

# Convention & Visitors Bureau

Jan. - Mar. 2019

## QUARTERLY REPORT



**PICTURE YOURSELF IN MESQUITE**

Spend a day or a weekend where real authentic Texas culture is thriving. A city that was declared the Rodeo Capital of Texas by the Governor. Enjoy the Texas traditions of rodeo and BBQ at the Mesquite Championship Rodeo Arena. The world famous rodeo has evolved into a top-notch concert facility hosting thousands of acts like the Charlie Daniels Band, the Temptations, and Keith Sweat.

The dedicated art enthusiast is sure to find something to spark their interest through a rotation of local artists at The Mesquite Art Center. If singing and acting are more your thing, the Mesquite Symphony Orchestra or the Mesquite Community Theatre is sure to be a hit.

The vibrant community of Mesquite is also a great place to enjoy the outdoors with over sixty parks that offer experiences for everyone. Stroll through the Paschal Park Butterfly trail, take archery lessons at the Westlake Archery Range, relax at the Opal Lawrence Historical

Park, the Mesquite Golf Club or take the family to Kish-Quart at Debusk Park. The possibilities for outside exercise and fun are endless.

Satisfy any craving from Tex-Mex to Greek with a variety of restaurants, including a few Zagat rated eateries. Enjoy shopping at Town East Mall or Downtown Mesquite. Check out at Devil's Bowl Speedway. Celebration Station or Xscape2PMV for a little more excitement. Give us 15 minutes, and we'll give you an experience like no other.

VisitMesquiteTX.com

**JUNE • JULY • AUGUST**

VISIT Mesquite TEXAS

**Mesquite RODEO**

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**Mesquite**  
— VISIT TEXAS —

## CVB Partners with Mesquite Rodeo for Billboards Around DFW Area

In a cooperative campaign with the Mesquite Championship Rodeo, the CVB logo and website address are displayed on seven billboards throughout the DFW area. This CVB campaign will promote Mesquite to travelers throughout Seagoville, McKinney, Kemp, Sunnyvale, Rowlett, and on U.S. 75 and I-635. The billboard campaign will continue through the end of the summer.



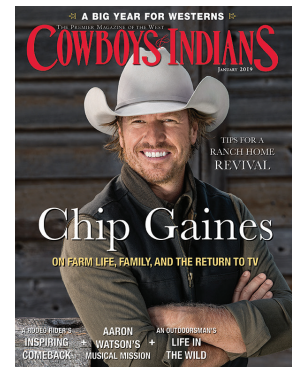
## Texas Monthly CVB Campaign Helps Increase Attendance at City Events

The CVB is promoting the new brand and key messaging, as well as community events through a Texas Monthly campaign. This has resulted in nearly 80 requests per month for visitor information packets.



## Mesquite Championship Rodeo and Arts Center Lands Coverage

Through constant work with media, the CVB secured coverage for the Mesquite Arts Center and the Mesquite Championship Rodeo. The Mesquite Arts Center was highlighted in Small Market Meetings as a part of its Texas Today feature. Additionally, our advertorial and video for Mesquite and the Mesquite Championship Rodeo is featured on Cowboys and Indians website.



## CVB Launches New Trip Advisor

In January 2019, the Mesquite CVB launched a year-long sponsored Trip Advisor web page. The CVB collaborated with professional travel writers to create 10 articles spotlighting dining, entertainment and hospitality. The CVB worked with many partners to create new and improved listings for attractions, hotels and various restaurants. Early analytics showcase a click through rate that is six times the industry average.





## Upcoming Groups and Conventions

**Room Nights: 121 | Estimated Economic Impact: \$295,600\***

May 16 – 20 | East Texas Rabbit Breeders Association: The association purpose is the promotion of rabbits and education of its members.

**Room Nights: 71 | Estimated Economic Impact: \$201,008\***

Jun. 1 – 4 | ShowTime International: Dancers will meet for an intensive dance and social officer leadership camp.

**Room Nights: 100 | Estimated Economic Impact: \$532,080\***

Jun. 6 – 9 | American Taekwondo Association International: District Championship Martial Arts Tournament

**Room Nights: 82 | Estimated Economic Impact: \$295,600\***

Jun. 13 – 17 | Cat Fancier's Association (Gulf Shore Region): CFA will hold its Gulf Shore Regional Awards Show to end the 2018-2019 season.

**Room Nights: 28 | Estimated Economic Impact: \$904,536\***

Jun. 22 – 27 | Texas International Hair & Trade Show: Texas International Hair & Trade Show will showcase products like multicultural hair, beauty, cosmetics, hair cosmetics, hair accessories, and spa and salon equipment.

**Room Nights: 60 | Estimated Economic Impact: \$319,248\***

Jul. 12 – 15 | American Bully Kennel Club: ABKC will be holding its Bullminster Classic.

**Room Nights: 425 | Estimated Economic Impact: \$1,418,880\***

Jul. 28 – Aug. 4 | Pan American Golf Association: P.A.G.A. will be holding its 2019 National Convention & Tournament.



Feline Paws Foundation Cat Show

*\*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.*

## Convention Sales This Quarter

**Potential Revenue: \$8,300\***

Dec. 13 – 15, 2019 | Unleashed Paws: During the four-day conference, more than 3,500 attendees will travel to Mesquite.

**Potential Revenue: \$11,860\***

Sept. 25 – 26, 2020 | American Taekwondo Association Southlake International: During the two-day conference, more than 1,800 attendees will travel to Mesquite to compete in a martial arts tournament.








Site visit with the Texas Nursing Landscape Association

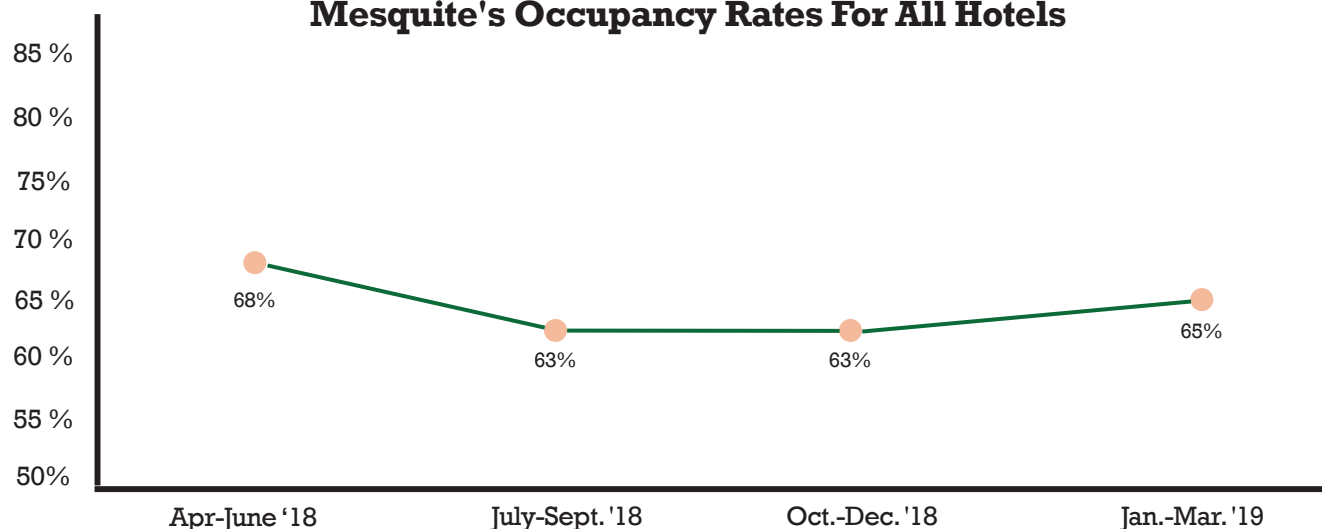
*\*These are some of the sales activities by the CVB staff during the quarter.*

## 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.

	<b>OCCUPANCY RATE</b> (OCT.-DEC. 2018) <b>65%</b> (JAN.-MAR. 2019) <b>67%</b>
	<b>OCCUPANCY RATE</b> (OCT.-DEC. 2018) <b>68%</b> (JAN.-MAR. 2019) <b>70%</b>
	<b>OCCUPANCY RATE</b> (OCT.-DEC. 2018) <b>63%</b> (JAN.-MAR. 2019) <b>67%</b>
	<b>OCCUPANCY RATE</b> (OCT.-DEC. 2018) <b>72%</b> (JAN.-MAR. 2019) <b>74%</b>
	<b>OCCUPANCY RATE</b> (OCT.-DEC. 2018) <b>77%</b> (JAN.-MAR. 2019) <b>64%</b>

## Mesquite's Occupancy Rates For All Hotels



Texas Hotel Performance Factbook Second Quarter | Jan. 1 - Mar. 31, 2019  
The average **occupancy rate** for Texas was **65.5%**, while Mesquite was **64.7%**.

The average **daily room rate** for Texas was **\$108.76**, while Mesquite was **\$68.96**.

Texas saw a **room revenue** increase of **3.3%**, Mesquite room revenue increased by **11.1%**.