



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

Greetings,

Since our last issue of *The Bureau Beat*, your Mesa CVB has been hopping! On top of our many travels spreading the word about our great destination, this week finds us coming off the heels of hosting the 2nd Annual Mesa Housekeeping Olympics. As expected, it was a riotous affair and a great way to give back to a segment of our industry that is so valued here in Mesa. Housekeepers from six hotels participated in the events which were featured by several Valley news stations – read below for more on this exciting event and if you haven't joined us yet, be sure to save the date for next year during International Housekeeping Week!

And, hot off the presses is the new 2010 Mesa Visitors Guide. The bureau received a 36,000-pound shipment last week and managed to get 17 pallets of guides unloaded in under an hour. This week, we've been busy getting these great resource guides on all things Mesa out the door and into the hands of our hoteliers and RV communities. If you haven't received an allotment yet and would like some, give us a call and we'll send them over right away.

As the fall season beckons, we realize that for many Mesa businesses this summer was by far one of the longest dry spells on record. We expect a slow climb out of the recession and it's our hope that as a community, whose strength is in numbers, we can embrace what lies ahead for the anticipated tourism season. Your bureau is optimistic that the tourism season will find us busy once again but not nearly to levels seen in the past. On a plus note, our efforts are being well received to date, media is giving Mesa ink both locally and abroad, and we are already ensuring that our destination remains in the minds of decision makers in the travel industry. With your help, together we can also keep Mesa in the hearts of our winter residents and sunseeking vacationers this upcoming season.

Sincerely,

Robert Brinton, President & CEO
Mesa Convention & Visitors Bureau

BUREAU NEWS:



FREE 2010 MESA, ARIZ. VISITORS GUIDE NOW AVAILABLE

The brand-new *2010 Official Mesa Visitors Guide*, published by the Mesa Convention & Visitors Bureau, is available now for visitors wanting to know more about the Arizona's third largest city and its popular tourism offerings. The 64-page guide was completely overhauled this year allowing for more editorial on Mesa's in-demand experiences. This year's *Official Mesa Visitors Guide* includes full-length features paired with comprehensive listings on Mesa businesses in the following categories: Museum & Cultural Venues, Attractions & Activities, Golf, Sports & Recreation, and Shopping. New sidebar features have been added on Green Tourism, Pet-Friendly Locales, Wine Bars and a two-page spread on Outdoor Adventure including popular hiking trails, tips before exploring the Sonoran Desert as well as a feature on Stargazing in the Desert. The new guide is littered with new photos to help inspire and illustrate the wealth of activities in

Mesa. Special listings in this year's 64-page book include "It's a Family Affair", featuring a themed listing of categories such as Water Works, Discovery Zone, Wild, Wild, West! And more; a complete 2009-2010 Museum

Exhibition & Theatre Shows listing; Active Living RV Park listing and a year-long Events Calendar. This ultimate reference guide on Mesa and the surrounding area also features a two-page Mesa map with designated markings for area cultural attractions, entertainment venues, golf courses, shopping centers, hiking trails, city parks, sports facilities and other major attractions. *Call us today and request your complimentary copy(s) of the 2010 Official Mesa Arizona Visitors Guides at 480-827-4700.*

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 October. 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 Air: Sunseeker
- US Airways
- Horizon Travel
- Leisure Group Travel
- Canadian Traveller
- Religious Conference Planner
- Association Meetings
- Recommend

MESA BUREAU HELPING TOUT TOURISM FOR SOUTHEAST TOWNS

The Mesa Convention & Visitors Bureau was awarded grant funding for a new marketing partnership through the Arizona Office of Tourism's Arizona Regional Marketing and EZ Marketing programs. These long-standing statewide grant programs enable local communities to promote their visitor destinations in addition to what the state agency already does to promote Arizona as a travel destination. The grant monies are being used to form the Gateway Regional Visitor Partnership, an alignment between the Mesa Convention & Visitors Bureau with the Chambers of Commerce in Gilbert and Queen Creek that will help market the region to potential visitors and tourists already staying in Mesa. Starting this month, the Mesa CVB will actively market the joint communities with the launch of a new travel website portal, www.VisitGateway.com where visitors can then get one-click access to more information offered by the communities established information websites. A second website portal, www.FlyToGateway.com, will also be launched helping connect the Phoenix-Mesa Gateway Airport with the Southeast communities. Additional marketing efforts, primarily in the form of targeted e-newsletter and online advertising through Madden Media, are also currently underway. For more information on this new partnership, contact Milt Fort at 480-682-3639 or Milt@visitmesa.com.

COMMUNICATIONS NEWS:

MEDIA COMES OUT TO COVER HOUSEKEEPERS COMPETE DURING ANNUAL CVB-HOSTED OLYMPIC EVENT

Dozens of Mesa housekeepers were all smiles on Monday at the second annual Mesa Housekeeping Olympics. Both Fox 10 Arizona Morning and 3TV's Good Morning Arizona featured the lively event during their morning broadcasts sharing this incredible event with viewers from across the Valley and state. 3TV reporter Bruce Haffner went live from the Hilton Phoenix East Mesa hotel covering bed making, toilet paper toss and the obstacle course using housekeeping carts. Fox 10's Diane Ryan interviewed staff from the Country Inn & Suites and zoomed in on the buffer toss, a game where housekeepers were launching buffer pads on toilet plungers. In all, the event was pumped up with music and game play-by-plays with Director of Sales James Tevault. In addition, the event was featured in the evening newscast on ABC 15. Teams were cheered on by spectators who sported pom-poms, clappers, signs and most importantly, spirit! To participate in the 2010 event, share your interest now with Natalie Harris at 480-682-3642, or Natalie@visitmesa.com. The bureau hopes to grow the event each year, which will always be held during International Housekeeping Week, the third week of September. Below are links to view this week's tv coverage – note that links will not remain active for long:

<http://www.abc15.com/content/news/southeastvalley/mesa/story/Mesa-hotel-workers-show-off-their-housekeeping/qjf9fAJT3E6qcjAv0JrhpA.csp>

http://www.myfoxphoenix.com/dpp/azam/housekeeping_olympics_091409

<http://www.azfamily.com/video/gmaz-index.html?nvid=398180> (you have to log-in/register on site to view)

<http://www.azfamily.com/video/gmaz-index.html?nvid=398159> (you have to log-in/register on site to view)

SALES NEWS:

CVB PARTNERS COME OUT FOR CRASH COURSE AND TOURICO TRAINING

Last month the bureau, in partnership with Broadway Palms Dinner Theatre, hosted a “Crash Course” in Group Sales Training for 45 industry partners in Mesa. The daylong seminar was geared toward group-friendly properties with Chris Harrower at the helm. Harrower is with Dutch Apple Dinner Theatre and helped introduce key marketing tools, information on developing partnerships, and working tradeshow and conventions. Last month, bureau partners also participated in a training with Kelly Brady of Tourico Holidays. This comprehensive presentation on the FIT market as it relates to our Mesa hotels and attractions was centered on how to capture more of the international and US market sales. Tourico currently has clients in 123 countries and while they are primarily an International FIT Company selling to professional travel agents and tour operators, they also have two websites that sell directly to the consumer. For more information about upcoming training opportunities with the Mesa CVB, contact Director of Sales James Tevault at 480-682-3635 or James@visitmesa.com.

MESA CVB HELPING TOUT NEWEST ATTRACTION IN MEXICO

Next month the Arizona Office of Tourism will host their annual Arizona Showcase event in Hermosillo, Mexico. While the Mesa CVB is not attending the event, the bureau has secured brochure participation and will be using the event to announce to Mexican media and attendees the opening of Campeones, the 30,000-square-foot venue developed in partnership with Julio Cesar Chavez. In addition, the bureau is providing amenities to attendees. Mesa beat out other cities including Las Vegas and Los Angeles for this one-of-a-kind venture and will offer a unique “only in Arizona” experience to the lucrative Mexican traveler and Hispanic market. Campeones is poised to offer a well-rounded, one-of-a-kind family entertainment experience which is tops for this demographic. Through the bureau’s efforts, the venue will also be featured in the fall editorial placement that accompanies the Arizona Showcase event in *El Imparcial*, Hermosillo, Mexico’s largest newspaper. The bureau is looking into additional Mexican missions later this fiscal year. To learn more about these opportunities, contact Donna Cluckey at 480-682-3646 or Donna@visitmesa.com.

Leisure Tourism Sales: OREGON MARKET STRONG FOR MESA; NEXT UP IL AND WI: Leisure Sales Manager Donna Cluckey along with Sales Manager Kristi Swanson from Arizona Office of Tourism completed a sales mission earlier this month centered on Oregon. Along with Portland, the bureau visited 14 cities including Medford and Eugene serviced with non-stop air service to Phoenix-Mesa Gateway Airport. The effort promoted Mesa, the bureau’s Sunny AZ partnership with Tempe and Chandler and Allegiant Air’s expanding service and routes to Mesa. The duo visited 28 travel agencies and connected personally with almost 170 travel agents. Later this month, Cluckey is scheduled to conduct missions in Illinois and Wisconsin. To date, nearly 50 travel agencies in 39 cities will be visited and 160 travel agent appointments are scheduled. In addition to touting Mesa’s winter offerings, agents will be given copies of the new 2010 Visitors Guide. For more information on upcoming sales missions, contact Donna Cluckey at 480-682-3646 or Donna@visitmesa.com.

KEEPING CLOSE-TO-HOME AGENTS TRAINED ON MESA OFFERINGS: This month, Leisure Sales Manager Donna Cluckey conducted Destination Training at the Arizona Office of Tourism Call Center in Tucson. The presentation focused heavily on Mesa hotels and attractions. Almost 40 agents answer the state office tourism hotline which is open 24 hours a day, 7 days a week. To learn more about future opportunities to partner with the bureau or conduct AOT Destination Trainings and/or FAMs, contact Donna at 480-682-3646 or Donna@visitmesa.com.

Mesa Sports & Tourism Development: OLYMPIC GAMES AND AGGRESSIVE AQUATIC EFFORTS: Sports Group Sales Manager Aaron Muth attended Olympic SportsLink earlier this month. This unique conference helps connect Olympic National Governing Bodies to cities and organizations interested in hosting Olympic Trials and Championship events. Attendees will also have the opportunity to participate in a series of sessions centered on best practices in the sports event industry, including in depth sessions led by experts focused on the sports event bid process, marketing, sponsorship activation, and event operations. Later this week, Muth will participate in the Aquatic Symposium in Chicago. Mesa Sports and Tourism Development is aggressively targeting the aquatics sports market and will be meeting with officials from USA Diving, Syncro Swimming USA, USA Swimming, USA Water Polo, US Masters Swimming and FINA. For more on this segment of sports marketing for Mesa, contact Aaron Muth at 480-682-3650 or Aaron@visitmesa.com.

Convention Sales: NAVAJO TRAVEL EXPO: Earlier this month Pam Williams attended the Navajo Travel Expo with several partners including Hyatt Place, Hilton and Arizona Golf Resort. The Mesa delegation met with approximately 200 contacts from many Navajo Departments including: Transportation, Education, Senior Services, Water Quality, and many more. To learn more about this effort and upcoming opportunities, contact Pam Williams at 480-682-3664 or Pam@visitmesa.com.

WEBSITE NEWS:

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

Requests for information: 149

Visits to web site: 32,080

Web site downloads: 4,387

Virtual Visitor Guide downloads: 15

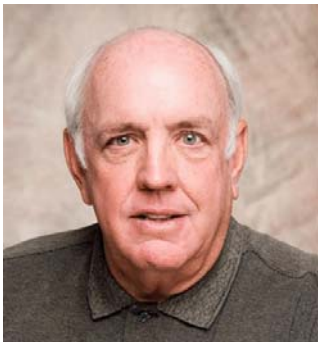
CONCIERGE CORNER WITH GINGER ST. PIERRE, CTA & NCA Certified Concierge:

So, according to the calendar we should be experiencing "Fall". Yeah right, not with these temperatures!?! Oh well, I won't complain...because I know what a great place this will be during the next six months. Below is a quick overview of some special events to kick off the fall season. For a more complete list of events and further details, visit our events calendar on www.visitmesa.com

- October 24th, 3rd Annual Ghost Tour and Downtown Walking Tour in downtown Mesa 480-835-7358, www.mesahistoricalmuseum.org
 - MAC Fest (Mesa Arts & Cultural Festival) kicks off its 2nd Season, Saturdays beginning October 3rd. 480-644-6500, www.mesaartscenter.com
 - Golfland presents: Fright Nights, featuring The Gauntlet (haunted house) 480 834-8319, www.golfland.com/mesa
 - Schnepf Farms presents: 12th Annual Pumpkin & Chili Party 480-987-3100, www.Schnepffarms.com.
 - Doomtown @ Rawhide (featuring The Crypt Haunted House) 480-502-5600, www.rawhide.com
 - Monsterland (The East Valley's newest haunted attraction) www.monsterlandaz.com
- Cheers, from Go-Go Ginger (*visitor blog*: <http://MakeltMesa.com>)

SAVE THE DATE: The next Mesa CVB Marketing Network Partnership Meeting will be held Friday, Nov. 20 at 7:30 a.m. Watch for invitations, agendas, location and complete details.

MEET YOUR MESA CVB BOARD OF DIRECTORS:



Dave Wier, Treasurer

Vice-President, Wells Fargo Bank, Business Development

Dave Wier has been a proud Mesa resident since January 1984. Dave is Vice-President of Wells Fargo Bank in Business Development and has been on the CVB board for five years and serves as the treasurer. He has been active in many organizations in the past including positions of Past-President of the Mesa Chamber of Commerce, Past-President of the Mesa Downtown Association and Past Chair of the Mesa Downtown Development Board. He is involved in Mesa Rotary; Mesa HoHoKams; Banner Baywood/Banner Heart Hospital Foundation Board; Mesa YMCA Board; Child Crisis Center Board of Directors; and serves on the City of Mesa Transportation Board.

Originally from Sibley, Iowa, Dave has lived and worked in Mesa for 25 years. Dave enjoys the people in Mesa and the many winter visitors from the Midwest that visit every year – not to mention the many returning Chicago Cubs fans that flock here each March for Spring Training. "The opportunity that business leaders and citizens of Mesa have here is exciting and eventful," says Wier. "With all the activities here, the future of the East Valley is bright with many opportunities coming Mesa's way: Waveyard, Gaylord/DMB, Falcon Field, and Phoenix-Mesa Gateway Airport." Dave recognizes Mesa's unique position with continued growth in numerous industries including health care, aerospace, aviation, travel and tourism and of course golf - one of Dave's favorite past times! Feel free to contact Dave Wier directly at David.A.Wier@WellsFargo.com or (602) 292-9050.