

# Convention & Visitors Bureau

July - Sept. 2018

## QUARTERLY REPORT



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

## Kindergarten Teachers of Texas Host Conference in Mesquite



More than 350 registered attendees booked 95 room nights at the Hampton Inn and Suites during Sept. 28 - 30. The conference and exposition generated an estimated economic impact in Mesquite of \$22,761.20. The CVB organized a group of city volunteers to assist the conference in putting together 400 gift bags.

## CVB Collaborates with TownePlace Suites for Ribbon Cutting



The CVB supported TownePlace Suites at their ribbon cutting on Aug. 24. As the first hotel to open in Mesquite in ten years, the CVB provided support by hand delivering more than 80 invites to hospitality partners throughout the city and creating networking opportunities for the new management.

## CVB promotes Mesquite Arts Center and M.S.O.



The CVB with the Mesquite Symphony Orchestra (M.S.O.) welcomed more than 60 hospitality partners to the Mesquite Symphony Gala at the Mesquite Arts Center on Saturday, Sept. 15. The event featured the premiere of a Mesquite Arts Center promotional video produced by the CVB, followed by the M.S.O.'s kick-off concert of the 2018 - 19 season.

## Public Gains Knowledge of the CVB at Taste and Trade



The CVB participated in the 23rd annual Taste and Trade to educate the public and business partners about the importance of tourism in Mesquite. CVB staff provided information on their marketing plans for 2019 and recruited new volunteers to assist with future conventions being booked.



## Upcoming Groups and Conventions

**Room Nights: 84 | Estimated Economic Impact: \$133,020\***

Oct. 25 - Oct. 29 | Cat Fancier's Association (Gulf Shore Region):

Devoted cat lovers will travel to Mesquite for the annual Gulf Shore Regional Benefit.

**Room Nights: 104 | Estimated Economic Impact: \$94,592\***

Nov. 1 - Nov. 4 | East Texas Rabbit Breeders Association:

An all-breed organization dedicated to the promotion of rabbits and the education of its members.

**Room Nights: 52 | Estimated Economic Impact: \$17,736\***

Nov. 29 - Dec. 3 | 2018 Texas Motorsport Expo & Auction: Smiley Racing Products hosts their annual expo for racers to auction off unneeded items and re-stock for next racing season.

**Room Nights: 62 | Estimated Economic Impact: \$17,736\***

Dec. 7 - Dec. 8 | Motiv8 Dance Convention: Motiv8 constantly works to push the education of dance forward. Its annual convention supports dance teachers and enthusiasts with workshops and speakers.

\*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: \$5,000\***

Oct. 7, 2018 | M.D.E LATINO: This will be a recurrent account. M.D.E Latino will host their meetings once a month at the convention center.

**Potential Revenue: \$40,000\***

Aug. 1 - Aug. 4, 2019 | Texas Bar Association: They will offer the bar exam for 900 law students. The CVB staff diligently worked with client to address concerns about power and technical capabilities of facility.



**Potential Revenue: \$16,902\***

Oct. 13, 2018 | Mar. 28 - Mar. 30, 2019 | SCO Latin Workout: Upon learning the size and amenities of the Mesquite Convention Center and having the CVB staff give them a tour of the convention center, the next day they signed contracts for 2018, and there is a probability of a contract for 2019.

**Potential Revenue: \$2,000\***






Nov. 15, 2018 | Humana Inc.: Hosting a conference for 1,200 participants. The CVB staff was able to sell an undecided Humana planning team, who was considering other area venues, on choosing the Mesquite Convention Center.

**Total Potential Revenue: \$63,902**

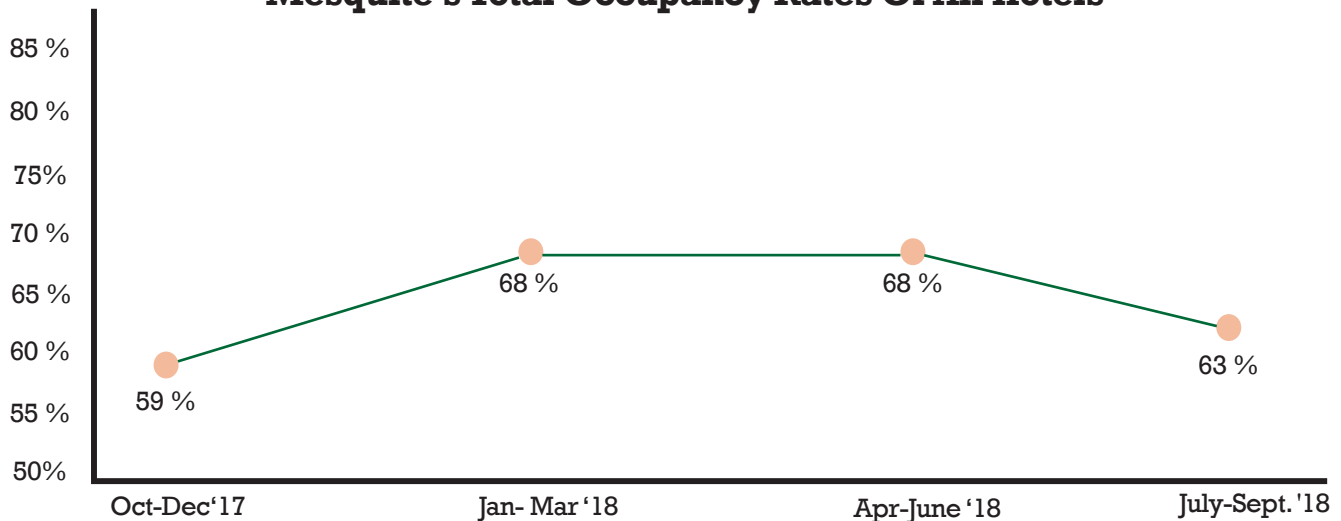
\*The above figures are negotiated rates between the client and convention center based off expected attendance and fulfillment of hotel blocks. These figures are subject to change closer to the event date.

## Premier Hotels by the Numbers

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> (APRIL - JUNE 2018) (JULY - SEPT. 2018) <b>65%</b> <b>63%</b>
	<b>OCCUPANCY RATE</b> (APRIL - JUNE 2018) (JULY - SEPT. 2018) <b>82%</b> <b>65%</b>
	<b>OCCUPANCY RATE</b> (APRIL - JUNE 2018) (JULY - SEPT. 2018) <b>70%</b> <b>62%</b>
	<b>OCCUPANCY RATE</b> (APRIL - JUNE 2018) (JULY - SEPT. 2018) <b>71%</b> <b>67%</b>
	<b>OCCUPANCY RATE</b> OPENED JULY 2018 (JULY - SEPT. 2018) <b>59%</b> <b>70%</b>

## Mesquite's Total Occupancy Rates Of All Hotels



## Texas Hotel Performance Factbook | Third Quarter | July 1 - Sept. 31, 2018

The average **occupancy rate** for Texas was **63.5%** , while Mesquite was **63.2%**.

The average **daily room rate** for Texas was **\$106.58**, while Mesquite was **\$65.83**.

Texas saw a **room revenue** increase of **4.7%**, Mesquite room revenue decrease by **2.3%**.