



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

Greetings

Welcome to the first edition of The Bureau Beat – a monthly e-newsletter from your Mesa Convention & Visitors Bureau. We want you to look forward to this email each month as your resource for the latest scoop on where we are going, where we have been and what we are doing to actively promote Mesa as a top destination in the Southwest. Each issue will take a snapshot of the month ahead and feature updates from our sales, marketing and communications departments as well as tips from our resident concierge and a section we call “Meet Your CVB Staff”. We hope our e-newsletter gives you an opportunity to learn more about our programs, shares ways to participate in our efforts and above all keeps you informed and in tune with your CVB.

The month ahead promises to be a busy one! As we unpack our sweaters and gear up for cooler weather, be sure to save the date for our CVB Open House event on Nov. 14. This is a chance for you and your colleagues to come down and check out the Mesa Visitors Center. We'll be handing out complimentary Tourism Tool Kits, holding hourly raffle drawings for some nice prizes (thank you partners!), and sharing the city's best offerings with our residents. So, come on down and have a slice of cake with us as we celebrate our 25<sup>th</sup> Anniversary- just one of many ways we are helping celebrate tourism in Mesa this year.

Yours truly,

Robert Brinton, President & CEO  
Mesa Convention & Visitors Bureau

**BUREAU NEWS:**

**MESA CVB PARTNERS WITH TRAVELOCITY; BOOK NOW FOR WINTER TRAVEL**

Serving as a one-stop travel resource, the Mesa CVB has partnered with Travelocity giving visitors to the Mesa CVB website, [www.VisitMesa.com](http://www.VisitMesa.com), the option to book exclusive, all-inclusive vacation packages in several categories. The packages pair hotel and resort accommodations with activities, events and attractions; and now visitors can add airfare and car rental. All packages offer a 10% commission to travel agents.

**MESA CVB HOSTS OPEN HOUSE, NOV. 14 – FREE TO THE PUBLIC**

Officially formed 25 years ago this November, the Mesa Convention & Visitors Bureau will host an open house for the public encouraging residents and visitors to get to know their visitors center. In November 1983, the city collected its' first-ever bed-tax revenue check thereby establishing the bureau as the city's main promotional arm promoting Mesa as a winter haven for sun-bound travelers. The Mesa Visitors Center Open House will be held from 10 a.m. to 3 p.m. on Friday, Nov. 14. Guests can pick up their complimentary Tourism Tool Kit and enjoy complimentary cake and refreshments. The festive event will also feature hourly raffle drawings for prizes including gift certificates to Mesa restaurants, attractions and activities and other CVB amenities including golf shirts, baseball caps and more. The bureau's destination experts will be available to meet with guests and share ideas on planning itineraries in Mesa and around the state. Mesa Convention & Visitors Bureau is located at 120 N. Center Street (Center & First Street, Downtown Mesa).

## **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 13,034,560 readers. 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](mailto:Milt@visitmesa.com).

AAA Arizona Highroads  
AAA Home & Away  
AAA Journeys  
AAA Living  
AAA Midwest Traveler  
AAA Westways  
Arizona Drive Guide  
AZ Rep Winter Vacation Guide  
AZ Tourist News  
Bus Tours  
Canadian Traveller  
Group Tour Magazine  
Leisure Group Travel  
Los Angeles Magazine  
National Geographic Traveler  
Native Peoples  
Packaged Travel Insider  
Prep Traveler  
Southwest Airlines Spirit  
Student Group Tour  
Sunset Magazine  
True West  
US Airways

## **NEW BROCHURES AVAILABLE FOR DISTRIBUTION**

101 THINGS TO DO has been expanded and re-formatted to be more reader-friendly with listings offered in seven categories. This 8.5 x 11 brochure is a great tool for selling Mesa and the surrounding area's attractions and activities. PHOENIX-MESA GATEWAY VISITORS GUIDE has also been re-designed and is available for distribution. This condensed guide focuses on the southeast Valley and offers listings in 10 different categories including Historical Sites, Indoor and Outdoor Attractions, Dining, Hotels and more. To request copies, contact Gayle Savo: [Gayle@visitmesa.com](mailto:Gayle@visitmesa.com).

## **COMMUNICATIONS NEWS:**

Each month, the bureau distributes press releases touting the latest tourism news to national and regional travel media including travel trade, consumer and meeting outlets, as well as freelance travel journalists. If there is anything new or noteworthy happening at your property, attraction or place of business please tell us. Through our public relations efforts, we actively promote Mesa as a premier tourism destination. Your updates are also regularly featured online and in the Mesa CVB press kit distributed at media missions, marketplaces and used as media fulfillment. For more information contact Michelle Streeter, [Michelle@visitmesa.com](mailto:Michelle@visitmesa.com).

## **PRESS RELEASES**

The following press releases will be distributed in October:

- What's New: Fall 2008 – Quarterly Round-up
- Allegiant Airlines Announces New Routes & Service To Sunny Arizona

## **ON THE ROAD**

Last month, the CVB attended the bi-annual Arizona Office of Tourism Media Marketplace in New York City. Organized by AOT, more than 90 media attended the mini-tradeshaw. The Mesa CVB booth featured olive oil tasting from the Queen Creek Olive Mill, giveaways, Allegiant Airlines flyers, Gaylord flyers, as well as a four-page information packet on the latest tourism news out of Mesa. Top-tier media were in attendance including editors from *Travel + Leisure*, *Arthur Frommer's Budget Travel*, *National Geographic Traveler*, *Family Circle*, *New York Daily News*, *Fodor's*, *Travel Agent*, *Business Week* and more.

## **SALES NEWS:**

Your CVB Sales Team is constantly on the road promoting Mesa as a premier leisure, sporting events, and small to mid-size meetings destination. In addition to our travels we are actively surfing the internet highway through the use of our email marketing campaign. Below are just a few highlights of where we have been and where we are going over the next month. 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.

## **WHERE WE HAVE BEEN**

**Allegiant Airlines Training:** In September, the bureau hosted a product training seminar at the Allegiant Airlines call center in Las Vegas. The staff of 80 agents and management were encouraged to come dressed as their favorite Arizona icon. In the mix was a cowgirl, D-backs fans, and even a red-hatted lady! The bureau engaged the audience in an interactive game of Mesa-opoly, the bureau's take on Monopoly replacing real estate squares on the board game for Mesa companies including Phoenix-Mesa Gateway Airport and a variety of entertainment, attractions and hotels. The bureau also rattled off trivia questions for the call center staff and hosted a pizza party and prize giveaways.

**MPI Sponsorship:** Earlier this month, the bureau was title sponsor of the Meeting Professionals International, Sunbelt Chapter monthly educational meeting and networking session held at the Four Seasons Resort & Spa in Scottsdale. Convention Sales Manager Pam Williams presented to the audience of 125 meeting suppliers and planners featuring videos of both the Waveyard and Gaylord projects. The CVB also supplied information packets chock full of Mesa updates to each attendee. As part of the sponsorship, Arizona MPI will feature the Mesa CVB logo and website link on all pre-meeting email alerts and feature the CVB on their website through October.

## **WHERE WE ARE GOING**

**Sports Marketing:** Sports Manager Aaron Muth will be attending two of the largest sports conventions in the country this month. The Travel Events and Management in Sports (TEAMS) Conference held this year in Pittsburgh provides personal appointment sessions with event organizers. We will be joined by members of the City of Mesa Sports Development Team and sales staff from Quality Inn & Suites. Aaron will also head to Cancun and represent Mesa at the Amateur Athletic Union (AAU) to showcase our premier sports offerings.

**Leisure Sales:** Tourism Sales Manager Donna Cluckey has traveled to three states this past month with more to come promoting leisure travel to Mesa as well as touting Allegiant Airlines direct service and the city's partnership with Chandler & Tempe (Sunny Az). Cluckey has participated in sales missions in Illinois, North Carolina and Wisconsin and attended MLT University in St. Paul, Minnesota. MLT Vacations is the wholesale operation of Northwest Airlines. More than 1,200 travel agents attend the annual event to participate in destination seminars and travel company trainings. Next month will find the bureau participating in sales missions in both North Dakota and South Dakota with partner Allegiant Airlines.

## **SALES & MARKETING TOOLS**

Enjoy these links about [Getting Back to the Basics](#) and [Habits of Highly Successful Sales People](#) that provide some new information and reminders for sales teams in these competitive times.

## **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 September:

Web visits: 42,693

Brochure downloads: 11,730

Virtual visitors guide downloads: 530

Requests for information (website and telephone): 352

## **DO YOU BLOG?**

Did you know the Mesa CVB hosts a visitor blog? We do and we need you. Participation from our partners is encouraged. Had a memorable meal in Mesa? Just went for an awesome hike? Have a new product or offering to shout from the rooftops? Share your Mesa experiences with our online guests. What are you waiting for - get out there in cyberspace and get blogging about Mesa! For more information, contact Gayle Savo: [Gayle@visitmesa.com](mailto:Gayle@visitmesa.com).

## CONCIERGE CORNER:

As the three-digit temperatures come to an end, it is now play time in Mesa! Whether you are a single hipster or a clan leader, there is something for everyone this fall. A few of my favorite Valley events to look forward to in the next 30 days are below. I hope that these ideas will get you out and enjoying the fall(ing) temperatures.

~Ginger St. Pierre

Mesa CVB Concierge & Visitor Services Specialist

*NCA - Certified Concierge*

*Certified Tourism Ambassador*

*Director of Marketing, National Concierge Association - AZ Chapter*

- Haunt of the Living Dead @ 202 & Dobson Rd. (Mesa Riverview), Mesa [www.frightened.com](http://www.frightened.com)
- The Gauntlet Haunted House @ "Ghoufland" (Golfland), Mesa (480) 834-8319  
[www.golfland.com](http://www.golfland.com)
- Celebrity Corn Maze (Muhammad Ali) & Pumpkin & Chili Party at Schnepf Farms in Queen Creek weekends throughout October (480) 987-3333 [www.schnepffarms.com](http://www.schnepffarms.com)
- 10/2-11/15 • All Shook Up, Broadway Palm Dinner Theatre, Mesa (480) 325-6700  
[www.broadwaypalmwest.com](http://www.broadwaypalmwest.com)
- 10/23-25 • Mesa Storytelling Festival, Mesa Arts Center (480) 644-6500  
[www.mesaartscenter.com](http://www.mesaartscenter.com)
- 10/24-26 • 25th Anniversary Roy Track Memorial Mesa Pow-Wow, Pioneer Park, Mesa (602) 910-8023 [www.aznurd.org](http://www.aznurd.org)
- 11/1-2 • Dia de Los Muertos Festival, Mesa Arts Center (480) 644-6500  
[www.mesaartscenter.com](http://www.mesaartscenter.com)
- 10/10-11/2 • Arizona State Fair, Arizona State Fairgrounds, Phoenix (602) 257-7161  
[www.azstatefair.com](http://www.azstatefair.com)
- 10/17-19 • Kokopelli Krush, Kokopelli Winery, Chandler (480) 792-6927  
[www.kokopelliwinery.com](http://www.kokopelliwinery.com)
- 11/6-9 • NASCAR, Phoenix International Raceway, Avondale (866) 408-RACE  
[www.phoenixinternationalraceway.com](http://www.phoenixinternationalraceway.com)

## MEET YOUR CVB STAFF:

### Meet James Tevault, Director of Sales

Direct: 480-682-3635

Email: [James@VisitMesa.com](mailto:James@VisitMesa.com)

James joined the Mesa CVB in August 2007. As Director of Sales, his primary job is to assist the sales team in promoting Mesa to the leisure, meeting, and sports markets. He also manages the bureau's consumer and client database and our year-round email marketing campaign. Born in Texas but as native as it gets here in Mesa, James is father to three children: a 12-year-old son and two daughters ages 10 and 4. Although he has no pets he lays claim to one bamboo plant that has actually survived bachelor care for a full year! Outside of the office and weekends away from his children, James loves to get in some karaoke with friends and has a few signature songs that he is known to belt out (but prefers to keep those a secret). He is an avid runner with aspirations to compete in his first full marathon this January. When asked to share his vision for Mesa, he responded, "Absolutely exciting! Mesa is poised for some really exciting things over the next five years. Mesa continues to be a thriving tourism destination with the rapid growth at Gateway, the completion of the 202, and several recent tourism announcements."



**BY THE NUMBERS – RESEARCH NEWS:**

AOT'S RESEARCH SECTION HAS BEEN UPDATED

The following items have been updated in the Research and Statistics section of Arizona Office of Tourism's business-to-business Web site [www.azot.gov](http://www.azot.gov). For additional information or questions, please contact Beth Billings, Research Specialist, at 602-364-3689 or via e-mail at [bbillings@azot.gov](mailto:bbillings@azot.gov).

- [2007 Canadian Visitation- Overall](#)
- [2007 Canadian Visitation- Alberta](#)
- [2007 Canadian Visitation- British Columbia](#)
- [2007 Canadian Visitation- Ontario](#)
- [2007 Overseas Visitation](#)
- [Airport Passenger Volume August 2008](#)
- [National Park Visitation July 2008](#)

**A LOOK AHEAD:**

Stay tuned next month as we shop Mesa this holiday season, focus on new markets via Allegiant Airlines, and gear up for the winter travel season.

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As always, you can learn more about all the items featured in this newsletter on our website, [www.VisitMesa.com](http://www.VisitMesa.com).

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