chose Mesquite as the set for a History Channel documentary. The Opal Lawrence House was selected for filming interviews of World War II experts for the series *Axis of Addicts*. World of Wonder, based in Los Angeles, chose Mesquite's Opal Lawrence House as the result of a

google image search. This supports the CVB efforts to post a large library of city wide images on the web to drive internet searches to Mesquite and to back link from other sites. Mesquite is an official Film Friendly Texas destination.



## Mesquite Welcomes Holiday Lighting and Decorating Conference Attendees to Christmas in July



The CVB facilitated live broadcasts by Univision-KUVN and Telemundo-NBC channels to support retail tourism and day traveler tourism to Mesquite. Telemundo ran a series of lead up stories about the Mesquite community, the City's parks, the Mesquite Rodeo and other tourism related topics. The promotional commercials featured the logos for the City and Town East Mall. Telemundo's live broadcast event at Town East Mall attracted hundreds of additional

shoppers. Univision held a live broadcast event at City Lake Park. The CVB along with other media partners handed out promotional items to community members that attended. During the broadcast new bilingual CVB Sales Coordinator Alberto Rivera, highlighted premier attractions in Mesquite.

## Mesquite Shares Its Story to Diverse Audiences



Christmas came early in Mesquite. The CVB was excited to welcome the Christmas Expo Holiday Lighting and Decorating Conference to the Mesquite Convention Center. Patrons were greeted with three days of shopping, decorating ideas and education to help light their way to the best outdoor display this

holiday season. More than 800 people attended the conference and booked 515 room nights across five of Mesquite's premier hotels

## Mesquite CVB hosts VIP Hospitality Partner Event



To strengthen Mesquite's relationship with hospitality partners, the CVB hosted an exclusive event at the Mesquite Arena. Nearly one hundred guests attended, including 19 area hotel management teams, attraction representatives and restaurant owners along with city staff from various departments. This event was a significant step in opening the paths

of communication between tourism stakeholders and the new CVB staff. The CVB Strategic Plan includes us hosting additional events in the future for a hospitality partners to learn more about opportunities in Mesquite.

## CVB Creative Strategies Taking Shape to Market Mesquite

As the CVB continues to implement a new marketing plan with the goal of increasing visitation and visibility of Mesquite, staff are developing creative tactics in multiple platforms. A series eight professional videos are being created. The first video created is for the Mesquite Symphony at the Performing Arts Center. Development of marketing programs with TripAdvisor and other online opportunities will allow an improved method of tracking and evaluation of advertising analytics and tactics. The CVB is also sustaining important footprints in mainstream tourism publications, including Tour Texas and the Texas State Travel Guide.

# TOP 5 AREAS FOR ADVERTISEMENT

As the Mesquite CVB heads in a fresh direction with programming and partnerships, it also imperative that we diversify our approach to advertising. This includes reaching out to publications with bigger audiences and an increase in digital marketing.



## HISTORY AND CULTURE

Publications :

- True West Magazine
- Cowboys and Indians



## PERFORMING ARTS

Publications :

- Dallas Symphony
- Plano Symphony
- Texas Art + Culture
- Watertower Theatre



## LEISURE TRAVEL

Publications:

- Tour Texas
- TripAdvisor
- Texas Monthly
- Texas Highways
- Texas State Travel Guide



## SMERF MARKETING

Publications:

- Going on Faith
- Connect Sports
- The Knot
- Sport Destination Management



## MEETING PLANNERS

Publications :

- Small Market Meetings
- Connect Meetings