



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

It didn't take long for us to turn on the famous Arizona heat. Summer is close to being officially here and the bureau has already stepped up efforts to promote the many Mesa deals, hot dates & rates, specials and packages available to folks vacationing this summer in the Valley of the Sun.

And, our message of "Why Vacations Matter" is also being heavily promoted to the resident. Arizona families need to know they can afford a vacation this summer – and one way to do so is to stay close to home but still unplug. At VisitMesa.com, the Mesa CVB's official travel planning website, the bureau is currently showcasing budget-friendly vacation itineraries displaying how a family of four can in fact have fun in a down economy. All scenarios offer travel tips on how to get the most value out of their stay in Mesa with examples like planning the vacation around the first Sunday of a month to take advantage of free activities including Mesa museums or choosing restaurants where kids can eat free.

Helping reiterate the savings that can be had in the summer, we also revamped our Savings section online and guests can download the Summer Savings Tip Sheet. It is never too late to join this effort – please continue to let us know about your special summer values and we'll add them to our site.

And, while we never promised you a rose garden – we can promise you an incredible experience at this Friday's Marketing Network Meeting. Held at Mesa's official rose garden on the campus of MCC – please join us for a guided, personal tour of this award-winning collection and a recap on the past year's efforts to promote Mesa.

Sincerely,

Robert Brinton, President & CEO
Mesa Convention & Visitors Bureau

INDUSTRY NEWS:

SB 1070 ONLINE RESOURCES AVAILABLE

Last month, we shared the Arizona Tourism Alliance official statement and resources with our hoteliers that were created in response to the passing of SB 1070, otherwise known as the Immigration Bill. The Arizona Office of Tourism has also updated their materials. They have developed a [Frequently Asked Questions](#) document, which can be found on their Web site, www.Arizonaguide.com. In addition, the Mesa CVB posted the official statement at VisitMesa.com on our homepage in response to inquiries about future travel requirements to the state. Please use this information to help answer any questions your visitors may have.

STRENGTHEN YOUR SUMMER DEALS MESSAGE WITH AZ TOURISM FREE POSTING

Get your Summer Travel Deals on Value AZ.com! Post your summer travel deals online because Arizona Office of Tourism is gearing up to re-launch its successful summer, in-state campaign, Value AZ! AOT, in partnership with the Arizona Hotel & Lodging Association and statewide industry partners, will be launching the summer campaign later this month. The campaign will showcase the amazing summer travel opportunities found throughout Arizona in addition to promoting the economic value of travel to the state. If you want your travel deal promoted, this is your chance! Upload your travel deals and packages to the Travel Deals section of www.azot.gov. There is no charge to list a package on the Travel Deals section. If you have questions or need additional assistance, contact Marjorie Magnusson from the Arizona Office of Tourism at 602-364-3695 or via e-mail at mmagnusson@azot.gov.

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 May. 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.

- Allegiant Sunseeker
- Gateway Magazine

Website banners are also currently running on numerous travel-related sites including: 24-7 Vacations, Guidebook America, AAA Online Center, Travel 4 Golf, Arizona Guide, Trip Advisor, Destinations2Discover, Travel Promo, Experience AZ, Vacation Fun, Gordon's Guide, Vacation Guide Center and Group Tour Magazine

COMMUNICATIONS NEWS:

SUMMER MESSAGE PICKED UP ACROSS THE TWITTERVERSE AND MORE...

Mesa CVB distributed a [Summer Values release](#) in April and posted the release on PR Web, a national news distribution service. The story was picked up on several online travel websites including USA Today.com. The release featured our YouTube channel and featured a combination of hotels, destination attractions and features from our VisitMesa.com website. The press release had an incredible presence on Twitter with numerous travel tweets promoting the special values. The release included mention of the Allegiant Air partnership with the Fourth Night Free program as well. To learn more about future press release distributions, contact Michelle Streeter at Michelle@visitmesa.com or 480-682-3638.

SALES NEWS:

ALLEGIANT AIR LAUNCHES PERFECT PHOENIX PACKAGES

Mesa hotels stepped up this past month and participated in record numbers in Allegiant Air's Fourth Night Free program. This opportunity was heavily promoted by Allegiant as part of their Phoenix Perfect Excuse promotion. Mesa properties have the largest presence in the program than any other Phoenix-area city, in addition, Allegiant offered significant discounts for travel purchased by May 19 for these Mesa hotels. Offering discounts and deals help Mesa look enticing for Allegiant consumers and helps our city benefit from our affordable message. The Phoenix Perfect Excuse promotion included an e-mail by Allegiant, a secondary e-mail blast by the bureau to potential customers, and is being featured heavily online at www.allegiantair.com (direct link: <http://ow.ly/1GlrU>). The bureau will continue actively tweeting about the deals until the promotion ends. For future sales-driven partnerships with Allegiant Air, contact James Tevault directly at James@visitmesa.com or call 480-682-3635.

Mesa Sports & Tourism Development:

DESERT CHALLENGE GAMES BEGIN: The Mesa CVB staff will help support the 20th Annual Desert Challenge Games, for athletes with disabilities held on May 19-23 in Mesa. The competition is open to all U.S. and international athletes with a physical disability, ages 6 through adult. Athletes will compete in track and field, weight lifting, archery and swimming. Mesa benefits each year from this event with room nights generated by the athletes and their visiting friends and families. The public is invited to attend the competition. The Mesa CVB is an annual sponsor of the games which are held at Red Mountain High School, Shepherd Aquatic Center and Userly Mountain Park. To learn more, please visit <http://www.desertchallengegames.com>.

SAVE THE DATE: SUPPORT WAC BASEBALL IN MESA: Tickets are still available for 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. 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 or 480-682-3650.

US MASTERS SWIMMING PRE-MESA SCOUT TRIP: Mesa Sports & Tourism Manager Aaron Muth will be traveling to the US Masters Swimming 2010 Short Course National Championships in Atlanta on May19-22 in preparation for the 2011 event that will be hosted in Mesa, AZ. The event will be held at the recently opened aquatics facility at Keno Jr. High in May 2011. Attending the event will give Mesa officials a good idea of what to expect next year. Muth will be scouting several unique event components and help coordinate those same event aspects when the tournament is held in Mesa. To learn more about the 2011 US Masters competition, contact Aaron Muth at Aaron@visitmesa.com or 480-682-3650.

Leisure Tourism Sales:

CHINESE DELEGATION EXPLORES ARIZONA: Donna Cluckey hosted a FAM in partnership with the AOT for tourism professionals from China. The attendees included tour operators, Eva Air Vacations, and a receptive Chinese operator that is based locally. While in the Mesa area the travel professionals had an opportunity to experience the Apache Trail including Goldfield Ghost town, Apache Trails jeep tour, lunch at Tortilla Flats and Dolly Steamboat. China now ranks number 10 in terms of international visitation to the United States. For more information, contact Donna Cluckey at Donna@visitmesa.com or 480-682-3646.

WEBSITE NEWS:

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

Requests for info: 164

Web visits: 10,275

Web brochure downloads: 160

Virtual Visitor Guide Requests: 173

Mobile Website visits: 208

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

Getting out and staying cool...Mesa's Summer Water Playgrounds!! Now that the temperatures are going up, most of us pick and choose when we will venture outside for fun. Mesa offers two of the Valley's favorite family friendly water experiences: SunSplash & Salt River Tubing & Recreation. Read on for more about summer at these two locations:

SunSplash Waterpark @ Golfland:

Hours: Sun-Thur 11am-7pm; Frid-Sat 11am-8pm; NightSplash 7-11pm

Open daily from May 29th through August 11th and then weekends only August 12-September 7th.

(480) 834-8319 www.golfland.com/mesa

Adult/Teen activities include the Sidewinder, Splash Water Harbor Slides, Master Blaster Water Coaster, Dragon Tail Slides, The Cauldron, and Bonzi Speed Slides. Family fun for all in the Thunder Bay Wave Pool and the Endless River. Time for the little ones can be shared in the Activity Pool, Caribbean Water Works, Toddler Tadpole Pool, and on the Shipwreck Rock Slides. New this year on Thursdays at Golfland from 7-11pm is the Rock & Ride Nite Slide event. For one fee, each guest can enjoy unlimited Golfland attractions including mini-golf, racecars, bumper boats and laser tag plus enjoy the six waterslides at Golfland. The "rock" is supplied by the all-night disc jockey firing up tunes on the dance floor.

Salt River Tubing & Recreation: Shuttles run from 9:30am-6:30pm daily. Tube rentals are \$15 with bus ride, \$12 without. Now through Labor Day (480) 984-3305 www.saltrivertubing.com

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

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

May 21 • Annual Sales Report @ Mesa Community Rose Garden at M.C.C.

July 16 • 8th Annual Power Networking Program, Location TBA