

QUARTERLY REPORT

2Q22



Patio Dining

The CVB launched five new food tour campaigns in the month of March!



Taco Tour



Donut Dial

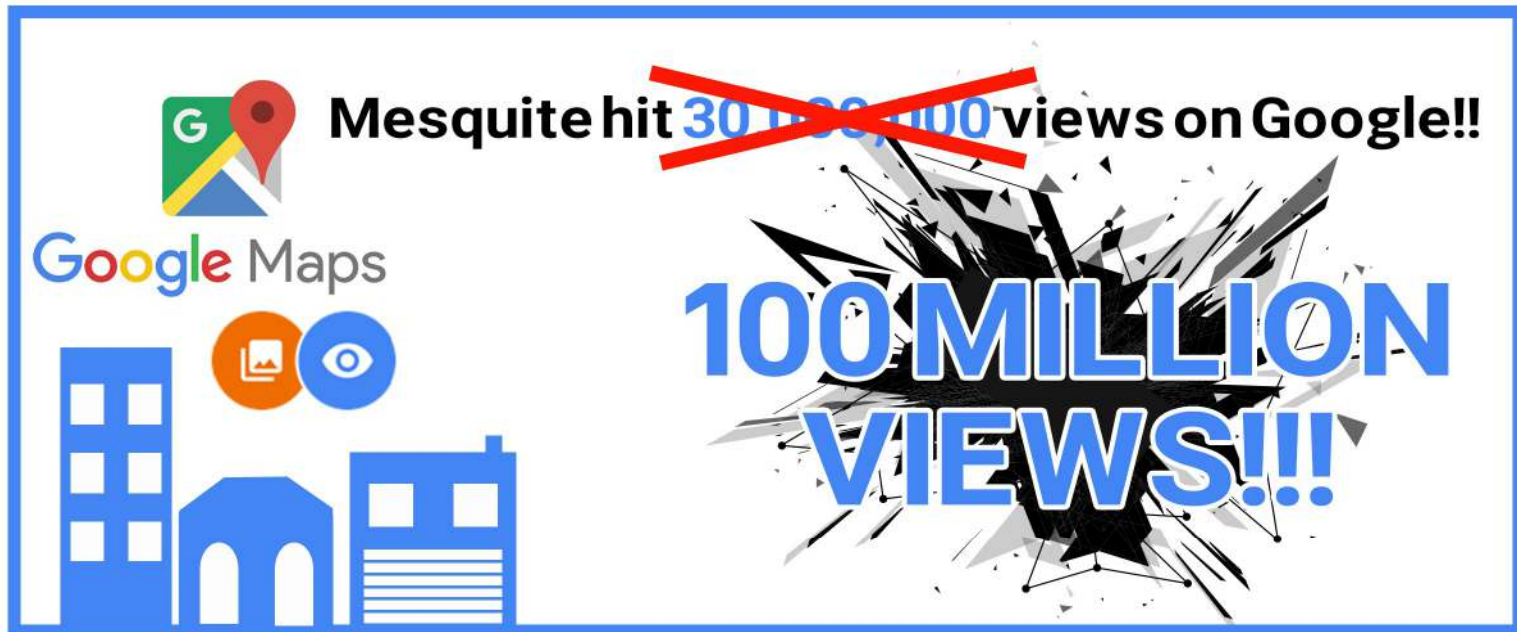


Fruteria Fun



BBQ Trail

The CVB's Marketing Efforts Have Ranked Mesquite #1 in Several Searches



The Mesquite CVB is running campaigns using keyword searches to drive internet search performance. 69% of consumers use Google to find local business information over other websites such as TripAdvisor and Yelp. Using Google Display Ads with broad term phrases, along with proper SEO optimization the City of Mesquite has ranked highly in several organic and keyword searches. The average consumer in 2022 now uses broader search terms. Instead of searching for "AMC theater near me" or "Razzos in my area", people are instead searching for "things to do near me" or "mesquite tx restaurants". When looking at the number of searches that are being done in our area, the CVB pages that rank higher in the results and most likely to be clicked on.

● +mesquite +symphony +orchestra	● +Local +musical
● "mesquite symphony orchestra"	● +Local +performing +arts
● "dallas summer musicals 2021"	● +Performing +arts +live
● +Performing +arts +near +me	● +mesquite +arts
● "musicals in dallas 2021"	● +Nonsense +Musical

In addition to the increased Google Searches, the CVB has continued its efforts for creating Google My Business listings and Google reviews in order to drive more traffic to the businesses. The Mesquite CVB is now the local authority according to Google for the East Dallas area. This has led to searches, reviews, and photos being viewed by several consumers across our targeted areas.

The CVB Attends Several Media Missions

Mesquite continues to grow its reputation with tourists from both inside and outside of Texas. In March the CVB partnered with the State Office of Tourism on a media mission to Los Angeles and New York. The goal of these media missions is to grow awareness of Mesquite, create relationships with travel writers and earn media coverage. Jessica McClellan pitched 27 travel writers and influencers in New York and 30 in Los Angeles. Jessica shared the new Mesquite Visitors Guide, as well as story pitches with representatives from outlets that included AAA Explorer, Westways, Food & Wine, Fodor's Travel, Uproxx, Modern Luxury Los Angeles, Los Angeles Times, Frommers, Travel and Leisure plus several freelancers and social media influencers. The State Office of Tourism organizes media missions around the country to cities including New York, Chicago, San Francisco, and Memphis to promote visits to Texas.



The CVB Gets A New Booth For Showcasing

The CVB created a new tradeshow booth to present at Southwest Showcase in Austin, Texas. The booth was used to help share the vision of Mesquite as Jessica McClellan and Alberto Rivera shared the convention resources with planners and association markets from across the state.



The CVB Attends the TACVB Conference in Midland

In February Jessica McClellan facilitated the 3-day marketing track at the Texas Association of Convention and Visitors Bureau conference in Midland, Texas. James Johnson also attended the conference earning continuing education credits towards his Texas Destination Marketing credential.

The CVB Assists in Restaurant Grand Openings

The CVB supported the openings of two new restaurants using social media posts to spread awareness for their grand openings. Boba Leaf Tea Lounge officially opened February 12, and Crumbl Cookies on February 4. On the day of the grand openings, a representative from the CVB was there to meet the owners, purchase their products and take pictures which were then used on the CVB website.

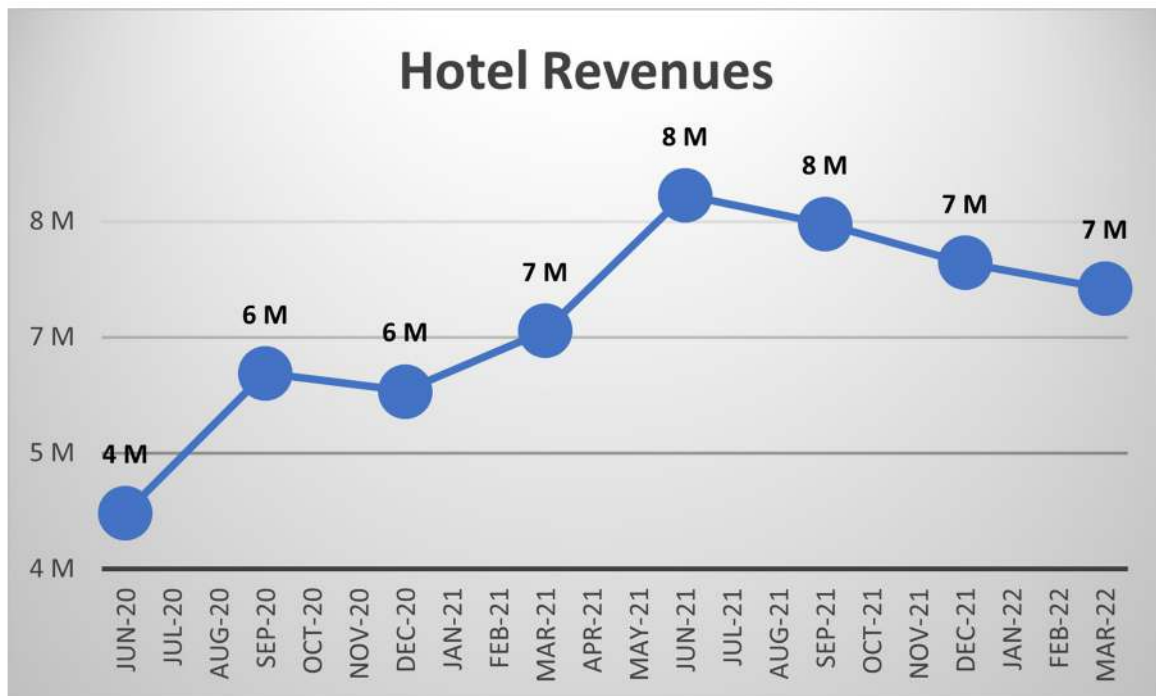
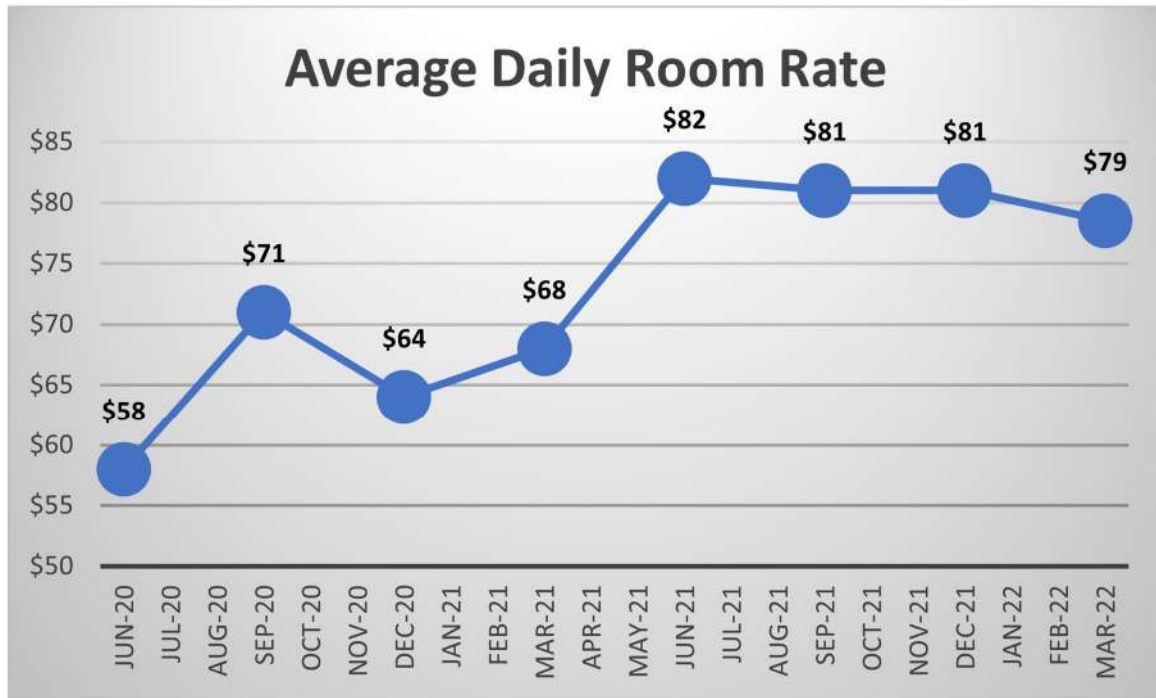


The CVB Launches New Quince, Wedding and Pet-Friendly Campaigns

The CVB launched new campaigns focusing on different services in the city mainly Quinceañeras, Weddings and Pet-friendly Activities. Each of these campaigns featured ads on Google, Facebook and Instagram, and had custom landing pages created for them. All three of these campaigns are still ongoing with the Quinceañera ads on Facebook performing very well with a reach of over 55,000 and over 280 clicks.

Mesquite Hotel Performance Second Quarter Jan. 1 - Mar. 31, 2022

Hotel Revenue and Average Daily Room Rate Trends for the last 22 Months



The average **occupancy rate** for Texas was **59%**, while Mesquite was **62%**.
 The average **daily room rate** for Texas was **\$110** while Mesquite was **\$79**.
 Texas saw a **room revenue** increase of **55%**, Mesquite room revenue increased by **8%**.