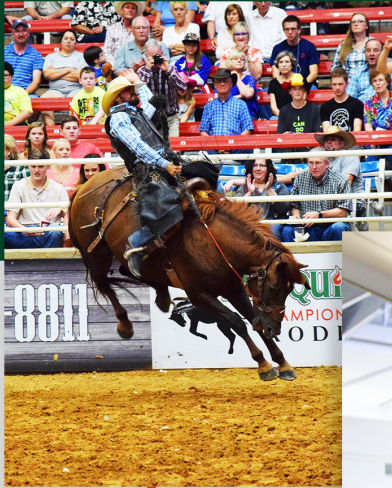


# Convention & Visitors Bureau

Jan - Mar 2018

## QUARTERLY REPORT



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

## CVB Welcomes New Manager



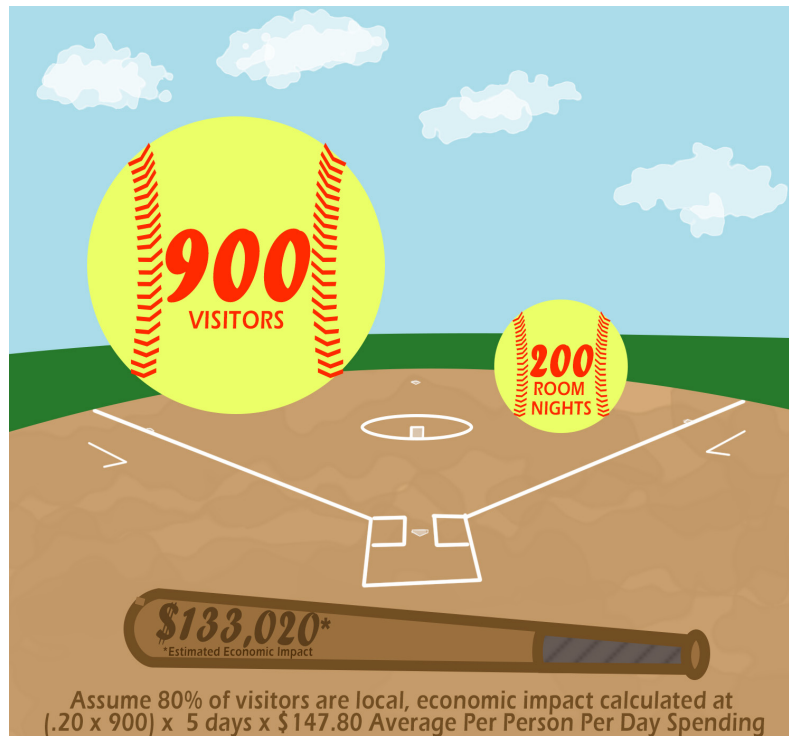
The Convention and Visitors Bureau (CVB) welcomed a new CVB Manager, Jessica McClellan. McClellan's experience includes 20 years of working with communities in public relations roles, including as a manager at the Utah State Office of Tourism and executive director of the American Fork City Chamber of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

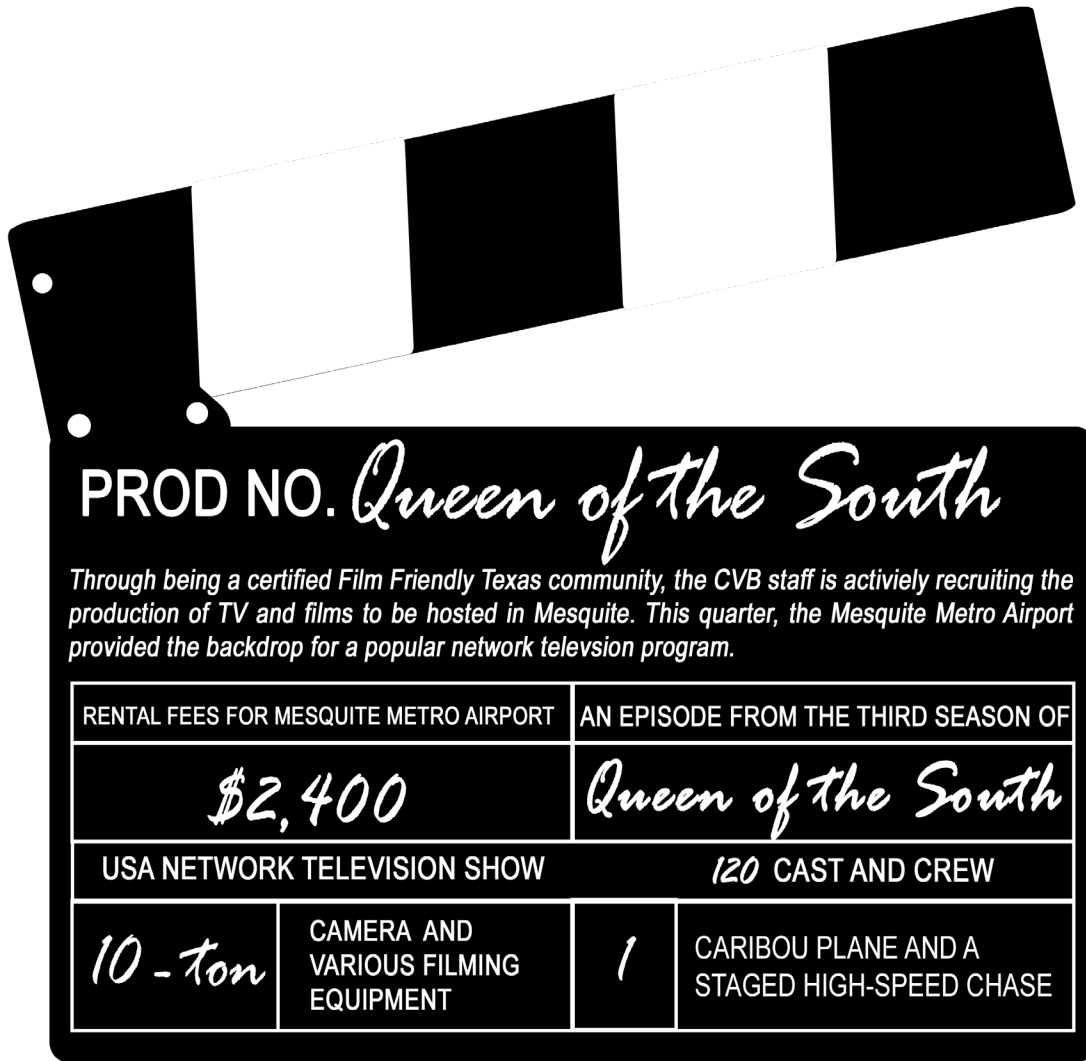
### FAST Class C World Series & Southwestern National Girl's Softball Tournament



\*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.



## Major Network Show Filmed In Mesquite



## 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:



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.



Christmas Expo  
Holiday Lighting  
& Decorating  
Conference



Kindergarten Teachers  
of Texas Conference



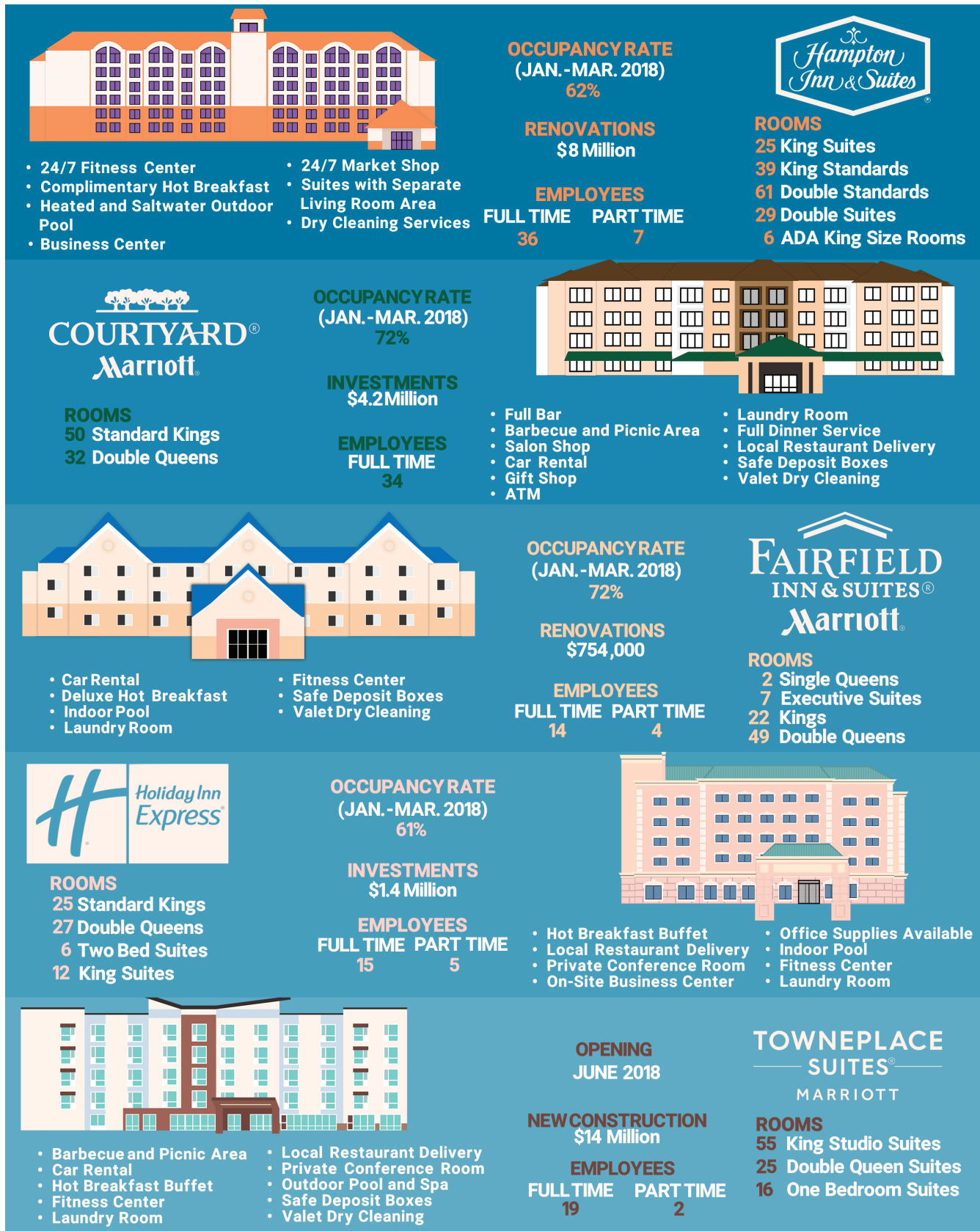
Handbell Musicians of  
America



Halloween & Hauntfest  
Show 2018

# Premier Hotels By The Numbers

Each quarter the CVB will feature a specific tourism or marketing element through the use of an informational graphic to illustrate statistics and other analytics.

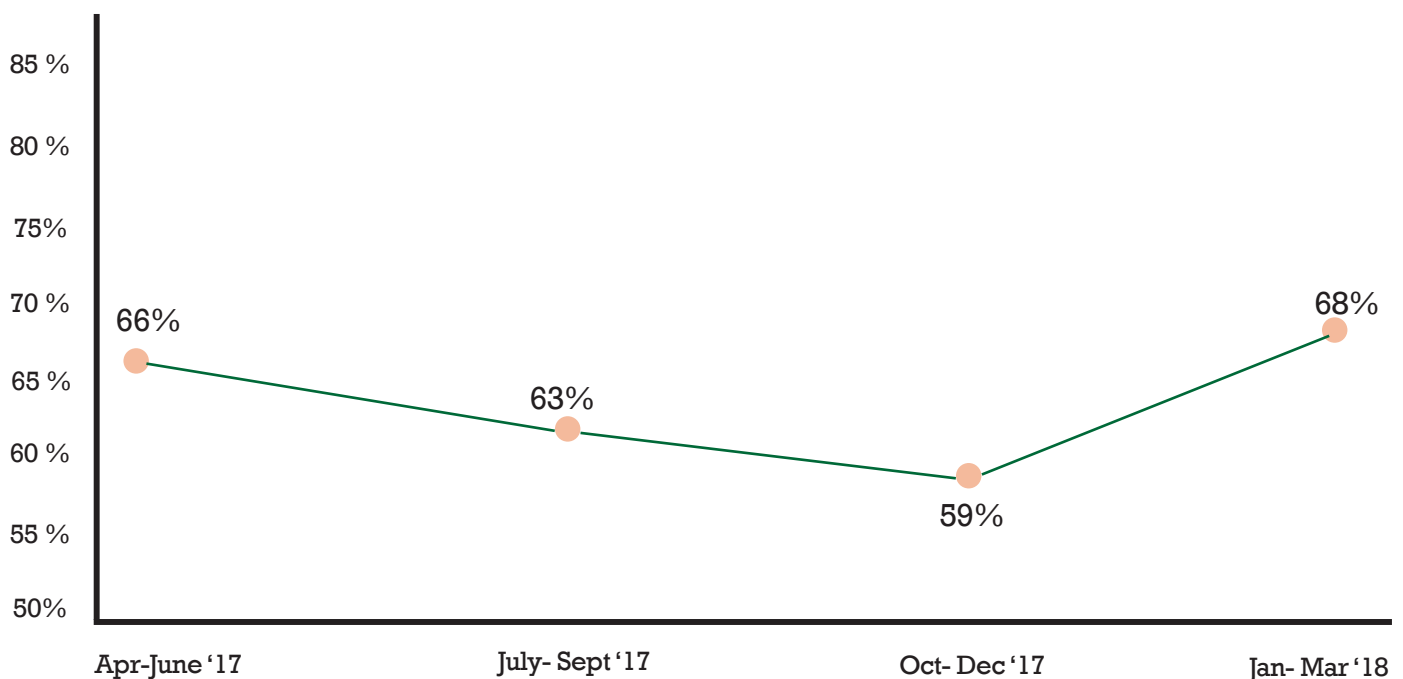




# Quality Hotels Drive Mesquite Occupancy Rates

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%**.