



**THE BUREAU BEAT**  
***A Monthly E-Newsletter From The Mesa Convention & Visitors Bureau***  
**MARCH/APRIL 2010**

Greetings,

Zip, zoom, zap! That's the sound of how fast this year's Spring Training season came and went in Mesa. March went by so fast and kept your CVB team so busy that we had to combine this issue of Bureau Beat to include happenings from that month and this one.

Despite the rain, the still sluggish economy and the on-going efforts to keep the Cubs in Mesa, the 2010 season was a stellar one and saw the Chicago Cubs earn 14 wins, suffer 10 losses, and come out with 3 tie games. The Cubs were still able to lead the Cactus League in attendance with a per game average of 10,892 fans and broke their own record of largest attended game at Hohokam Stadium against the San Diego Padres with 13,462 fans. As you'll read below, the nation also took notice of Mesa this past March with the city owning the spotlight in numerous national publications and media outlets. And, this year WGN television out of Chicago aired several live games of the Cubs games in Mesa showing off our great spring weather and sunshine to a national audience.

As May quickly approaches, the CVB staff is hard at work wrapping up another incredible year of programming. We will share updates on all our highlights at the May 21 Marketing Network meeting. We'll also provide a quick snapshot of what efforts we are planning for the new fiscal year that will start later this summer. Yes, we are already getting in gear and looking ahead to next season and hope you are, too!

For now, please enjoy this latest issue of Bureau Beat and all the exciting opportunities still on deck for the bureau and our partners.

Sincerely,

Robert Brinton, President & CEO  
Mesa Convention & Visitors Bureau

**MARKETING NEWS:**

Each month, hundreds of thousands of readers across the country learn about Mesa through the bureau's advertising efforts. The following publications will feature advertising placements in March and April. The combined circulation of these print placements is more than a half-million readers. This list includes both advertising and advertorial sections featuring Mesa. To learn more about cooperative marketing efforts with the bureau, contact Milt Fort at [Milt@visitmesa.com](mailto:Milt@visitmesa.com).

- Allegiant Sunseeker
- Gateway Magazine
- Golf Chicago
- Horizon Travel

Website banners are also currently running on 11 travel-related sites with monthly impressions exceeding 5.4 million. These sites include: Arizona the Golf State, Destinations2Discover, Golf Chicago, Gordon's Guide, GuideBook America, Horizon Travel, Packaged Travel insider, Southwest Meetings & Events, Sports Destination Management, Travel Guides Free and US Airways Magazine.

MESA CVB GRACES TERMINAL WALLS: The bureau entered into a partnership with Eugene Airport to have posters placed on the terminal walls in the boarding area for Allegiant Air passengers. The large-scale posters feature Mesa's key messages and includes a call to action to use their hand-held mobile device (ie, cell phone, iTouch, etc.) to "enter to win". Guests can log onto the VisitMesa.com mobile site and get more information about Mesa and enter to win a giveaway contest. The exposure at the Eugene Airport is secured through the end of May. More posters and additional airports are being contacted about similar placements. For more information on these types of opportunities, contact Milt Fort directly at 480-682-3639 or [Milt@visitmesa.com](mailto:Milt@visitmesa.com).

#### **COMMUNICATIONS NEWS:**

##### **MESA IN THE HEADLINES:**

Director of Public Relations Michelle Streeter assisted and hosted numerous travel writers on assignment these past few months with several journalists traveling to Mesa in March to personally experience a Cubs game. As a result, the following media coverage was supported by the Mesa CVB:

- *Chicago Sun-Times*, Sunday Travel Section (Feb. 28) – Go West Cubs Fans, Mesa teams a knockout new restaurant with baseball
- *Chicago Tribune*, Sunday Travel Section (Mar. 14) – In the Valley of the Sun, a Bit of Chicago and Learning About Cactus League (featuring Mesa's Play Ball! exhibition)
- *Los Angeles Times*, Sunday Travel Section (March 7) – Arizona Surprise: Dull? Table the Thought and Seventh-Inning Stretch in Mesa, Ariz. (full page color feature on Mesa)
- *Los Angeles Times*, (March 7) - Cactus League Blossoms with New Ballparks and Teams (featuring Mesa hotel packages)
- *American Road Magazine* – Apache Trail: Following Arizona's Footpath of the Ancients into the Modern Day (8-page editorial feature with photos)
- *CubsCast.com*, month-long blog coverage on Mesa
- *BleedCubbieBlue.com*, month-long coverage on Mesa
- *Examiner.com/Cubs*, month-long coverage on Mesa.
- WFMB-AM (Sports Radio) Feature: Mesa CVB staff were featured on Springfield's affiliate for Chicago Cubs Baseball and ESPN Radio. Interviews included James Tevault and Robert Brinton.
- *New York Times*, (April 2) – Dry Heat, Early Innings in the Cactus League, Mesa was predominately featured in the accompanying Travel Section Photo Slide Show online.

This is just a partial list of media coverage received in March. For more information on spring training media support, contact Michelle Streeter at [Michelle@visitmesa.com](mailto:Michelle@visitmesa.com) or 480-682-3638.

LOS ANGELES MEDIA MISSION: The Mesa CVB attended a media reception spearheaded by the Greater Phoenix Convention & Visitors Bureau. The CVB was joined by partner, Mesa Arts Center, and conducted individual appointments around the event. More than 50 key Southern California travel writers and editors attended the media reception held in West Hollywood. The Mesa CVB had a table that was loaded down with the city's latest press information. Guests received USBs that included the Mesa press kit, Travel Planners Guide, Visitors Guide, Photo Library and more. A digital photo frame was centered on the table and viewers enjoyed a collage of more than 50 images promoting Mesa's key attributes. For more information on additional media receptions in key markets, contact Michelle Streeter at 480-682-3638 or [Michelle@visitmesa.com](mailto:Michelle@visitmesa.com).

## **SALES NEWS:**

### **ALLEGIANT AIR SET TO VISIT – HOTELS WANTED!**

Allegiant Air will be conducting an informational seminar next week on packaging with the airline and their website travel agency. Please join us on Tues., April 20 (10 a.m. to Noon at the Mesa CVB offices) to learn more about how to partner with Allegiant and the bureau. This meeting is intended for hotel sales and management staff. To R.S.V.P., contact James Tevault directly at [James@visitmesa.com](mailto:James@visitmesa.com) or call 480-682-3635.

### **Mesa Sports & Tourism Development:**

**MESA SPORTS ATTENDING NATION'S TOP NETWORKING CONFERENCE:** Sports Tourism Sales Manager Aaron Muth is attending the National Association of Sports Commissions (NASC) Symposium this week. NASC Sports Event Symposium represents the sports event industry's leading networking conference. Muth will join other professionals in the sports event industry for programming, networking opportunities as well as attend the NASC Sports Marketplace event. For more information contact Aaron Muth at [Aaron@visitmesa.com](mailto:Aaron@visitmesa.com) or 480-682-3650.

**WAC BASEBALL TICKETS NOW ON SALE:** Don't miss the Men's Division I WAC Baseball Tournament hosted at Mesa's HoHoKam Stadium May 26 – 30. The tournament is set to feature some of the nation's best intercollegiate competition in the Western states with seven teams competing in this double-elimination event and the winner earning the WAC's automatic bid to the NCAA Tournament. Advance tickets for this year's tournament can be purchased online at [www.VisitMesa.com/WacBaseball](http://www.VisitMesa.com/WacBaseball). Tickets are \$30 for an all-session pass including access to a guaranteed 10 games; daily passes are also available for \$10. On day of game, tickets may be purchased at the Mesa HoHoKam Box Office located at 1235 N. Center Street, 480-644-4451. Food and beverages will be available during the tournament. For a complete tournament schedule, featuring both afternoon and evening game options, [click here](#). For more information contact Aaron Muth at [Aaron@visitmesa.com](mailto:Aaron@visitmesa.com) or 480-682-3650.

### **Leisure Tourism Sales:**

**SPRING TOURS CONTINUE FOR MESA:**The Mesa CVB will host a large group of tour operators to a one-day FAM tour of Mesa later this month. They will be treated to an entire day of attractions and dining in Mesa. The Spotlight on the Southwest FAM will feature tour operators from across the U.S. and Canada that are part of the TAP (Travel Alliance Partners) program. TAP is a conglomeration of smaller tour operators that align together to sell each other's products and tours. Donna Cluckey is also coordinating a FAM tour with partner, Arizona Office of Tourism. This two-day FAM will feature Mesa's western offerings for up to 8 travel agents through the AAA offices across the country. This FAM will conclude the scheduled visits for this fiscal year. For more information about this tour and how to be involved in future efforts, contact Donna Cluckey at [Donna@visitmesa.com](mailto:Donna@visitmesa.com) or 480-682-3646.

**MESA TAPS INTO MEXICO:** The Mesa CVB attended the annual Arizona Road Show event coordinated by the Arizona Office of Tourism and held in Mexico City. The Mesa CVB was joined by other bureaus and attending numerous appointments with travel professionals that had interest in promoting Arizona. Mesa CVB also attended an evening function for travel professionals and Mexico travel and lifestyle media. More than 75 guests were in attendance and all received information on Mesa's travel product and Mesa was included in the presentation to the audience.

### **Convention Sales:**

**MPI & THE MESA CVB:** Convention Sales Manager Pam Williams attended the Meeting Planners International Southern California Chapter's Education Conference last month. More than 500 Southern California MPI chapter members attended giving the bureau the opportunity to meet and connect with several southern California based meeting professionals. Southern California has always been a strong drive market for Mesa and an area targeted each summer to promote affordable summer savings and hot dates, hot rates programming for groups. If you are interested in promoting an incentive or additional information in the bureau's follow up to these contacts, please contact Pam Williams directly at 480-682-3664 or [Pam@visitmesa.com](mailto:Pam@visitmesa.com).

**WEBSITE NEWS:**

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

Requests for Info: 438

Web Visits: 16,128

Top Referring Sites:

- 1) Hohokam Stadium
- 2) City of Mesa
- 3) Arizona Office of Tourism
- 4) Phoenix-Mesa Gateway Airport
- 5) Rockford International Airport
- 6) Cactus League

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

Requests for info: 318

Web visits: 15,624

Brochure downloads: 340

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

Enjoying the wonderful Spring weather...before it gets too hot! As our event season winds down don't miss the opportunity to get out and enjoy these and other fantastic events in the area:

- MAC Fest (Mesa Arts & Culture Festival) & MacDonald Street Farmers Market continues Saturdays through April 24<sup>th</sup> from 10am-4pm in downtown Mesa
- Friday Farmers Market continues throughout the summer, every Friday from 9am-1pm in front of the Mesa Convention Center (on Center St.)
- 4<sup>th</sup> Saturday monthly Cruisin' Main (car show/cruise) April 24<sup>th</sup>, 6-10pm downtown
- D'Vine Wine Festival at the Mesa location on Saturday, April 24<sup>th</sup>
- 1<sup>st</sup> Friday Night Motorcycles On Main, May 7<sup>th</sup>, 6-10pm downtown
- May 8-9 & 15-16 – Queen Creek Peach Festival (you pick peaches available through May)
- 2<sup>nd</sup> Friday Night Out – IMP Fest (Independent Music Project Festival) May 14<sup>th</sup>, 6-10pm downtown

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

For a complete listing of special events, visit our website: [www.visitmesa.com](http://www.visitmesa.com)

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

- May 21 • Annual CVB Plan of Work and Sales Report @ Mesa Community Rose Garden at M.C.C.
- July 16 • 8<sup>th</sup> Annual Power Networking Program, Details to be announced.