



THE BUREAU BEAT
A Monthly E-Newsletter From The Mesa Convention & Visitors Bureau
JUNE 2010

Another year of promoting Mesa as one of Arizona's premier travel destinations is coming to a close with another jam-packed one already in the works. Your bureau hit many milestones this past year and weathered many a storm (literally) to help promote our many attributes. We hit our core customers in our known feeder markets and helped round up even more potential visitors with Allegiant's continuous announcement of new cities served with non-stop flights to Phoenix-Mesa Gateway Airport. Below are just some of our major accomplishments this past year – thanks for partnering with us and coming along on this incredible journey over the past twelve months:

- Touted Mesa's aquatic facilities and helped secure a US Masters Championship Swim Meet in 2011
- Mesa hosted two notable collegiate championships for NCAA and WAC
- Secured national Mesa travel stories in *Los Angeles Times*, *New York Times*, *Chicago Tribune* and *Chicago Sun-Times*
- Hosted more than a dozen travel writers to personal tours of Mesa and the East Valley and secured national magazine features on Mesa products
- Led more than 10 FAM tours through our Tourism Sales efforts and completed sales missions across the U.S., Canada and Mexico
- Traveled to all 20 cities served by Allegiant securing interest in our product with airport officials, CVB counterparts and generating Mesa headlines along the way
- Executed multi-media ad campaign reaching in excess of 30 million impressions through print, online, radio and television mediums – including airport poster campaigns and e-mail blasts
- Attended national tradeshows for leisure sales and convention sales boosting Mesa's presence in the national marketplace
- Responsible for generating more than 10,000 booked room nights in Mesa
- Delivered almost 200,000 eNewsletters celebrating key Mesa messages year-round
- Experienced more than 20,000 profile views on our VisitMesa Facebook page and increased all social media viewership and engagement
- Had nearly 6,000 YouTube downloads from our VisitMesa Channel
- Produced and distributed more than 100,000 Map & Guides and almost 80,000 Visitors Guides
- Had more than 650,000 unique web visitors to VisitMesa.com with numerous downloads of our materials each month

And so much more!

Please plan to join us at our next Marketing Network meeting where we will share with all our industry partners our FY 2010-2011 program of work. Next year you will find us working even more closely with Allegiant Air on efforts in key feeder cities; we will attend the largest Arizona media marketplace held in the nation's media capital – NYC; we will host more noteworthy organizations and tournaments helping put Mesa in the national sports spotlight; conduct more product trainings and host more agents, operators and planners to first-hand tours of Mesa; and it's our hope to bring all of our valued partners along for the ride.

Fasten your seatbelts...here we go again!

Sincerely,

Robert Brinton, President & CEO
Mesa Convention & Visitors Bureau

COMMUNICATIONS NEWS:

NEW DESERT GUIDE IN WORKS

The Mesa Convention & Visitors Bureau is working on a pocket guide to the nearby Sonoran Desert available this fall through our Visitors Center. This guide was especially designed with the Mesa visitor in mind highlighting nearby opportunities for our guests to explore and learn more about our treasured Sonoran Desert. The guide will point Mesa visitors in the direction of our outfitters and attractions who offer the most knowledgeable resources and information on our region. Key features of the guide include sections on Desert Wildlife and Desert Vegetation, Birding, Water Recreation and Mesa's nearby trails and parks. The guide will be printed in a limited run but will also be made available to hoteliers and attractions that want to have this piece on-hand for guests. The CVB is working with several organizations on developing content for the guide including Arizona State Parks, Arizona Game & Fish Department, Maricopa Parks & Recreation and Tonto National Forest Service. For more information on this new brochure, contact Michelle Streeter at Michelle@visitmesa.com or 480-682-3638.

SALES NEWS:

Leisure Sales:

TOUR OPERATOR CONFERENCE PROVIDES FRUITFUL OPPORTUNITY FOR MESA: Tourism Sales Manager Donna Cluckey recently attended the Travel Alliance Partners Conference in Branson, MO. This conference is unique since it is owned by the tour operators who all have vested interest in selling each others' tours across the world thus guaranteeing departures. During the conference, the Mesa CVB engaged in individual appointments with each operator that helped create relationships while selling Mesa as an in-demand Arizona destination. During the conference Donna completed appointments with 37 operators and helped spark interest in the product available in Mesa. For more information, contact Donna directly at Donna@visitmesa.com or 480-682-3646.

ALLEGIANT GETS READY FOR AN ARIZONA EDUCATION: Tourism Sales Manager Donna Cluckey and several Mesa Hotel Partners will visit Allegiant Air's Call Center for a full day of training this month. The Mesa CVB will be hosting a "Mesa" day as we meet with the airline's agents to conduct destination and product training. The day will include food, fun, and contests promoting the 4th night free promotion, summer values, and planning for Fall/Winter vacations. The Mesa CVB would like to thank all our hotel partners for joining us: Dobson Ranch Inn, Fairfield, Hyatt Place, Residence Inn, Country Inn & Suites, Phoenix Marriott Mesa, Arizona Golf Resort, Best Western Superstition, and the Holiday Inn Hotel & Suites. For more information on this annual training day event, contact Donna Cluckey at 480-682-3646 or Donna@visitmesa.com.

SAVE THE DATE – HOTEL COMMUNICATIONS MEETING: Hotel Managers and Sales Managers are invited to attend the MCVB Quarterly Hotel Sales Communications Meeting held on Thursday, July 15th. An email will be sent later this week with the meeting details and agenda. To RSVP, contact James Tevault at James@visitmesa.com or 480-682-3635.

WEBSITE NEWS:

The following data represents website traffic for the month of **May**:

Requests for Info: 136

Web visits: 12,240

Visits to mobile site: 210

Web downloads: 129

Virtual Visitors Guide: 143

Hotel reservations (Travelocity): 4

Room nights: 10

Top referring sites: mesaa.gov, phxmesagateway.org, wacsports.com, flyrfd.com, ncaa.com, atsu.edu

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

Sticking around town this July 4th Weekend? Downtown Mesa will be teeming with life on Friday, July 2 and Saturday, July 3 as the stage for the first-ever **Southwest Ambulance Arizona Celebration of Freedom**. This FREE TO THE PUBLIC event will offer two nights full of entertainment, classic cars, motorcycles, beer gardens, art, music, patriotic displays and education, games and family fun. Dubbed as "the coolest independence festival in the state" with its more than a dozen "cool zones," the event also features the nationally-acclaimed Mesa Arts Center theaters.

The Salute to America fireworks display scheduled for Saturday evening will be sponsored by the Chicago Cubs. For complete event details and sponsors, visit www.azcelebrationoffreedom.org.

Take Note: The Mesa CVB will be giving away family four-pack VIP passes to the event on our VisitMesa facebook page through July 1. Watch for announcements via our Twitter account @visitmesa and on Facebook.

Additional July 4th Celebrations in our Surrounding Communities:

Gilbert - Old Fashioned 4th of July

6:00 PM at Big League Dreams

4536 E. Elliot, Gilbert

Event is free, parking is \$5 - 10

<http://www.gilbertpromotionalcorporation.com>

www.gilbertaz.com

Apache Junction Parks & Recreation 4th of July Fireworks Celebration

6 p.m. to 9 p.m. at Apache Junction High School Stadium

Event is free

480-983-2181, www.ajcity.net

Town of Queen Creek 4th of July Fireworks Celebration

5 – 10 p.m. at Schnepf Farms, Queen Creek

\$10 vehicle fee for entrance

www.queencreekchamber.org

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

July 16 • 8th Annual Power Networking Program, Location TBA