



THE BUREAU BEAT
A Monthly E-Newsletter From The Mesa Convention & Visitors Bureau
NOVEMBER 2008

Greetings,

Can you feel that chill in the air? It's a tell-tale sign that winter is fast approaching and Mesa is once again coming to life for our sun-bound guests. Our valued winter visitors are on their way (with many already settled in) to relax and seek respite from the cold in our fabulous city. Each year they can be found enjoying all our best attributes – premier shopping, fabulous dining, golf galore, and of course our incredible scenic beauty and desert activities. Dollars spent by out-of-state winter tourists in Mesa help pay for essential city services and those monies are integral to Mesa's quality of life helping create jobs, boosting the economy, and saving residents money. Canadians alone account for nearly 500,000 visits to Arizona annually with an estimated economic impact of more than \$400 million for the state. We certainly can feel the benefit of that impact here in Mesa. We hope you join us in welcoming them back to our great state and look forward to showing them our warm hospitality that they can always expect to find in Mesa!

Speaking of premier shopping – this holiday season we encourage you to Shop Mesa! From downtown boutiques offering one-of-a-kind wares and our grandiose shopping centers that anchor each end of this city to the ever-growing Mesa Riverview and ever-popular Dana Park Village Square – there has never been a better time to spend your valuable shopping dollars in Mesa. Every aspect of Mesa life benefits in some way from sales tax revenue and Mesa retailers offer some of the best values and products in the Valley. Shoppers...start your engines!

And, this past month brought the unfortunate and unexpected passing of one of Mesa's greatest tourism ambassadors, David Muth. Muth was a tourism champion for nearly 15 years when he held the post of general manager at Hilton Phoenix-East Mesa before leaving for Dallas four years ago. He served on our board during that time and taught us all about the value of service and making sure every guest leaves with a memorable experience. His legacy lives on here in Mesa with his son Aaron helping further tout Mesa's qualities in his role at the bureau.

It's also that special time of year when we are reminded how grateful we are to have supporters like you. Thanks to all of you throughout our industry that help make our destination shine! Know that your efforts to promote Mesa are not only needed but truly appreciated by myself and every member of our staff here at the Mesa CVB.

Wishing you and yours a Happy Thanksgiving,

Robert Brinton, President & CEO
Mesa Convention & Visitors Bureau

BUREAU NEWS:

CVB PARTNERS WITH SPRING TRAINING USA TO OFFER EXCLUSIVE PACKAGES

For the first-time ever, the Mesa Convention & Visitors Bureau has teamed up with Spring Training USA, official travel partner of the Cubs and other Major League Baseball teams, to offer exclusive vacation packages during baseball's pre-season. Available now at VisitMesa.com, packages start under \$350 per person, double occupancy and have the option of adding airfare between Chicago and Phoenix. Several Mesa hotels are featured. Packages feature both Friday through Sunday and Saturday through Monday stays and include choice of 2 nights accommodation, reserved premium game tickets for up to three games, custom Cubs sports merchandise (deluxe travel bag, tee shirt, and ball cap), and all hotel taxes are included in the purchase price. Guests have the option to extend their stay, add a rental car and

airfare (choice of Chicago O'Hare International Airport or Midway Airport), exclusive post-game events featuring Cubs legacy players, theater and attractions tickets, and tee times on Mesa golf courses.

SPRING TRAINING SCHEDULE AVAILABLE ONLINE AT VISITMESA.COM

Cactus League and Major League Baseball have released the 2009 Spring Training Schedule. The games will be posted next week on the Mesa CVB Website, www.VisitMesa.com. Though announced, all games are subject to change. Chicago Cubs tickets will go on sale Tuesday, Jan. 6 through Tickets.com and 1-800-905-3315; and Tuesday, Jan. 13 at Hohokam Stadium box office for in-person ticket purchases only. The box office is located at 1235 N. Center Street in Downtown Mesa. Hours are Monday – Friday, 9 a.m. to 4 p.m. beginning in January. For a recorded message of general ticketing information, call (480) 964-4467.

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 December. The combined circulation of these placements is 6,362,130 readers (this includes ad placements in Nov/Dec issues previously reported). 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.

- Arizona Drive Guide
- Budget Travel
- Group Tour Magazine
- Outside Magazine
- Phoenix Visitor Guide
- Sports Events
- Student Group Tour

GO SEE ARIZONA NEEDS YOU TO BUILD MESA CONTENT

The Mesa CVB along with the Arizona Office of Tourism and other CVBs statewide have partnered with GoSeeTell Network in developing GoSeeArizona.com, a new social networking travel Web site. GoSeeArizona.com provides personalized recommendations for hotels, restaurants, attractions and activities for more than 200 Arizona destinations. We encourage our Mesa hoteliers and attractions to establish themselves as "Trusted Members" on this site. Once you do, you can post product reviews and information on your offering and in turn increase interest about Mesa as a premier tourism destination here in Arizona. The Mesa CVB will also be participating in a contest giveaway later this year. Stay tuned for information on how to participate in this program, or contact Milt Fort for details at Milt@visitmesa.com or 480-682-3639.

COMMUNICATIONS NEWS:

OREGON RADIO PROMOTES MESA AND ALLEGIANT AIRLINES NEW SERVICE

October was hopping for Phoenix-Mesa Gateway Airport where Allegiant Airlines launched new service to five markets (on top of the already 10 markets served). As a result, the Mesa CVB hosted three disc jockeys from Medford and Redmond/Bend, Oregon. The radio personalities enjoyed weekend stays in Mesa and were hosted to a slew of activities from our partners including jeep tours, dinner theatre and visits to area attractions. As a result, more than 15 radio hits have been tracked featuring Mesa tourism product including rave reviews their host property and of Mesa in general. If you have a Windows Media Player and would like to hear some of the radio spots, send an email request to Michelle@visitmesa.com and we'll send you a copy. Thank you again to our partners for hosting destination experiences for our media.

BUREAU TO HOST INTERNATIONAL MEDIA TOUR

The Mesa CVB will host a full day of activities for several international media as part of the Arizona Office of Tourism's Best of the Western Frontier press trip later this month. In addition to the Mesa/Apache Junction area, the tour will feature Globe, Strawberry, Payson, Prescott and Wickenburg with an overnight stay in Phoenix. Publications represented are Ottawa Life (Canada), The Daily Mirror (United Kingdom), Berliner Kurier (Germany), and freelance journalists from Canada and Germany.

REQUEST FOR INFORMATION: WINTER RATES, PACKAGES AND ADDED-VALUES

Across the Valley you will see resorts, hotels, golf courses and attractions offering value this winter due to a depressed tourism economy. If you are offering a special rate, package or amenity please send your offering to Michelle at Michelle@visitmesa.com. The Mesa CVB will then package all these savings and

winter rate information into a press release and distribute it nationally to key Allegiant Airlines markets as well as key feeder markets to Arizona. In addition, the values and rates will be used while traveling this winter on media missions. To date, media missions are scheduled for Chicago, Toronto, Calgary, AB and Vancouver, BC.

PRESS RELEASES

The following press release will be distributed in November:

- CATCH BASEBALL FEVER WITH EXCLUSIVE CUBS SPRING TRAINING VACATION PACKAGES FROM MESA CVB

SALES NEWS:

WHERE WE HAVE BEEN

Leisure Sales: MESA AND EAST VALLEY TOPS ON AOT AAA FAM TOUR

In October, the bureau staff hosted travel agents from AAA (American Automobile Assn) on the Arizona Office of Tourism's Canyons to Lakes FAM tour. Eight agents were hosted to two days of Mesa area attractions, accommodations and activities. The jam-packed itinerary featured Broadway Palm and a visit to the Apache Trail area. Terrie Gardner, Leisure Sales and Sports Coordinator, hosted the group to a fiesta-style dinner at Mi Amigos. Most of them had never tasted Mexican cuisine having come from as far as Massachusetts and other locales on the east coast.

Convention Sales: BUREAU TESTS NEW MARKET - NAVAJO TRADESHOW

The Mesa CVB participated in the 2008 Navajo Travel Expo in Window Rock. The bureau was joined by the Phoenix-Mesa Marriott, Mesa Convention Center, Holiday Inn Hotel & Suites and Arizona Golf Resort. The show provided great contacts for Mesa hoteliers – more than 80 - and several potential leads. This one-stop shopping marketplace was the first time the bureau has marketed to the Navajo and surrounding communities. Window Rock is the administrative Capitol and administrative center of the Navajo Nation. For information on participating in future tradeshow, contact Pam Williams at Pam@visitmesa.com.

Sports Marketing: In late September, the bureau attended the NASC (National Association of Sports Commissions) tradeshow. The event was one of the best educational seminars that we have attended in regards to sports development. The bureau participated in several educational sessions with sports industry leaders from across the country and was able to connect with events rights holders and pitch Mesa's sports attributes for future tournaments.

WHERE WE ARE GOING

Sports Marketing: This month finds Sports Manager Aaron Muth attending the USSSA (United States Specialty Sports Association) convention in Orlando. The USSSA sanctions, creates, and promotes a variety of sports including softball, baseball, and basketball. Mesa's role at this conference is to focus on securing baseball tournaments as they are looking to expand to the Southwest region. The bureau will help establish our destination as a leader in this market segment. For more information on our efforts in this realm, contact Aaron Muth at Aaron@visitmesa.com.

Leisure Sales: Later this month, the bureau will be attending the National Tour Association Marketplace in Pittsburg, PA. This annual conference is one of the largest North American tour operator shows in the country and provides buyers and sellers with the opportunity to meet one-on-one during pre-scheduled appointments. Also featured are educational seminars and networking functions. For more information on our efforts at NTA, contact Donna Cluckey at Donna@visitmesa.com.

Convention Sales: Another new market for our convention sales department is marketing to the religious meeting planner. This month Mesa will be part of the ReJuvenate Marketplace, a three-day conference featuring roundtable discussions, networking events, and educational workshops. Held in Virginia Beach, the bureau has 22 scheduled appointments with religious meeting planners and will participate in the consumer tradeshow.

MESA TO HOST TRAVEL TRADE & MEDIA RECEPTION IN EUGENE

November will find our bureau helping sell sunshine to the often rainy city of Eugene, OR. Later this month the bureau will hold a trade and media reception, held in conjunction with the Eugene Airport and City of Eugene, to promote Allegiant Airlines new, non-stop service offered twice a week on Thursday and Sunday. The Phoenix area is recognized as Eugene's fourth most popular destination for its residents and business travelers. The new non-stop flights and low fares offer a welcome alternative to connecting

flights and long drives to other regional airports. Allegiant will utilize 150-seat, MD-80 series, jet-aircraft on the route. Joining the bureau in this effort is Fairfield Inn, Country Inn & Suites and Hilton Phoenix-East Mesa. More than 100 contacts are expected at the Southwestern-inspired event.

To stay informed and up-to-date on our planned efforts, [Click here](#) to view our **Tradeshow and Email Campaign Calendar**. Be sure to check back often as we update this program of work regularly.

WEBSITE NEWS:

VisitMesa.com is the bureau's online site promoting Mesa and all our tourism offerings. Below is website traffic for the month of October:

- Web visits: 49,154
- Requests for information (web, mail, phone):340
- Hotel reservations on website: 9
- Room nights from reservations: 15
- Brochure downloads: 12,305
- Virtual Visitors Guide downloads: 472

CONCIERGE CORNER:

Welcome back to the Concierge Corner! Last month I focused on events, but this month I want to feature some very special helpers that will be here, helping at our office this season - our Mesa CVB Volunteers. We are fortunate to have eight dedicated ladies that help greet the lobby visitors from November-March. Seven of them have actually been volunteering at the bureau for more than ten years. Each of them are gracious enough to donate their time and efforts in assisting visitors to our office and share recommendations for dining, attractions to visit, accommodations and providing driving directions. Last season, they helped more than 1,000 visitors and logged 95 hours of service. Each volunteer is an essential tool for marketing not only for Mesa and the Valley of the Sun but also communities around the state of Arizona. The Mesa CVB Volunteers for 2008-2009 are: Betty Anderson, Beatrice Ball, Lorraine Bradney, Helen Elliott, LaVonne Kirkeide, Jane Luttrell, Martha Mashburn, Suzanne McKay.

REMINDER: DON'T MISS THE MESA CVB MARKETING NETWORK MEETING
NOVEMBER 21, 7:30AM SPONSORED BY TABLELICIOUS
PLEASE RSVP TO: ginger@visitmesa.com

SAVE THE DATE: MARKETING NETWORK HOLIDAY MIXER
DECEMBER 11, 3:30-5:30PM
DETAILS ANNOUNCED SOON...

For information on events, things to do and more in Mesa, Arizona contact Ginger St. Pierre, Concierge & Visitor Services Specialist at 480-682-3666 or Ginger@visitmesa.com.

MEET YOUR CVB STAFF:

Natalie Harris, Convention Sales Coordinator

Natalie joined the Mesa CVB in January 2008. As Convention Sales Coordinator, Natalie works alongside Pam Williams, Convention Sales Manager in bringing mid-size conferences and meetings to Mesa as well as reunions and weddings. Natalie also helps in the promotion of Mesa by attending local trade shows and events. Natalie is an Arizona native along with her parents and three brothers - all of which live in the Valley. When away from the office Natalie loves to be outdoors hiking and participating in an adult soccer league. You can see Natalie's dedication to fitness as photographed in the 2009 Mesa Visitors Guide both hiking and bike riding. Natalie has become the Bureau Baker since joining the team and loves to experiment with baked goods and share them with the staff. Natalie is proud to be heading toward her one-year anniversary with the bureau. "I never thought a city could offer so much for so many," said Harris. "Mesa has some of the best hikes in the Valley and there is nothing like catching the sun set in the Superstitions – we are truly fortunate to share such scenic beauty with our visitors."



A LOOK AHEAD:

Stay tuned next month as we celebrate the holidays with signature Mesa events, hit the road to sell sunshine when the rest of the country is under a layer of snow and get ready to embark on a new year!

As always, you can learn more about all the items featured in this newsletter on our website, www.VisitMesa.com.

Tell a friend: please forward your email or sign up for The Bureau Beat at info@visitmesa.com.

To unsubscribe to The Bureau Beat: send an email to info@visitmesa.com and we'll remove you from our monthly mailing list.

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