

## QUARTERLY REPORT



The CVB partnered in hosting a BRE Marketing Event.



The CVB collaborated to create new testimonial videos for convention sales efforts.



The CVB supported the job fair and a live interview with Channel 29 KMPX.



The CVB teamed with Economic Development to host area businesses in the rodeo suites.

## **Putting Mesquite on the Map**

As part of our strategic digital marketing plan the CVB continues to grow awareness for Mesquite area events by posting to the following event calendars: VisitMesquiteTX.com, #StayHapening, All Events, Make It Mesquite, Mesquite Bubble Life, Texas Highways Calendar, Tour Texas, and Facebook co-hosted list events. We submit events and it is up to event page whether to share the events.

## **WikiNews Media Story for the Texas Haunters Event in Mesquite**

The Texas Haunters Convention hosted at the Mesquite Convention Center in July was covered by WikiNews and also Thrillist. This is an important achievement. The convention brought in 134 room nights and over 2,000 attendees. We are currently in negotiations to rebook the group for a multiyear contract.

## **268 Restaurant Visits Completed**

Starting in May 2020 the CVB team of Jessica McClellan, Alberto Rivera, James Johnson and Amber Patterson began a massive restaurant outreach. Starting at the beginning of the pandemic the CVB rallied and put together a webpage charting which restaurants in the city were open, and those offering take-out and delivery. This effort included creating a landing page for each restaurant in the city on VisitMesquiteTX.com. Since that time the CVB has expanded that effort to include individual visits to all 268 restaurants in the city. Each visit included marketing tips, assistance in creating both a TripAdvisor and a Google My Business Listing, and posting a review and photos to their listing. The CVB shared with each the Restaurant Revitalization Program, as well as collected special discount offers "Real Texas Flavor Deal" and promoted those through social channels. Concluding on July 30th the CVB has created a large database with updated contact information and details that will be useful going forward.

## **Downtown Promotion by the CVB**

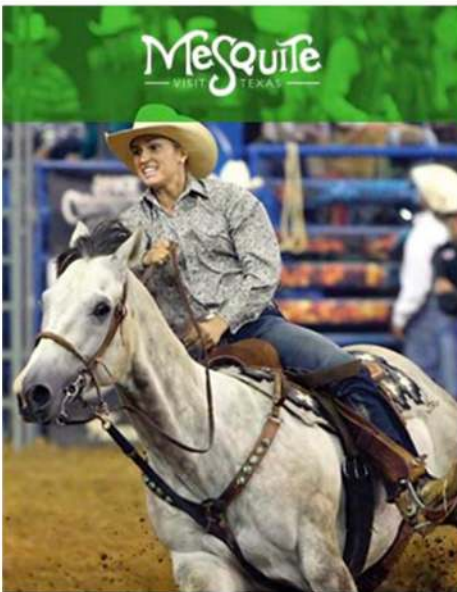
The CVB sponsored an activity of 100 Make-and-Take Stick Horses at the July 17th Farmers Market. This event was timed for the Pokemon Go Fest 2021 event. Through social media outreach efforts 10,500 people were reached. This resulted in over 200 reactions, comments, and shares with over 500 clicks.

In addition to this we have also created ads on Google and Facebook. Since launching the Google search and display ads on June 22, 2021 with a budget of \$24 a day, we have more than tripled the amount of users to DowntownMesquiteTX.com with 3,233 users as of July 30, 2021. For Facebook, with a total spend of \$591 we have reached over 75,000 people with over 2000 clicks.

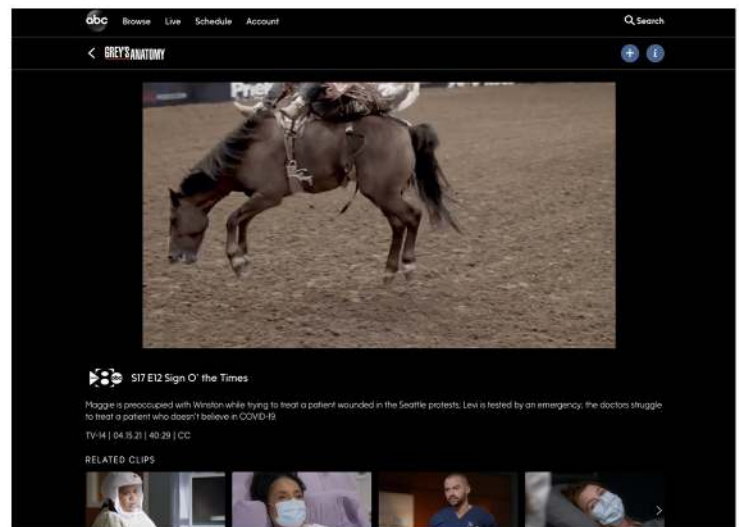


## Mesquite Partners with Travel Texas for 19.3 Million Impressions

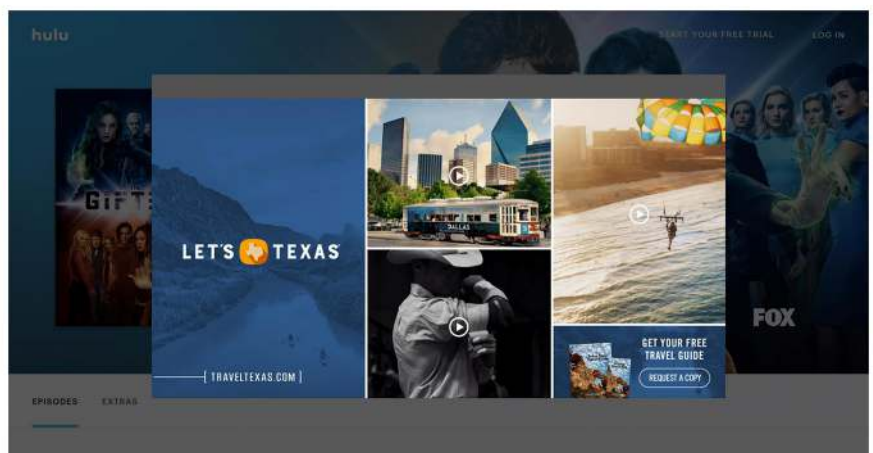
The Mesquite CVB partnered with Travel Texas, the State Texas Office of Tourism marketing arm, in a campaign to extend our marketing reach in a continuing effort to put Mesquite on the map for potential travelers nationwide. The State of Texas Office of Tourism Co-Op Plan matched our spend dollar-for-dollar resulting in us receiving \$36,000 worth of marketing media buys during the year 2021 for a spend of \$18,000. Our campaign included placement of our video on streaming channels such as Netflix etc. We supplied them with a video marketing the VisitMesquiteTX website with a rodeo video. The video also before Travel Texas videos the State ran. The videos received 3,547,117 impressions and 4,285 clicks through to our website. Reports show 87% of viewers completed watching our entire video. Additionally, our campaign included digital media ads to active roadtrippers which appeared based on the user's travel patterns of speed, distance and hotel stops showing they are road trippers. The ads through the Travel Texas placement allowed us to run our ads to users programmatically to users exposed to Texas. This served our digital ads to 16,004,575 viewers with 123,303 click throughs to our website. All for a total of 19.3 million impressions. The campaign began in March and has run through July. The CVB plans to partners again with Travel Texas on this successful campaign.



**Destination Assistance  
Program Display Ads**



**Live TV Service Commercial**



**Interactive Video Ads on Streaming Services**

# • MARK YOUR CALENDARS •

**Oct. 10 - 17, 2021**  
Rhodesian Ridgebacks  
National Specialty 2021



**Oct. 25 - 30, 2021**  
Siberian Husky Club of America  
National Specialty 2021

**Nov. 2 - 6, 2021**  
English Springer Spaniel Field Trial  
Association National Specialty 2021



## Convention Sales Closed This Quarter

**Room Nights: 33 | Estimated Economic Impact: \$ 59,542\***

Feb. 19, 2022 | Crown Cheer & Dance Championships: A one-day cheer and dance competition that will attract many competitors and their families to Mesquite.

**Room Nights: 20 | Estimated Economic Impact: \$ 50,436\***

Aug. 28, 2021 | Planet of the Bullies: 1,800 Bully enthusiasts will compete during this one-day event.

**Room Nights: 60 | Estimated Economic Impact: \$ 84,060\***

May 13 - 15, 2022 | Imagine Dance Challenge: A three-day dance competition which brings many dancers and their families to 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. Economic Impact Calculation: X% not local x total attendance (#) x length of stay (# days) x \$140 (\$140 is the average amount visitors spend a day according to the Texas State Office of Tourism).*

As of July 30, 2021, photos and reviews posted by the CVB have earned  
**30,000,000 views on Google!!**  
That is up from the 1 million on January 1, 2021.



 3,539,062



 1,179,806



 177,112

The average **occupancy rate** for Texas was **61%**, while Mesquite was **68%**.

The average **daily room rate** for Texas was **\$101**, while Mesquite was **\$82**.

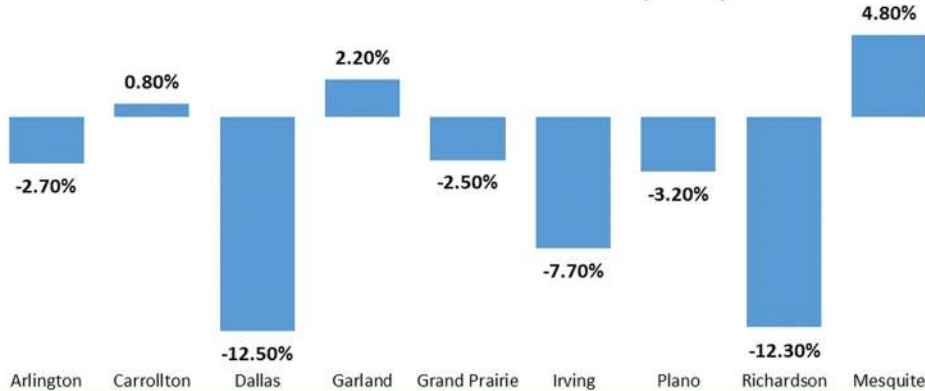
Texas saw a **room revenue** increase of **163%**, Mesquite room revenue increased by **97%**.

# Mesquite Hotel Performance

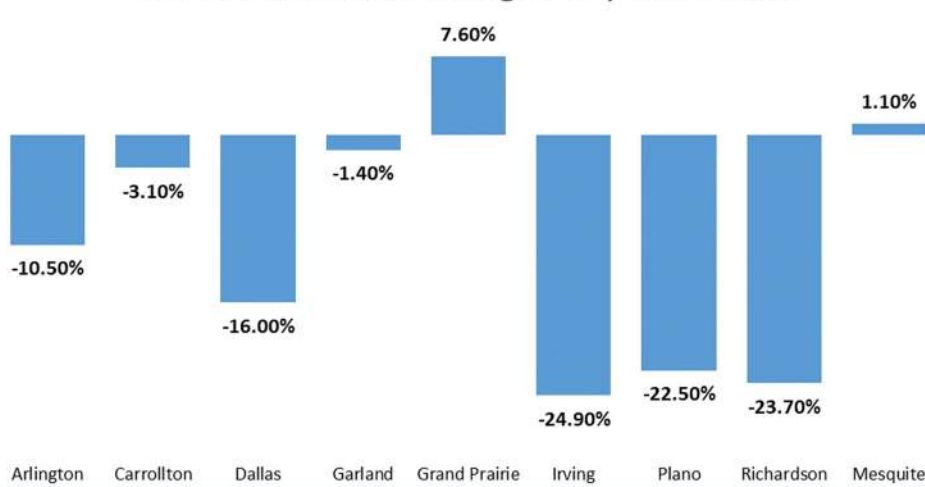
12 Months Ending June 30, 2021 compared to the 12 Months Ending June 30, 2020.

Mesquite is greatly benefitted by having a diverse group of travelers that stay in our hotels. Arlington's travelers are mostly leisure, Dallas is mostly business, and Irving relies strongly on convention goers. Mesquite has a good mix of each and also a good number of transient travelers. All metroplex cities benefit from having hotels placed on highway frontage and from being near Dallas. As for the rest of 2021, the CVB projects similar results based on 1) the number of large convention bookings at the Mesquite Convention Center, 2) increased number of concerts and events at the Mesquite Arena and the Texas State Fair, and 3) the expectation that the Delta variant will have a quick rise and a quick drop in cases.

### YOY 2021 Annual Hotel Occupancy



### YOY 2021 Annual Average Daily Room Rate



### YOY 2021 Annual Hotel Room Revenue

