

QUARTERLY REPORT



CVB launches new brand



In November 2018, the Mesquite CVB shared the new Visit Mesquite TX logo as part of the overall brand refresh. The CVB expressed with tourism partners that they would organically grow brand awareness with the new logo. The CVB shared that the new logo would be included as part of the new TripAdvisor campaign starting in January, the development of the new website, VisitMesquiteTX.com, new CVB videos, as well as new print and digital assets.

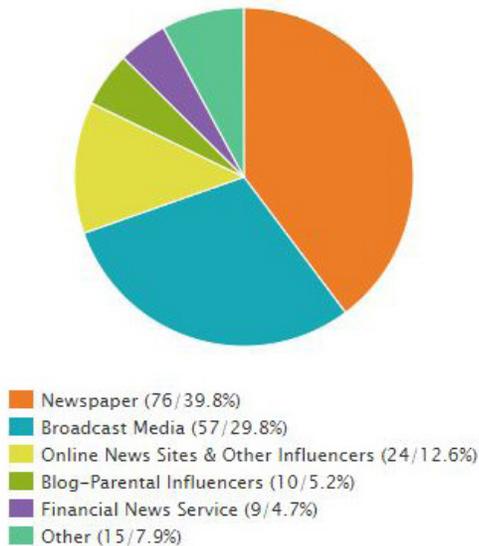
CVB brings in Google partner and increases web traffic



To kick off its Google Initiative, the CVB and Truly 360 held one-on-one meetings with 29 different business partners to guide them through claiming and managing their listings on Google. The CVB reports a four percent increase in search views and a nine percent increase on Google maps due to the 10 Google 360 Virtual Tours. With the new Google listing, Florence Ranch Homestead saw a significant increase with 40 percent more users requesting driving directions to that location.

CVB secures press for the Mesquite Symphony Orchestra and Rodeo

Total Pickup by Source Type



As the Mesquite Symphony Orchestra (MSO) prepared for its annual holiday concert, the CVB crafted and sent out a press release to heighten awareness that would generate larger attendance. More than 190 media outlets picked up the story. Through 30 days of circulation, the release generated about \$28,000 in publicity value for the MSO. The new symphony video was also included with the press release and has further assisted to invite guests to experience the MSO. Additionally, the CVB worked to bring attention to the Mesquite Championship Rodeo Winter Classic and secured coverage in the Dallas Observer as one of the "Best Things to Do in Dallas" during the holiday weekend.

"The concert created an excellent opportunity for the symphony and the Mesquite Arts Center to partner with the CVB. The combined marketing efforts resulted in increased demand for concert tickets and the addition of a second "Magic of Christmas" concert. An additional bonus was the Symphony's first sold out concert which elated the Symphony's conductor and board of directors."
- Cohn Drennan, Mesquite Arts Center Manager

Groups That Came to Mesquite this Quarter

Room Nights: 138 | Estimated Economic Impact: \$107,894*

Oct. 25 - 29 | Cat Fancier's Association (Gulf Shore Region): Devoted cat lovers hosted the annual Gulf Shore Regional Benefit.

Room Nights: 83 | Estimated Economic Impact: \$260,128*

Nov. 1 - 4 | East Texas Rabbit Breeders Association: An all-breed organization dedicated to the promotion of rabbits and the education of its members.

Room Nights: 43 | Estimated Economic Impact: \$20,692*

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

Room Nights: 4 | Estimated Economic Impact: \$8,277*

Nov. 15 - 18 | Dallas Gem & Mineral Society Trade Show: The society held its 61st annual trade show and fundraiser for enthusiasts and educators.

Room Nights: 164 | Estimated Economic Impact: \$44,340*

Dec. 7 - 10 | Medical Coding Academy: The academy conducted a three-day training course for interested professionals.

Room Nights: 130 | Estimated Economic Impact: \$31,924*

Dec. 10 - 16 | Stevens Transport: More than 200 attendees gathered for the Annual Holiday Party and Trucker Celebration.

Upcoming Groups and Conventions

Room Nights: 60 | Estimated Economic Impact: \$8,868*

Jan. 18 - 19 | American Bully Kennel Club: Members will attend the Dallas All - Star Showdown Dog Show.

Room Nights: 65 | Estimated Economic Impact: \$39,906*

Jan. 25 - 27 | The Gospel Music Artist Association: Talented gospel singers from eight surrounding states will gather for the association's 17th Annual Convention.

Room Nights: 30 | Estimated Economic Impact: \$22,170*

Jan. 26 - 28 | Stamps and Scrap Art Tour: Rubber stamp, scrapbook and paper art exhibitors and collectors will attend this traveling trade show.

Room Nights: 50 | Estimated Economic Impact: \$6,207*

Feb. 26 - 28 | World Wide Traders (WWT) Watch and Jewelry Show: WWT invites regional members for a large watch, jewelry and collectibles show.

Room Nights: 12 | Estimated Economic Impact: \$110,850*

March 8 - 10 | Divine Mercy of Our Lord: This local religious organization will host its annual seminar as the congregation prepares for Lent.

Room Nights: 4 | Estimated Economic Impact: \$66,510*

March 15 - 17 | Cat Fancier's Association: Cat lovers will celebrate St. Patrick's Day with a specialty 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: \$18,000*

July 31 - Aug. 4, 2019 | Hispanic Church of God National Conference: During the four-day conference, more than 4,500 attendees will travel to and stay in Mesquite. CVB sales staff hosted a tour of Mesquite in December to close the sale.

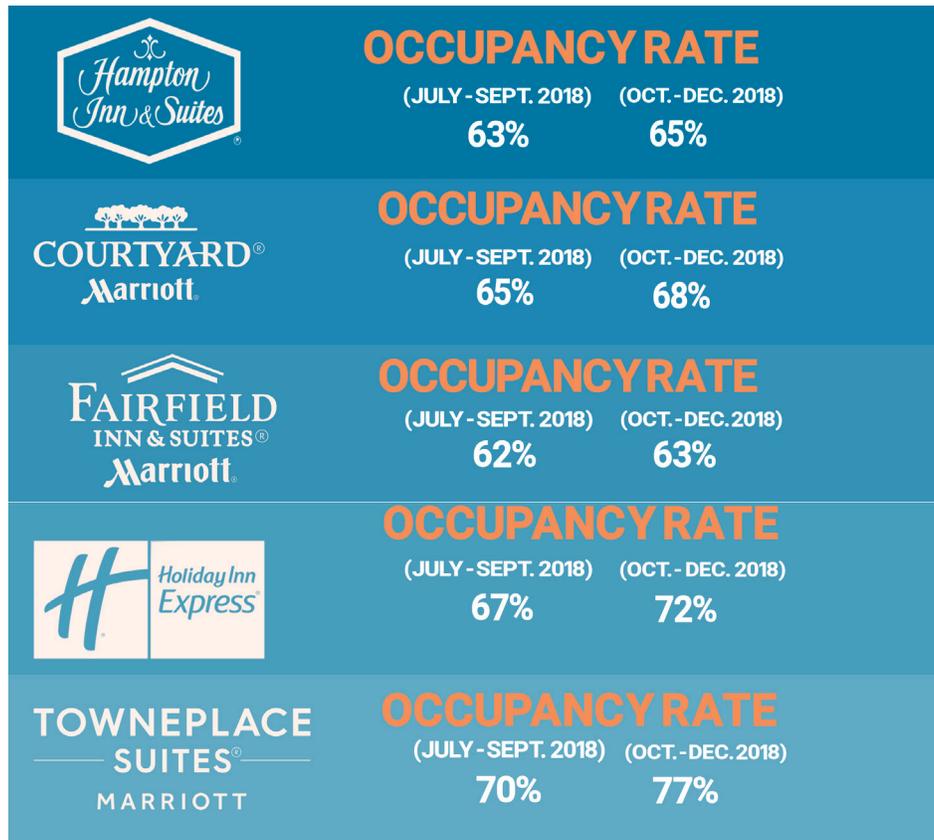
Potential Revenue: \$17,000*

Oct. 10 - 13, 2019 | GodFest: The South Central Church of God will host its youth retreat. Representing 200 congregations in the central region of the country, they are expecting 4,000 attendees. CVB sales staff hosted a tour of Mesquite in December to close the sale.

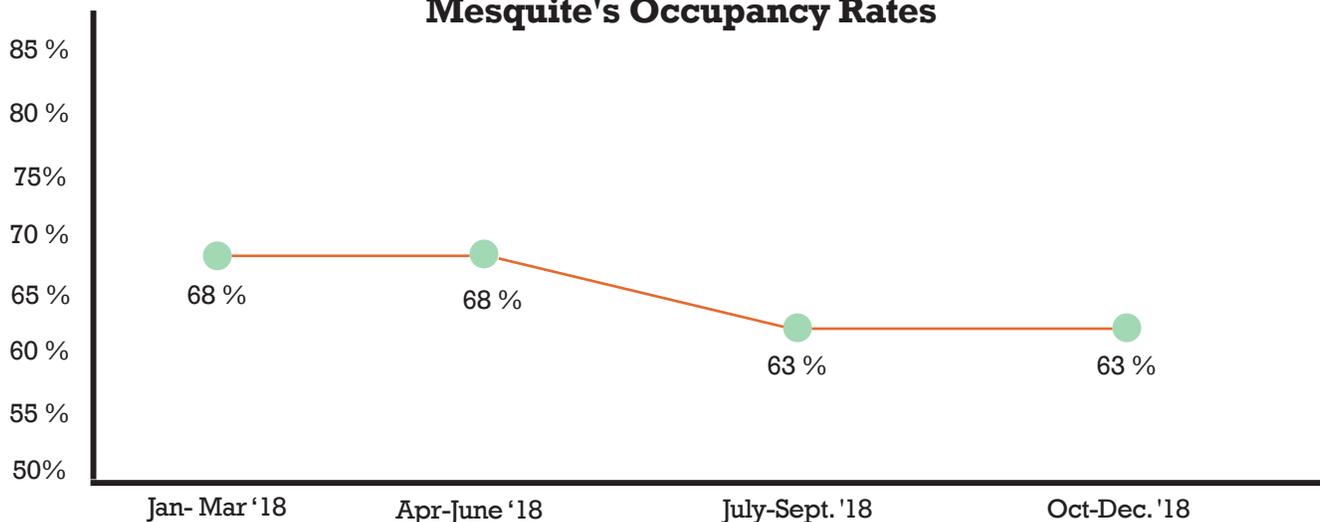
*The above figures are negotiated rates between the client and convention center based off expected attendance and fulfillment of hotel blocks. These figures are subject to change closer to the event date.

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.



Mesquite's Occupancy Rates



Texas Hotel Performance Factbook | First Quarter | Oct. 1 - Dec. 31, 2018
 The average **occupancy rate** for Texas was **62.3%**, while Mesquite was **63.4%**.

The average **daily room rate** for Texas was **\$104.09**, while Mesquite was **\$64.78**.

Texas saw a **room revenue** increase of **2.8%**, Mesquite room revenue increased by **10 %**.