

# Convention & Visitors Bureau

Jan. - Mar. 2020

## QUARTERLY REPORT



Xcape Adventures is the 2019 Mesquite Chamber of Commerce Tourism Partner of the Year.



The Mesquite Outlaws finished their historic season at the Mesquite Arena.



SEE OUR LOCAL DELIVERY  
*and Takeout Options*

The Mesquite CVB launched a targeted campaign to support local restaurants as they adapt to take - out and delivery only.



CVB hosted a FAM (Familiarization) event at the Mesquite Arena to introduce tourism partners to Mesquite.



Brenda Cisneros, a Hispanic lifestyle blogger, brought her family to see the Mesquite Outlaws and shared her experience with her followers.

## Staycation Campaigns Launched

To match traveler sentiment and to support the local community, the Mesquite Convention and Visitors Bureau (CVB) created new targeted digital marketing campaigns with ads to promote dining, shopping, lodging and exploring in Mesquite. In addition to the advertisements, the CVB created devoted webpages and special discounts from area businesses. The ads that focused on eating local and social distance dining were viewed more than 10,000 times and increased traffic to the CVB website by 450%.



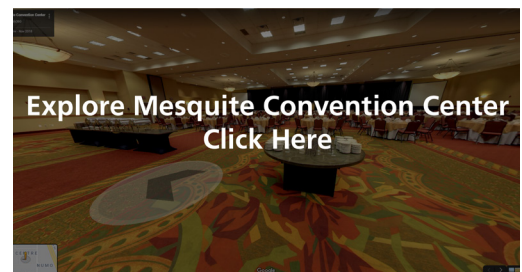
## CVB Supports Restaurant Social Distance Dining Efforts

To adjust to the Dallas County orders of social distancing, the Mesquite CVB contacted every restaurant in Mesquite to offer encouragement and to collect all key details. With this information, the CVB created [visitmesquitetx.com/diningwithsocialdistancing](http://visitmesquitetx.com/diningwithsocialdistancing) for 215 restaurants that offer take-out and delivery options for residents.



## Visitors Take a Virtual Tour of Mesquite

Through a strategic email marketing campaign, the Mesquite CVB promoted the 25 Google virtual tours of attraction, dining and lodging options throughout the community. More than 1,300 subscribed visitors opened the email to explore Mesquite businesses like the Mesquite Arena, Mesquite Arts Center and more.



## Expounding the Value of a Visitor

The Texas Office of Tourism and Economic Development shared the annual study on the economic impact of travel in Texas that details how tourism affects the Mesquite community and businesses. Some highlights include that the Mesquite tourism industry employs 1,950 people resulting in \$86 million in annual earnings. Additionally, this region of the state, the Prairie & Lakes Tourism Region (greater DFW area and surrounding cities), is the number one most visited area of the state by out-of-state visitors.



## Direct Sales Mail Campaign for Conventions and Large Groups Launched

In February, the CVB launched a direct mail campaign to target more than 2,000 meeting planners, bus tour operators and travel agents. Within 48 hours of mailing, three groups submitted requests for a proposal in Mesquite. Additional large groups that the Mesquite CVB are pursuing include the Government Finance Officers Association of Texas for their fall conference in 2023 and Repticon, a reptile and exotic animal show, in 2021.



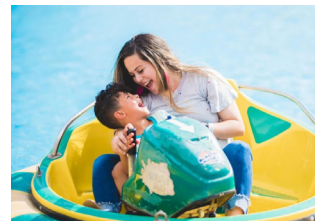
## Volunteer of the Year Honored

At the February Volunteer Recognition Luncheon, the CVB recognized Steve Switzer as the CVB Volunteer of the Year. Steve graciously accepted leading the team of volunteers at the CVB in 2019 and has been key in organizing the volunteer's efforts within the CVB.



## Spring Break Media Coverage

For Spring Break, the CVB put together a concentrated effort to promote the Mesquite Arts Center and various events throughout Mesquite on its social media channels. The result of these efforts included coverage by the Dallas Morning News and five events being sold out at the Mesquite Arts Center.



## Upcoming Groups and Conventions

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

### Room Nights: 71 | Estimated Economic Impact: \$27,381\*

Jun. 7 – 9, 2020 | Showtime International: They will be hosting their Dallas Dance/Social Officer Camp at the Mesquite Convention Center.

\*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

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

### Potential Revenue: \$12,810

July 11, 2020 | La Casa Sola y un Borrego Suelto: This inaugural event at the Mesquite Arts Center will bring entertainers from Mexico for a night of laughter and celebration of the Hispanic culture.

### Potential Revenue: \$25,620\*

Aug. 8, 2020 | Bully Legends 3 Hosted by TX Bully Association: This one-day event brings together show dogs, owners, kennels, rescues and vendors to promote responsible ownership and give dogs a place to perform and compete for conformation show titles.

### Potential Revenue: \$118,247.20\*

Sept. 4 – 6, 2020 | Ethiopian Community Annual Cultural Conference: During the three-day gathering, more than 4,000 people will convene at the Mesquite Convention Center for a weekend to celebrate Ethiopian Culture. For the past four years, they had the event at the Plano Civic Center.






### Potential Revenue: \$76,860\*

Oct. 2020 | The Wealth & Achievement Summit: During this one-day summit, 3,000 attendees will be visiting Mesquite for an exciting meeting.

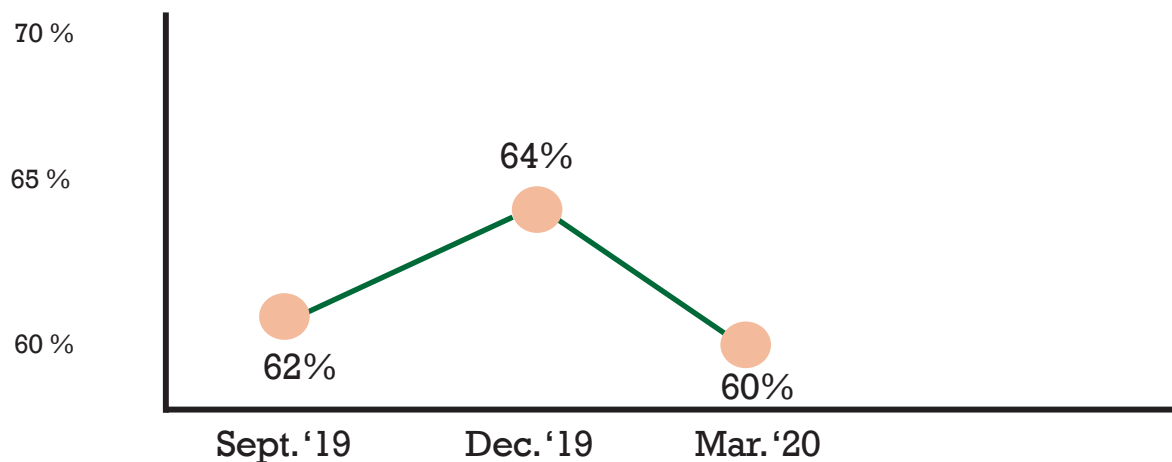
\*The above figures are negotiated rates between the client and convention center based off expected attendance and fulfillment of hotel blocks. These figures are subject to change closer to the event date.



## Premier Hotels By The Numbers

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|---|---|
|  | <b>OCCUPANCY RATE</b><br>(OCT. - DEC. 2019) (JAN. - MAR. 2020)<br><b>68%</b> <b>64%</b> |
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## Texas Hotel Performance Factbook First Quarter Jan. 1 - Mar. 31, 2020



The average **occupancy rate** for Texas was **58%**, while Mesquite was **60%**.

The average **daily room rate** for Texas was **\$101**, while Mesquite was **\$69**.

Texas saw a **room revenue** decrease of **16%**, Mesquite room revenue decreased by **8%**.