



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

Greetings,

One million passengers! That was the big news this month as the Mesa CVB helped Phoenix-Mesa Gateway Airport celebrate this incredible milestone with a day-long celebration on Jan. 4. In just two years, with Allegiant Air as the catalyst, the airport has experienced enormous growth with a very bright future ahead. In October 2007, Allegiant Air began service to eight cities and today operates non-stop flights from 20 destinations. A recent airport survey indicated that 26% of out-of-state visitors would not have come to Arizona if it weren't for Allegiant's service. Folks attending the event were treated to cake, popcorn, music, and host Mark Cordes kept the folks arriving and departing in stitches. Thank you to ALL the Mesa Tourism Partners that contributed to this event with donated raffle prizes, giveaways and informational materials. It truly was an exciting day to promote Mesa and the Gateway region and all we have to offer as a premier tourism destination in Arizona.

This milestone coincides with the conclusion of a year-long passenger survey the Mesa CVB conducted with Behavioral Research Associates at the airport. We are currently waiting for the complete results of the 12-month study and will share the major findings with our partners soon. Research will continue through this fiscal year to compare year-over-year passenger information and travel patterns.

Sincerely,

Robert Brinton, President & CEO
Mesa Convention & Visitors Bureau

BUREAU NEWS:

RE-ORDER NOW FOR THIS SEASON'S TRAVELERS: FREE 2010 MESA, ARIZ. VISITORS GUIDE



The Mesa CVB is encouraging our industry partners to re-stock on their supply of the *2010 Official Mesa Visitors Guide*, published by the Mesa Convention & Visitors Bureau. Re-orders are being taken now with delivery promised the same week as the request. **To request guides – use the attached Re-Order Form and fax your request to 480-827-4704 or email Ginger@VisitMesa.com.** The 64-page guide was completely overhauled allowing for more editorial on Mesa's in-demand experiences. This year's *Official Mesa Visitors Guide* includes full-length features paired with comprehensive listings on Mesa businesses in the following categories: Museum & Cultural Venues, Attractions & Activities, Golf, Sports & Recreation, and Shopping. New sidebar features have been added on Green Tourism, Pet-Friendly Locales, Wine Bars and a two-page spread on Outdoor Adventure including popular hiking trails, tips before exploring the Sonoran Desert as well as a feature on Stargazing in the Desert. The new guide is littered with

new photos to help inspire and illustrate the wealth of activities in Mesa. Special listings in this year's 64-page book include "It's a Family Affair", featuring a themed listing of categories such as Water Works, Discovery Zone, Wild, Wild, West! And more; a complete 2009-2010 Museum Exhibition & Theatre Shows listing; Active Living RV Park listing and a year-long Events Calendar. This ultimate reference guide on Mesa and the surrounding area also features a two-page Mesa map with designated markings for area cultural attractions, entertainment venues, golf courses, shopping centers, hiking trails, city parks, sports facilities and other major attractions.

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 January. The combined circulation of these January placements is 6.35 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.

- AAA Midwest Co-op (4 pubs)
- Allegiant Air Sunseeker
- Horizon Travel Magazine
- US Airways – Spring Training Edition
- Cactus League Insert (distributed nationwide to daily newspapers in baseball team cities represented in the Cactus League, produced by Hennen Publishing on behalf of Arizona Office of Tourism)

On-going Web site placements through January:

- Aaliving.autoclubgroup.com
- Destinations2discover.com
- Golfchicagomagazine.com
- Gordonsguide.com
- Horizontravelmag.com
- Packagedtravelinsider.com
- Travelguidesfree.com
- USairwaysmag.com

COMMUNICATIONS NEWS:

MULTI-PRONGED PROMOTION GIVES CUBS FANS CHANCE TO WIN TRIP TO MESA THIS MARCH

This month, Michelle Streeter hosted a media crew out of Peoria, Illinois in partnership with Allegiant Air and the Peoria International Airport. Radio DJs from 95.5 GLO FM (Classic Rock) and 97.3 FM River Country. The radio DJs were on a hosted FAM tour and reported daily on the radio, a travel blog and via the radio website about their experiences in Mesa. Listeners and friends of the Peoria Airport were encouraged to answer trivia questions about Mesa to qualify for a chance to win a Spring Training Vacation March 5 – 8 sponsored by Allegiant Air, the Mesa CVB and hotel partner Phoenix Marriott-Mesa. The week-long tour included trips to numerous Mesa attractions including an Apache Trail Jeep Tour, Organ Stop Pizza, Broadway Palm Dinner Theatre, Famous Daves – Mesa Riverview, and more. Hotel stays for the group were provided by Hyatt Place Phoenix/Mesa and the Hilton Phoenix/East Mesa. In addition to a travel blog, the radio stations conducted several promotions throughout Peoria at locations throughout the region encouraging folks to sign up for the contest. Another media partner was WEEK-TV, the NBC affiliate in Peoria. A total of 5 unique commercials each promoting a different attribute of Mesa tourism aired after the local news broadcasts promoting the contest with answers to the trivia questions. The contest ended Jan. 20 and will culminate with an event at the Peoria Airport Hanger on Jan. 22 where those qualified to win can attend as they pick the winner. The entire promotion was a result of Director of Marketing Milt Fort's outreach mission to Peoria last year when he visited all cities served by Allegiant Air to drum up interest in Mesa. For more information on future media promotions, contact Michelle Streeter at Michelle@visitmesa.com, 480-682-3638.

SALES NEWS:

Mesa Sports & Tourism Development:

DALLAS MISSION USED AS MEANS TO DRUM UP FUTURE OPPORTUNITIES FOR MESA: Sports Manager Aaron Muth attended the American Baseball Coaches Convention in Dallas earlier this month as an attendee. This approach allowed the bureau to be innovative in its scope during challenging economic times. Muth also met with Top Choice Baseball & Perfect Game USA to discuss possibilities in relocating national & regional championships to Mesa on an annual basis. While in Dallas, Muth also met with NAIA officials to discuss upcoming Championships in baseball, swimming, golf and soccer. For more on Mesa Sports programming, contact Aaron Muth at 480-682-3650 or Aaron@visitmesa.com.

Leisure Tourism Sales:

GO WEST SUMMIT PLANNED: Leisure Sales Manager Donna Clucky will attend Go West Summit in Sacramento next month. Go West Summit is the premier business-oriented travel tradeshow selling the American West pairing international top tour operators with specialty suppliers who in a 13 state region of the Western United States. For more information, contact Donna Cluckey at 480-682-3646 or Donna@visitmesa.com.

CALIFORNIA CALLS – BUREAU PLANS MISSION WITH CVBS & AOT: Donna Cluckey will represent Mesa when she hits the road with the Arizona Office of Tourism to promote Arizona to Southern California travel agents. Several Arizona cities including Tempe, Chandler, and Tucson will be visiting travel professionals throughout the region with information about Spring Training and new offerings this season in Arizona. The mission includes attendance at the *Los Angeles Times* Travel & Adventure Show held at the LA Convention Center in mid-February. This is the largest travel event in the U.S. featuring a variety of product from safaris to scuba diving, wind surfing to wine tours and more.

WEBSITE NEWS:

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

Requests for Info: 290

Web Visits: 12,279

Hotel Reservations through Travelocity: 4

Room Nights: 12

VisitMesa (Mobile) Visits: 743

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

The New Year has started off with a Bang! The winter visitors are back...our office logged over 600 visitors the first week of this month. Needless to say my volunteers are ecstatic to be helping so many visitors to Mesa and Arizona. These are just a few of the specialized events happening around Mesa, to get you and your visitors started. For a complete listing visit our website: www.visitmesa.com Cheers, from Go-Go Ginger (*visitor blog*:

<http://MakeltMesa.com>)

10th Annual Mesa Historic Home Tour – 1/23

Family History Expo – 1/23-24

High Noon Western Collectible Auction & Show – 1/25-31

Annual Coin Show – 1/30-31

Annual Mekong Têt Festival at Mekong Village – 2/6

Annual Renaissance Festival & Faire – 2/6-3/28

Buckets & Blowers Car Show at Commemorative Air Force Museum – 2/13

Annual ARIPEX Stamp Collectors Show – 2/13-14