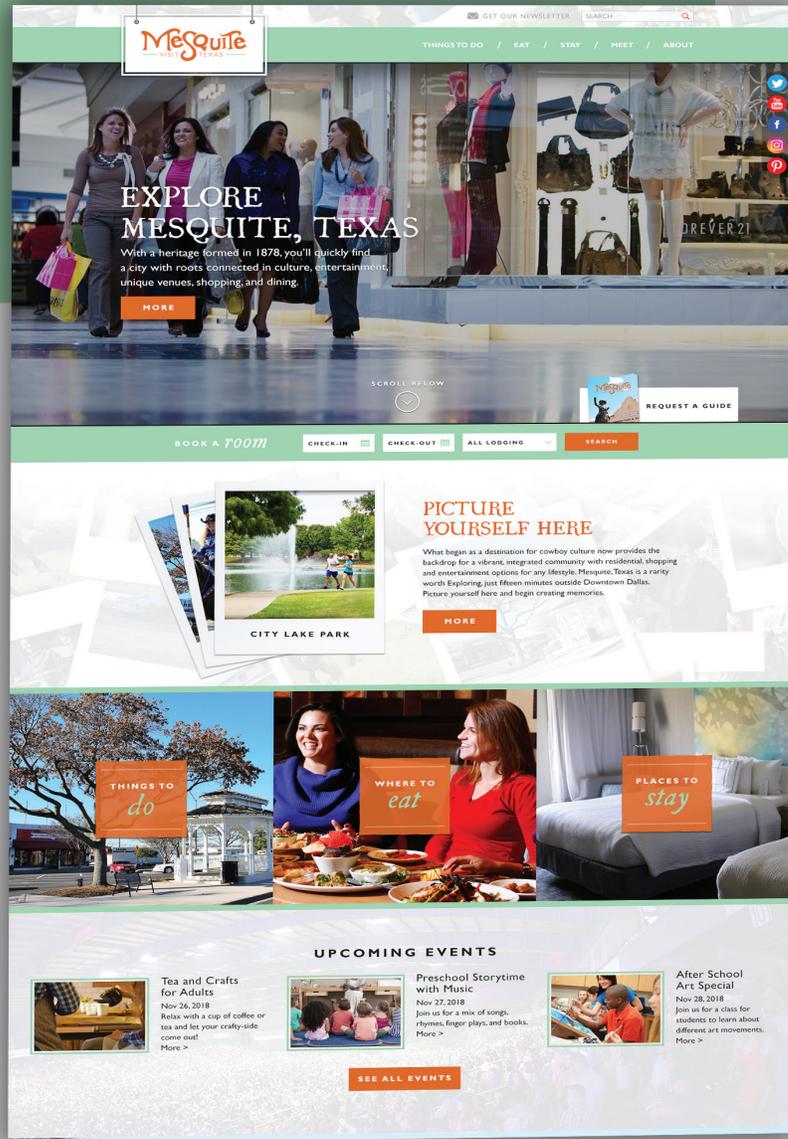


## QUARTERLY REPORT



**Mesquite CVB launched a new website in Spring 2019**

## CVB Actively Promotes GMA Visit to Rodeo

Good Morning America selected the Mesquite Championship Rodeo as a part of its Big Summer Road trip. The Mesquite CVB actively promoted the live taping through its social channels and assisted rodeo guests.



## Mesquite in the News

As the CVB continues to build awareness of Mesquite as a top destination, there has been more recognition of some long-standing Mesquite attractions. Recently Mesquite was featured by the Dallas Observer, which emphasized the Mesquite Championship Rodeo and the crowd it has brought into our community since 1957.

## CVB Hospitality Partners Recognized

Recently, two Mesquite hotels were recognized for their outstanding service. Holiday Inn Express received the Best Renovation Award at the National IHG Conference. TownePlace Suites was ranked first place in the U.S./Canada for quickest achievement to capture its market share as a newly opened hotel.

*"Thank you for all the hard work CVB does to promote our City... we have been producing more revenue than last year. Specially in our weekends, we have lots of leisure guests that included sports team, army rosters and general family guests. Our weekends have been generating 100% occupancy most of the weekends"*

*- Tejal Desai, GM, Holiday Inn Express*

## CVB Welcomes Pan American Golf Association

After nine years, the Pan American Golf Association (P.A.G.A.) returned to hold its 62nd National PAGA Golf Tournament & Convention. The Dallas Chapter currently has more than 2,600 active members. All members with their families spent a week full of golf, meetings and activities in Mesquite securing 425 room nights from July 28 to Aug. 4.

## CVB Secures New Photography Assets

The CVB has worked with a professional photographer to capture large quantities of quality photographs of Mesquite events and venues for use in print and digital marketing. These new assets are being shared with the Mesquite Arts Center, Economic Development, and other city departments.



## CVB Sponsors Visit by N.P.P.N

The National Preservation Partners Network (N.P.N.N.) was excited to visit Opal Lawrence Historical Park as a part of its spring conference. To assist Historic Mesquite Inc., the CVB supplied transportation and a catered meal for the event that hosted Historic Preservation Directors from throughout the United States.

## Upcoming Groups and Conventions

**Room Nights: 130 | Estimated Economic Impact: \$354,742\***

July 30 – Aug. 2 | South Central Church of God National Conference: They will also be in Mesquite for their Youth Conference this October.

**Room Nights: 41 | Estimated Economic Impact: \$11,824 \***

Aug. 24 | Ft. Worth Feline Fanciers: A one-day cat exhibition, which includes vendors and breeders.

**Room Nights: 140 | Estimated Economic Impact: \$283,793\***

Oct. 10 – 13 | GodFest - South Central Church of God: This is an annual youth event sponsored by the church.

**Room Nights: 63 | Estimated Economic Impact: \$8,232\***

Oct. 25 – 27 | Cat Fancier's Association (Gulf Shore Region): The public can view up to 180 purebred and household pet cats as they compete for awards in five different judging rings throughout the day.

**Room Nights: 20 | Estimated Economic Impact: \$4,744\***

Oct. 25 – 26 | Park's Martial Arts Tournament: A Taekwondo and Hapkido competition. This is the first time the group will host their tournament in Mesquite.

\*The Office of the Governor, Economic Development & Tourism Division: 2016 Texas Tourism Region and MSA Visitor Profile - An Inside Look at the Travel Market in the Prairies and Lakes Region. Expenditures are transportation/gas, food, lodging, shopping, entertainment and miscellaneous.

## Convention Sales Closed This Quarter

**Potential Revenue: \$20,693.26\***

July 26 – 27, 2019 | USA Dodgeball 2019 USA Combine Tournament: More than 70 participants stayed at the Mesquite Fairfield-Inn, where they booked 74 room nights for the duration of the competition.

**Potential Revenue: \$59,124\***

Sept. 25 – 26, 2020 | American Taekwondo Association Southlake International Regional Tournament: During the two-day competition, more than 1,700 attendees will participate in this martial arts tournament in the convention center.

**Potential Revenue: \$2,200\***

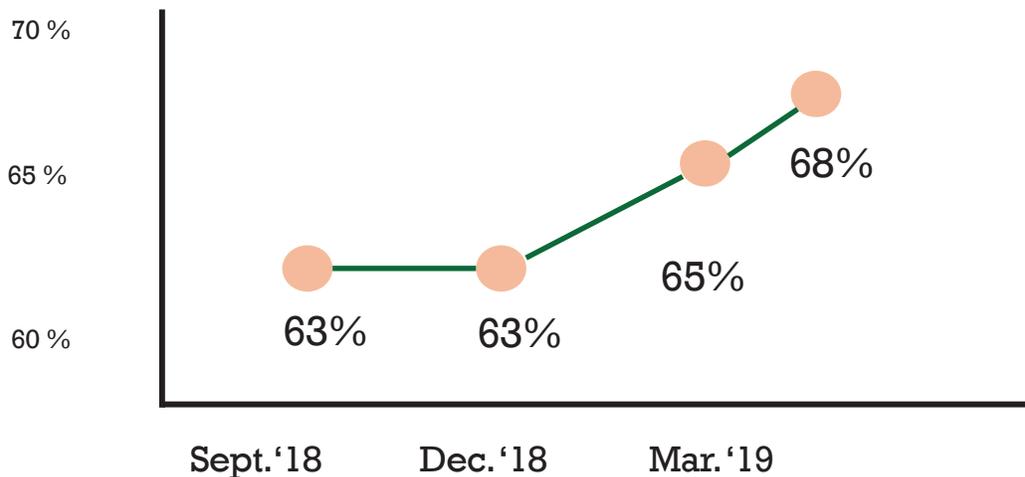
Nov. 9 – 10, 2019 | NubAbility Athletics Foundation Camp: More than 1,000 kids will be attending the camp with 20 room nights booked at the Holiday-Inn Express.

\*The above figures are negotiated rates between the client and convention center based off expected attendance and fulfillment of hotel blocks. These figures are subject to change closer to the event date.

## Premier Hotels By The Numbers

	<b>OCCUPANCY RATE</b>	
	(JAN. - MAR. 2019)	(APR. - JUNE 2019)
	<b>67%</b>	<b>74%</b>
	<b>OCCUPANCY RATE</b>	
	(JAN. - MAR. 2019)	(APR. - JUNE 2019)
	<b>70%</b>	<b>74%</b>
	<b>OCCUPANCY RATE</b>	
	(JAN. - MAR. 2019)	(APR. - JUNE 2019)
	<b>67%</b>	<b>69%</b>
	<b>OCCUPANCY RATE</b>	
	(JAN. - MAR. 2019)	(APR. - JUNE 2019)
	<b>74%</b>	<b>75%</b>
	<b>OCCUPANCY RATE</b>	
	(JAN. - MAR. 2019)	(APR. - JUNE 2019)
	<b>64%</b>	<b>73%</b>

## Texas Hotel Performance Factbook Third Quarter April 1 - June 31, 2019



The average **occupancy rate** for Texas was **67.1%**, while Mesquite was **67.6%**.

The average **daily room rate** for Texas was **\$111.32**, while Mesquite was **\$72.99**.

Texas saw a **room revenue** increase of **3.6%**, Mesquite room revenue increased by **12%**.