



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

Greetings,

Love was in the air this month and we aren't referring to Cupid and his cohorts. Rather, earlier this month the Cubs entered into an agreement with the City of Mesa to forge ahead on their efforts to keep the team training in Mesa each spring. From far and wide, Cubs fans rallied and gave their support to Mesa, the team's host for the past five decades. The bureau did its part to contribute to the Cubs lovefest by creating a Twitter account, @CubsInMesa. Since starting the new Twitter ID we have generated close to 300 followers seeking out the bureau as a resource for updates on the Cubs and Mesa. This effort also allowed us to engage in the conversation about the fast-approaching spring training season. The effort is helping influence would-be travelers on the spring training packages available at Mesa hotels, the events planned in Mesa throughout the month of March, and the resources we make available to fans including downloadable schedules for the Cubs and the entire league on the VisitMesa.com website.

If you are on Twitter, follow us as we prepare to provide photos of the pitchers and catchers training at Fitch Park, plan prize giveaways to Cubs fan staying in Mesa during March, and share score updates once the games begin. The Twitter tactics have also proved vital in helping support the Arizona Office of Tourism's exclusive Spring Training Giveaway that promotes Mesa as a top destination for baseball fans. This particular promotion is being promoted on AOT's Facebook page and as part of a targeted online marketing campaign that includes numerous pay-per-click web advertisements in targeted Chicago area outlets. AOT also included the promotion in an e-mail blast to their subscribers encouraging them to learn more about spring training in this great state. The bureau piggy-backed on the marketing of this promotion with our own e-mail blast to consumers while expanding awareness of the partnership, and the chance to win the Mesa stay, through our multiple Twitter accounts.

As we look forward to the busy month ahead, please continue to let me and our staff know how we can further help support your efforts to provide a unique, memory-making trip to see the Cubs here in Mesa this spring. If you have packages, promotions or rates for us to tout, please keep us informed and we'll gladly help spread your message to the masses. And, be sure to tell your front desk staff to send your visitors our direction where we can equip them with our Mesa guide, maps, and information on what to see and do in Mesa, the Valley and the entire state!

Sincerely,

Robert Brinton, President & CEO
Mesa Convention & Visitors Bureau

MARKETING NEWS:

ALLEGiant AIR CONFERENCE: Director of Marketing Milt Fort attended the annual Allegiant Air conference in Las Vegas. Mesa CVB was a sponsor for the second year in a row, and hosted the opening reception for the attendees. The conference is held each year for airport executives from cities with Allegiant service across the country, and those seeking service from the airline. Nearly 200 attendees participated in three days of meetings and presentations all focused on the growth of the airline and success of Allegiant Air. During the luncheon and evening presentations, Phoenix-Mesa Gateway Airport was referenced as being an exemplary partner with the airline and various images were featured of the airport to attendees. Fort continued to build upon the relationships that were established as part of this year's outreach missions. For more information contact Milt Fort at Milt@visitmesa.com or 480-682-3639.

COMMUNICATIONS NEWS:

NATIONAL MEDIA HOSTED IN MESA TO CAPTURE SNAPSHOTS OF SPRING TRAINING: Director of Public Relations hosted several travel writers on assignment to cover the spring training experience this past month including the Chicago Sun-Times and the Small Newspaper Group (a family of Midwest newspapers including the Kankakee Daily Journal, Rochester Post Bulletin and more). In addition, the bureau confirmed assignments and upcoming visits for several media contacts visiting Mesa in March to experience firsthand spring training in Mesa. The bureau staff has also played an integral role with national media outlets serving as an information resource during the Cubs announcement earlier this month. The bureau assisted local reporters covering the story and national ones including the *New York Times*, *USA Today* and *Fox News*. The Cubs announcement helped garner attention for Mesa whose city name appeared in hundreds of national headlines in newspapers, television reports, radio programs and their websites. The Cubs core fans were also touting Mesa in their blogs, throughout Twitter and on numerous social networking websites. The bureau continues to promote the spring training experience to media as the progress continues between the City of Mesa and their MOU with the Cubs new owners. For more information on spring training media support, contact Michelle Streeter at Michelle@visitmesa.com or 480-682-3638.

CUBS SPRING TRAINING PROGRAM TOUTS MESA OFFERINGS TO FANS: Director of Public Relations Michelle Streeter provided two articles on Mesa that were included in the 2010 Cubs Spring Program. This year, more than 13,000 copies are expected to be distributed throughout the month of March at the Cubs home games. The articles feature highlights about events taking place in Mesa, what to do and where to go while here, and also highlights those attractions that are within close proximity to the stadium. A special emphasis was placed on promoting the downtown Mesa shops and restaurants, the Downtown Mesa street festival Blues, Baseball & Balderdash!, as well as the revamped Play Ball! The Cactus League Experience exhibition that will be unveiled later this month at the Arizona Museum for Youth. You can pick up a copy of the program for \$5 while attending any Cubs game at Hohokam Stadium this March. For more information, contact Michelle Streeter at Michelle@visitmesa.com or 480-682-3638.

SALES NEWS:

SAVE THE DATE – SIGN UP NOW FOR QUARTERLY HOTEL COMMUNICATIONS MTG: Director of Sales James Tevault will host the Quarterly Hotel Sales Communication Meeting, Tues., Feb. 23 from 9 a.m. to 11 a.m. at the bureau offices in downtown Mesa. This meeting is intended for hotel sales and management staff and will discuss current markets, ways to work effectively with the bureau's programming, and serve as a forum to discuss trends and ideas for securing bookings at Mesa hotels. To R.S.V.P., contact James Tevault directly at James@visitmesa.com or call 480-682-3635.

Mesa Sports & Tourism Development:

WAC RELATIONSHIPS KEEP BUILDING: Sports Manager Aaron Muth will be in Reno this month to meet with WAC officials at their basketball conference. The Mesa CVB plans to connect with up to 50 athletic directors and continue to build upon existing relationships with the WAC in anticipation for the WAC Golf and Baseball tournaments being held in Mesa. The connections will also help ensure future bookings and discuss future opportunities to bring new WAC tournaments to the city as our facilities expand to support such events. For more information contact Aaron Muth at Aaron@visitmesa.com or 480-682-3650.

Leisure Tourism Sales:

SUNNY ARIZONA FAM: Leisure Sales Manager Donna Cluckey is preparing to host 19 AAA travel agents from the U.S. and Canada with partners, Tempe CVB and Chandler Tourism as part of the Sunny Arizona initiative. Guests will experience the three cities on the tour which is held March 4 – 7. Several Mesa attractions will be featured on the tour and the guests will partake in Arizona's spring training festivities with a game in at Tempe Diablo Stadium. For more information about this tour and how to be involved in future efforts, contact Donna Cluckey at Donna@visitmesa.com or 480-682-3646.

Convention Sales:

MEETINGS UPDATE: Convention Sales Manager Pam Williams has been researching current meeting trends which will allow Mesa to reposition itself in this ever-changing marketplace. The bureau is currently considering participation in the *Affordable Meetings* tradeshow being held in Chicago this April. In addition, Pam has been attending several new Leads groups across the Valley in an effort to broaden bureau's reach locally. Some of the leads groups include Le Tip, Networking Phoenix, and Executive Now. By attending these networking functions, the bureau has been effective in introducing Mesa's services to local decision makers.

WEBSITE NEWS:

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

Requests for Info: 398

Web Visits: 18,483

Hotel Reservations through Travelocity: 10

Room Nights: 28

VisitMesa (Mobile) Visits: 831

Top Referring Websites:

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

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

What is Balderdash???

Blues, Baseball and Balderdash! will be fun, entertaining, and a little bit of everything. Ultimate Imaginations, Inc. and Downtown Mesa Association are hosting a free two day celebration on March 12 and 13, 2010 at Macdonald and Main Streets in Downtown Mesa. The event will be a celebration of spring break and Cubs spring training in Mesa and will have a Chicago feel. Scheduled entertainers include: The Bluzmen, The Insinceros, Big Daddy D and the Dynamites, Cold Shott and the Hurricane Horns and The DelRayz. Friday night, the event will tie in to the 2nd Fridays event in downtown. Shops and restaurants will be open late and there will be street vendors selling art, jewelry, and more. Saturday MAC Fest and the Macdonald Street Farmers Market will be going on in downtown Mesa as well. A Cubs game on Saturday against the Cincinnati Reds and the 'Play Ball' exhibit at the Arizona Museum for Youth, will make Blues, Baseball & Balderdash! a fabulous baseball weekend and celebration featuring a diverse and lively Chicago theme.

The event details are still being developed so visit www.downtownmesa.com for up to date details or more information.

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