

## QUARTERLY REPORT



Dallas Gem and Mineral Society is just one of many groups continuing to host their events in Mesquite



Texas Fly Fishing & Brew Festival Promo Filming with Councilman Aleman



IMBA 2020 World Finals Promo Filming with Mayor Archer



# 2021 CVB Marketing Campaign

## A Step Up



The idea behind the "A Step Up" campaign is to use visuals that remind adults of their youth and the fun things they used to do. It also connects to stepping out of your home, and that Mesquite's doors are open and ready for business. After drawing in the reader with headlines, the concept shifts from being about them to their family. We've taken this approach to capitalize on getting families to Mesquite because they will typically stay longer and spend more money than a single person. During the pandemic, families are also looking for ways to create experiences and memories that won't break the bank.

A fun headline that you don't expect to see captures the reader's eye. From there, we use minimal copy to build intrigue. With the primary goal of driving viewers to the landing page, we also incentivize the call-to-action with a "FREE" offering. Each layout also has a list of items to highlight specific things to do in Mesquite. Unique URL's have been utilized to help with tracking and will link to landing pages to tell a more in-depth story of the attractions and offerings we want to highlight. The ultimate goal is to get people interested in Mesquite and have them pack up the car and step up their road trip vacation in Mesquite, Texas.



Google Maps

### Mesquite hit 1,000,000 views on Google!

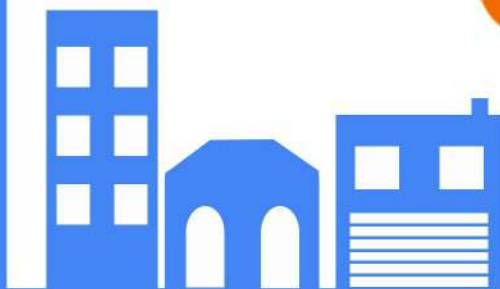


1,127



1,084

The CVB consistently posts photos to Google listing pages throughout the city. This has resulted in achieving over 1 million views to date!





# • MARK YOUR CALANDARS! •

**Feb. 27 - 28, 2021**  
Texas Fly Fishing & Brew Festival



**Oct. 1 - 3, 2021**  
Home and Garden Show

**Oct 25 - 30, 2021**  
Siberian Husky Club of America's  
Annual National Specialty Show



## Convention Sales Closed This Quarter

**Room Nights: 85 | Estimated Economic Impact: \$ 61,488\***

Dec. 3 – 6, 2020 | Texas Corn Hole League Signature Series: 300 Texas Corn Hole enthusiasts return to Mesquite in 2020. The last time the group was here was in 2015.

**Room Nights: 240 | Estimated Economic Impact: \$ 76,860\***

Mar. 13, May 22, Nov. 12, 2021 | BullyPedex Dog Show: 1,000 Bully enthusiasts will meet for three separate events.

**Room Nights: 70 | Estimated Economic Impact: \$115,290\***

Oct. 1 – 3, 2021 | Home and Garden Show: 6,000 people are expected to attend the Home and Garden Show.

**Room Nights: 50 | Estimated Economic Impact: \$ \$12,810\***

Jul. 10 – 11, 2021 | Bilbrey Tours: Bus tour groups are a key target audience for the Mesquite CVB. This is the first bus tour group we have secured through our email marketing sales campaign.

**Room Nights: 71 | Estimated Economic Impact: \$ \$64,050\***

Jun. 13 – 14, 2021 | Showtime International: This premiere dance company will bring many dance and drill competitors.

**Room Nights: 20 | Estimated Economic Impact: \$ 10,248\***

Jan. 30, 2021 | Cheer Star Winter Nationals: 800 dance competitors and their families are expected to come to Mesquite for this event.






**Room Nights: 40 | Estimated Economic Impact: \$ 32,025\***

Feb. 12, 2022 | USBR Bully Dog Show: 500 Bully dog enthusiasts will compete during this one day event.

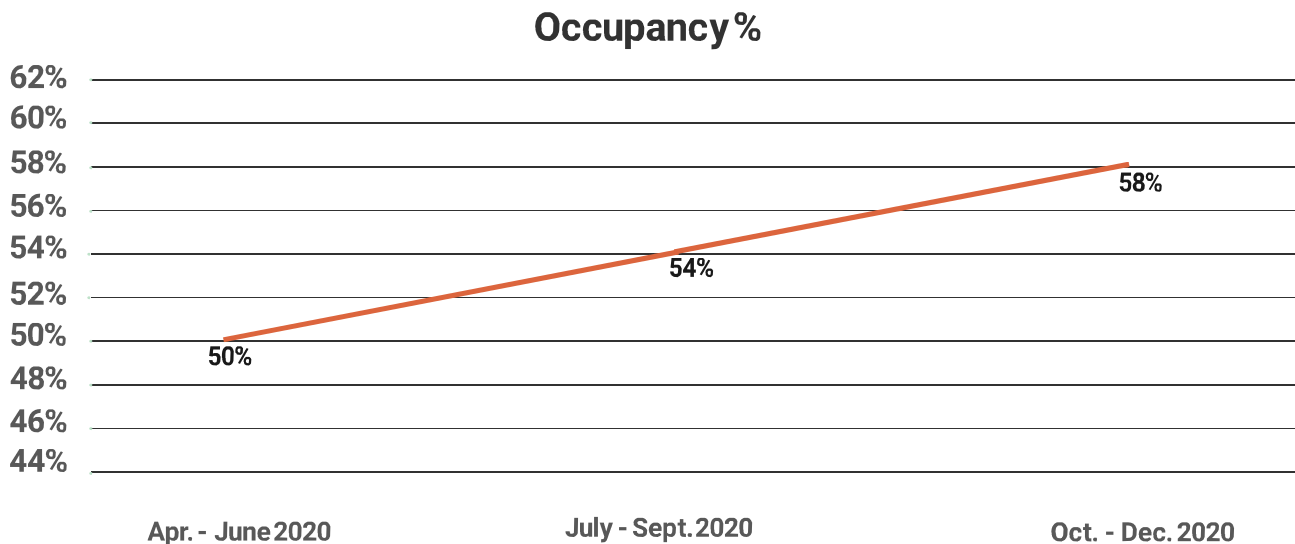


*\*The above figures are negotiated rates between the client and the convention center based off expected attendance and fulfillment of hotel blocks. These figures are subject to change closer to the event date.*

# Premier Hotels By the Numbers

	<b>OCCUPANCY RATE</b>		
	(APR.-JUNE 2020)	(JULY-SEPT. 2020)	(OCT.-DEC. 2020)
	31%	53%	58%
	<b>OCCUPANCY RATE</b>		
	(APR.-JUNE 2020)	(JULY-SEPT. 2020)	(OCT.-DEC. 2020)
	43%	57%	57%
	<b>OCCUPANCY RATE</b>		
	(APR.-JUNE 2020)	(JULY-SEPT. 2020)	(OCT.-DEC. 2020)
	39%	54%	55%
	<b>OCCUPANCY RATE</b>		
	(APR.-JUNE 2020)	(JULY-SEPT. 2020)	(OCT.-DEC. 2020)
	54%	56%	58%
	<b>OCCUPANCY RATE</b>		
	(APR.-JUNE 2020)	(JULY-SEPT. 2020)	(OCT.-DEC. 2020)
	47%	51%	65%

## Texas Hotel Performance Factbook Third Quarter Oct. 1 - Dec. 31, 2020



The average **occupancy rate** for Texas was **45%**, while Mesquite was **58%**.

The average **daily room rate** for Texas was **\$80**, while Mesquite was **\$65**.

Texas saw a **room revenue** decrease of **42%**, Mesquite room revenue decreased by **14%**.