

Convention & Visitors Bureau

July - Sept. 2019

QUARTERLY REPORT



**Mesquite CVB Earns Five Awards From the
Texas Association of Convention and Visitors Bureaus**



CVB Wins Big at TACVB Annual Conference

The CVB garnered five awards at the annual conference for the Texas Association of Convention and Visitors Bureaus (TACVB). Of the awards, the standout is Judge's Choice for Best Website. This win was against cities of all sizes and budgets. This award is a top honor for all the hard work that went into VisitMesquiteTX.com. Other awards include first place in the People's Choice category for website, video, mobile app and second place for advertisement.



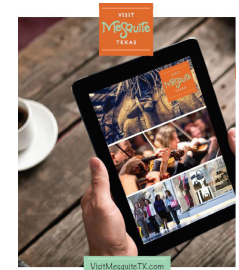
CVB Welcomes Hospitality Partners to BRE Brunch

Continuing its mission to promote and build relationships within the hospitality community of Mesquite, the CVB collaborated with the Business Retention and Expansion Task Force to host more than 40 hospitality partners. Attendees engaged in networking and heard presentations from MISD and the Small Business Association.



CVB Reveals New Visitor's Guide

The new visitor's guide is ready to become a resource for travelers headed to Mesquite. The guide details everything there is to experience in Mesquite when it comes to dining, attractions, and lodging. Placed in more than 130 hotels, TXDOT welcome centers and distributed at area events. The new visitor's guide is an essential asset for the Mesquite resident and visitor.



Mesquite Media Coverage

Mesquite saw an increase in earned media coverage this quarter with Texas Monthly, Dallas Observer, Dallas Morning News, and D Magazine. The featured stories highlighted Mesquite BBQ, Mesquite Symphony Orchestra, and Porky's Burgers and Wings.



Mesquite CVB Presents to Visit Dallas

The CVB recently presented at the Visit Dallas Partner Showcase. Attended by the Group Sales and Marketing departments of Visit Dallas, this was an opportunity to present Mesquite as a top destination for meetings, conventions, and large groups.



Influencers and Meeting Planners Attend Summer Tours

The CVB welcomed meeting planners and media influencers on two familiarization tours to experience a weekend in Mesquite. Five meeting planners representing organizations in Chicago, Austin, and Fort Worth toured the convention center. Five media influencers from Arlington, Hurst, Plano, and Mesquite participated in activities in Downtown Mesquite, City Lake Park and Aquatic Center, The Mesquite Arts Center, and Opal Lawrence Historical Park. During and following the tours they posted to their social platforms and produced blog content that the CVB will share.



Upcoming Groups and Conventions

Room Nights: 140 | Estimated Economic Impact: \$283,793*

Oct. 10 – 13 | South Central Church of God: This is an annual youth event sponsored by the church. 3,500 youth with their leaders from the Central Hispanic Region attended the event.

Room Nights: 20 | Estimated Economic Impact: \$4,744*

Oct. 25 – 26 | Park's Martial Arts Tournament: A Taekwondo and Hapkido competition. This is the first time the group hosted their tournament in Mesquite.

Room Nights: 63 | Estimated Economic Impact: \$8,232*

Oct. 26 – 27 | Cat Fancier's Association (Gulf Shore Region): CFA Gulf Shore Region 3 is part of the Cat Fanciers' Association, the world's largest registry of pedigreed cats, and is known as Region 3.

Room Nights: 344 | Estimated Economic Impact: \$236,494.40 *

Nov. 4 – 8 | American Bloodhound Club National Specialty: The American Bloodhound Club (ABC) was formed in 1952 to encourage and promote the quality of purebred Bloodhounds. The ABC protects and advances the interest of the breed.

*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 Closed This Quarter

Potential Revenue: \$20,693.26*

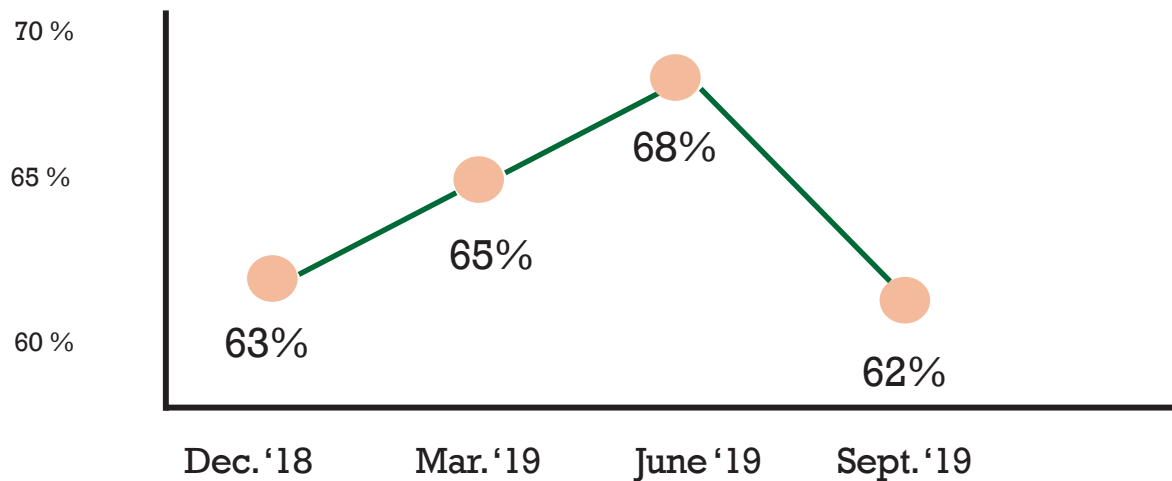
Jul. 26 – 27, 2019 | USA Dodgeball Tournament: During the two-day competition, 70 players stayed at the Fairfield Inn in Mesquite.

*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

	OCCUPANCY RATE (APR. - JUNE 2019) 74% (JULY. - SEPT. 2019) 67%
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Texas Hotel Performance Factbook Fourth Quarter July 1 - Sept. 30, 2019



The average **occupancy rate** for Texas was **64%** while Mesquite was **62%**.

The average **daily room rate** for Texas was **\$108** while Mesquite was **\$74**.

Texas saw a **room revenue** increase of **7 %**, Mesquite room revenue increased by **11%**.