



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

Greetings,

Thank you to all of our industry partners for their tireless efforts over the past year in helping promote Mesa as the premier travel destination in the Southwest. Here are some quotes as we reflect on 2009 and look forward to the New Year ahead:

Another fresh new year is here,
Another year to live!
To banish worry, doubt, and fear,
To love and laugh and give!

This bright New Year is given me
To live each day with zest...
To daily grow and try to be
My highest and my best!

I have the opportunity
Once more to right some wrongs,
To pray for peace, to plant a tree,
And sing more joyful songs!
~William Arthur Ward

Year's end is neither an end nor a beginning but a going on, with all the wisdom that experience can instill in us.
~Hal Borland

Warm Wishes & Happy Holidays,

Robert Brinton, President & CEO
Mesa Convention & Visitors Bureau

BUREAU NEWS:

MOBILE SITE GIVES VISITORS EASY ACCESS TO WEALTH OF VISITOR INFORMATION

VisitMesa.com is mobile! Since the launch of our mobile site this May there has been over 7,000 visits and we anticipate this number to increase as we enhance the content and continue to promote.

Now you can find useful information while you're on the go. Make your next visit to Mesa convenient as you search for your favorite places to eat, golf, and stay. Search any of these categories: Dining & Nightlife, Golf, Group Outings, Meeting Facilities, See and Do, Sports & recreation, and Where to Stay. More useful categories include: Weather, Airports, What's New, Brochures, Contact Us, Get Social, and more coming soon. There are no tricky web addresses to remember just type <http://www.VisitMesa.com> in your mobile device's web browser and you will enjoy the ease and speed of our mobile site. For more on Mesa's online and website-based programs, contact Gayle Savo at 480-682-3682, Gayle@visitmesa.com.

MARKETING NEWS:

SIGN UP FOR MEDICAL TOURISM MARKETING NETWORK MEETING – JAN. 15

The Mesa CVB is partnering with Banner Health for our next Marketing Network Seminar. Titled “Tourism Gets A Shot in the Arm with Medical Tourism”, the event will be hosted at Banner Heart Hospital on Friday, Jan. 15. A term initially coined by travel agents, medical tourism is one of the leading travel trends in the industry to describe the rapidly-growing practice of traveling across borders, regionally, nationally and otherwise, to obtain health care. Numerous reasons abound for why one would elect for medical attention away from home – be it seeking out the nation’s most advanced technologies and skilled surgeons, to avoiding long waiting times for required and elective surgery. What few realize is that medical tourism reaches far beyond cosmetic surgery and dental procedures and even encompasses the rapid trend in wellness holidays at med-spas and destination health centers. Join us as we talk about the importance of partnering with local hospitals whose patients draw in friends and family year-round, share with our partners ways their front desk staff and first-line employees can serve as a medical concierge to Mesa visitors, and talk with doctors on the value of investing in this growing sector that doesn’t have a defined off season. Detailed invitations to be e-mailed in early January. RSVP to Ginger St. Pierre at Ginger@visitmesa.com or 480-682-3666.

COMMUNICATIONS NEWS:

CHICAGO MISSION REASSURES CUBS FANS THAT 2010 SEASON WILL BE WORTH THE TRIP

Michelle Streeter conducted a 3-day Chicago Media Mission, Dec. 6 -8 that included a media dinner, group travel writer lunch and individual appointments with numerous media outlets including Chicago Tribune, Chicago Sun-Times, TravelingMom.com, BleedCubbieBlue, Cubscast.com, North Shore, Media Planet, and several freelance travel writers. The mission was set to ensure Cubs fans know that Mesa is ready for spring training and booking trips to the March home of the Cubs. Streeter supplied numerous press and marketing materials to the media contacts including: *Steps from the Stadium: Where to Go Before and After the Cubs Game*; *Cactus League 2010 Schedule*; *VisitMesa Cubs Packaging Brochure*; *What’s New: Winter 2010*; *Play Ball! The Cactus League Experience* and complete 2010 press kits, maps, photos and more on the VisitMesa thumb drives. For more information on this and future media missions, contact Michelle Streeter at Michelle@visitmesa.com, 480-682-3638.

SALES NEWS:

Leisure Tourism Sales:

CHICAGO GETS MORE OF THE MESA MESSAGE WITH JANUARY SALES MISSIONS

Leisure Sales Manager Donny Cluckey will be participating with the Arizona Office of Tourism on a five-day Chicago Sales mission next month, Jan. 18- 22. The focus of this sales mission will be to promote spring training and the Cubs 2010 season in Mesa. The mission will be an opportunity to promote Mesa’s Hotel Direct Cubs Packages and is planned to culminate with the end of the Cubs Convention held each year in Chicago. For more information, contact Donna Cluckey at Donna@visitmesa.com, 480-682-3646.

Mesa Sports & Tourism Development:

DECEMBER A STRONG MONTH FOR MESA SPORTS

This month will find Mesa Sports & Tourism Development hosting three signature events including the Grand Canyon Classic, VisitMesa.com Basketball Challenge and the Mesa College Shoot-Out. An estimated 4,700 room nights will be booked in Mesa as a result of these three events. December is traditionally a slow month for hotel bookings, but niche tournaments like these are helping fill rooms in the off-season. Mesa Sports & Tourism Development helped secure title sponsorship of the VisitMesa.com Basketball Challenge, scheduled for Dec. 28 – 31. With support from Mesa Public Schools and Position Sports, the event is already receiving national and local media coverage and several games will be broadcast live from ASU’s Wells Fargo Arena on Cox 7 Cable. For more information on this tournament, contact Aaron Muth at Aaron@visitmesa.com or 480-682-3650.

WEBSITE NEWS:

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

Requests for Info: 381

Web Visits: 11,337

Hotel Reservations (Travelocity): 6; Room Nights: 16

NEW! Views from Mobile VisitMesa site: 718

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

My favorite holiday celebration is upon us....New Year's Eve! Here are just a few suggestions of ways to ring in the New Year with some of the Mesa CVB Partners:

Anzio's Landing Restaurant: Murder Mystery Dinner: The Mafioso Murders featuring a Special New Year's Eve Celebration. (480) 832-1188, <http://anziolanding.webforcepro.com>

Broadway Palm Dinner Theater: \$125 dinner & Show; \$100 show only (480) 325-6700, www.broadwaypalmwest.com

Rawhide: New Year's Eve Bash at Rawhide's Steakhouse: Enjoy a delicious buffet menu, live music, dancing, party favors, a sparkling beverage to toast the New Year and all access town pass and the New Year's Eve Party. Enjoy the fireworks display at midnight to ring in the New Year (480) 502-5600 x 1204, www.rawhide.com

R.T. O'Sullivan's: www.rtosullivan.com Southern Location: \$10 cover fee after 8pm includes \$3 Call Drinks, \$2 Domestic Drafts, \$1 Well, Champagne Toast, Hats & noisemakers and prize drawings. DJ & Dancing until 2am. (480) 844-1290; Superstition Springs Location: \$10 cover fee after 8pm includes \$2 Coors Light Pints, \$3.50 Ketel One drinks, \$2.50 Smirnoff Drinks, Rotating shot specials, Champagne Toast, Hats & noisemakers and Raffle Tickets. DJ & Dancing until 2am. (480) 396-9933

Shakespeare's, A Traditional Pub & Restaurant – Live entertainment featuring Johnny Anonymus. Cover charge after 8pm (480) 507-7827, www.shakespearesaz.com

Wishing everyone a wonderful holiday season!

Cheers, from Go-Go Ginger (*visitor blog*: <http://MakeItMesa.com>)

SAVE THE DATES: Mesa CVB Marketing Network Partnership Meetings. See forthcoming invitations for complete details:

January 15 • Tourism Gets A Shot in the Arm with Medical Tourism at Banner Heart Hospital

March 4 • Annual Networking at The Cubs Ballgame, Hohokam Stadium