



**THE BUREAU BEAT**  
***A Monthly E-Newsletter From The Mesa Convention & Visitors Bureau***  
**JULY 2009**

Greetings,

Thank you to all of our industry partners that recently joined us at our first Marketing Networking meeting and our July Hotel Communications Meeting of the new fiscal year. If you are not yet participating in our programs, now more than ever is the time to begin aligning your efforts with the bureau. Attached is our 12-month at-a-glance calendar featuring our FY 2009-2010 Program of Work. Broken up by department, our partners are encouraged to plan ahead and know where we will be and when as the travel season gears up and takes hold. You will want to especially take notice of the Partner Programming section. There are numerous opportunities coming up this year where we are sharing the latest industry trends and helping partners shine – from tourism trainings to our 2<sup>nd</sup> Annual Housekeeping Olympics in September, it's going to be a jam-packed year of touting Mesa.

Please read on for more ways to actively participate in our programs. And, know that our program of work will be updated on a quarterly basis reflecting anticipated changes due to budget and availability. Those changes will be announced in the Bureau Beat and posted online. Partners must receive a personal user ID and log-in password to access the Partners-Only section of our website to download the most recent version. To request your personal log-in, contact Gayle Savo at 480-682-3682 or [Gayle@visitmesa.com](mailto:Gayle@visitmesa.com).

Sincerely,

Robert Brinton, President & CEO  
Mesa Convention & Visitors Bureau

**BUREAU NEWS:**

**TOURISM TRAININGS: LIKE GOING BACK TO SCHOOL, ONLY MORE FUN!**

New this year is a series of quarterly trainings for our industry partners where the bureau staff teaches and shares trends about some of the most current events affecting our industry. Held once each quarter, each training can accommodate up to 25 guests and will be held from 8 – 10 a.m. at the Mesa CVB. Guests will be given a workbook chock full of information related to the topic at hand. The trainings are intended to be a resource to partners and an opportunity to gain new insight and understanding about an area that the bureau is versed in from public relations to online marketing and more. A complete listing of the Tourism Trainings can be found in the FY 2009-2010 Program of Work. Partners are encouraged to sign up now for the first installment below:

**Tourism Training: Get Social – Cutting through the Clutter of Social Media**

Did you know that the online mega-search engine Google handles more than 2 billion searches a day? And, that on YouTube right now there are more than 70 million videos anyone can access? On Facebook alone, more than 200 million people have accounts, more than half of those view their profile page at least once each day, and the fastest growing demographic is those 35 years old and older. There is no denying that social media outlets are hot right now and only gaining in popularity and ability in helping businesses succeed.

*Bureau staff will lead you through a step-by-step training on how to get the most benefit by adopting social media tactics. We will emphasize Facebook, Twitter, Linked In and YouTube. In addition, we'll train our partners on setting up online alerts for their business and sharing CVB success stories showing you how spending time on social media*

*efforts can and does pay off. The seminar will also highlight best practices in the tourism industry and in Mesa. We will have two laptops on-hand to help partners set up their social media accounts during this seminar. If you are already embracing social media, please let us know and we can highlight your success.*

Thursday, Aug. 20 | Mesa CVB – 120 N. Center | 8:00 a.m. to 10:00 a.m.

RSVP to Michelle Streeter, [Michelle@VisitMesa.com](mailto:Michelle@VisitMesa.com) or 480-682-3638.

**Note: Participation is limited to 25 guests. Priority will be given to those partners not yet embracing social media either due to lack of knowledge or staffing. Additional advanced trainings on Social Media will be offered for partners in the future.**

#### SEE YOURSELF ON YOUTUBE – NEW VISITMESA CHANNEL AND ENHANCED PARTNER LISTINGS

The Mesa CVB has uploaded 17 videos to the VisitMesa Channel on YouTube.com, [www.youtube.com/user/VisitMesa](http://www.youtube.com/user/VisitMesa). The videos capture a variety of Mesa attributes from attractions and hotels to special event venues and only in Mesa experiences. All the videos were originally part of the bureau's year-long television series, *Discover Mesa* which aired on City Channel 11 in 2008. The videos can also be accessed directly from the VisitMesa.com website. In addition, if you are currently hosting YouTube videos online of your Mesa product – let us know. We are actively linking those videos to your company listing on VisitMesa.com. This enhanced profile allows viewers accessing your listing through our online directories the opportunity to see your experience firsthand. According to Google, which owns YouTube.com, 78% of online travel transactions involve a search; 21% of Google users watch travel-related videos and 88% of that 21% say that video affected their decision making. In addition, the Mesa CVB will be utilizing the YouTube videos throughout the year promoting them in our email blasts, on Twitter, in our blog and so on. The bureau will gauge the success of the video postings over the next year and consider filming more videos of Mesa businesses in the future. For more information on our YouTube channel, linking videos to your listing, or to alert us of your video online, contact Gayle Savo at 480-682-3682 or [Gayle@visitmesa.com](mailto:Gayle@visitmesa.com).

#### SAVE THE DATE AND SIGN UP: 2<sup>nd</sup> ANNUAL HOUSEKEEPING OLYMPICS

On September 14, the Mesa Convention & Visitors Bureau will host the Second Annual Housekeeping Olympics at the Hilton Phoenix-East Mesa from 8:00 – 11 a.m. This fun tribute to frontline hospitality workers throughout the city brings together nominated housekeeping staff from a variety of Mesa hoteliers to compete against one another for prizes. The lighthearted event, held during International Housekeeping Appreciation Week, will feature a series of events that will test the skill and prowess of workers featuring everything from the tissue toss to the laundry fold challenge and obstacle course. To sign up your team as fans or competitors, contact Natalie Harris at [Natalie@visitmesa.com](mailto:Natalie@visitmesa.com) or 480-682-3642.

#### MARKETING NEWS:

##### MESA CVB AWARDED GRANT FUNDING THROUGH AOT

The Mesa CVB was awarded grant funding for two marketing partnerships through the Arizona Office of Tourism's Arizona Regional Marketing and EZ Marketing programs. In FY 2009-2010, the Mesa CVB will actively market the joint communities of Mesa/Gilbert/Queen Creek as part of a brand new regional marketing effort. Those efforts, primarily in the form of targeted e-newsletter and online advertising, will receive \$17,500 through the program. The Mesa CVB along with the towns of Gilbert and Queen Creek will then match the same amount for a total of \$35,000 spent branding what civic leaders have titled the "Gateway" region to potential tourists. "It's a step in the right direction to getting the southeast Valley recognized as a tourism draw," said Milt Fort, director of marketing for the Mesa CVB. "These towns boast authentic, only-in-Arizona experiences and attractions with a unique charm that compliments Mesa's offerings. We know our visitors are seeking out these areas when they stay in Mesa, we look forward to helping be the voice of tourism for them." With destinations facing a predicted turbulent travel season, joint marketing efforts offer another way to remain aggressive with marketing and destination promotion. In addition, the bureau's solitary efforts to promote Mesa as premier tourism destination were funded with \$15,000 in matching dollars from EZ Marketing grant funds. In FY 2009-2010, the Mesa CVB is budgeted to spend more than

\$300,000 marketing the city to travelers across the U.S. and Canada. For more on Mesa's marketing plan, contact Milt Fort directly at 480-682-3639, or [Milt@visitmesa.com](mailto:Milt@visitmesa.com).

#### **COMMUNICATIONS NEWS:**

##### **WHAT'S NEW MESA: FALL EDITION SET FOR DISTRIBUTION IN MID-AUGUST**

Michelle Streeter will be distributing our quarterly What's New Mesa press release. In the form of a roundup, this is the bureau's main document to update travel media on Mesa's tourism industry and news. In addition to being distributed nationally to top travel media editors and target market outlets (newspapers, magazines, radio, online), the What's New release is re-distributed at tradeshow, used during media missions and shared with local press as well. We rely on you to tell us what's new at your property, attraction and business and are actively seeking your latest offerings, specials and more. The What's New updates also allow the entire staff to promote the most current, up-to-date information from Mesa businesses. Please send your news for consideration to [Michelle@visitmesa.com](mailto:Michelle@visitmesa.com). For questions or to view past installments, contact Michelle Streeter directly at 480-682-3638.

#### **SALES NEWS:**

##### **CRASH COURSE: GROUP SALES TRAINING – SIGN UP NOW**

The Mesa CVB will help host an all-day Group Sales Training session at Broadway Palms. This "Crash Course in Group Sales" will be conducted by seasoned professional Chris Harrower, Group Sales Director for Dutch Apple Dinner Theatre. Some of the training topics to be discussed include; Profile Sheets, Preparing Your Property for 24 Tons of Fun, What to Expect at Marketplace, Partnerships and Your DMO – and more. Contact [Natalie@VisitMesa.com](mailto:Natalie@VisitMesa.com) for more information and to register. The seminar costs \$20 and includes lunch and personal workbook. Space is limited.

##### **Crash Course: Group Sales Training**

Tuesday, August 25 | 9:00 a.m. to 4:00 p.m. | Broadway Palm Dinner Theatre | 5247 East Brown Road, Mesa  
Tel: (480) 325-6700

**Sports Sales: DUAL IN THE DESERT AIMS TO PLEASE:** Next week Mesa CVB will help sponsor the Desert Dual Memorial, an intense two-day basketball challenge held at Gilbert's Mesquite High School. The event will pit 36 of this nation's leading high school basketball players against each other – 26 of which are listed on ESPN's Top 100 High School Seniors to watch. Most notable, head coach of the North Carolina Tar Heels Roy Williams will be in attendance scouting. Several players are already committed to play at some of this nation's top universities including Duke University, Indiana University, University of Kentucky, and both ASU and U of A. All players are will be staying in Mesa. Public attendance is welcome. Tickets are \$15 at the door. For more information, contact Aaron Muth at [Aaron@visitmesa.com](mailto:Aaron@visitmesa.com) or 480-682-3650.

**Leisure Sales: SUNSET READERS TOOK NOTICE OF MESA:** Donna Cluckey attended the Sunset Celebration Show in San Jose, CA held the first week of June. The annual event takes place at Sunset magazine's headquarters in Menlo Park and only advertisers in the magazine can host booths. Approximately 12,000 consumers attended the show. Guests were registered to receive the Mesa CVB monthly eNewsletter to assist in their upcoming travel plans. A special thanks to Arizona Golf Resort for joining us at the event and helping tout Mesa.

**ALLEGIANC CALL CENTER:** The Mesa CVB and Arizona Office of Tourism are teaming up to host a product training at Allegiant Call Center in Las Vegas the first week of August. The bureau conducts an annual visit to the call center to update Allegiant's staff on how to sell Mesa and the Phoenix-Mesa Gateway Airport. A special thanks to the Best Western Mesa Inn for sponsoring the lunch break. In addition to the call center training, the CVB will conduct several sales calls to key agents and operators in the area. For more on the training, contact Sales Manager Donna Cluckey at [Donna@visitmesa.com](mailto:Donna@visitmesa.com) or 480-682-3646.

**Convention Sales: EMAIL BLAST AND INCENTIVE PROGRAM:** Convention Sales Manager Pam Williams is launching an email campaign targeting clients that have previously submitted RFPs and Bookings for Mesa. The campaign will reach out to our clients during a time that neighboring cities are competing for the same business. The Mesa CVB will be offering special incentives for Travel Professionals that submit an RFP that is active and not sourced at the

time it is submitted. For more information on this targeted effort, contact Pam directly at [Pam@visitmesa.com](mailto:Pam@visitmesa.com) or 480-682-3664.

#### **WEBSITE NEWS:**

The following data represents website traffic for the month of June:

Requests for information: 172

Visits to web site: 46,383

Web site downloads: 9,175

Virtual VG downloads: 434

Travelocity Online Hotel Reservations: 3

Room nights generated: 4

#### **CONCIERGE CORNER WITH GINGER ST. PIERRE, CTA & NCA Certified Concierge:**

IMPORTANT GENERAL TRANSPORTATION UPDATES, EFFECTIVE JULY 1, 2009:

#1 - METRO (Light Rail) has extended service hours on Friday nights/Saturday mornings and Saturday nights/Sunday mornings until past 2am. The last full trip of the night will occur at 2 am, arriving at the opposite end of the line at 3am. METRO will continue to provide 20-minute service in this extended period.

#2 - Valley Metro Bus & Light Rail increased fare structure: Riders are asked to plan ahead, especially for purchasing an All-day bus fare. Passengers who purchase an All-day pass at a light rail platform fare vending machine or at one of 80 select locations and stores prior to boarding a local bus can save \$1.75 off of the on-board bus full-fare price.

Local Fares: 1-Way Ride = \$1.75; All-day pass = \$3.50; All-day pass (on-board bus) = \$5.25; 3-day pass = \$10.50; 7-day pass = \$17.50; Monthly/31-day pass = \$55.00; *METRO light rail and Valley Metro bus share the same fare system.*

Online: at [www.valleymetro.org/bus/bus\\_fare/fare\\_purchase](http://www.valleymetro.org/bus/bus_fare/fare_purchase). Pay with a credit card, and you'll be mailed your passes.

Light-rail platform fare vending machines: There are 100 of these along Metro's 20-mile corridor.

Selected merchants and other locations across the Valley: Fry's supermarkets will be selling fares, but only of the three-day variety. Other places around the East Valley where tickets can be bought include Mesa City Hall. A map and list of outlets, along with which fares they sell, can be found at [www.valleymetro.org/fares\\_and\\_passes/fare\\_outlets](http://www.valleymetro.org/fares_and_passes/fare_outlets).

For further information:

Valley Metro (Bus services): 602-253-5000 [www.valleymetro.org](http://www.valleymetro.org); Metro (Light Rail): 602-254-7245  
[www.metrolightrail.org](http://www.metrolightrail.org)

#### **MEET YOUR CVB STAFF:**

##### **Aaron Muth, Group Sales Manager, Mesa Sports Tourism & Development**



Aaron has been with the Mesa CVB team since October 2005. He is a part of the Sports Tourism & Development team that recruits sporting events to the Mesa area.

Prior to joining the CVB, he spent time with the Indianapolis Colts in the player development department. Aaron is engaged to marry Ariana Kirsch in the spring. He is a big fan of the Diamondbacks and Ernest Hemingway but is a firm believer in living vicariously thru one's self. He is liberally described as a "hacker" on the links and lists the hit single "Rich Girl" by the legendary Hall & Oates as a guilty pleasure. When asked for his thoughts on Mesa, "I have an enthusiasm unknown to mankind when it comes to Mesa's future. A sleeping giant has awakened and we are seeing the benefit that brings on a daily basis." Aaron can be reached at 480-682-3650 or [Aaron@visitmesa.com](mailto:Aaron@visitmesa.com).