Convention & Visitors Bureau

Jan - Mar 2018

QUARTERLY REPORT



Real. Texas. Flavor.

CVB Welcomes New Manager



The Convention and Visitors Bureau (CVB) welcomed a new CVB Manager, Jessica McClellan. McClellan's experience includes 20 years of working with communities in public relations roles, including as a manager at the Utah State Office of Tourism and executive director of the American Fork City Chamber of Commerce. She graduated from the University of Utah with degrees in Public Administration and Political Science.

Mesquite Makes A Hit In Sports

The CVB has made it a priority to market Mesquite to athletic associations and sports tournament organizers. During this quarter, the CVB hosted the North Texas Softball Bash.

- Games on February 9 11 at the Mesquite Girls' Softball Complex
- Approximately 250 athletes competed in the three-day Fast Pitch
- Nine teams stayed in hotels throughout Mesquite
- 40 hotel rooms booked



*The Office of the Governor, Economic Development & Tourism Division: 2016 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.

FAST Class C World Series & Southwestern National Girl's Softball Tournament

Major Network Show Filmed In Mesquite				
PROD NO. Queen of the South Through being a certified Film Friendly Texas community, the CVB staff is activiely recruiting the production of TV and films to be hosted in Mesquite. This quarter, the Mesquite Metro Airport provided the backdrop for a popular network televsion program.				
	RENTAL FEES FOR MESQUITE METRO AIRPORT \$2,400 USA NETWORK TELEVISION SHOW		AN EPISODE FROM THE THIRD SEASON OF	
			Queen of the South	
				120 CAST AND CREW
	10-ton	CAMERA AND VARIOUS FILMING EQUIPMENT	1	CARIBOU PLANE AND A STAGED HIGH-SPEED CHASE

Hotel Renovations And Investments On The Rise



As the CVB continues on the path to making Mesquite more relevant to visitors, the CVB hotel partners are doing their part.

• Hampton Inn and Suites is close to completing work on an \$8 million investment to renovate all guestrooms and corridors from top to bottom.

• Mesquite's newest Marriott property,

TownePlace Suites, is on its way to completing a new \$14 million hotel.

• Courtyard by Marriott has invested \$4.2 million toward updating a multitude of services and amenities, featuring a fast casual, full-service restaurant called The Bistro.

CVB To Diversify Marketing With New Plan The CVB will spice up the summer with the launch of a new marketing plan to focus on community assets and new audiences to draw visitors to Mesquite: BRANDING **SOCIAL MEDIA** • Make updates based on research and analytics Develop YouTube channel with videos (8) Branded campaigns with logos and taglines and expand WEBSITE UPDATE Grow visitor engagement Update to Crowdsource posting VisitMesquiteTX.com Targeted ads with call to action New user-friendly website **Return On Investment (ROI)** • Mobile/app interface E-NEWSLETTER "Plan a Trip" Feature Email campaigns for targeted 🖊 Use of artificial audiences with specific messaging intelligence and contests/offers/promos Crowdsource new photos and content **Return On Mission VISITORS GUIDE & ASSETS** • Ecommerce option: book a hotel room, New creative assets purchase tickets to • Videos (8) rodeo, MAC, HMI, etc. • Film-friendly packets ADS • Photography **PUBLIC RELATIONS** Sales packet ADVERTISING • Develop curated content Welcome bags • Digital and traditional advertising • PR campaign for "spice" ingredients filled with • Target 'Niche' SMERF publications • PR pitch calendar with evergreen updated swag Include calls-to-action content • Performance "test and switch" Travel writer conferences/tradeshows • Video (8) use in advertising options • Media visits/FAM tours • Target 'Niche' SMERF publications

The CVB efforts will engage visitors with the following :

- Mesquite Arena (Traditional Rodeo and Expanded Concerts/Entertainment)
- Mesquite Metro Airport (Corporate Pilots/Schedulers)
- Historic Mesquite, Inc. (Historic Sites and Events)
- Parks and Recreation (Facility Rentals and Special Events)
- Mesquite Arts Center (Facility Rentals and Programs)
- Downtown Mesquite (Events, Shopping)
- SMERF (Social, Military, Educational, Religious, Fraternal) visitors
- Film Friendly Texas (TV, Commercial, Film Productions)
- Sports Tournaments
- Group Sales (Large and Small)
- Retail and Restaurant Tourism (Town East Mall, Restaurant Row)

Groups Coming To Experience Real. Texas. Flavor.

Many diverse groups are discovering the real Texas gem that is Mesquite. Conference attendees are encouraged to experience Mesquite through local shops, eateries and take advantage of some great attractions.

Room Nights: 60 | Estimated Economic Impact: \$27,712.50*

June 8-10, 2018 |Handbell Musicians of America: Mesquite will welcome handbell musicians from Texas and Oklahoma for the annual summit at the Mesquite Convention Center.

Room Nights: 1,027 | Estimated Economic Impact: \$851,328*

July 14-21, 2018 | Christmas Expo Holiday Lighting & Decorating Conference: Attendees of this expo will feel the holiday spirit as they are treated to three days of shopping, decorating ideas and education.

Room Nights: 77 | Estimated Economic Impact: \$332,550*

Aug. 17-19, 2018 | Halloween & Hauntfest Show 2018: Haunters can get access to dozens of Halloween-related vendors and exhibitors, make-up demos by professional haunt make-up artists, experience live actor auditions on stage and attend free seminars where they will learn about elite products and tools.

Room Nights: 141 | Estimated Economic Impact: \$46,557*

Sept. 27- Oct. 1, 2018 | Kindergarten Teachers of Texas (KToT): As school picks up in September, Mesquite is happy to welcome the Kindergarten Teachers of Texas to Mesquite for a time to learn and support each other.





Quality Hotels Drive Mesquite Occupancy Rates

It is critical for Mesquite to continue seeking opportunities to expand its base of quality hotels that offer an array of amenities. Hotel properties with full-service restaurants and upgraded services provide an asset to CVB staff in attracting conventions and conferences. CVB staff reports the need for hotels to increase their room rates and reinvest in their properties through renovations.



Mesquite Occupancy Rates

Texas Hotel Performance Factbook | First Quarter | January 1 - March 31,2018 The average **occupancy rate** for Texas was **68.7%**, while Mesquite was **68.4%**.

The average **daily room rate** for Texas was **\$103.70**, while Mesquite was **\$63.99**.

Texas saw a **room revenue** increase of **12.5%**, Mesquite room revenue increased by **1.05%**.