



**THE BUREAU BEAT**  
***A Monthly E-Newsletter From The Mesa Convention & Visitors Bureau***  
**MAY 2009**

Greetings,

Can you feel it? Summer is here inviting the return of triple-digit temperatures for our guests. While we know how to stay cool and embrace the desert heat, often times our travelers aren't as well educated on how to deal with Arizona's extreme conditions. Please remind our visitors this summer how to be smart when soaking up our enviable sunshine and we will do the same. This time of year also gives us a chance to highlight the season's best offerings from waterparks and moon-lit hikes to sunset off-road tours and hitting downtown after dark. There are plenty of ways to stay cool this summer and be creative with your planning. For more tips and insights on how to survive summer in Mesa, please contact our concierge [Ginger](#) for numerous insider tips on where to send your guests seeking cool activities in Mesa.

At the bureau, typically, summer months are relegated to planning an aggressive and ambitious program of work promoting Mesa tourism. And, this summer we will be doing just that. But, this year your bureau staff will be taking a close look at previous efforts and consider shifting dollars to more effective tactics as the economic shift combined with volatility in the tourism industry for both the leisure and business travel market continues. Next month's Bureau Beat will include links to our downloadable 12-month program of work for Marketing, Sales and Communications. We encourage all of you to align your efforts with ours and participate in the many bureau-led programs offered to our partners in the coming year. You will see us doing the same from this end, aligning with strategic partners including Allegiant Airlines, neighboring bureaus and the state agency on tourism, and enhancing unique partnerships like Sunny Arizona while building new ones with East Valley communities. This year we will actively react and change course as is necessary and expected when working in a new climate. We are always open to your ideas for new, untapped markets that are receptive to Mesa's message and look forward to hearing your feedback on where your traveler is coming from and how they heard about Mesa.

So, though it's hot this summer we hope you stay cool and we look forward to updating you on Mesa's new program of work for fiscal year 2009-2010 soon.

Please note: The Mesa Visitors Center does NOT change hours in the summer. Your guests can continue to visit us five days a week from 8 a.m. to 5 p.m.

Sincerely,

Robert Brinton, President & CEO  
Mesa Convention & Visitors Bureau

**BUREAU NEWS:**

**VISITMESA GOES MOBILE**

Mobile phone users will soon be able to go online and access the best of VisitMesa.com, the bureau's official website. The new mobile site will direct users to a cell-phone friendly website including listings of main categories, a search feature, and live links to phone numbers, emails and websites. The new service, which will begin in a few weeks, will allow users to connect directly the bureau's industry partners from their cell

phones. The mobile site will automatically load when a guest goes online on their cell phone to [www.VisitMesa.mobi](http://www.VisitMesa.mobi). The new service is being offered by Simpleview, the bureau's website host. For more information about the new mobile connection, contact James Tevault at 480-682-3635 or [James@visitmesa.com](mailto:James@visitmesa.com).

#### **COMMUNICATIONS NEWS:**

##### **TECH-SAVVY PR PROS MEET TO DISCUSS SOCIAL MEDIA, TOP TOURISM TRENDS AND MORE**

Michelle Streeter attended the annual Public Relations Society of America, Travel & Tourism conference earlier this month in Kansas City, MO. A variety of topics were covered with a majority of the conference centered on social media. This emerging field will have a critical impact on public relations and tourism and how today's travel writers cover destinations. The conference's key note address was presented by David Pavelko, head of industry travel, Eastern region for Google, Inc. who shared some enlightening information on the power of the Internet in making key travel decisions. In addition, the conference featured social media guru, Peter Shankman, founder of HARO, Help a Reporter Out. This online service connects reporters across the country with resources and experts on numerous topics covered by today's media. In addition, seminars were taught on how to utilize the best free online PR resources, how to build an Internet press room, how to measure the results of social media efforts and so on. For more information on the latest PR tools and trends in the travel industry, contact Michelle Streeter at 480-682-3638 or [Michelle@visitmesa.com](mailto:Michelle@visitmesa.com).

#### **PRESS RELEASES:**

The following press releases were distributed in April:

- MESA TOURISM BUREAU TURNING STAY-CATIONS INTO SAVE-CATIONS WITH DISCOUNTS AND ONLINE PLANNING TOOLS
- SUMMER VACATION DEALS MAKE SUNNY ARIZONA AN IDEAL SUMMER VACATION DESTINATION
- WAC BASEBALL TOURNAMENT TO BE PLAYED AT MESA, ARIZONA'S HOHOKAM STADIUM IN 2010 AND BEYOND

##### **2010 VISITOR GUIDE IN THE PLANNING STAGES – AD SALES CLOSE MAY 21**

The next month will be dedicated to developing the 2010 Official Visitors Guide for Mesa. This latest version will remain at 64 pages but boast new sections including an area devoted to Medical Tourism, a growing niche in the East Valley; an updated sports facilities section; as well as colorful content on agri-tourism, Mesa's eco-friendly or green travel initiatives, and copy on desert education and access. The entire book will take on a new look and feel in 2010. The guide will feature updated listings for staple sections including Accommodations, Dining and the year-long Calendar of Events. For more information on the 2010 Visitors Guide or to inquire about last minute advertising opportunities, contact Michelle Streeter at 480-682-3638 or [Michelle@visitmesa.com](mailto:Michelle@visitmesa.com).

#### **SALES NEWS:**

##### **MESA HITS A HOME RUN WITH WAC BASEBALL TOURNAMENT**

Earlier this month, the Western Athletic Conference (WAC) announced Mesa as the new host of their Men's Baseball Tournament, Division I for 2010, 2011 and 2012. The City of Mesa, Mesa Convention & Visitors Bureau and Phoenix Regional Sports Commission worked in tandem to secure this prestigious group which features some of the nation's best intercollegiate competition in the Western states including Boise State, Hawaii, Utah, Fresno State, Louisiana Tech, Sacramento State, Nevada, New Mexico State and San Jose State. In 2010, seven teams will compete in this double-elimination event with the winner earning the WAC's automatic bid to the NCAA Tournament. Mesa won the highly competitive bid process amongst several national cities including other spring training complexes in the Valley who submitted bids to host the summer tournament. For more on this tournament, contact Mesa Sports & Development Sales Manager, Aaron Muth at 480-682-3650 or [Aaron@visitmesa.com](mailto:Aaron@visitmesa.com).

**Leisure Sales:**

SUNNY ARIZONA AAA FAM TOUR: Donna Cluckey hosted top agents from North and South Carolina on a week-long tour of the Sunny Arizona cities: Mesa, Tempe and Chandler. Held April 16 – 20, the Hilton Mesa hosted the top selling AAA as part of the Sunny AZ program. The itinerary covered several East Valley attractions and restaurants including the always-popular Apache Trail and Arizona Museum of Natural History. Other attractions featured on the tour included Desert Botanical Garden and Phoenix Zoo. For more information on future Sunny Arizona FAM tours, contact Donna Cluckey at 480-682-3646 or [Donna@visitmesa.com](mailto:Donna@visitmesa.com).

**Sports Sales:**

MESA SPORTS TARGETING SWIM GROUPS TO MESA: Aaron Muth, Group Sales Manager will be in Chicago this month to attend the American Swim Coaches Association Meetings & Convention. The mission will benefit Mesa Sports & Tourism Development's Citrus Classic event which is currently in development. The bureau hopes to recruit more universities to visit Mesa during the winter months to train for their upcoming collegiate seasons. With the recent opening of Kino Aquatic Center, the city can actively compete against other cities for this niche market. The Citrus Classic is a partnership between the Mesa Aquatics Club & the bureau and involve up to eight different Mesa pools, two Mesa hotels and dozens of collegiate swim teams from across the state when the competitive swim meet convenes in early 2010. 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 April:

Requests for information: 210

Visits to web site: 45,487

Web site downloads: 11,969

Virtual VG downloads: 777

Travelocity Online Hotel Reservations: 7

Room nights generated: 18

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

The Mesa CVB staff recently visited the heavens above during their site visit to the Planetarium at Mesa Community College. This state-of-the-art facility has been open to the public since late last August and is located in the College's first fully LEED compliant building. The theater holds 53 persons at a time and they have already tracked over 3,300 visitors to date. Kevin Healy, the planetarium's director, treated us to a preview of the shows that are currently owned by the College as well as demonstrated some of the features that the program has for future educational development. (*Current show titles: New Horizons, Wonders of the Universe, Secrets of the Sun, Stars of the Pharaoh*). Astronomy Nights is a free public event that will be held the first Friday of each month from 6-9:30pm with shows every 30 minutes. Telescope viewing at 7 pm is provided by the East Valley Astronomy Club in the courtyard. If you would like to schedule a group for an independent viewing, please allow at least one week advance notice. **2009 upcoming summer Astronomy Nights: June 5, July 9, and Aug 7**

*Tourist Tips: Individuals: if you have a few guests in house that would like to attend this event and would like to have tickets held, please call 24 hours in advance and leave the amount of tickets and time needed for will call. Mesa Community College Planetarium: 1833 W. Southern Ave. Mesa, Physical Science Building (PS-15) (480) 461-7015. Does your attraction have a new feature that our staff should be aware of....send a message to [ginger@visitmesa.com](mailto:ginger@visitmesa.com) and we will work on sending out an ambassador or two!*

**SAVE THE DATE:**

**The next Mesa CVB Marketing Network Partnership Meeting will be held on Friday, July, 17. This Annual Power Networking Event featured more than 40 companies last year. See upcoming invitation for RSVP information and details.**



**MEET YOUR CVB STAFF:**

**Terrie Gardner, Sales Assistant**

This summer, Terrie will celebrate her third year working for the Mesa CVB. Like most Arizona residents, Terrie is a transplant and came to the Valley more than ten years ago from Texas. Terrie plays an integral role with both the Sports Sales and Leisure Sales teams doing everything from tracking leads and queries, handling calls and visits at the Visitors Center, to keeping tabs on all the bureau's advertising placements and key events. When not swimming at home or traveling abroad, Terrie devotes her spare time to help worthy causes. She is active with the Susan G. Koman Breast Cancer Awareness effort and the National MS Society. A dream of Terrie's is to be a published author. She is currently writing a novel and participates in a local writers group. Terrie considers herself blessed as she is also a grandma to 10 grandchildren – all of whom reside in Arizona so her house is often full on weekends. Like most of us folks, Terrie's fervor for the growth of the East Valley can be felt here at the bureau daily. She can't wait for the time to come when other communities sit back and take notice of Mesa's accelerated growth plan centered around tourism.