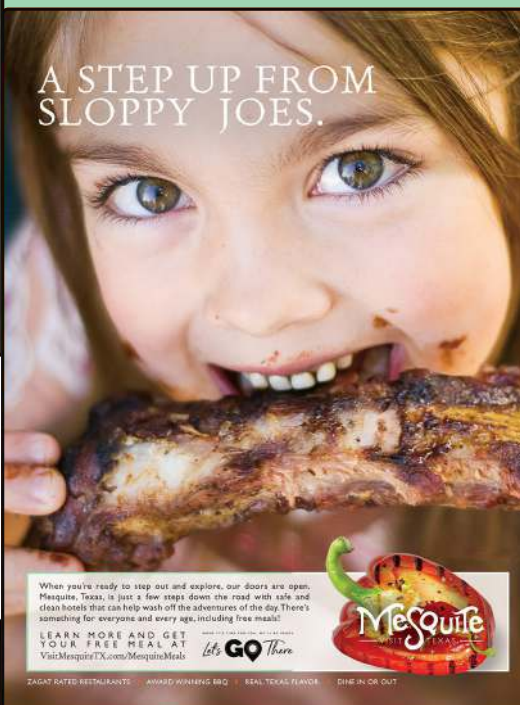


## QUARTERLY REPORT



New hire James Johnson joins the team as the CVB Marketing Coordinator.



Texas State Travel Guide published 700,000+ copies which were distributed across 254 counties.



The Quality Inn on Gross Road is awarded the Platinum Hotel Award.



Air Supply Concert at the Mesquite Arena.



Hoteliers Meeting held on April 28th. 16 hotels attended.

## Mesquite Championship Rodeo

The Mesquite Championship Rodeo has launched a new website and ticketing platform with Saffire. By choosing Saffire they will directly benefit from tracking analytics on the Mesquite CVB, Downtown Mesquite, and Mesquite Arts Center site also housed on Saffire. Additionally, the Rodeo will have seven billboards throughout the DFW area starting this month and running through the end of summer. The billboards will reach travelers throughout Seagoville, McKinney, Kemp, Sunnyvale, Rowlett and on U.S. 75 and I-635.



## Expounding the Value of a Visitor

The Texas Office of Tourism and Economic Development shared the annual study on the economic impact of travel in Texas that details how tourism affects the Mesquite community and businesses. Some highlights include that the Mesquite tourism industry employs 2,030 people. The tourism industry includes hotels, restaurants, event venues, museums, bars/nightclubs, theaters, and arts venues.



**THE AVERAGE VISITOR SPENDS  
\$140 PER DAY.**



**VISITORS DISHED OUT \$65 MILLION  
FOR FOOD WHILE IN MESQUITE**



**MESQUITE TOURISM INDUSTRY EMPLOYS  
2,030 PEOPLE | \$94 MILLION  
RESULTING IN IN ANNUAL EARNINGS**



**OUR REGION OF THE STATE,  
THE PRAIRIES & LAKES TOURISM\*  
REGION, IS THE #1 MOST VISITED  
AREA IN TEXAS**



**VISITORS SPENT A TOTAL OF  
\$199 MILLION WHILE VISITING MESQUITE**



**HOTEL REVENUES ACCOUNT FOR  
\$22 MILLION  
FOR THE YEAR OF 2020**

Praries and Lakes Region & MSA Visitor Profile, D.K Shifflet & Associates, 2019. The U.S. Census Bureau and the Economic Impact of Travel in Texas, Dean Runyan Associates, 2019. \*Praries and Lakes Tourism Region includes the 50 counties including the surrounding DFW metroplex.





## **THE TOP THREE CITIES FROM OUT OF STATE THAT VISIT OUR AREA\* ARE:**

- 1. OKLAHOMA CITY, OK**
- 2. LOS ANGELES, CA**
- 3. TULSA, OK**



**BUSINESS AND TRANSIENT TRAVELERS TO THIS AREA\* ACCOUNTS FOR 24% OF ALL VISITORS.**



**THE AVERAGE GROUP SIZE TO VISIT OUR AREA\* IS 1.71 PEOPLE AND THEY STAY FOR 2 DAYS. ONLY 10% ARE TRAVELING WITH CHILDREN.**



## **WHAT ACTIVITIES DO VISITORS ENGAGE IN WHEN THEY VISIT OUR AREA\*?**

- 29% ATTEND A LARGE EVENT, FESTIVAL, CONCERT, OR NIGHTLIFE**
- 13% VISIT A MUSEUM/ HISTORIC SITE**
- 18% VISIT PARKS AND OUTDOOR VENUES**
- 19% GO SHOPPING**



**4 IN 10 VISITORS ARE VISITING FRIENDS OR RELATIVES**

• **MARK YOUR**



**CALENDARS!** •

**May 21, 2021**  
BullyPedex



**Jun. 5, 2021**  
Bosses and Bullies

**Jun. 12 - 13, 2021**  
Stamps & Scrap Art Tour 2021



## **Convention Sales Closed This Quarter**

**Room Nights: 1,858 | Estimated Economic Impact: \$ 558,999\***

May 1 – Jul. 30, 2021 | Amazon Hiring Event: During May and June, Hampton Inn & Suites will host 1,858 room nights. Room revenue - \$202,413. Amazon has also booked meeting rooms in the Convention Center for the entirety of the event for \$6,625.

**Room Nights: 20 | Estimated Economic Impact: \$56,040\***

Jun 5, 2021 | Bosses & Bullies: 2,000 Bully enthusiasts will attend this event for another successful dog show.

**Room Nights: 50 | Estimated Economic Impact: \$28,020\***

Sep 11, 2021 | Money Bag Bully Kennel: Over 350 Bully dogs with their owners will compete in this one-day event.

**Room Nights: 730 | Estimated Economic Impact: \$1,214,813\***

Oct. 4 - 9, 2021, 2022 and 2023 | World Championship Miniature Bullriding Assn: After a successful event this winter, this group has chosen Mesquite as their home for the next three years. Youth 18 years and younger from the US and Brazil, Australia, Mexico, and more will compete for the title of World Champion Miniature Bullrider.

**Room Nights: 595 | Estimated Economic Impact: \$338,929\***

Nov. 1 – 6, 2021 | English Springer Spaniel Field Trial Association Annual Conference: 350 dogs with their owners will compete in this nationwide gathering.






**Room Nights: 70 | Estimated Economic Impact: \$99,265\***

Feb. 2022, 2023 & 2024 | Texas Fly Fishing & Brew Festival: After a successful event in February 2021, this festival has chosen Mesquite as their home for the next three years. This group also hosts the Virginia Fly Fishing & Wine Festival for the past 25 years.

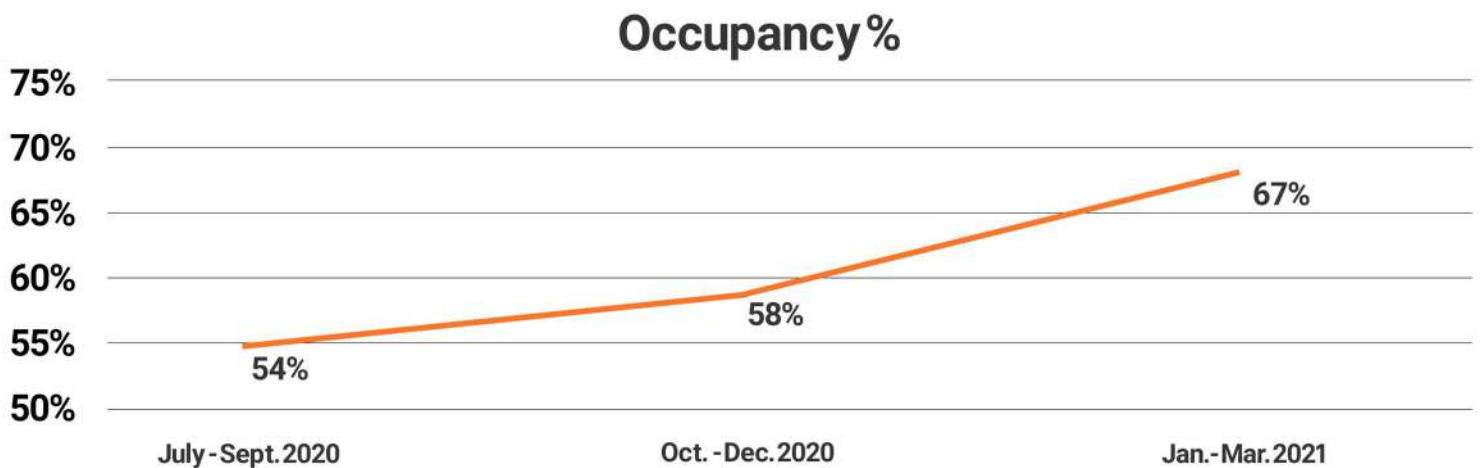
*\*The above figures are negotiated rates between the client and convention center based off expected attendance and fulfillment of hotel blocks. These figures are subject to change closer to the event date.*



## Premier Hotels By the Numbers

	<b>OCCUPANCY RATE</b>		
	(JULY.-SEPT. 2020)	(OCT.-DEC. 2020)	(JAN.-MAR. 2021)
	53%	58%	69%
	<b>OCCUPANCY RATE</b>		
	(JULY.-SEPT. 2020)	(OCT.-DEC. 2020)	(JAN.-MAR. 2021)
	57%	57%	60%
	<b>OCCUPANCY RATE</b>		
	(JULY.-SEPT. 2020)	(OCT.-DEC. 2020)	(JAN.-MAR. 2021)
	54%	55%	68%
	<b>OCCUPANCY RATE</b>		
	(JULY.-SEPT. 2020)	(OCT.-DEC. 2020)	(JAN.-MAR. 2021)
	56%	58%	69%
	<b>OCCUPANCY RATE</b>		
	(JULY.-SEPT. 2020)	(OCT.-DEC. 2020)	(JAN.-MAR. 2021)
	51%	65%	75%

### Texas Hotel Performance Factbook First Quarter Jan. 1 - Mar. 31, 2021



The average **occupancy rate** for Texas was **54%**, while Mesquite was **67%**.

The average **daily room rate** for Texas was **\$83**, while Mesquite was **\$68**.

Texas saw a **room revenue** decrease of **19%**, Mesquite room revenue increased by **11%**.

# Mesquite Hotel Performance History

March 2018 - March 2021

HOTEL PROPERTY	Rooms	Average Daily Room Rate			
		Mar' 18	Mar' 19	Mar' 20	Mar' 21
TownePlace	96		\$117	\$112	\$119
Hampton Inn	106	\$106	\$101	\$100	\$97
HolidayInn Ex	74	\$82	\$105	\$105	\$100
Fairfield	80	\$112	\$101	\$92	\$71
Courtyard	101	\$107	\$105	\$101	\$121
Spanish Trails	65	\$72	\$66	\$61	\$64
Quality Inn	62	\$70	\$68	\$65	\$59
Days Inn	45	\$42	\$66	\$66	\$73
Motel 6	51	\$58	\$54	\$50	\$47
Quality Inn #2	60	\$44	\$41	\$41	\$54
Red Roof	39	\$39	\$57	\$55	\$63
HomeTowne Studios	47	\$47	\$47	\$54	\$58
Mesquite Inn	41	\$44	\$46	\$45	\$46
Astro Inn	32	\$22	\$30	\$26	\$31
Deluxe Inn #2	54	\$21	\$28	\$34	\$47
LaQuinta - 180 West	60	\$93	\$92	\$84	\$77
Sure Stay	58	\$76	\$65	\$64	\$65
Microtel north - 180 West	40	\$47	\$56	\$47	\$48
Budget Inn I-80	94	\$26	\$32	\$34	\$36
Deluxe Inn I-80	148	\$25	\$36	\$28	\$26
Luna Lodge I-80	120	N/A	N/A	N/A	N/A
Tejas Motel I-80	N/A	N/A	\$24	\$25	\$23
Average Total	1,564	\$63	\$69	\$69	\$68

Year Over Year  
Comparison 2018 - 2021



# Mesquite Hotel Performance History

## March 2018 - March 2021

### Average Hotel Ocupancy

HOTEL PROPERTY	Rooms	Mar'18	Mar' 19	Mar' 20	Mar' 21
TownePlace	96	N/A	64%	71%	75%
Hampton Inn	106	62%	67%	64%	69%
HolidayInn Ex	74	61%	74%	64%	69%
Fairfield	80	72%	67%	61%	68%
Courtyard	101	72%	70%	66%	60%
Spanish Trails	65	68%	60%	58%	66%
Quality Inn	62	70%	67%	58%	64%
Days Inn	45	71%	72%	66%	70%
Motel 6	51	71%	66%	60%	67%
Quality Inn #2	60	67%	76%	60%	75%
Red Roof	39	67%	70%	59%	69%
HomeTowne Studios	47	72%	69%	66%	69%
Mesquite Inn	41	67%	70%	61%	61%
Astro Inn	32	62%	59%	55%	62%
Deluxe Inn #2	54	64%	54%	42%	68%
LaQuinta- I80 West	60	72%	68%	64%	69%
Sure Stay	58	72%	43%	56%	67%
Microtel north -I80 West	40	76%	67%	62%	69%
Budget Inn I-80	94	67%	54%	46%	69%
Deluxe Inn I-80	148	69%	74%	49%	58%
Luna Lodge I-80	120	N/A	N/A	N/A	N/A
Tejas Motel I-80	N/A	N/A	56%	54%	62%
Average Total	1,564	68%	65%	60%	67%

### Year Over Year Comparison 2018 - 2021

