



THE BUREAU BEAT

A Monthly E-Newsletter From The Mesa Convention & Visitors Bureau

OCTOBER 2009

Greetings,

They say that the fall season is a time to harvest your yield, and from our perspective the yield has been bountiful as your bureau has reaped numerous promotional opportunities to tout Mesa this past month! From tradeshow and hosting out-of-towners to launching new campaigns and promoting current ones, September and October efforts have been fruitful. Earlier this month, we launched VisitGateway.com, a new portal site that helps promote Mesa along with our neighbors, Queen Creek and Gilbert. The effort is part of a new grant the bureau received to help kick start tourism efforts in this important area. Just like Mesa's tourism beginnings many decades ago, it's only with support, fortitude and patience that growth in the Gateway region can happen. We know our visitors seek out this area and look to us to help illustrate all there is to see and do in our neighboring towns and we hope you join us in helping tout their attractions as a compliment to the Mesa experience. When approached to be featured in our news release touting the Gateway partnership, Arizona Office of Tourism Director Sherry Henry said, "Regional promotion gives us the opportunity to highlight areas of the state that visitors might otherwise miss." And, we certainly don't want anyone to miss the many events, attractions and experiences that can be had in Mesa and our surrounding area this year. Please continue to keep me and our staff updated on all your newest offerings both large and small. Yes, even a new popular menu item or an addition to your team matters to us at the Mesa CVB!

Sincerely,

Robert Brinton, President & CEO
Mesa Convention & Visitors Bureau

BUREAU NEWS:

VISITORS CENTER VOLUNTEERS BACK ON BOARD

Our loyal and dedicated volunteers will begin their Visitors Center shifts starting in November. A total of 8 volunteers, mostly winter visitors, will be serving our walk-in guests through high season. Next time you visit us, please say hello! They play a valuable role in extending our concierge duties by helping greet guests, answer questions about Mesa and the entire state, and are great at pointing our visitors in the right direction when seeking out the best map or informative brochures. Each year, they receive training on the newest Mesa attractions and tourism offerings. For more on our Visitors Center volunteer program, contact Ginger St. Pierre 480-682-3666 or Ginger@visitmesa.com.

BUREAU HELPING HOST "ALL ABOARD" AWARENESS TOURS, EDUCATION PARTNERSHIPS

In anticipation for the winter season, the Mesa Convention & Visitors Bureau will embark on a series of bus tours intended to educate and bring awareness to the depth of tourism product available in Mesa and the East Valley. The tours, hosted complimentary by All Aboard America, are targeted to Mesa's own hospitality industry including front-line workers at Mesa hotels, ambassadors at the Phoenix-Mesa Gateway Airport, activities directors at the city's numerous RV parks, and Valleywide concierge staff. Called *East Valley Partner Showcase*, the bureau will be leading the tours with staff serving as step-on guides informing attendees about the city's offerings and details related to Mesa businesses who depend on tourism activity each year. The first tour will be held on Wed., Oct. 28 from 8 a.m. to 1 p.m. with lunch included. There is a nominal fee for participation with those funds collected to provide for gratuities. "The intention is to engage these important members of our industry and have them experience first-hand the same product available to their guests and visitors," said Donna Cluckey, tourism sales manager at the

bureau. "The tours are centered on education and it's about us sharing our knowledge with them." The bureau will amend future tours based on the feedback from the first effort later this month. If you would like to be considered for future itineraries, please contact Ginger St. Pierre at 480-682-3666 or Ginger@visitmesa.com.

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 November. The combined circulation of these placements is approximately 12 million readers. This list includes both advertising and advertorial sections featuring Mesa. Due to the large volume of online advertising this month we have chosen not to list these outlets. Rather, they can be viewed on your FY09-10 Program of Work. To learn more about cooperative marketing efforts with the bureau, contact Milt Fort at Milt@visitmesa.com.

AAA Home & Away
AAA Living
AAA Midwest Traveler
Allegiant Air Sunseeker
Arizona Drive Guide
AZ Business Magazine
Canadian Traveller
Golf Chicago
Horizon Travel
Leisure Group Travel
Recommend Magazine
Religious Conference Manager
Southwest Meetings & Events
Sport Events Magazine
Student Travel
US Airways
Valley Guide
Winter Getaway Guide – AOT

COMMUNICATIONS NEWS:

PRESS RELEASES

The following press releases were distributed in October:

- MESA WINS BID FOR U.S. MASTERS SWIMMING 2011 SHORT COURSE CHAMPIONSHIPS
- MESA BUREAU HELPING TOUT TOURISM FOR SOUTHEAST TOWNS
- BOO! HAUNTED HISTORY OFFERED UP AT ANNUAL MESA GHOST TOUR & HISTORICAL WALK

INAUGURAL ALLEGIANT FLIGHTS ALLOW FOR MEDIA PROMOTION

Allegiant Air launched service to two of their newest markets this month with inaugural flights from Grand Island, NE and Grand Rapids, MI to Phoenix-Mesa Gateway Airport. The Mesa CVB hosted Grand Island radio DJs Jim Cartwright and Lew Tapia last week from 107.7 The Island (KSYZ-FM) and 101.5 The Rock (KROR-FM) to a whirlwind, jam-packed tour of Mesa. During their stay, they taped segments about their experiences and played them for their Grand Island listeners. In addition, the Mesa CVB secured a prize giveaway for a live-radio remote at the Gerald R. Ford Airport in Grand Rapids. The station, 95.7 W-Lite, conducted a two-hour live remote prior to the inaugural flight and the Mesa CVB provided collateral for guests attending the event. For more information on promotions with Allegiant Air, contact Michelle Streeter at 480-682-3638 or Michelle@visitmesa.com.

SALES NEWS:

Leisure Tourism Sales:

SNOWBOUND IN THE GREAT WHITE NORTH: Director of Sales James Tevault is in Canada this month participating with the Arizona Office of Tourism on a sales mission to a number of cities including Toronto, Vancouver, and Winnipeg. The focus of this mission is to update the leading travel professionals on Arizona. Visits will include Air

Canada Vacations, ITravel2000, Thomas Cook Travel, WestJet, Nagel Tours and more. For more information, contact Donna Cluckey at 480-682-3646 or Donna@visitmesa.com.

Mesa Sports & Tourism Development:

RECENT TRAVELS OFFER OPPORTUNITIES FOR MESA SPORTS

Last month, Sports Tourism & Development Manager Aaron Muth attended NASC (National Association of Sports Commissions) Market Segment Meetings in Indianapolis. These meetings helped showcase Mesa to business leaders in the sports event industry. Attendees represent hundreds of organizations that create, promote and manage sports events in their community as well as those that own sports events looking for host communities each year. Earlier this month, Muth attended the annual TEAMS Conference and Expo in New Orleans. The Mesa bureau was part of a delegation of regional CVBs and the Arizona Sports Alliance. This year's conference offered the latest inside information from leading experts and included an informative trade show with more than 300 sports-event suppliers and destinations. The bureau had numerous personal appointment sessions and participated in the networking opportunities with other destinations. For more on upcoming missions, contact Aaron Muth at 480-682-3650 or Aaron@visitmesa.com.

Convention Sales:

RELIGIOUS PLANNERS MEET AT REJUVENATE: Convention Sales Manager Pam Williams will be attending Rejuvenate Marketplace in Alabama Oct. 27-30. At this Marketplace planners are pre-screened and only those who book meetings that can be moved around the country and that utilize at least 300 hotel rooms are included in the Marketplace. Planners and suppliers will receive their appointment schedules before the show and suppliers are able to request meetings with specific planners. The Marketplace is a reverse tradeshow where suppliers visit planners in their booths. There also will be a traditional tradeshow so suppliers have the opportunity to interact with as many attendees as possible. For more on this effort, contact Pam Williams at 480-682-3667 or Pam@visitmesa.com.

WEBSITE NEWS:

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

Requests for information: 485

Visits to web site: 9,541 (using new analytics)

Hotel reservations thru Travelocity: 4

Room nights: 15

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

Proud to be an American!! I am looking forward to the annual **Mesa's Veterans Day Parade** on November 11th at 11am. Not only because I support our current, retired and departed military personnel, but also because the parade proceeds right in front of our office building on Center Street. Each year our staff takes a quick break to step outside and view the many parade submissions and mingle with fellow parade watchers. The Mesa Veterans Day Parade is a 100% volunteer organization funded solely by donations from individuals and companies. www.mesaveterans.org (parade route map to be posted soon).

The public is also cordially invited to attend the Commemorative Air Force's (CAF) Arizona Wing Aviation Museum's "**Second Annual Gathering of Legends**" on Saturday, November 7. Military aviation veterans including Tuskegee Airmen, Women Airforce Service Pilots (WASPS), Fighter and Bomber Crews, Aces and many others will gather in our museum to relate to the public their experiences from WWII through today. The public will be provided with the opportunity to meet and learn first-hand of the sacrifices these individuals made to ensure our freedom and way of life throughout the past nearly 70 years. Doors will be open from 9am- 4pm. Ceremonies begin at 11:00 a.m. Flyovers are planned throughout the day. Warbirds on display for this Veteran's Day event include the B-17 Flying Fortress "Sentimental Journey", B-25 Mitchell Bomber, North American SNJ/T-6 and steerman trainers, and many more. The event is planned to be the largest Veterans Day gathering of military aviators in the state of Arizona. The event is planned to be the largest Veterans Day gathering of military aviators in the state of Arizona. Az-Wing CAF: 2017 N. Greenfield Rd. Mesa, AZ 85215, (480) 924-1940 www.azcaf.org

Also, we just learned about the following FREE event at the Mesa Arts Center: “The President’s Own” **U.S. Marine Band**, America’s oldest professional musical organization. The performance will be filled with tradition and fanfare on Saturday, October 31, at 7:30 p.m. The performance is free but tickets are required and they are available through the Mesa Arts Center Box Office at (480) 644-6500 www.mesaartscenter.com

And lastly, on November 8th at 10:45am there will be a ceremony held at the Mesa Cemetery to honor the 23 Cadets of the British Royal Air Force that were killed in flight training accidents at No. 4 British Flying Training School - Falcon Field during WWII. Location: 1212 N Center St, Mesa. Cheers from Go-Go Ginger (visitor blog: <http://www.MakeltMesa.com>)!

SAVE THE DATE: The next Mesa CVB Marketing Network Partnership meeting will be held on Friday, November 20th in the new Nature Center at Usery Mountain Regional Park. See upcoming invitation for complete details. The Annual Holiday Meeting in December is already being planned. Please stay tuned for details as they are made available.