



## THE BUREAU BEAT

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

NOVEMBER 2009

Greetings

Ahhh...November. Feel that chill in the air?

Mesa's valued winter visitors are on their way (with many already settled in) to relax and seek respite from the cold in our fabulous city. Last week, Allegiant Air's first-ever inbound flight from Grand Forks, ND to Mesa was full and load factors are increasing as the cold chill of early winter arrives in the Midwest and northern parts of our country. Today, their new non-stop service is launched out of the tri-cities area of Pasco, WA. According to the AZ Association of RV Parks and Campgrounds, reservations are up this year compared to last year and parks are making considerable improvements despite the down economy. This is great news for the many Mesa businesses – attractions, restaurants, golf courses and residents! - that rely on dollars spent by out-of-town guests. We hope you join us in welcoming all our winter visitors back to our great state as we look forward to showing them warm hospitality that they can always expect to find in Mesa! For more on the RV Association's 2010 winter visitation forecast, click [here](#).

This time of year also reminds us how grateful we are to have industry supporters like you as we gear up for Mesa's busiest travel season. A special thanks to all of you throughout our community that help make our destination shine! Please 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. We hope that all of our industry partners can join us at the annual holiday mixer next month. We promise a moo-velous time at Superstition Farms in Mesa!

Happy Thanksgiving,

Robert Brinton, President & CEO  
Mesa Convention & Visitors Bureau

### **BUREAU NEWS:**

#### **CUBS TICKETS GO ON SALE IN JANUARY, SCHEDULE AVAILABLE NOW**

The complete Chicago Cubs spring training schedule is now available and you can view it [here](#). In addition, the bureau will be promoting Mesa hotels that offer special packaging paired with tickets. If you have your special Cubs packaging and pricing already set and would like to be included in our promotional efforts to help tout Spring Training 2010 in Mesa, please contact Director of Sales James Tevault at 480-682-3635 or email your offer directly to [James@visitmesa.com](mailto:James@visitmesa.com). Individual game tickets for the 2010 Chicago Cubs home spring training games will go on sale Tuesday, January 5 at 10 a.m. Online purchases can be made at [www.cubs.com](http://www.cubs.com) and [www.tickets.com](http://www.tickets.com) and also by calling 1-800-905-3315. The ticket box office at HoHoKam Stadium will open for the sale of individual game tickets beginning on January 12, 2010 at 9 a.m. Hohokam Stadium is located at 1235 N. Center Street. Box Office hours are Monday – Friday, 9 a.m. to 4 p.m.

## 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 approximately 10.5 million 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 Home & Away
- AAA Living
- AAA Midwest Traveler
- Allegiant Air Sunseeker
- Arizona Drive Guide
- AZ Business Magazine
- Golf Chicago
- Horizon Travel
- Leisure Group Travel
- Southwest Meetings & Events
- Student Travel
- US Airways
- Valley Guide
- Winter Getaway Guide - AOT

## ON THE ROAD AGAIN...MESA CVB COMPLETES MISSIONS IN ALL 20 ALLEGIANT AIR CITIES

Director of Marketing Milt Fort will be conducting more outreach missions to Allegiant Air served cities this month including visits this week to Grand Forks, ND and Wichita, KS. Next month, a similar mission will be held in Grand Rapids, MI and Grand Island, NE. During these missions, Fort is meeting with airport directors and providing Mesa promotional materials including the Phoenix-Gateway Mesa Map & Guide, as well as reaching out to each cities bureau to discuss joint marketing and partnerships amongst the destinations. Media appointments are also scheduled during these visits to further get the word out that Mesa means business this season. When complete, the bureau will have conducted outreach in all the markets served by Allegiant Air. For more information on these efforts and partnerships, contact Milt Fort directly at [Milt@visitmesa.com](mailto:Milt@visitmesa.com) or 480-682-3639.

## COMMUNICATIONS NEWS:

### PRESS RELEASES

The following press releases were distributed in November:

- [HEADING SOUTHWEST FOR THE WINTER? FREE 2010 MESA, ARIZ. VISITORS GUIDE NOW AVAILABLE](#)
- [WHAT'S NEW IN MESA, ARIZONA: WINTER 2009/2010](#)

**MORE INAUGURAL ALLEGIANT FLIGHTS HELP PUT SPOTLIGHT ON MESA:** Since the last Bureau Beat, Allegiant Air launched service to two more of their newest markets in November with inaugural flights from Grand Forks, ND last week and Pasco (Tri-Cities), WA scheduled for today, Nov. 19. As a result, the Mesa CVB hosted Grand Forks television anchor Terry Dullum from WDAZ – ABC. During his stay, Terry filmed several tourism-related segments about Mesa's attributes include golf, outdoor recreation, and even spas. The television segments will appear on a regular segment called "The Dullum File". For Pasco, the Mesa CVB secured a prize giveaway for radio station, KARY-100.9 FM. Mesa and our partners will be included in on-air promotions that started Nov. 13, and will continue through Nov. 25. For more information on promotions with Allegiant Air, contact Michelle Streeter at 480-682-3638 or [Michelle@visitmesa.com](mailto:Michelle@visitmesa.com).

**CHICAGO-BOUND IN DECEMBER:** Next month, the Mesa CVB will partner with Greater Phoenix CVB on a joint media mission to Chicago. The intention is to plant the seed early on 2010 spring training in Arizona. The CVBs are hosting a lunch for freelance travel writers and will plan two days of appointments with key contacts. Michelle Streeter will also use the opportunity to promote Mesa's newest tourism offerings for Chicago visitors in spring. Please update her on your latest news at [Michelle@visitmesa.com](mailto:Michelle@visitmesa.com). For more information, contact Michelle Streeter directly at 480-682-3638.

## **SALES NEWS:**

### **Leisure Tourism Sales:**

**MEXICO PARTNERSHIP:** Mesa CVB partnered with Courtyard by Marriott Mesa to promote our destination at Arizona Office of Tourism's Arizona Showcase in Hermosillo Mexico last month. The Courtyard attended this annual event that was attended by 850 potential travelers and travel agents. This was the 12<sup>th</sup> annual event co-hosted by Arizona Office of Tourism and Westcor, which helps promote Arizona to the drive market business from Mexico. For more information, contact Donna Cluckey at 480-682-3646 or [Donna@visitmesa.com](mailto:Donna@visitmesa.com).

**MESA CVB HITS TWO EVENTS WITH ONE SALES MISSION IN NEVADA:** The annual World Religious Travel Association Expo and National Tour Association Annual Convention is being held this week (Nov. 14-16) in Reno, Nevada. With these two organizations co-locating their events, Mesa CVB was able to showcase the destination to both audiences. This year also marks NTA's new format for their convention where tour operators can purchase during the event, allowing a more effective process than before and the opportunity for more business for all destinations that attend each year. For more information, contact Donna Cluckey at 480-682-3646 or [Donna@visitmesa.com](mailto:Donna@visitmesa.com).

**DECEMBER KICKS OFF MONTH WITH FAM:** Mesa CVB will be partnering with the AOT to host a FAM tour for Travel Agents that have completed the AZAP on Dec 4<sup>th</sup> and 5<sup>th</sup>. Arizona Accreditation Program is hosted by the AOT to encourage TAs to become Arizona experts. There will be 8 TAs participating in the Northern AZ FAM which includes; Page, Flagstaff, Lake Havasu, Tempe, and Mesa. While in Mesa they will experience Organ Stop Pizza, Riverview, Apache Trail, Arizona Museum of Natural History, and MACFest. Thanks to all our Industry partners that are hosting the FAM participants including the host hotel Courtyard by Marriott. At the closing reception we will have the opportunity to share more information with all 16 AZAP Travel Agents including 8 from the Southern Arizona FAM. For more information, contact Donna Cluckey at 480-682-3646 or [Donna@visitmesa.com](mailto:Donna@visitmesa.com).

### **Mesa Sports & Tourism Development:**

#### **SPONSORSHIP OF VISITMESA.COM BASKETBALL CHALLENGE PAYING DIVIDENDS:**

Mesa Sports & Tourism Development helped secure title sponsorship of the VisitMesa.com Basketball Challenge, scheduled for Dec. 28 – 31 at Mountain View High School. With support from Mesa Public Schools and Position Sports, the event is already receiving national and local media coverage with more expected at the end of the high-school football season. This third annual holiday event will once again feature the top programs throughout the state of Arizona and from around the country. Twelve Arizona high schools are included in the 16-team field, which also includes teams from California, Illinois and Nevada. For Arizona schools, this event allows them to stay in state saving valuable financial resources during tough economic times, while boosting Mesa's local economy with out of state teams. For more information on this tournament, contact Aaron Muth at [Aaron@visitmesa.com](mailto:Aaron@visitmesa.com) or 480-682-3650.

## **WEBSITE NEWS:**

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

Requests for information: 422

Visits to web site: 12,225

Hotel reservations thru Travelocity: 4

Room nights: 10

**NEW!** Top Referring Websites to VisitMesa.com: mesaaz.gov, phxmesagateway.org, flyrfd.com

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

The Mesa CVB is preparing for the fast-approaching, almost-here holiday season. I just received the newsletter announcing that Santa Clause is Coming To Town! He will be appearing at [Fiesta Mall \(11/20-12/24\)](#) & [Superstition Springs Center \(11/12-12/24\)](#). I do have schedules available to share with your guests and visitors. Remember, while shopping with retailers in Mesa, save your receipts to redeem for **Mesa Bucks** at Mesa cultural centers (Shop Mesa, Get the Arts). Kids can also get photos with Santa at Golfland/SunSplash on weekends in December as well as join Saint Nick for a barbeque on select dates during their annual Winter Wonderland celebration. Arizona Mills in Tempe has also announced that Santa will be available too, 11/13-12/24/09. *(Contact me for a copy of the fliers if you are not on my weekly events e-blast)*

## LOOKING FOR LIGHTS THIS SEASON??

- The Mesa Arizona Temple visitor's center is preparing their brochures for the annual holiday lights display. Get into the Christmas spirit by gazing at 750,000 twinkling lights set in the picturesque desert landscape of citrus trees, cacti, and palm trees. The lights display 50 life-size figures, including a Nativity scene, the three Wise Men and their camels, and others. Also at the visitors' center, enjoy a short film depicting the birth of Christ. The lights turn on at dusk each evening and stay on until 10pm, there is also free live entertainment each evening at 7pm in the garden area.
- St. Timothy's Catholic Church at Baseline Road between Dobson and Alma School Roads will have Christmas lights on display 11/25/09-1/3/10.
- Azcentral.com's annual light displays map: [www.lights.azcentral.com](http://www.lights.azcentral.com) The map and online listings will be available beginning November 25. A complete map of holiday light displays will appear in The Arizona Republic on Thursday, November 26, 2009. Selected holiday light displays will be featured LIVE throughout the holiday season only on 12 News!

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

## SAVE THE DATES:

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

- November 20 • New Nature Center at Utery Mountain Regional Park
- December 9 • Annual Holiday Meeting, at Superstition Farm (this is an afternoon event)
- January 15 • Tourism Gets A Shot in the Arm with Medical Tourism at Banner Heart Hospital

## MEET OUR BOARD OF DIRECTORS:

### John Barry, Phoenix-Mesa Gateway Airport – Air Service Marketing & Development



Arizona native John Barry, born in Safford, has been a Mesa resident for the past nine years and has been with Phoenix-Mesa Gateway Airport Authority since 2004. Here, Barry oversees the Air Service Marketing & Development department responsible for marketing to the passenger airline industry, the air cargo industry and other industries that may have an interest in development opportunities on the Airport. In addition, Barry plays a key role in developing lease agreements for available facilities and properties. "Living and working in Mesa has been a tremendous opportunity for me. I compare it to many previous jobs I've had where the company was beginning to grow and expand," said Barry. "It's our opportunity to build Mesa, grow Mesa and develop Mesa, in a manner that we can be proud to say to our children and grandchildren in the years to come, 'I contributed to what Mesa is today and I'm proud of it!'" In his free time, Barry can be found sketching and oil painting or even strumming the guitar. Barry is most impressed with Mesa's unique dynamic noting the city is "at a stage in our development that provides us the opportunity

to attract a dynamic workforce with our aerospace related businesses, our health education and blossoming tourism industry."