

# Convention & Visitors Bureau

Apr. - June 2020

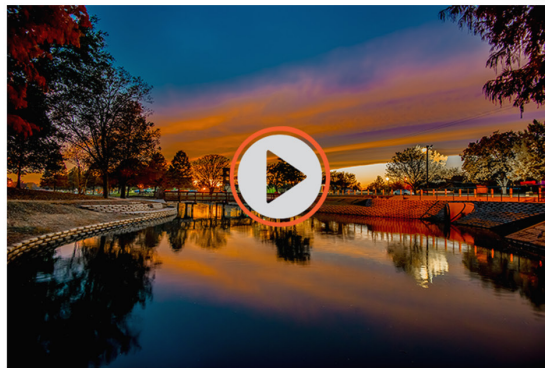
## QUARTERLY REPORT



The CVB has hosted Mesquite organizations and neighboring CVBs to experience the 2020 Mesquite Championship Rodeo with their families and business partners.



As a part of the Recovery Mesquite effort, the CVB is promoting the City's "Shop Mesquite" campaign to day travelers in the region.



On May 3, the CVB premiered the Rediscover Mesquite video to inspire visitors to travel to Mesquite when they are ready. The video received more than 15,000 impressions across all platforms.



The Amazon - Eastfield College Partnership provided the CVB an opportunity to promote the City in a brochure delivered to incoming students.



In recognition of National Travel and Tourism Week, the Mesquite CVB delivered bags filled with brochures and promotional items to hotel partners for them to distribute to guests.

## Students of the Amazon - Eastfield College Partnership Arrive in Mesquite

The Amazon - Eastfield College Partnership brought in 29 students from across the nation for a 12-week Mechatronics Certification course. Graphics and information were included in the Amazon brochure as well as welcome backpacks with gifts, brochures and QR code lanyards to connect students to restaurant offers.

*"Thank you so much to the Mesquite Convention and Visitors Bureau for providing lanyards and information to welcome the students of the Amazon training. I was impressed with the creation of the QR code that linked guests to information on the restaurants in Mesquite. I have worked with several CVBs in the area and I can assure you that I am very pleased with the relationship that the Mesquite CVB has with our hotel and other hotels in the area."*

~ Lavita Miller, Director of Sales, Courtyard Marriott



## CVB Partners with the Mesquite Championship Rodeo

To kick off the 2020 Mesquite Championship Rodeo, the CVB partnered with promoters on various promotions and advertising that featured the Visit Mesquite brand. Promotional opportunities were provided to local businesses and the rodeo experience was provided to regional CVBs with special arena access and FAM tours. As the first ticketed sporting event in the nation, the Mesquite Championship Rodeo garnered a substantial amount of national and international media attention. Since May, the Mesquite Championship Rodeo has generated television coverage worth \$79,093, online news coverage worth \$101,808 and newspaper coverage worth \$149,870.



## Staycation Email Marketing Campaign

A strategic email campaign was implemented to increase awareness of ongoing staycation offers and packages that include tickets to the rodeo from the five premier hotel partners. Additionally, visitors can find the offers and packages on VisitMesquiteTX.com, MesquiteRodeo.com and through various digital advertisements. The email marketing campaign resulted in 17,622 emails sent to interested visitors.



## Mesquite CVB Prepares to Host the 2022 American Bus Association

Mesquite will be hosting the 2022 American Bus Association Sightseeing Tour. Through a partnership with the Grapevine CVB, up to 50 bus tour operators and planners will come to Mesquite to tour the Mesquite Rodeo Arena followed by a lunch tour of Opal Lawrence Historical Park.





## Upcoming Groups and Conventions

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

**Room Nights: 220 | Estimated Economic Impact: \$115,290\***

Mar. 4 – 6, 2021 | Lone Star Regional 2021: Watch and clock collector's event brings 500 attendees.

**Room Nights: 161 | Estimated Economic Impact: \$124,513\***

Apr. 30 – May 2, 2021 | GirlapaloozAA 2021: Women's conference brings 600 attendees.

**Room Nights: 500 | Estimated Economic Impact: \$308,465\***

Jul 22 – 25, 2021 | North American Church of God: 1,400 parishioners for the 25th year celebration.

**Room Nights: 775 | Estimated Economic Impact: \$691,740\***

Oct. 22 – 30, 2021 | Siberian Husky Club of America National Specialty 2021 Convention: Conference brings 1,500 dog enthusiasts and their pets.

**Room Nights: 220 | Estimated Economic Impact: \$115,290\***

Mar. 3 – 5, 2022 | Lone Star Regional 2022: Watch and clock collector's event brings 500 attendees.

**Room Nights: 415 | Estimated Economic Impact: \$118,099\***

Apr. 3 – 7, 2022 | Texas Travel Counselors Conference: Conference brings 385 tourism professionals from all over Texas for a 5-day conference.

**Room Nights: 450 | Estimated Economic Impact: \$153,720\***

Apr. 23 – 30, 2022 | Borzoi Club of America, Inc.: The National Specialty Show brings 300 dog owners.

**Room Nights: 220 | Estimated Economic Impact: \$115,290\***

Mar. 2 – 4, 2023 | Lone Star Regional 2023: Watch and clock collector's event brings 500 attendees.

\*The Office of the Governor, Economic Development & Tourism Division: 2018 Texas Tourism Region and MSA Visitor Profile - An Inside Look at the Travel Market in the Prairies and Lakes Region. Expenditures are transportation/gas, food, lodging, shopping, entertainment and miscellaneous.



## Convention Sales Closed This Quarter






*This event is pending possible cancellation or rescheduling due to COVID-19.*

**Potential Revenue: \$ 118,110\***

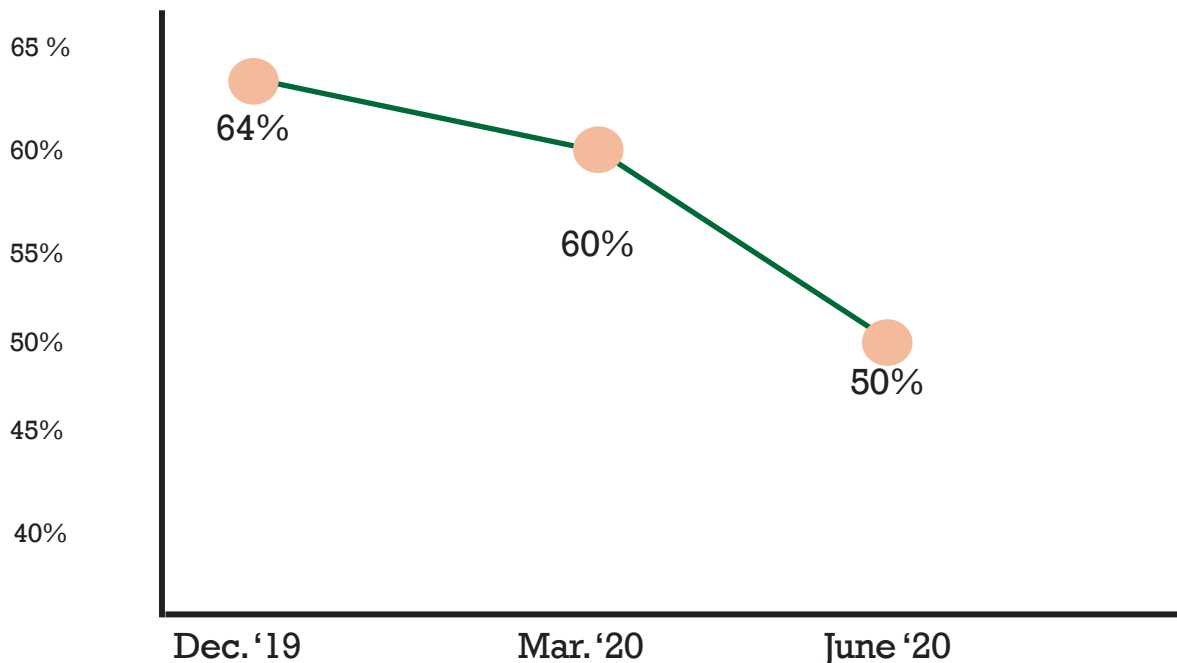
Apr. 4 – 8, 2022 | Texas Travel Counselors Conference: In April 2022, this annual event will bring together CVB staff from throughout the state. Attendees include travel counselors from 12 TxDOT Travel Information Centers, park personnel from the Texas Parks and Wildlife Department, counselors from city-operated visitor centers and Texas Highways editorial staff.

\*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

|   |   |
|---|---|
|  | <b>OCCUPANCY RATE</b><br>(JAN. - MAR. 2020) (APR. - JUNE 2020)<br><b>64%</b> <b>31%</b> |
|  | <b>OCCUPANCY RATE</b><br>(JAN. - MAR. 2020) (APR. - JUNE 2020)<br><b>66%</b> <b>43%</b> |
|  | <b>OCCUPANCY RATE</b><br>(JAN. - MAR. 2020) (APR. - JUNE 2020)<br><b>60%</b> <b>39%</b> |
|  | <b>OCCUPANCY RATE</b><br>(JAN. - MAR. 2020) (APR. - JUNE 2020)<br><b>64%</b> <b>54%</b> |
|  | <b>OCCUPANCY RATE</b><br>(JAN. - MAR. 2020) (APR. - JUNE 2020)<br><b>71%</b> <b>47%</b> |

## Texas Hotel Performance Factbook Third Quarter April 1 - June 30, 2020



The average **occupancy rate** for Texas was **36%**, while Mesquite was **50%**.

The average **daily room rate** for Texas was **\$76**, while Mesquite was **\$58**.

Texas saw a **room revenue** decrease of **64%**, Mesquite room revenue decreased by **41%**.