



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

Greetings,

We're hot and we know it.

Alas, the dog days of summer are in full force but that won't find your bureau staff slowing down or sweating it out. Rather, we have created a dynamic and aggressive program of work for the year ahead which has us covering incredible amounts of ground - from reaching out to our traveling cousins to the north to hitting consumers up with the Mesa message in Chicago, New York, the Midwest and more.

If you are not yet participating in our programs, now more than ever is the time to begin aligning your efforts with the bureau. **Attached** is our 12-month at-a-glance calendar featuring our FY 2010-2011 Program of Work. Broken up by department, our partners are encouraged to plan ahead and know where we will be and when as the travel season gears up and takes hold. You will want to especially take notice of the Partner Programming section. There are numerous opportunities coming up this year where we are sharing the latest industry trends and helping partners shine – from outreach seminars where we come to you with the CVB message to our Annual Housekeeping Olympics in September, it's going to be a jam-packed year of celebrating Mesa's many tourism attributes.

Please read on for more ways to actively participate in our programs. And, know that our program of work will be updated on a quarterly basis reflecting anticipated changes due to budget and availability. Those changes will be announced in the Bureau Beat and posted online. Partners must receive a personal user ID and log-in password to access the Partners-Only section of our website to download the most recent version. To request your personal log-in, contact Gayle Savo at 480-682-3682 or [Gayle@visitmesa.com](mailto:Gayle@visitmesa.com).

And as we embark on a new year of Bureau Beat newsletters, please note that this year we are including more ways to learn about our partnerships through this news service. Below we are sharing two co-operative marketing campaigns and as tradeshow open up and missions are being planned, we'll share the many opportunities to join us as our delegates this year.

Stay cool out there and happy new fiscal year to all!

Sincerely,

Robert Brinton, President & CEO  
Mesa Convention & Visitors Bureau

## **BUREAU NEWS:**

### **READY FOR A REFILL? 2010 MESA VISITORS GUIDES AVAILABLE WITH FREE, FAST DELIVERY**

The Bureau is taking re-orders for the 2010 Mesa Visitors Guide. With a new version expected in late October, now is a good time to re-stock your shelves with this year's guide. The 64-page guide serves as the 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. The Bureau will deliver the guides within one business day of receiving the order. The guides are available in boxes of 50 each. To place your order, email [Gayle@visitmesa.com](mailto:Gayle@visitmesa.com) or call 480-827-4700.

## **MARKETING NEWS:**

### **CANADIAN TRAVELLER CO-OP OFFERS CHANCE TO GET THREE FOR TWO**

With a fairly solid dollar and an economy rising out of the recession quicker than expected, experts are saying Canada is the place to market this winter as more and more boomers plan extended stays and consider real estate purchases in warmer climates. Mesa businesses are encouraged to join the bureau's efforts in Canadian Traveller, one of the country's top trade magazines. Currently, they are offering a three-for-two deal when you advertise in the special Arizona supplement planned for September. Participation will include automatic inclusion in the Mesa supplement planned for November and feature an Internet listing and 24-month hyperlink from the Destinations section on their website. Rates are approximately 50% off the regular rack rate (ex: 1/6 page advertisement is \$670). For complete details, contact Milt Fort at [milt@visitmesa.com](mailto:milt@visitmesa.com) or 480-682-3639.

### **ALLEGIANT ALWAYS PACKS A PUNCH WITH SUNSEEKER PUBLICATION**

Mesa businesses are also invited to join the bureau in Sunseeker, the in-flight magazine for Allegiant Airlines. This bi-monthly guide to destinations served with Allegiant service features Mesa regularly in their editorial content. Currently, space is available in the September/October issue with half-page and quarter-pages remaining. Rates are \$900 for quarter-size advertisement and \$1500 for half-page ads. This is a savings of 38-50% off their rack rate. Commitment is need by July 23 to hold your space. According to Milt Fort, both these publications offer significant exposure in markets that are very positive for travel to Mesa. Canada is economically strong and Allegiant Air continues to exceed performance expectations and draw many Canadians to Mesa through their border cities near British Columbia, Alberta and Manitoba. For complete details, contact Milt Fort at [milt@visitmesa.com](mailto:milt@visitmesa.com) or 480-682-3639.

## **COMMUNICATIONS NEWS:**

### **GOT NEWS? TIME TO SHARE YOUR STORIES WITH MESA CVB**

Michelle Streeter is currently working on the 2011 Mesa Official Visitors Guide and preparing a new press kit for upcoming fall travel shows and media missions. We are looking for new programming, offers/rates, and any new information from your business. Materials collected will be taken into consideration for the various brochures currently being developed for our upcoming season. The Mesa CVB press kit consists of 13 themed releases covering numerous topics from Family Travel and Golf to Dining & Nightlife and Adventure. In addition, all submissions will be considered for the upcoming What's New press release round up that the bureau distributes quarterly to top travel media across the country. If you have news or stories to share, please email Michelle Streeter at [Michelle@visitmesa.com](mailto:Michelle@visitmesa.com).

## **SALES NEWS:**

### **SIGN UP NOW FOR MESA PROGRAMS:**

Mesa Hotels and Convention Partners should have received the Hotel 2010-2011 Participation Form via email this week. If you didn't receive the email please contact [James@VisitMesa.com](mailto:James@VisitMesa.com) as soon as possible. The deadline for all responses is July 30 by 5:00pm. If you have any specific questions about any tradeshow or missions that are available, please contact the appropriate Sales Manager.

**Leisure Sales:**

GOVERNORS CONFERENCE SHINES AGAIN: Leisure Sales Manager Donna Cluckey attended the Annual Governor's Conference in Tucson this month. The three-day program shares a pulse on Arizona's tourism industry. Cluckey attended sessions on the Immigration Bill which was a top topic at the event. In addition, Cluckey received updated statistics and travel trends on key markets including Canada and Mexico. Cluckey participated in the Arizona Tourism Roundtable, a consortium of travel trade staff from DMOs across Arizona. These meetings are integral for receiving development updates from around the state and share in partner programming for the coming year ahead. For more on the conference, contact Donna Cluckey at 480-682-3646 or [Donna@visitmesa.com](mailto:Donna@visitmesa.com).

MINI-FAM FOR HOME-BASED AGENTS: Later this month, Donna Cluckey will host a mini-FAM for Home Based Valley Travel Agents showcasing Mesa. Agents are members of the Outside Sales Support Network (OSSN) Association for The Home Based Seller Of Travel. Donna Cluckey will be highlighting Mesa as a destination including a cruise on the Desert Belle for approximately 30 agents. More information about this group can be found at, <http://www.ossn.com/>. To participate in future opportunities for this group contact Donna directly at 480-682-3646 or [Donna@visitmesa.com](mailto:Donna@visitmesa.com).

**Convention Sales:**

Convention Sales Manager Pam Williams will be attending Connect Marketplace in Louisville, KY on August 12-15. Connect Marketplace is an innovative conference designed specifically for meeting planners who organize meetings and conferences for association and other affinity organizations as well as SMERF and sports groups. It's a planner's best friend — destination information, peer-to-peer networking, education and solutions. There are still opportunities to provide special promotion flyers or giveaways for this show. Please contact [Pam@VisitMesa.com](mailto:Pam@VisitMesa.com) as soon as possibly all items will ship on August 3.

**Sports Tourism & Development:**

Aaron Muth will be attending two invitation-only events in July and August as Mesa Sports & Tourism Development continues to promote Mesa as a premier sports destination. Later this month, Muth will be in San Diego attending the Hall of Champions in partnership with the Phoenix Regional Sports Commission. This event focuses on developing best practices for hosting upcoming sporting events. In August, Muth will travel to Las Vegas to attend the WAC Baseball Meetings and engage in discussions about the 2010 WAC Tournament hosted at Hohokam Stadium and future tournament contracts. For more information, contact Aaron Muth at 480-682-3650 or [Aaron@visitmesa.com](mailto:Aaron@visitmesa.com).

**WEBSITE NEWS:**

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

Requests for info: 156

Web visits: 10,037 (23% increase over June 2009)

Mobile site visits: 219

Web downloads: 145

Virtual visitors guide: 137

**CONCIERGE CORNER WITH GINGER ST. PIERRE, CTA & NCA Certified Concierge:****MESA VISITORS CENTER'S BUSY SEASON IN REVIEW**

Is the recession over?? According to the amount of visitors we had this season, you would not know that there was even one going on. We embraced a busy year here at the Visitors Center!! I am pleased to report that we helped over 8,100 visitors since last July, with the help of eight dedicated volunteers.

Our wonderful volunteer corps enjoys the interaction with our visitors while providing travel counseling about Mesa and the wonderful state of Arizona. And, now that summer is upon us and the walk-in traffic declines, the annual "lobby cleaning & reorganizing" shall commence. So, if you get an email or phone request from me for more materials, know that they are truly being put to good use! If you haven't been to our offices lately, there is always an open invitation for you to do so. Not only do we provide information that focuses on Mesa and the metro area, but we are also endorsed by the Arizona Office of Tourism as a Local Visitors Information Center (LVIC).

*Cheers, from Go-Go Ginger (visitor blog: [www.makeitmesa.com](http://www.makeitmesa.com))*